MESSAGE FROM PRESIDENT-ELECT, MARGO TIGHE

WELCOME TO THE 37th ANNUAL CONFERENCE!

I am delighted and excited to welcome everyone to our 37th Annual National Conference in beautiful Sunriver, Oregon! While many of you traveled a long distance to get to this West Coast destination, I am certain the next few days will be well worth the trip. I would like to thank Rob Macgowan, Sunriver Director of Recreation and 27-year RCRA member, for hosting us this year.

In response to requests from our membership for more, we have decided to embrace “MORE” as this year’s theme. MORE represents four key motivators for attending this conference — Memories, Opportunities, Relationships and Education. I challenge you all to help us bring MORE to life by learning more, doing more, getting more ideas, meeting more people and having more fun!

I would like to thank the Board of Directors for embracing this year’s ambitious theme through their hard work and dedication. Steve Geisz, Matt Chase and the entire Membership Committee stepped up to the challenge with a fantastic campaign that brought us more members! Marilou Welling, Kyle Smith, Paul Shockley and the Communications Committee obtained a new tool that helped us deliver more communications throughout the year via paper mail, email and Facebook. The Awards Committee achieved more nominations than ever before and the Conference Program Committee worked to secure more educational sessions. Achieving MORE is certainly a team effort. I would like to close by thanking everyone who has helped make 2017 the year of many MORE’s!

Enjoy the conference and don’t forget to have MORE fun,

Margo Tighe
GENERAL INFORMATION

Registration Desk Hours
SATURDAY: 4:00 - 8:00 p.m. (Abbot II)
SUNDAY: 8:30 a.m. - 5:30 p.m. (Great Hall Foyer)
MONDAY: 7:45 a.m. - 5:00 p.m. (Great Hall Foyer)
TUESDAY: 8:30 a.m. - 5:30 p.m. (Great Hall Foyer)

Sponsor/Vendor Showcase
VENDOR SETUP: Sunday 9:00 a.m. - 12:00 p.m. (Heritage Gallery)
VENDOR SHOWCASE: Sunday from 12:00 p.m. - 5:30 p.m. & Monday from 7:45 a.m. - 5:00 p.m. (Heritage Gallery)

Internship/Job Fair - Monday, November 13
JOB FAIR SETUP: Sunday from 5:00 p.m. - 7:30 p.m. (Homestead)
JOB FAIR AGENCY INTRODUCTIONS: Monday from 8:00 - 8:45 a.m. (Heritage 1 & 2)
JOB FAIR: Monday from 9:00 a.m. - 12:00 p.m.

Interviews - Tuesday, November 14
INTERVIEW DRAFT: Professionals Only; Monday from 12:00 - 1:15 p.m. (Landmark 1)
STUDENTS PICK-UP INTERVIEW SCHEDULES: Monday from 5:45 p.m. - 6:15 p.m. (Registration Desk)
INTERVIEW BLOCK 1: Tuesday from 9:15 - 11:00 a.m.
INTERVIEW BLOCK 2: Tuesday from 3:30 - 5:25 p.m.
ADDITIONAL INTERVIEW TIME SLOTS: It is possible that professionals and students will have conflicting schedules during the scheduled time for Interviews. Separate interview sessions may be scheduled at the discretion of professionals.

RCRA’S Membership Lunch and RCRA Awards Gala
The Membership Lunch and RCRA Awards 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 Lunch, $40 for the RCRA Gala.

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

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 Great Hall 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 Monday 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.

NOTE: Agencies who are donating vacation getaways for the auction, please drop off certificates at the Registration Desk by noon on Monday.

Pick-a-Prize Auction
Participate in a great opportunity to win fabulous prizes! The “Pick-a-Prize” Auction will be held on Tuesday evening at the Theme Night Party. Tickets may be purchased from the Ways & Means Committee Members. Come dressed in your favorite Recreation Throwback attire and be ready for a night of fun!

TICKETS: $1 each, $5 for 6, $10/arm length or $20/body length – BRING CASH!

NOTE: All members donating baskets for the raffle, please drop off items at the Registration Desk by noon on Tuesday.

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.

Don’t forget to follow us on Facebook!

www.RCRA.org

RCRA National Conference 2017
SATURDAY, NOVEMBER 11, 2017
Dress Code: [Evening] Casual Wear Your Colors

8:00 a.m. - 4:00 p.m.
Open Recreation
Sunriver Resort
Welcome to Sunriver! If you arrived early, we invite you to explore the resort and take part in the great recreation programs and facilities. Check out the Sage Springs Club and Spa for fitness classes, work out facility, tennis, indoor pool and many spa options. Visit the Nature Center and Observatory on site. Choose from several tours available through Wanderlust Tours including - snowshoeing, cave tour, eco-hikes and Brew Bus Tour (costs vary).

4:00 - 8:00 p.m.
Registration
Abbot II
Pick up your conference brochure and name badge.

7:00 - 8:00 p.m.
Speed Networking
Abbot I
Students and Professionals from approved internship sites, this is your chance to get a head start on networking! This session is designed to connect students and professionals through fast paced casual conversation.
New Member Welcome
Twisted River
New RCRA members, the Board of Directors would like to invite you to join us for a casual welcome gathering!

8:00 - 10:00 p.m.
Welcome Social
Twisted River
Represent your organization by wearing your company, resort, team or school colors and attire. Meet, greet, mingle and network while playing a fun game of “What if” from Wildly Different!

SUNDAY, NOVEMBER 12, 2017

8:00 a.m. - 5:30 p.m.
Registration
Great Hall Foyer
Pick up your conference brochure and name badge.

8:30 - 9:00 a.m.
Orientation Professionals
Landmark 1 & 2
Steve Geisz & Bruce Bolver
“Need to Know” tips, tricks and conference overview for students, professionals and educators. Get useful information that will help guide you through the next three days for a successful conference experience.
Orientation Students
Heritage 1 & 2
Kyle Smith & Scott Ford

9:15 - 10:30 a.m.
Industry Panel
Great Hall
Facilitated by: Shannon Ryan  |  Panelist Bios will be published in a brochure that will be distributed at the session.
Top Recreation Leaders from various aspects of the Resort and Commercial Recreation Industry share their perspectives and insights. The audience will have an opportunity to ask questions related to industry advancements, career advice and related topics during this interactive panel session.
SUNDAY, NOVEMBER 12, 2017

10:45 a.m. - 12:00 p.m.

Keynote: The Power of Understanding People
Great Hall
Dave Mitchell

One of Dave’s most requested programs; “The Power of Understanding People” provides the tools to understand each participant’s own unique communication style. This info-filled, energizing training event provides an ideal combination of strong content, laugh-out-loud humor and audience interaction. Attendees discover their own interactive style using a validated self-assessment, then are delighted with stories of how they communicate with others. The format allows participants to get to know one another (and themselves) through interactive stories and audience involvement. This program was named the Meeting Madness Winner 2013 for best event of the year by Meeting Professionals International at the World Education Congress in Las Vegas. In December 2013, the book of the same name was released and was immediately named Best Business Book of the Month by Amazon.

12:00 - 5:30 p.m.

Vendor Showcase
Heritage Gallery
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.

12:15 - 1:45 p.m.

RCRA Membership Lunch
Abbot
RCRA Board of Directors
In addition to our Annual Business Meeting, we will be recognizing members for their contributions to the Recreation Industry and RCRA by awarding the following: Outstanding Professor Award, Premier Recreation Operation Awards, Outstanding Student Award and Student Scholarships.

2:00 - 3:15 p.m.

RCRA Presidents - Where Are They Now?
Great Hall
Facilitated by: Paul Shockey
Learn how successful recreation professionals have paved their way and navigated the Recreation Industry as you hear from a few of RCRA’s past presidents and learn about their professional journey.

Taking the Mystery Out of Connecting Professionally on LinkedIn
Heritage 1 & 2
Mandy Davis
Whether you are a recruiter seeking top talent, or you’re building your career and want to showcase your skills, LinkedIn can work for you! Learn how to use LinkedIn effectively and responsibly with tangible steps you can put into action to utilize LinkedIn to connect with other professionals, build your network and stand out in your industry.

3:30 - 4:45 p.m.

Keynote Part 2: Breakout Session
Great Hall
Dave Mitchell

The laughter and learning continues with a deeper dive into the 12 Hollywood movie characters that represent our unique interactive style. Participants will learn tips for better understanding their own communication preferences and how to build better relationships with others. This is part two of the keynote, The Power of Understanding People.

Everybody Dance Now!
Heritage 1 & 2
Shannon Ryan
What does every great party have?! MUSIC! Come learn how to take your events to the next level with this interactive workshop! Learn the music do’s & don’ts, guest interaction, “hype” techniques, program enhancements (games & dance parties), and teach fun new dances to bring back to your property or facility! See YOU on the Dance Floor!

5:00 - 7:30 p.m.

Dinner on your Own
Job Fair Set Up Professionals | Homestead

7:30 - 8:00 p.m.

Rolling Transportation to the SHARC Meet at Sunriver Lobby
Tonight’s president’s social will take place at the SHARC which is located about a mile away from Sunriver resort. Transportation will be provided to and from the social destination at the times listed.

8:00 - 10:00 p.m.

President’s Social
The SHARC | 57250 Overlook Road, Sunriver
Enjoy an evening of entertainment at the SHARC! The Sunriver Homeowners Aquatic and Recreation Center is the perfect host for an evening of fun and entertainment. Deschutes Brewery, Sunriver Brewery and Worthy Brewing will be on site with tastings of some of the Northwest’s best craft beer. The Tubing Hill will be open for all to enjoy, as well as some entertaining audience participation games using the Jackbox Party Pack Video Games on an inflatable 16 foot Epic Outdoor Cinema Screen. Enjoy tons of glow games including: golf, cornhole, kan jam, brece ball and ladder golf. Transportation from the lodge to the SHARC will be available from 7:30-8pm & 9-10pm.

9:00 - 10:00 p.m.

Rolling Transportation from SHARC to Sunriver
MONDAY, NOVEMBER 13, 2017

Dress Code: [Day] Business Casual - Students bring your resume
[Evening] Semi-Formal

7:45 a.m. - 5:00 p.m.
Registration | Great Hall Foyer
All agencies donating vacation getaways for the auction, please drop off certificates at the Registration Desk by noon!

Vendor Showcase | Heritage Gallery

8:00 - 8:45 a.m.
Job Fair Introductions | Heritage 1 & 2
Job Fair Professionals will present a brief overview of what their property or company has to offer and what they’re looking for in a future member of their team.

9:00 - 10:30 a.m.
Job Fair
Homestead
Students bring your resumes and meet with professional agencies to discover perspective internship and employment opportunities.

SHARC Tour
SHARC Staff
Sign up at the Registration Desk
Join the Sunriver Homeowners Aquatic and Recreation Center (SHARC) staff for a tour of their $18 million, year-round, facility that opened May 2012. The facility includes an indoor recreation pool with deep water lap pool, summer seasonal outdoor aquatics, conference hall and MORE!

Sunriver Resort Tour
Sunriver Staff
Sign up at the Registration Desk

10:45 - 12 p.m.
Mastering The Microphone: Interview Draft
Heritage 1 & 2 | Pamela Petcash
Public speaking is daunting for many people. This interactive session will provide you with techniques, tips and tools on how to read, connect and engage your audiences. Discover how to develop your own style and let your personality shine while hosting activities and events. Professionally speaking, it’s time to step up to the mic!

Personal & Corporate Branding Workshop
Landmark 2 | Nestor Villalobos
In this session, entrepreneur and university professor Nestor Villalobos will explore various aspects of branding. In the first half, Nestor will focus on how individuals can build a compelling personal brand that will get companies interested in hiring and promoting them within their organizations. The second half will cover actionable strategies that companies can employ to differentiate themselves via crafting unique messages that emotionally connect with target audiences, build loyalty, and motivate them to become lifelong customers.

Interview Draft Preparation
Homestead
Professionals take this time as needed to prepare for the Interview Draft which will take place at 12 p.m.

12:00 - 1:15 p.m.
Lunch on your Own

1:30 - 2:45 p.m.
How to Become a Better Leader Through Strategic Thinking
Landmark 1 | Dr. Kevin McAllister
This interactive educational session will allow participants to explore individual leadership styles or principles. Through interactive case studies and group discussions, the session is intended to explore the differences between being a manager and being a leader and explore how leaders can improve long-term strategic planning through a better understanding of leadership principles.

MORE Ideas! Using Trends to Create Amazing Programs
Landmark 2 | Jana M. Chanthabane
Explore how to increase revenue and program participation by capitalizing on popular trends. Identify target audiences and explore trends, creating building blocks that will help create amazing programs, attract more guests AND keep your programs current. We will cover everything from creative marketing, budgeting, presentation and post-program social interaction. Leave with lots of suggestions that you can use to make your programs MORE successful!

Taking the Recreation Lead
Heritage 1 & 2 | Lisa Lindsey
Being a recreation leader can be both challenging and rewarding at the same time. There are factors one must consider in order to create a successful experience. So get ready to take the lead when it comes to your programs... from introductions to setting the tone and knowing how to be better prepared and safe for a fantastic day ahead. This session will offer more leadership skills and at the same time be interactive, fun and motivational. Great for emerging and young professionals getting ready for their internships or first full time job.

www.RCRA.org
MONDAY, NOVEMBER 13, 2017

3:00 - 4:15 p.m.

Developing Personal Leadership: Principles and Practices
Landmark 1 | Dr. Matthew Chase
The intent of this session is to review and actively discuss the implications of PL, both on a personal and professional level. Personal leadership explores aspects of values identification, motivation, and life purpose in relation to the constructs of self-awareness, emotional intelligence, cultural competence, and the effective leadership of others. The better we understand ourselves and how we impact others, the better we can focus and deliver results at work and at home. Unchecked, our behaviors can often be in conflict with what is best for the organization, our employees, and perhaps even our families.

Recreation - The Five Star Way
Landmark 2
Kari Bowman & Paul Shockley
Resort Recreation Directors, Paul Shockley and Kari Bowman will share their customer service experience in a luxury resort setting. They will discuss how to bring Forbes Five Star standards into your Recreation Department & Operations. They will elaborate on their training methods, including training manuals. They will also share some easy to implement “Wow-Factor” tips that can help elevate your day to day programs.

Becoming More
Heritage 1 & 2
Sophie Guthrie
In this session, you will discover helpful tips related to entering the field of Recreation Management as I tell the story of how my experiences have brought me to my position today. Join me as we explore the differences between great leadership and horrible management, learn how to engage your team or co-workers when they need it most and discover the importance of embracing change through the 7 key pieces of advice I wish I had been told before becoming a manager for the first time.

4:30 - 5:45 p.m.

Program Excellence
Shark Tank Style!
Heritage 1 & 2
Hosted by: Awards Committee
Want to know what programs are successful at other professional agencies?! This year we will transform our Program Excellence Award nominations into an interactive session everyone can get ideas from! Applicants for RCRA’s Excellence in Programming Award will make the case for why their program is most deserving of the award through Shark Tank Style “pitches”. A live audience of the session attendees will be able to ask the contestants questions and have the opportunity to vote on their favorite program at the conclusion of the session.

‘Presenters please set up at 4:15 p.m.

Research Symposium #1
Landmark 2
Tourism Impacts in Abaco, Bahamas
Dr. Joshua Carroll, Lindsey Faulkner and Brittany Ritter
Research in Abaco, Bahamas last year investigated issues around sustainable tourism and found that there were significant impacts to the natural environment, while social and economic issues remained in good standing. This research takes the next step and investigates both positive and negative tourism impacts in Abaco and identifying the nature of these impacts. Surveys were conducted with local residents and tourism operators or professionals. A Likert scale series of questions identified the frequency of both positive and negative impacts, followed by open-ended questions to identify the nature of these impacts.

Nomadtopia: Emerging Tourism Markets
Dr. Melissa Weddell
Understanding emerging tourism markets is essential in creating unique guest experiences. This study explores a new trend in tourism called the location independent family or nomadtopia. The presentation will present results from ethnographic interviews from families who live full time in an RV, travel across the United States and shape a life of freedom away from the traditional confines of suburban living.

5:45 - 6:15 p.m.

Students Pick-Up Interview Schedules | Registration Desk

7:00 - 7:30 p.m.

Pre-Gala Social | Great Hall Foyer

7:30 - 10:00 p.m.

Awards Gala | Great Hall
Experience the National Conference in RCRA style at this semi-formal event. Enjoy a wonderful dinner, Induction of Officers, Live Auction for multiple exciting vacation getaways, 2017 National Conference Showcase and Awards Presentations to include: Debbie Regnone Service Award, Howard Uibel Award, President’s Award, Property Host Award, Excellence in Research Award, Excellence in Programming 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 get away. 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 if you would like the option to bid via phone.
TUESDAY, NOVEMBER 14, 2017

Dress Code: [Day] Business | [Evening] Casual or Theme = Recreation Throwback!

8:30 a.m. - 5:30 p.m.

Registration | Great Hall Foyer
All members donating baskets for the raffle, please drop off items at the Registration Desk by noon today!

8:30 a.m. - 12:00 p.m.

Professional Headshots | Heritage 2
Don't miss this opportunity to get your professional headshot taken - sign up for a timeslot at the registration table

9:15 - 11:00 a.m.

Interview Block #1
Homestead
Students and professionals please refer to your interview schedule for time allotments.

Craft Workshop
Heritage 1
This is an open session that allows members to come in at any time during the timeframe to take part in a choice of craft activities. Crafts will include Monster Mural, Color Time and other fun ways to unleash your creative side sponsored by Kiawah Island Golf Resort.

SHARC / Sunriver Tours
SHARC / Sunriver Staff
Sign up at the Registration Desk
* See descriptions from Monday’s schedule

11:00 a.m. - 12:15 p.m.

Lunch on Your Own

12:30 - 1:45 p.m.

Recreation Professional Program Swap
Heritage 2
Kyle Smith & Steve Geisz
Professionals this is your chance to swap program ideas with one another! Bring your resort’s recreation program/activity guide and swap with other agencies to grow your idea library and collaborate on new ideas.

The Power of Positive Communication
Landmark 2
Jessie Decker
We communicate with others in many ways, both verbal and nonverbal. Our word choice and body language are important when dealing with coworkers, students, employees and of course our guests and customers. How we address others and speak impacts all of us where each interaction is interpreted as positive, negative or neutral. In this session, we will look at ways to incorporate positivity into our communication every day. A positive mindset helps us to better connect and to leave a lasting impression, encouraging customers to return. As Ernest Holmes said, “Where the mind goes, energy flows.” Let’s create a positive flow!

Research Symposium #2
Landmark 1

Changes in Green and Sustainable Practices at Resorts Between 2008 and 2017 and Future Plans
Dr. Patrick Temeley
Resort, Commercial, Recreation Association (RCRA) professional members were surveyed in 2008 about their green and sustainability practices (GSP). A similar survey was sent to RCRA professionals in 2017. Findings showed changes in resort manager attitudes and justifications for undertaking GSPs. There was a reduction in perceived barriers to implementing GSPs. But a lower percentage of 2017 respondents could name at least one GSP project planned in next two years. Findings indicate an evolution in resort manager’s attitudes towards and motivations for instituting GSPs. Results suggest GSPs have become more mainstream and integrated into resort operations.

SCORP in Washington State: Results of the 2018 Resident Survey
Dr. Matthew Chase and Jeremy Jostad
This session will review the purpose of SCORP (State Comprehensive Outdoor Recreation Plan), as well as the methods and results of the 2018 Washington Resident Survey. The presenters conducted this research for the Washington State Recreation and Conservation Office. The research team utilized an on-line survey method, which was a change in methodology from a telephone survey approach, used by the RCO for many years. The new method was more efficient, less expensive, and doubled the number of survey respondents from 3,000 in 2013 to 6,000 in 2018. Results of the survey will highlight the most popular outdoor activities, according to Washington residents, by overall participation rates, gender, race, age, education, and income.

2:00 - 3:00 p.m.

University Faculty Forum | Landmark 1
Educators are encouraged to come to this open forum discussion to de-brief the conference, discuss ideas and learn about the developments of the “Journal of Tourism Insights” (the official refereed journal of RCRA).
### TUESDAY, NOVEMBER 14, 2017

#### 2:00 - 3:15 p.m.

**Recreation Professional Round Table Discussion**  
*Heritage 2*

**Steph Malone & Brian Bvacqua**  
What is the biggest challenge you face today in your business? Wonder what programs are successful for your colleagues? In this session you will have the opportunity to ask questions, share ideas and listen to the experiences of your fellow colleagues.

**Escape the Ordinary**  
*Landmark 2*

**Arica Haro**  
Escape experiences are a gaming trend sweeping the nation. Escape rooms and live puzzles have many components that can be included in your team building, teen and family programs at various levels. Low staffing requirements and high entertainment value, along with their current popularity makes escape rooms and similar experiences an ideal programming choice. This session will discuss the trend of escape rooms, the do’s and don’ts of creating escape experiences, and how to program escape experiences. It will also discuss ways to gauge the experience per age group. We will give examples of how Asheville Plays! included a mobile escape room into our team building offerings and family programming, and look forward to hearing how they are incorporated into your programming.

**Teambuilding - Ask the Expert**  
*Heritage 1*

**Lisa Jennings**  
Have questions about corporate teambuilding? This is the perfect opportunity to stop by and get advice from Lisa Jennings, CEO of Wildly Different. Tap into her 29 years of experience to ask questions on anything, whether it’s types of offerings, how to get your sales team on your side, pricing and more!

#### 3:30 - 5:25 p.m.

**Interview Block #2**  
*Homestead*

Students and professionals please refer to your interview schedule for time allotments.

**Craft Workshop**  
*Heritage 1*

This is an open session that allows members to come in at any time during the scheduled time block and take part in a choice of craft activities. Crafts will include Monster Mural, Colortime and other fun ways to unleash your creative side sponsored by Kiawah Island Golf Resort.

#### 5:30 - 7:30 p.m.

**Dinner on your Own**

#### 7:30 - 8:30 p.m.

**Unlock the Mystery | Heritage 1 & 2**

**Lisa Jennings and Jane Lipp with Wildly Different**  
In this hands-on activity, you’ll experience how an Escape Room-style program can be led for literally hundreds of people at once without the need for a dedicated space and expensive props. Instead of breaking out of a room, you’ll be challenged with breaking into a locked chest. Be prepared to kick your brains into high gear! You’ll be placed on a team and challenged to put the solutions into place before time runs out...

#### 8:30 - 11:00 p.m.

**Theme Night Social | Great Hall**

It’s time to dress up and party down with our annual theme night farewell party! Come dressed in your favorite Recreation Throwback attire and prepare for a night of fun and music provided by Precious Byrd - one of the most sought after bands in the Pacific Northwest! Their live show is the epitome of high energy, a raucous dance party where hits from every era are mashed up, modernized, and served fresh! As part of your last chance to dance the night away, our Basket Raffle will provide great prizes to walk away with; $5-20 ticket options available!
**SPeaker Bios**

**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 had previously spent more than 10 years in the Recreation Department at Kiawah Island Golf Resort near Charleston, South Carolina. At Kiawah, she gained experience in customer service, corporate group programming, family and children’s activities and special events. She also learned the ins & outs of the Kiawah Island Marathon as Co-Race Director. A Carroll, Iowa native, Bowman earned her bachelor’s degree from Iowa State University.

**Dr. Joshua Carroll**
Dr. Joshua Carroll is a professor of Recreation, Parks and Tourism at Radford University. His teaching and research focus 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 US 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, Bahamas, Virginia, and Alaska.

**Jana M. Chanthabane**
Jana Chanthabane is currently the Program Manager at Kiawah Island Golf Resort in Kiawah Island, South Carolina. With a background in Athletic Training and Fitness, she came to Recreation in a round-about way. She has been a personal trainer, group fitness instructor, and athletic trainer for over 20 years. She and her husband were gym owners for several years, where she found her strength for creative programming. She started teaching fitness classes at Kiawah and moved through the ranks to her current position—using creative ideas to transform all aspects of her departments and increase overall revenue.

**Dr. Matthew Chase**
Dr. Matthew Chase is a professor of Recreation and Tourism Management at Eastern Washington University. He also serves as co-chair for the Department of Physical Education, Health, and Recreation. Dr. Chase has been working in the field of higher education for close to 30 years. He began his career as a university outdoor programmer. In 2000, he left student affairs and began a second career in academics. Prior to his employment in higher education, Dr. Chase worked for the National Park Service and he also served in the United States Air Force.

**Mandy Davis**
Mandy Davis is the author of the book “The Social Sell: Your DIY Guide to Utilizing Social Media for Branding, Marketing and Sales” and a social media native with a passion for helping people take the mystery out of social media marketing. Specializing in digital marketing with an emphasis on social media training and education, Mandy currently serves as the VP of Marketing for Total Property Resources. Her professional experience includes working in B2B & B2C marketing as a start-up founder, brand-marketing executive and public speaker. Mandy’s accomplishments include leading consumer-facing digital marketing and social media programs, which have earned her recognition in top publications, including INC.com.

**Jessie Decker**
Jessie Decker is the Corporate Trainer at Chatham Bars Inn on Cape Cod, a Leading Hotel of the World and Forbes 4-Star property in the seaside town of Chatham, MA. She holds a degree in Recreation Management & Policy from the University of New Hampshire and has been a member of RCRA since 2000. Jessie started her career as a recreation intern at Chatham Bars Inn and since then has held the positions of Activities Coordinator, Recreation Manager and Human Resources Manager for the luxury resort. In addition, Jessie is a certified hula hoop fitness instructor and runs her own hoop fitness company, Cape Fit Hoops. She believes that fun fitness is the foundation to creating a healthy mind and staying a kid at heart.

**Sophie Guthrie**
Sophie Guthrie grew up in Indiana where she received a B.S. in Recreation at Indiana University in 2014. An internship took her to French Lick Resort, where she also held positions as Meeting and Events Manager, and Activities and Recreation Manager. In February of 2017 (after attending the 2016 RCRA conference!) she found her true fit as Recreation Activities Manager at Omni Amelia Island Plantation. Now enjoying the Floridian life, her work days are filled with youth camps, corporate teambuilding, holiday planning, and poolside fun alongside her seasonal team of 25.

**Arica Haro**
Arica Haro is a proud alumni of Appalachian State University. She used her degree to propel her way through the recreation industry while following her recreation dream. She made career stops at Kiawah Island Golf Resort as an intern then a Recreation Manager. Then Innisbrook, a Salamander Golf Resort as a Recreation Director. Her next advancement was as a Recreation Entrepreneur in Asheville, NC. There she has created 5 successful family friendly Haunted Trails, and a team building/events business with her husband Hans, her son Charlie, Sage their lab mutt and Betzy their boxer dog, 12 unnamed chickens, and 6 processed sheep.
Since founding the Leadership Difference in 1995, over 350,000 people have attended Dave’s “enter-TRAIN-ment” seminars on topics that include leadership, customer service, selling skills, and personal performance enhancement. In 2013, Dave was named Best Speaker of the Year at the Meeting Professionals International World Education Congress in Las Vegas. In 2015, Meetings and Conventions Magazine named Dave one of the Best Speakers of the Year. Dave has served as an adjunct professor at the University of Illinois, is designated as a Certified Advanced Wine Sommelier by the International Wine Guild and is a founding owner of Pamburn Vineyard in Oregon. Dave is the author of two books. Live and Learn or Die Stupid! focuses on personal contentment and performance excellence. His second book, The Power of Understanding People, was released in December 2013 and was immediately named Editor’s Choice Best Business Book of the Month by Amazon.

Lisa Jennings, Chief Experience Officer for Wildly Different, has been in the event and recreation industry for 29 years. Upon graduating from Florida State University with a degree in Leisure Services & Studies, Lisa gained well-rounded recreation experience by working in resort, community, health club and senior recreation. In the event industry she worked for a team building company and event-marketing agency before opening Wildly Different in 2003. Her company (WildlyDifferent.com) organizes, implements and consults on team building, charitable and networking events, as well as tradeshows and play-based promotional activities.

Lisa Linden, Creative Entrepreneur at Creative Recommendations, is an innovative leader and enthusiastic trainer. Lisa has a strong background in customer service, planning and directing activities and programs as well as marketing services and supervision. She has also coordinated and managed special event logistics, transportation and VIP services for grand openings, televised concerts and shows, sporting events and celebrity weddings. Lisa has extensive experience in the hospitality industry and has worked with several world class companies and properties such as Hard Rock International, Constance Hotels and Resorts in the Indian Ocean, Viceroy Anguilla, Atlantis, Paradise Island Bahamas, Atlantis, The Palm, Dubai and Pop2Life a Condé Nast Agency. Lisa has a B.S. in Parks and Recreation Administration with emphasis on Commercial Recreation from Illinois State University.

Jane Lipps, Chief Fun Officer of Wildly Different, has been in the hospitality/event planning industry for over 26 years. After graduating from Miami University in Marketing, she interned for Walt Disney World. She then went on to work in all facets of the industry, including catering, hotel sales, corporate meeting planning, team building and recreation. Her company (WildlyDifferent.com) organizes, implements and consults on team building, charitable and networking events, as well as tradeshows and play-based promotional activities.

McAllister has taught in the field of sport management for over 15 years including classes in sport governance, budgeting, legal and event planning. He has currently chaired the department while serving on numerous boards in the community, including USA Nordic Sport, a national leadership organization for ski jumping and Nordic combined. He served as president of the board for the past 2 years. Additionally, he has authored a chapter, Strategy and Leadership in the text Sport Leadership in the 21st Century.

Shannon Ryan is the Recreation/Pool Operations Manager at the Omni Interlocken Resort & Spa in Broomfield, CO. She has over 9 years of experience in hotel and timeshare Recreation programming. She has been with Omni Hotels for 2 ½ years, where she has been awarded Manager of the Year. She has worked prior for Wyndham Vacation Club and Bluegreen Vacations. She has over 20 years experience in the dance industry, and is a licensed Zumba® fitness instructor. Shannon was the captain of her college dance team, and competed live on ESPnS UDA National Dance Championship. She was also a member of the Jacksonville Jam semi-pro basketball dance troupe and was a stand-in member for the Jacksonville Jaguars cheerleaders. She is also a choreographer, and has been hired out for weddings, sporting teams, and school plays.

Pamela Petcash

Pittsburgh, Pennsylvania native, Pamela Petcash has extensive domestic and international experience in the Entertainment, Hospitality, Recreation and Tourism industries. 14 years of her career were at sea with Norwegian Cruise Line, Royal Viking Line and Princess Cruises; serving in most Cruise Staff positions and ultimately as Cruise Director. Giving up her sea legs, she moved to south Florida and continued her passion working in the industry with the Florida Fun-Train; Atlantis Paradise Island and Atlantis Palm Jumeriah, Dubai; Ta’Facil Corporation; Celebrity Cruises and as a Special Projects Consultant. Currently she is Director, Entertainment Operations with luxury brands, Oceania Cruises and Regent Seven Seas Cruises, overseeing the Entertainment Operations for 10 cruise ships around the world. She has a proven background in creating and delivering a unique experience setting an organization apart from their competitors, exceeding guests’ expectations and having a positive impact on the bottom line.

SHANNON RYAN

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PAUL SHOCKLEY

Paul Shockley started his career working at a city Parks and Recreation Department in Leesburg, VA. He spent the next six years at Kiawah Island Golf Resort as an activities coordinator, beach services manager and the recreation program manager. Paul oversees the resort’s holiday and special events, teen and family programs, Kamp Kiawah, beach services, arts and crafts, fitness programs, as well as the Kiawah Island Golf Resort Triathlon and Kiawah Island Golf Resort Marathon. In May 2016 Paul accepted the Director of Recreation position at Keswick Hall and Golf Club. Paul oversees all aspects of the Recreation department including: Camp Keswick, special events, corporate events, bike rentals, archery and paddle boarding.

DR. PATRICK TIERNEY

Patrick received a Ph.D. in Recreation Resources Management from Colorado State University. Pat is author of numerous research projects and co-author of the textbook Recreation, Event and Tourism Businesses; Startup and Sustainable Operations. Pat was co-owner/operator for 25 years, of Adrift Adventures, a touring and experiential education company with programs in Colorado, Utah and Alaska. He was manager of operations and finance. The company was nominated for the Conde Nast Traveler Magazine International Ecotourism Award. Pat was recipient of the 1992, 2008 and 2016 Excellence in Research awards at the Resort, Commercial, Recreation Association annual conference.

NESTOR VILLALOBOS

Business leader, speaker, mentor and Ironman, Nestor’s boundless energy is contagious. With undergraduate and MBA degrees from Bentley University, Nestor started his career in product management and launched hundreds of consumer products for two publicly traded companies – Dell and Systemax. After leaving the corporate world, Nestor has since mentored, started and even purchased several small businesses. Nestor works with numerous startup organizations including Startup Miami as well as the Founders Institute where he is a resident coach. He also teaches as an adjunct professor at Florida International University in the subjects of Entrepreneurship, Negotiation and Small Business Management. Nestor currently owns and manages Sharp Marketing, a 27 year old promotional branding company based in Fort Lauderdale, FL.

DR. MELISSA WEDDELL

Dr. Melissa Weddell is an Associate Professor of Recreation Management at Appalachian State University. During her career, she has developed and administered survey research and assisted with management planning for numerous organizations and agencies. She values working with federal, state, and local organizations to develop management plans to 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. Through her research, she understands the unique local concerns in developing protected areas, encouraging recreation, and attracting tourism, while working collaboratively to foster policy change and provide large-scale benefit based recreation to improve the education and health of peoples.

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