WELCOME TO THE
35th ANNUAL CONFERENCE!

Message from President Elect, Bruce Boliver

Welcome to RCRA’s 35th annual national conference. This year’s conference is packed full of educational sessions, socials, networking opportunities, creativity, and energy. Please take advantage of every opportunity made available to you.

I would like to thank the programming committee of Lisa Linden, Alexis Crookshank, Debbie Regnone, and Jean Baer for all of their collective efforts in contacting and securing the speakers for this year’s conference.

I would like to thank Rachele Noce for all of her dedication and planning to make this a successful conference, and the board of directors for their support over the past several months.

A special thank you to Margo Tighe for her captivating ideas, Dan Preston for his diligence while working with the program content and publication, and Scott Rood and Mary Wisnom for their involvement with the development, screening, and administration of the Research Symposium.

And last but not least, a big thank you to Peggy Tempero for all of her creativity, time, energy, and bright smiles that we are all accustomed to at each conference.

The South Seas Island Resort team is thrilled to be hosting this year’s conference and to showcase their property, hospitality, and cuisine. So please enjoy!

Bruce Boliver
GENERAL INFORMATION

Registration Desk Hours – Captiva Foyer
Saturday: 4:00pm - 8:00pm
Sunday: 8:30am - 5:30pm
Monday: 7:45am - 5:00pm
8:00pm - 8:30pm Interview Schedules available for pick up by Job Fair Attendees.
Tuesday: 8:00am - 5:00pm

Sponsor/Vendor Showcase – Captiva Foyer
Sunday: Vendor Setup from 9:00am - 12:00pm
Showcase 12:00pm - 5:15pm
Monday: Vendor Showcase 10:00am - 5:00pm

RCRA’s Membership Breakfast and RCRA Gala
The Membership Breakfast and RCRA Gala are for all RCRA Conference attendees. If traveling with a guest that is interested in attending, please register and purchase a ticket at the Registration Desk. $30 for the Membership Breakfast, $40 for the RCRA Gala.

If you have any dietary requests or restrictions and are attending the Membership Breakfast and/or RCRA Gala, please complete the dietary request form at the Registration Desk.

Internship/Job Fair – Monday, November 9
Internship/Job Fair Introductions - Monday: 3:45pm - 4:30pm
Internship/Job Fair - Monday: 4:30pm - 6:00pm

Internship/Job Fair Interviews – Tuesday, November 10
8:30am – 10:25am, 3:00pm – 4:55pm

Additional Time Slot Interviews
It is possible that professionals and students will have conflicting schedules during the scheduled time for Job Fair Interviews. Separate interview sessions may be scheduled at the discretion of professionals.

Capture Your Treasure Raffle
Participate in a great opportunity to win fabulous prizes! The “Capture Your Treasure Raffle” will be held on Monday evening at the “Capture Your Paradise” theme party. Tickets may be purchases from the Ways & Means Committee Members. Dress to match our Island Theme! Tickets: $1 each, $5 for 6, $10 for an arm length, or $20 for a body length. BRING CASH!

Resort Packages Silent and Live Auction
Choose from FANTASTIC resort packages! During the conference, auction packages will be on display at the RCRA Registration Desk in the Captiva Foyer. There are minimum starting bids for each package that reflect extraordinary values. Silent auction bidding begins on Sunday evening at the President’s Social. Live auction will take place on Tuesday evening at the RCRA Gala. Student specific packages at lower price points are available – great for Spring Break! Cash and credit cards are accepted for payment.

Dress Code During the Conference
Business Dress is suggested for all of the sessions unless otherwise stated in the program.

Conference Badge
Please wear to all sessions.

Please refer to the South Seas Island Resort Facility Maps on pages 16 & 17 for the conference floor plan.
SATURDAY, NOVEMBER 7, 2015

Dress Code: - Wear White T-Shirts (provided by RCRA) – “Capture the Color”

4:00pm – 8:00pm
Registration Desk Is Open
Location: Captiva Foyer
Pick up your conference brochure and name badge. Sign up for Sunday’s complimentary recreation activities.

7:00pm – 8:00pm
Capture Their Attention
For Students and Approved Internship Sites Representatives
Location: Overlook Deck/Room – The Point (North End by pool)

Ahoy students! Start the conference with an introduction to the approved Internship sites, and learn more about RCRA and how to have a successful conference. This session will involve a fun and relaxed way to meet representatives from the approved internship sites and to start networking with your colleagues and peers! Capture the attention of a potential internship site! Dress is casual, but remember to wear/bring whites for the social immediately after.

8:00pm – 10:00pm
“Capture the Color” Member Social and Captiva Cruise
Location: Quarterdeck – North End by Yacht Harbour

Let’s kick this bash off with a splash….of color! Wear white and climb aboard for an evening adventure sponsored by Captiva Cruises, where the new meet and the old greet. The night will start with white, and as the party goes, things begin to glow! Be sure to arrive at 8pm sharp as the boat cruise leaves promptly.

SUNDAY, NOVEMBER 8, 2015

Dress Code: Business Casual

8:30am – 5:30pm
Registration Desk Is Open
Location: Captiva Foyer
Pick up your conference packet, name badge, and sign up for Sunday’s complimentary recreation activities as space is limited.

9:00am – 12:00pm
Open Recreation
Location: King’s Crown Lawn
Archery Battle, Spike Ball, Sailing School, Yoga, Sanibel Sea School

9:00am – 12:00pm
Vendor Setup
Location: Captiva Foyer

12:00pm – 1:00pm
Lunch On Your Own

12:30pm – 5:15pm
Vendor Showcase
Location: Captiva Foyer
Visit with our awesome vendors and sponsors to see what’s new and trending.

1:00pm – 1:45pm
Capture the Crowd
Session #1
Presenters: Margo Tighe, Patty Kleban
Location: Captiva Ballroom - Salon B/C
The official Welcome to Captiva and the 2015 RCRA National Conference! RCRA President, Arica Haro, will capture our excitement as she kicks off the conference with an introduction to the RCRA board and our supporting vendors. Get ready to capture new friends and meet your colleagues in the field of commercial and resort recreation with this interactive session. What will you find in your treasure chest of fun at RCRA?
DAY 2

2:00pm – 3:15pm
Welcome And Keynote – Putting the Extra in the Ordinary Life
Session #2
Presenter: Tim Catalano
Location: Captiva Ballroom – Salon B/C
Extraordinary people understand how to put something “extra” into everyday situations. They can transform the mundane into something exciting, unusual, and memorable. We can all be extraordinary people living extraordinary lives if we learn to identify our unique special magic and to inject a sense of “WOW” into what might have otherwise been an ordinary experience. By the end of this presentation, participants will be armed with several techniques they can apply to their education, careers, families, friendships, and passions. With practice these techniques can transform ordinary lives into extraordinary life journeys.

3:15pm – 3:45pm
Professionals Meet with Vendors
Location: Captiva Foyer

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3:15pm – 3:45pm
Professionals Meet with Vendors
Location: Captiva Foyer

3:30pm – 4:45pm
Summer of 86: Students Only
Session #3
Presenter: Jill Mills, Jean Faber
Location: Captiva Ballroom – Salon B/C
Participants will be introduced to two enthusiastic recreation/education professionals who interned in the 80s at South Seas Plantation and now have thriving careers. Serious, humorous and ‘oh no you didn’t’ stories will be shared from their time living the intern life at this glamorous resort. Over a dozen lessons learned will be featured including: keeping up work relationships, providing quality customer service, providing direction and support, stepping outside your comfort zone, test-driving your career choice and more. Ample time will be provided for audience questions and answers.

4:00pm – 5:15pm
Utilizing Concessionaires in Your Programming
Session #4
Presenter: Brad Junghans
Location: Sanibel Room
Learn how utilizing concessionaires can enhance the programming for your organization and drive revenue. Learn how to identify the best qualities in a potential concessionaire and how to recognize the qualities you would like to avoid in a potential partner. We will look at formulating concessionaire agreements/contracts. After identifying your concessionaire, learn how to maintain a positive and productive working relationship and how to work together on cooperative marketing & programming ideas. We will have time to share ideas and questions and answers.

4:45pm – 5:15pm
Students Meet With Vendors
Location: Captiva Foyer

5:15pm – 7:00pm
Dinner On Your Own

7:00pm – 7:50pm
More than Brainstorming
Session #5
Presenters: Arica Haro
Location: Sea Pearl
Join the collaboration of professionals and educators sharing experiences and expertise on an array of pointed questions. Through a systematic process (much like speed dating) a wealth of information will be shared pertaining to key subjects that are crucial to your career. Don’t miss the session that tells all!

8:00pm – 10:00pm
“Capture the Memory” – Presidents Social
Location: Kings Crown Meeting Space and Lawn – North End
• Join us as our President Arica Haro takes us on a journey down RCRA memory lane. This throwback party will include fun and interactive games, competitions and entertainment for everyone to enjoy!
• 50/50 Raffle - $5 tickets
• Silent Auction Packages on display.
7:45am – 5:00pm
Registration Desk Is Open
Location: Captiva Foyer
8:00pm – 8:30pm: Registration Desk is open for Job Fair Attendees to pick up their interview schedules.

8:15am – 10:00am
RCRA Membership Breakfast
Location: Captiva Ballroom – Salon B/C
In addition to our Annual Business Meeting taking place, we will be recognizing members for their contributions to the recreation industry and RCRA by awarding the following: Outstanding Professor Award, Premier Recreation Operation Award, Excellence in Programming Award, Newcomer Award, and Student Scholarships.

10:00am – 5:00pm
Vendor Showcase
Location: Captiva Foyer
Conference attendees are invited to meet one-on-one with RCRA vendors to learn what’s new in the industry and how to enhance programming and the guest experience.

10:15am – 11:30am
Majesty, Mayhem & Magic
What goes into the production of a marathon or similar large scale event
Session #6
Presenter: Peter Delaney
Location: Captiva Ballroom – Salon A
This session will review the many components of special event planning, production and execution using a small city marathon as the example. We’ll touch on management structure, marketing, financial models, operations, logistics, sponsorship, safety & risk mgmt. among other topics. And most of all, why would you ever consider such an undertaking… because it’s FUN!

Digital Citizenship
Session #7
Presenter: Melissa Weddell, Stephanie West
Location: Auger
Social media is a critical aspect of an organization’s image and overall success. As social media becomes more prominent in business their employees must be mobile, social, and connected. Business managers should embrace their employees desire to participate in social media, however, fear about wasted productivity and inappropriate behavior can hinder this motivation. Often complex social media policies are a deterrent rather than a solution, especially for students entering the workforce. In order to effectively have your employees engage in social media managers must embrace digital citizenship, where the focus is on positive aspects of the creative process instead of policy based enforcement. This session will cover the definition of digital citizenship based on workplace etiquette; communication; access; education; responsibility; rights; safety; and discuss examples and strategies relating to each of these elements with the opportunity to network and explore workplace applications.

11:45am – 12:45pm
60 Second Shotgun Games Workshop
Session #9
Presenters: Debbie Regnone, Alexa Stephenson, Keniki Greer, Allie Lake
Location: “Captiva Ballroom – Salon A
This fast paced 50 minute workshop is jam packed with interactive fun! We will present over 30 games using equipment that is generally on hand or very inexpensive to purchase. Session participants will be issued tickets to indicate which games they will participate in. A 60 second timer adds urgency & ups the competitive spirit!

Every participant will receive a handout of all the games presented so there is no need to take notes, just enjoy the action and cheer on the competitors. The objective is to stimulate your creative juices and inspire you to make old games new by incorporating trends and word play into traditional game categories; TV Show Take Off, Favorite Kids Book & Movies, Pinterest, Theme Days, Sport Challenges and Big Games with a Twist.
DAY 3

Group Recreation: Then & Now
Session #10
Presenter: Michelle Davis
Location: Auger

The recreational needs of the hotel/resort group planners and guests have changed a lot over the past 10 years. In this session you will learn about what groups are looking for, in the way of group recreation, over the next few years, as well as new or different ways for your recreation department to make money from a variety of groups, not just the conference groups.

First Hand Budgeting
Session #11
Presenters: Kari Bowman, Dan Preston
Location: Sanibel Room

This session is geared toward young professionals to teach the basics of the budgeting process and learn how to read a P&L. Don’t know what that is, then this session is for you! Learn the ins and outs of budgets: accounting vocabulary your GM and CFO use, Cost of Sale, fixed expenses vs controlled expenses and much more!

12:45pm – 2:00pm
Lunch On Your Own

1:00pm – 3:30pm
Properties Set Up For Job Fair
Location: Sea Pearl

2:15pm – 3:30pm
Special Event Planning — “Taste of the Islands”
Session #12
Presenter: Melissa Congress
Location: Captiva Ballroom – Salon A

Planning and executing an event for a non-profit organization. How to facilitate an event that is run by volunteers but that works closely with staff at a non-profit organization. Speaking about my personal experiences and what practices have worked best in my 25 years in helping to plan and run successful events for non-profit organization. My interest stems back to college years where I volunteered and like to affiliate myself with various causes. Building a group of individuals with specific strengths and knowledge that helps drive the overall profitability of the event. Creating an atmosphere of brainstorming at the conclusion of the event to constructively improve the event for future years.

Creating a GREAT Customer Service Culture
Session #13
Presenter: Carey Sue Vega
Location: Auger

In the Recreation and Hospitality industry, we know Customer Service is critical to our success. But how do you make sure you keep your staff, and yourself, fresh and ready for every customer interaction? How do your team members deal with the ‘good’, the ‘bad’, and the ‘ugly’ experiences? How do you create a great Customer Service culture for not only your guests, but your fellow team members as well? During this session, we will discuss easy to implement tips and tools so you and your team will feel confident in creating a ‘Great Customer Service Culture’ while incorporating the best Business Etiquette techniques.

RESEARCH SYMPOSIUM #1
Session #14
Location: Sanibel Room

A Case Study - Comparing 2010 Gulf Oil Spill Estimated Tourism Impacts on Escambia County, Florida using Bed Tax Collection Data (versus STR Data)
Presenter: Dr. Andy Holdnak

This presentation will compare data collected during and after the 2010 Gulf Oil Spill using two different methodologies – bed tax collections (collected by state government) and STR data(collected by private industry). Though the findings from the data are similar in some ways, they are different in others. We will talk about how data is collected and when and where each data set might be most appropriately used.

The Economic Influence of Heritage Tourism in Beaufort County, South Carolina
Presenters: Andrew Jonathan Beall, Dr. Charles L. Calvert

Notable historic locations in Beaufort County were sites of activity spanning initial European exploration, pre-Colonial, Colonial, Revolutionary, the War Between the States, and Reconstruction periods of South Carolina history. Access to this rich history is limited by the size and scope of local interpretive centers. Members of the Santa Elena Foundation seek to reopen the Santa Elena archeological site and to establish a cultural heritage center as a tool to communicate the pre-Colonial history of the Port Royal Sound. The purpose of the present research re-
port was to consider possible visitor interest and summarize the economic influence of heritage sites in the United States recorded in scholarly literature. An additional objective was to estimate possible economic benefits to Beaufort County from increased historical tourism generated subsequent to the opening of the proposed cultural interpretive center based upon findings from prior and original research.

Using Public-Private Partnerships (P3) to Expand Recreational Opportunities

**Presenters:** Dr. Robert A. Arnold

The strategy of a public-private partnership has been used extensively as a tool to fuel economic development. Even further, some public-private partnerships have occurred at the local level to allow for investment in area communities. This presentation analyzes the cooperative efforts of public – private interests to expand the recreational opportunities at 1100 acre community park in Campbell County, KY. From this analysis, a model is suggested that can be used by other private entities and local communities to expand recreational offerings by using the successes and best practices established through this process.

3:45pm – 4:30pm

**University Faculty Forum**

**Session #15**

**Session Facilitator:** Scott Rood

**Location:** Sanibel Room

**Job/Internship Fair Introductions**

**Location:** Captiva Ballroom – Salon A

Young professionals and individuals looking for perspective internships & job opportunities please bring their resumes to have the opportunity to meet informally with the hiring properties at this time. All attendees that are not seeking employment opportunities or working at a job fair table are encouraged to spend time with the professionals and students at other conference functions. This will help maximize the amount of time the potential applicants have with the hiring managers.

4:30pm – 6:00pm

**Job/Internship Fair**

**Location:** Sea Pearl

Professionals and students bring your resumes and meet informally with perspective internship and employment opportunity properties.

6:00pm – 8:00pm

**Dinner On Your Own**

6:15pm – 6:45pm

**Pizza For Job/Internship Fair Professionals**

**Location:** Auger

Pizza and refreshments will be provided for professionals scheduling interviews.

6:45pm – 7:30pm

**Job/Internship Draft**

**Location:** Auger

Only professionals scheduling interviews are required to attend.

8:00pm – 8:30pm

**Registration Desk Is Open**

**Location:** Captiva Foyer

Job Fair Attendees pick up interview schedules.

8:30pm – 11:00pm

**“Capture Your Paradise” – Theme Party Night!**

**Location:** Sunset Beach Luau – West Lawn (North End)

Island Theme Dress – Bring cash for tickets as we will have prize packages up for grabs and enjoy glow volleyball, corn hole, jumbo jenga, bonfires, s’mores & stargazing.

This is your chance to win logo merchandise, memorabilia or hometown baskets from properties or locations represented at the conference! Take these great prizes home for yourself, family members, or gifts for the future. Chances to double your winning with some Ways and Means challenges. All donations stay within the organization.
TUESDAY, NOVEMBER 10, 2015

8:00am – 5:00pm
Registration Desk Is Open
Location: Captiva Foyer

8:30am – 10:25am
Interviews
Location: Sea Pearl
Students and professionals please refer to your interview schedule for time allotments.

10:45am – 12:00pm
A Recreator’s Path to GM
Session #16
Presenter: Steve Geisz
Location: Captiva Ballroom – Salon A

In this session you will follow the career path of Steve Geisz and how he went from recreation to resort management and see some of his worst mistakes and a few successes along the way. Learn about franchising some of your revenue streams to financing your next capital project. In the end it is about ROI for your investors and owners but not today and maybe not tomorrow but what keeps them interested in supporting your improvement plan for a return 20 years down the road.

Jump Start Your Training Trajectory
Session #17
Presenters: Marilou Welling, Garrett Horrell
Location: Auger

Ever wonder what information your staff is actually retaining and then in turn what level of service they provide when the leadership isn’t present? Join us as we work through exercises that are proof of the best ways to train, teach, or coach your associates. As we collaborate and blend practices, this would be a welcomed environment to share challenges as well as success’s in the recreation training world.

RESEARCH SYMPOSIUM #2
Session #18
Location: Sanibel Room

Sustainable Drive Tourism: Evidence from the Road
Presenter: Dr. Jill Fjelstul
Co-Authors: Dr. Alan Fyall, Amanda Templeton

Governments at varying levels are adopting drive tourism routes as a strategy to increase tourist travel and to enhance the economic impact to respective regions. The current research evaluated existing drive tourism routes as to their likelihood each route would stimulate sustainability-related behavioral changes in drive tourists. The rationale of the current research was to provide a holistic overview of the forces for change impacting the future domain of drive tourism and for the drive tourism experience. Routes evaluated were as follows: 6 from the United States and Canada, 5 from Europe, and 3 from Australia/New Zealand.

Content Analysis of RV Blog: Who blogs and what information is included?
Presenters: Dr. Jill Fjelstul
Co-Authors: Dr. Kimberly Severt, Allison Carr

Recreational vehicle (RV) travelers are best known for their sense of adventure as they explore new places. Travel blogs have become a popular way for travelers to document and share their travel experiences with others. The current study examined RV travel blogs identified as “hobbyist” to gain a better understanding of who blogs and in what ways do RVers use blogs to communicate. Hobbyist are bloggers who blog for fun and do not generate income by their blogging activities. Thirty eight individual RV travel blogs were analyzed for the current study. Nineteen blog themes were identified.

12:00pm – 1:15pm
Lunch On Your Own

1:30pm – 2:45pm
The Business of Play
Session #19
Presenter: Lisa Jennings
Location: Captiva Ballroom – Salon A

If your resort offers, or is thinking of offering team building events to corporate groups, then this session is for you!

You’ll learn:
• Tips on how to impress both your hotel management team and potential clients
• What you should offer
• How to present your offerings
• Pricing strategies
• The dos and don’ts of team building
Beyond Bingo – Opportunities in the Club Communities
Session #20
Presenters: Stephanie Brown, Michelle Kithcart
Location: Auger

Activities Director, Event Coordinator, Lifestyle Director. You have undoubtedly heard these terms before or maybe not? They are all job titles that are part of a growing field in commercial recreation. A recreation professional in the community setting is not a new concept, but it is a booming field. Worldwide, “resort style living” is a growing trend in the field of recreation. An Active lifestyle is more than bingo and potluck, it’s a way of life for all ages and abilities. So join this session and find out:

• What this position involves exactly
• What are the skills necessary to succeed
• What are the pros and cons of this sector
• How to transition to/from Resort recreation to this

Research SYMPOSIUM #3 – G, H, I
Session #21
Location: Sanibel Room

An Examination of the Tourism Impacts of Music Festivals in Panama City Beach, FL
Presenter: Dr. Kate Price-Howard
This study will analyze the local economic impact of several music festivals in Panama City Beach, FL. Large popular music concerts are often significant tourism events that create substantial fan interest and economic activity (Gabe & Lisac, 2013). This study will specifically look at three concerts held throughout the past year. The Pepsi Gulf Coast Jam, Chasin’ the Sun Music Festival, and the Seabreeze Jazz Festival. The purpose of this study is to examine tourism-related expenditures made by concert attendees and economic impacts on Panama City Beach, within 2015.

Understanding Tourism Opportunities Across the Sea of Abaco, Bahamas
Presenter: Dr. Joshua Carroll
Co-Authors: Jennifer Bryant, Emily Farmer, Lena Gunville, Shannon Saa, Ashlee Tester, Tim Eisnaugle
This presentation will show the results of a Tourism Opportunity Spectrum Inventory across the Sea of Abaco in the Bahamas. Data are represented using visual, color-coded maps that depict the differences across site conditions within each site, and also compare and contrast these results across different sites throughout the Sea of Abaco. An overall map will show the differing site conditions and opportunities, while individual maps will depict site-specific conditions and how these may change based on future expansion plans in the Bahamas.

3:00pm – 4:55pm
Interviews
Location: Sea Pearl

6:15pm – 7:00pm
Pre-Dinner Social
Location: Captiva Foyer
Meet with your new friends or long lasting friends for an informal Mix n’ Mingle.

7:00pm – 9:30pm
RCRA Gala – Awards, Induction of Officers, 2015 Conference Showcase, Live Auction
Location: Captiva Ballroom
Close out the South Seas Island Resort in RCRA style at this semi-formal event. Enjoy a wonderful dinner, Induction of Officers, Live Auction for multiple exciting vacation getaways, 2016 National Conference Showcase and Awards Presentations to include: Debbie Regnone Service Award, Howard Ubel Lifetime Achievement Award, President’s Award, Property Host Award, Excellence in Research Award, Dedication to Success Award, and Exiting Board Member Awards.

Live Auction: This is the last chance to buy your next vacation, spring break or family getaway. Our silent auction will go live after dinner. Resort Packages starting at $250. You do not have to be present to win. Contact a member of the Ways and Means Committee to set you up with a call in bid.

VIP Seating Reservations - $15 per seat at one of our themed tables that you will not want to miss. Purchase a seat to be with your friends, co-workers, or new network professionals. Make your reservation at the registration desk. Tables can hold up to 8 people.

9:30pm – 11:00pm
Farewell Social
Location: Captiva Ballroom
Cash Bar
Speaker Bios

**DR. ROBERT A. ARNOLD**

Dr. Robert Arnold has a unique background as a lawyer, college professor, business owner, and community leader. Bob is a professor at Thomas More College where he is the Director of the Sports and Entertainment Marketing Program. He owns a 20,000 square foot sports and recreational facility located in northern Kentucky. He served as a councilman in the City of Wilder, KY. and served as chairman of the Campbell County Leadership Action Group, an organization focused on bringing economic development to the local area. These combined experiences have given him a unique perspective on the topic of combining public and private resources to enhance the recreational opportunities in Kentucky.

**ANDREW JONATHAN BEALL, DBA**

The Santa Elena Foundation Board of Directors named Andrew J. Beall as executive director in July 2014. In addition to his duties as a member of the Board of Directors, Beall has responsibility for operational leadership and administration of the foundation. Dr. Beall brings to this role extensive executive experience as a global corporate leader. His 30 years in the industrial equipment industry included responsibility for facilities in numerous countries. Living and working internationally, he led teams that established service and manufacturing operations to serve global customers. Beall received his doctorate in business administration from the School of Advanced Studies at University of Phoenix. Since settling in the Lowcountry, South Carolina in 2010, he volunteered his time with a number of community organizations.

**KARI BOWMAN**

Serving as Recreation Director at Salamander Resort & Spa in Middleburg, Virginia since the resort’s opening in August 2013, Kari developed the Recreation & Fitness program from the ground up. She previously spent more than 10 years at Kiawah Island Golf Resort near Charleston, South Carolina. An Iowa native, Bowman earned her bachelor’s degree from Iowa State University and has been a member of RCRA since 2003, serving on the Board since 2008 including president in 2012. She recently became a Red Cross Lifeguard Instructor. Bowman enjoys the challenges and successes that come with working in a resort environment.

**STEPHANIE BROWN**

Stephanie Brown comes to us with over 19 years of hands on experience in recreation. She loves for people to ask her where she is from, because the answer is “everywhere”. She graduated from the University of North Carolina at Charlotte in Human Services and Exercise Physiology. She has been at the Club at Rapallo for 8 years, and she has experience in resort recreation with 10 years at Sundial Beach Resort. She has additional experience handling special events and recreation for special populations with South East Special Olympics and also served as The Track and Field volunteer supervisor for the 1995 Atlanta Summer Olympics. The variety of skills that Stephanie possesses allows her to be a wealth of information in the field of recreation.

**DR. CHARLES L. CALVERT, EDD.**

Dr. Calvert is a full Professor and Department Chair for Hospitality Management at the University of South Carolina Beaufort (USCB). He was the founding Program Director in 1997. He received his Bachelor of Science Degree in Business from the University of Florida, a Master of Science Degree in Hotel Administration from the University of Nevada, Las Vegas and a Doctorate in Higher Education Administration from North Carolina State University.

His research interests include hospitality education and training. He has developed articulation agreements with schools in Switzerland, England and Canada. He is an active member of the Council of Hotel Restaurant and Institutional Education. In addition to teaching, Dr. Calvert is an entrepreneur who has started businesses in the field of Contract Services on Hilton Head Island and International Human Resource Training.

**DR. JOSHUA CARROLL**

Dr. Joshua Carroll, PhD, is an Assistant Professor of Tourism at Radford University in the department of Recreation, Parks, and Tourism. His teaching and research focuses on sustainable, nature-based tourism and how this can be used as a pathway toward positive community and economic development as well as ecological integrity. He has worked on many projects with agencies and organizations such as the National Park Service, US Forest Service, State Parks, various beach communities, and river systems. His work has made valuable contributions in several locations such as New England, California, Colorado, and Alaska.

**TIM CATALANO**

Before becoming Director of Guest Activities at the Atlantis Hotel in Dubai, Tim spent 13 years teaching psychology in three different countries. After a successful opening of the hotel, Tim decided to move back to the United States where he co-wrote and self-published the best selling motivational book Running the Edge. The book climbed to #4 out of more than 1 million books in Amazon’s Kindle store in 2012. Although his company has grown into a full time job, Tim still enjoys public speaking, consulting at the Atlantis Hotel in the Bahamas, and running Ultra-marathons.

**MELISSA CONGRESS**

Melissa Congress has lived and worked on Sanibel Island for over 25 years. When she first relocated to the island she joined the Junior League of Fort Myers to engage herself in the community by volunteering. For 14 years she was an active member and eventually began volunteering on Sanibel Island. She is a past board member of Big Arts, She currently serves on the boards of The Sanibel School, Sanibel Community Association.

Sanibel Captiva Cares and is Board President of CROW.

She along with her husband Scot Congress own Congress Jewelers a business that was founded by Scot’s parents Dee and Larry.
**MICHELLE DAVIS**
Completed Recreation Internship at South Seas Resort. Graduated with a Bachelor of Science in Recreation, Park and Tourism Administration from Western IL University in 1991. She continued working at South Seas in various positions until Jan. 2004; With a brief role at Resorts Sports during that time as well.

**PETER DELANEY**
Peter Delaney – Peter brings a wealth of varied experiences in the recreation field including 28 years with one of the country’s most well-known family ski resorts. From internship to senior executive positions, he worked in a number of roles to gain a broad overview of the value of recreational services to both guests and business owners. Mr. Delaney has put that accumulated knowledge to work in leading a small non-profit organization whose sole function is the production and promotion of running and running events. As a past president and former RCRA board member, Peter will be especially attuned to the needs and interests of the audience.

**JENN FABER**
Jenn Faber is the Director of Grade Level Reading at the Florida Children’s Council, providing leadership for all aspects of the Florida Grade Level Reading Campaign. Highlights of her career include: presenting workshops/keynotes in 38 of our 50 states as well as Germany & Japan; co-authoring the Florida Standards for Quality Afterschool Programs and the Florida Core Competencies for Afterschool Practitioners; serving on the executive boards of Florida Afterschool Alliance and Florida Afterschool Network, and serving as a national Afterschool Alliance Ambassador. She continues to advocate for out-of-school time issues, write articles, provide training and technical assistance, and assist in the design of Florida’s out-of-school time professional development system.

**DR. JILL FJELSTUL**
Dr. Jill Fjelstul is an Associate Professor at the University of Central Florida Rosen College of Hospitality Management. Her research agenda has centered on the recreational vehicle industry and sustainable drive tourism. She has published 8 peer-reviewed articles, 10 peer-reviewed conference presentations, and 1 white paper directly related to RV and sustainable drive tourism research.

**MARY FRANKLIN**
Mary Franklin is the Director of Resident Services at Cypress Cove Retirement Community at HealthPark Florida. She has 20 years of combined experience working in the resort, country club and continuing care retirement facilities. Franklin is an ICAA (International Council on Active Aging) and LeadingAge member, FASHA Leadership Academy graduate and received special recognition for the 2009 ICAA Innovators Award. She is a 1994 graduate of Ohio University with a Bachelor of Science in Recreational Management.

**STEVE GEISZ**
A 1992 graduate of Western Illinois University where he received a Bachelor of Science degree in Recreation, Park and Tourism Administration, along with a minor in Biology/Chemistry. Over 25 years of experience in Resort Management across the United States, from private HOA/POA’s to a Ski Resort in North Carolina, the Doral Golf Resort and Spa in Miami and for the last 10 years as General Manager of the Grand Harbor Resort and Waterpark in Dubuque, IA. In addition to Resort Recreation experience I also spent two years in Major League Baseball working for the Florida Marlins in the In-Game entertainment department as the pyrotechnics engineer (aka the fireworks guy). I had the honor and privilege of serving in the United States Army and a veteran of Desert Storm. My membership with the Resort and Commercial Recreation Association has reached the 25 year mark this year and throughout that tenure I have served on its Board of Directors for 15 years as President, Treasurer and Board Member.

**KENIKI GREER**
Keniki Greer is a student pursuing her degree in Resort & Hospitality Management at Florida Gulf Coast University. Niki has held progressively responsible summer camp positions with the Girl Scouts of San Gorgonio for the last 5 years. She will complete her student internship with Resort Sports Inc this fall and will graduate in the Spring of 2016.

**DR. ANDY HOLDNAK**
Dr. Andy Holdnak is the Associate Chair for Regional Programs for the Hospitality Department at the University of West Florida. His industry background includes twelve years of managerial experience in the resort industry. He has been teaching at the university level for over 25 years.

Andy has been involved in RCRA since the earliest days. He is a past president of the association. He has been recognized with numerous awards including Lifetime Achievement Award in 1998 and the Fellow Award in 2001. He received his B.S. (1974) and M.S. (1983) from Florida State University and his Ph.D. from the Pennsylvania State University in 1992.

**ARICA HARO**
Arica Haro graduated from Appalachian State University with a B.S. in Recreation Management and a B.A. in Spanish. She was a Recreation Manager at Kiawah Island Golf Resort and the Recreation Director at Innisbrook, a Salamander Golf and Spa Resort. Heeding the call of entrepreneurship, Arica left Innisbrook and started her own company, H&A Productions LLC. H&A’s signature event is The Haunted Trail which is in its third successful year.
BRAD JUNGHANS

Brad Junghans graduated from Eastern Illinois University in 1992 with a degree in Commercial Recreation Management. After completing his internship at South Seas Plantation (now South Seas Island Resort) Jungians served as the Recreation Operations Manager of South Seas Plantation, overseeing the Bike & Boat Department, a 60 slip marina with fishing guide concessionaires, boat rental concessionaires and wave runner and parasailing concessions. Junghans went on to manage Captiva Cruises, a concessionaire of South Seas Island Resort, operating numerous sightseeing excursions from the resort.

LISA JENNINGS

Lisa Jennings is passionate about delivering play-based events because she believes what Leo Buscaglia so eloquently summed up when he said, “It is paradoxical that many still differentiate between a time for learning and a time for play without seeing the vital connection between them.”

As the Chief Experience Officer for Wildly Different and Hunt Master for Masters of the Hunt, Lisa delivers unique interactive events. Primarily serving the corporate market, Wildly Different (http://www.WildlyDifferent.com) offers team building, networking and charitable activities. Wildly Different’s sister company, Masters of the Hunt (http://www.MastersOfTheHunt.com) specializes in one-of-a-kind treasure and scavenger hunts to help brands promote their message.

GARRETT HORRELL

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Garrett Horrell is a recent graduate from Slippery Rock University earning his degree in Resort, Recreation, & Hospitality Management. As a student, Garrett completed his practicum & internship at Omni Amelia Island Plantation in Social & Group Recreation. Upon completion of his internship, Garrett became Activities Supervisor at Diamond Resorts International: Grande Villas Resort in Orlando. Recently, Garrett returned to Omni Amelia Island Plantation and is currently the Social & Group Recreation Assistant Manager. He enjoys staying active and spending his evenings with his wonderful dog, Beau.

MICHELLE KITHCART

Michelle was born and raised in Upstate New York. Being a college athlete and involved with Recreation her whole life, it was an easy transition into making her passion a career path. Before joining the Esplanade Golf and Country Club of Naples team, she attended SUNY Brockport with a degree in Recreation Management. To graduate from college, Michelle completed an internship with the special events company, Resort Sports in SWFL and decided to make the Sunshine State her home. She has worked in the special events field, resort recreation, and now in the gated community sector of recreation for the past 13 years. Michelle brings a vast background of skills and creative programming to the table.

ALLIE LAKE

Allie Lake is the Recreation Manager / Event Specialist with Resort Sports. She is responsible for the programming and training at two resort properties, as well as support staff to plan, coordinate and implement corporate events, parties and promotions in SWFL. Allie graduated from Florida Gulf Coast University with a degree in Resort & Hospitality Management in May 2015. She worked part-time and completed her internship with Resort Sports while attending college in 2014. In addition, Allie free lances as a Wedding Planner and has produced four weddings.

DR. JILL VASQUEZ MILLS

Dr. Jill Vasquez Mills is Professor and Chair of the Recreation and Leisure Studies Department at the University of Mount Olive, where she serves as faculty supervisor to student interns, among other fun duties. She began her career in resort recreation, then planned special events and school-age programs for the City of Cape Coral, FL and later supervised community centers for the City of St. Petersburg, FL, while moonlighting as the Social Director for Thunderbay Apartments. Jill is a graduate of Southern Illinois University (B.S. Recreation), North Carolina State University (M.S. Parks, Recreation and Tourism Management) and Indiana University (Re.D. Recreation Administration).

DR. JILL VASQUEZ MILLS

Dr. Jill Vasquez Mills is Professor and Chair of the Recreation and Leisure Studies Department at the University of Mount Olive, where she serves as faculty supervisor to student interns, among other fun duties. She began her career in resort recreation, then planned special events and school-age programs for the City of Cape Coral, FL and later supervised community centers for the City of St. Petersburg, FL, while moonlighting as the Social Director for Thunderbay Apartments. Jill is a graduate of Southern Illinois University (B.S. Recreation), North Carolina State University (M.S. Parks, Recreation and Tourism Management) and Indiana University (Re.D. Recreation Administration).

DAN PRESTON

Dan’s background includes being Recreation Director at The Quechee Club in Quechee, Vermont where he was responsible for all aspects of Recreation, Fitness, and Aquatics programming. Dan now helps other organizations maximize their programs and profits. Dan also owns his own investment company with a business partner. Dan is originally from Minnesota, graduated from the University of Wisconsin-La Crosse with a degree in recreation management, and has been a member of RCRA since 2008, serving on the Board of Directors since 2012.
DEBBIE REGNONE
Debbie Regnone is the President/Owner of Resort Sports Inc. She is the innovator that struck out on her own 29 years ago to create the dream of a recreation service business that provided group and social recreation programs to resorts and hotels that did not have their own in-house recreation department. Debbie is co-founder of RCRA and served as the first President in 1981.

SCOTT ROOD
Scott Rood is an Assistant Professor and Assistant Department Chair in Grand Valley State University's Hospitality & Tourism Management program. He has taught introductory, commercial recreation, hospitality and tourism marketing, food and beverage management, capstone, and applied research courses. He worked as General Manager, Operating Partner and Area Manager in the commercial recreation industry. Scott has owned and managed various café locations. He has experience in the regulatory side of the industry having served on the State of Michigan’s Carnival and Amusement Safety Board; and experience with destination marketing organizations, as former Vice-President of the Grand Haven Visitor’s Bureau.

ALEXA STEPHENSON
Alexa Stephenson is an Event Specialist with Resort Sports. The daughter of Debbie Regnone, Alexa has grown up in the business. Her roles have included Event Staff, Activity Leader, warehouse & office support and Recreation Director at the Surf Club on Marco Island. Alexa completed a summer field work experience at Kiawah Island Resort and will return to FGCU this fall where she is pursuing her degree in Resort & Hospitality Management.

CAREY SUE VEGA
For ten years, Carey Sue honed her skills with an international audience as Cruise Director for the Norwegian Cruise Line. She has been featured in numerous radio and television shows and magazine articles, sharing her etiquette expertise. But don’t expect this Miss Manners to be stuffy and upright; Carey Sue is a “regular person” who has simply learned to use professionalism to her advantage. “Etiquette is not about being hoity-toity with your pinky in the air,” says Vega. “No matter what situation you are in, having good conversational and social skills helps you feel comfortable and helps the people around you feel comfortable.”

STEPHANIE WEST
Stephanie is currently a Professor in the Department of Recreation Management & Physical Education at Appalachian State University. Prior to joining the faculty in 2003, she was an Assistant Director of Intramural Sports at Texas A&M University (1995-2001) and an Assistant Director of Recreational Services at the University of North Florida (1993-1995). Her Ph.D. was completed at Texas A&M University. Her research interests primarily focus on leisure-time physical activity, resource allocation and the role of parks and recreation in community health.

MELISSA WEDDELL
Melissa is associate professor at Appalachian State University in Boone, North Carolina. She received her undergraduate degree in Small Business Management from Ball State University and an MBA from Southern Illinois University before earning her doctorate in Recreation Resource Management from Clemson University. Her research focuses on sustainable management practices and public policy development, specifically focusing on natural tourism destinations. She values working with federal, state, and local organizations to develop management plans that educate the public, to assist with responsible development of recreation and tourism destinations that provide numerous benefits to users as well as boost economic commerce.

MARILOU WELLING
Marilou Welling graduated from Slippery Rock University 2011 earning her degree in Resort Recreation Management & Tourism with a minor in dance and focus in business. RCRA introduced her start into the resort and hospitality world with completing her practicum at Tradewinds Island Grand Resort. She finished her internship at Amelia’s Wheels with the Omni Amelia Island Plantation. Marilou has progressed through many roles at the resort: coordinator, social manager, food and beverage supervisor, and currently the Group Recreation Sales and Special Events Manager. She enjoys a competitive game of volleyball and spending time with her family of two, Levi Welling and fur-baby, Thornton.
SAVE THE DATE

RCRA Regional Workshop - Orlando, FL
Monday, February 22, 2016
Marriott Grande Vista
8:30am – 5:00pm

Get Involved with RCRA and Become a Committee Member.

Ask a Board Member how, or visit www.rcra.org for information.
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