



40 **RORA** **YEARS**
OF FUN!

EST. 1981

NOVEMBER 6 - 9, 2021
NATIONAL CONFERENCE
CALLAWAY GARDENS
PINE MOUNTAIN, GA



CONFERENCE PROGRAM

Welcome to the 40th Annual RCRA National Conference!



On behalf of the Resort and Commercial Recreation Association's Board of Directors, I would personally like to welcome you to the "40th Annual RCRA National Conference" here at Callaway Resort & Gardens.

Thank you for choosing the Resort and Commercial Recreation Association's National Conference to broaden your education and experience in the Recreation industry. Throughout the conference you will be exposed to the best in the business! RCRA boasts conference attendees representing the finest properties in the country, the best students in the commercial recreation field, the top educators from major universities and an impressive group of vendors from remarkable companies! The conference kicks off a wonderful welcome with entertainment on Saturday evening, Sunday wellness opportunities and highlights our association's 40 years throughout! Our talented list of speakers cover a wide variety of session topics! The schedule also consists of traditional socials, fundraising opportunities, vendor exhibits and plenty of networking opportunities.

It has been quite a year, and we are very excited to be able to be in-person to celebrate our 40th year! It is important to make sure you are wearing a mask if you are not fully vaccinated, wash your hands frequently and stay away if you don't feel well. We all want to make sure everyone stays safe and healthy throughout the conference.

I'd like to thank the RCRA Board of Directors, professionals, students, vendors and speakers for making this conference possible. Thank you to Shannon Ryan and the team at Callaway Resort & Gardens for all their efforts in making this a successful conference site! Take some time to explore Pine Mountain and Georgia's fresh air! Enjoy Callaway's southern hospitality and RCRA's 40 years of FUN!

- **Kari Bowman-Leslie**
RCRA President



Callaway
Resort & Gardens®

BOARD OF DIRECTORS



KARI BOWMAN-LESLIE
President



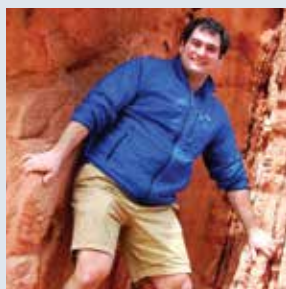
ANNIE PILEK
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Director-at-Large



KEVIN NELSON
Director-at-Large



KELSEY LEHNERD
Secretary

GENERAL INFORMATION

Registration Desk Hours

Saturday: 10:00 a.m. - 1:00 p.m. & 3:00 p.m. - 7:00 p.m. (Lobby)
Sunday: 8:00 a.m. - 5:30 p.m. (Sales Booth)
Monday: 8:00 a.m. - 5:30 p.m. (Sales Booth)
Tuesday: 8:00 a.m. - 2:00 p.m. (Sales Booth)

Vendor Showcases

Vendor Setup: Sunday 8:00 a.m. - 11:00 a.m. & 1:00 p.m. - 3:00 p.m. (Long Leaf Prefunction)
Vendor Demo: Sunday 3:15 p.m. - 4:30 p.m. (Starts in Long Leaf Prefunction)

Job Fair

Job Fair Setup: Sunday from 4:30 p.m. - 5:00 p.m. (Loblolly Ballroom)
Job Fair Agency Introductions: Monday from 10:00 a.m. - 10:30 a.m. (Longleaf Ballroom)
Job Fair: Monday from 10:30 a.m. - 12:15 p.m. (Loblolly Ballroom)

Interviews

Interview Draft: Professionals Only; Monday from 1:00 p.m. - 1:30 p.m. (Longleaf Ballroom)
Students Pick Up Interview Schedules: Monday from 4:00 p.m. - 5:00 p.m. (Registration Desk)
Interview Block 1: Tuesday from 10:00 a.m. - 12:30 p.m. (Loblolly Ballroom)
Interview Block 2: Tuesday from 1:30 p.m. - 3:00 p.m. (Loblolly Ballroom)
Additional Interview Time Slots: Professionals and students may 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 Andy Holdnak Awards Gala

The Membership Lunch and Andy Holdnak Awards Gala are for all RCRA Conference attendees. If traveling with a guest that is interested in attending, please register and purchase tickets at the Registration Desk. \$30 for the Membership Lunch, \$65 for the Andy Holdnak Awards Gala. If you have any dietary requests or restrictions and are attending the Membership Lunch and/or Andy Holdnak Awards Gala, please complete the dietary request form at the Registration Desk.

Lucky Logo Auction

Participate in a great opportunity to win fabulous prizes! The "Lucky Logo" Auction will be held on Sunday evening at the Theme Night Party. Tickets may be purchased from the Ways & Means Committee Members. Come dressed in your favorite 80's 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 items for raffle, please drop off items at the Registration Desk by noon on Sunday.

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. 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 Andy Holdnak Awards Gala. Student-specific packages at lower price point are available, and are 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.

Dress Code During the Conference and Conference Badge

Business Dress is suggested for all of the sessions unless otherwise stated in the program. Please wear your conference badge to all sessions.

Don't forget to follow us @rcraorg on Facebook and Instagram!

SATURDAY, NOVEMBER 6, 2021

10:00 a.m - 1:00 p.m. & 3:00 p.m- 7:00 p.m.

Registration | Lobby

Pick up your conference brochure and name badge, and purchase your beads for the ULTIMATE Heads or Tails fundraiser tonight!

10:00 a.m - 3:45 p.m.

Property Showcase

*RCRA Conference attendees will receive a 50% recreation voucher in their welcome their welcome bag. (Must present for discount)

Gardens:

Welcome to Callaway Gardens! If you arrived early, we invite you to explore the resort and take part in the great recreation programs and facilities. Admission to the Gardens is included in your stay.

Tree Top Adventure:

Come experience new heights at Tree Top Adventure! Soar across the sky over the Discovery course featuring 19 obstacles and 5 ziplines! Want more fun? Continue to the Lake Course featuring 5 ziplines over Mountain Creek Lake at 70ft in the air! Reservations are recommended. Closed-toe shoes required. (11AM, 1PM, 3PM Daily) 706-663-5108 (** Discovery Course Complimentary for RCRA members today and Tuesday only!*)

Bicycle Rentals:

The Discovery Bicycle Trail winds through a variety of scenic woodland environments and stops at all the gardens and resort attractions along the way. Widely known for family-friendly riding, the gently rolling 10-mile paved path has numerous entry points, so guests of all ages can explore 2,500 acres on two wheels. Rentals Available Daily 10:00 a.m. - 5:00 p.m. Last Rental Goes Out at 3:30 p.m. and Bikes are Due Back By 4:30 p.m. (**Complimentary for RCRA members today and Tuesday only!*)

Callaway Outdoors:

Boathouse: Daily, 9:00 a.m. to 5:00 p.m. Callaway Outdoors Pro Shop: Daily, 9:00 a.m. to 5:00 p.m. Complimentary Shore Fishing today and Tuesday.

SATURDAY, NOVEMBER 6, 2021

4:00 p.m. - 5:00 p.m.

Student Scholarship Orientation | Sourwood 1-2

Committee Chair Meeting | Sourwood 3-4

5:00 p.m. - 6:00 p.m.

Resume Review | Longleaf Ballroom

Calling all students and interviewees! Stop by to have your resume reviewed and updated by one of our skilled Directors at Large Board Members.

7:00 p.m. - 8:00 p.m.

RCRA Conference Welcome! | Longleaf Ballroom

RCRA Presents 'Top Rec' Excellence in Programming

Hosted by: Awards Committee

Want to know what programs are successful at other professional agencies?! This year we will transform our Excellence in Programming 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 'Top Rec' "pitches". A live audience of session attendees will be able to ask the contestants questions and have the opportunity to vote on the program they think deserves the Excellence in Programming Award. *Presenters please set up by 6:30 p.m.

8:00 p.m. - 10:30 p.m.

Play Note | Longleaf Ballroom

Continue the 'fun' with this evening's "play note", Atlanta Magician of the Year, Ken Scott! Join us as Ken inspires, dazzles, and connects the Legacy of Magic with the Legacy of RCRA! Cash Bar is available until 10:30 p.m. for attendees wanting to socialize in the RCRA function space. Purchase your beads for the ULTIMATE Head or Tails fundraiser tonight!

Hosted By: The Ways & Means Committee

SATURDAY, NOVEMBER 6, 2021

9:00 p.m. - 10:30 p.m.

Job Fair Mixer: Professionals and Students | Putting Course

Glow Putting Playoff, this session will involve a fun and relaxed way for students and professionals to meet and to start networking ! Find out more about our Mentor program too! (Casual at Leisure)

SUNDAY, NOVEMBER 7, 2021

8:30 a.m. - 9:30 a.m.

Fitness Wake Up!

**Registration required on Eventbrite: <https://rcrasundayfitness.eventbrite.com>*

Choose from 4 amazing ways to wake up and energize your day!

- Disc Golf with Director at Large, Kevin Nelson, discs will be provided | Longleaf Lawn
- Brisk Morning Walk around Callaway with Director at Large, Michelle Kithcart. | Lodge Lobby
- Zumba® with Past President Shannon Ryan. | Ski Pavillion
- Pound! If you love music, you'll love Pound! Great for any fitness level, so don't be shy! Are you ready to rock?!! (Shoes are optional) with RCRA member Lori Fiducioso. | Yoga Studio

10:30 a.m. - 11:00 a.m.

Conference Kickoff: Professionals / Vendors | Loblolly AB

Conference Kickoff: Emerging Professionals | Loblolly CD

11:00 a.m. - 11:45 a.m.

Key Note Speaker: Michael Mendillo | Longleaf Ballroom

Michael Mendillo is an entrepreneurial business leader with a strong history of delivering vibrant, interactive keynote presentations to a wide range of organizations. His ability to motivate, energize and provide real takeaways that anyone can implement the minute they walk out the door is a testament to his passion and ability to inspire his audience. Michael regularly delivers these impactful presentations to the FirstService Residential team as well as many industry organizations and professional partners with a focus on culture, leadership, and generational collaboration. This 'real' and engaging session will invoke you to dig deep and reflect on your leadership, drive, and direction.

SUNDAY, NOVEMBER 7, 2021

12:00 p.m. - 1:00 p.m.

Awards Lunch | Longleaf Ballroom

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.

1:00 p.m. - 3:00 p.m.

Fantasy in Lights Work Study | Circus Tent

Come be a part of preparing one of the National Geographic's Top 10 Light Displays in the world: Fantasy in Lights! You will work with the set-up team to get an in-depth look at how this Christmas-time light display comes to life and all the work that goes on behind-the-scenes. Sign-Up at the registration desk. Please wear closed-toe shoes, and comfortable outdoor attire. Come ready to work! **Advanced sign-up required.*

1:15 p.m. - 2:00 p.m.

RCRA History Session Panel | Bayberry 3-4

Session Leaders: Debbie Regnone, Lisa Linden, Steve Geisz, and Andy Holdnak

To celebrate RCRA's 40 years, please join this session as History Committee Panel goes through the history of RCRA with photos and stories. Hear about association successes and challenges from long-time members! Past conference brochures will also be shared.

1:15 p.m. - 2:00 p.m.

Strategic Planning for Wellness in Resorts and Clubs | Sourwood 1-2

Session Leader: Amy Robison

Have you started implementing wellness into your programming? If not, you are missing out on a large aspect of resort programming! Wellness tourism is almost a trillion-dollar industry and most people are looking into incorporating some form of healthy activity while they travel. Learn exactly what wellness encompasses, how to overcome obstacles in your planning, discuss ideas, and even practice a breathing meditation: because you always need to find time to take care of YOU!

SUNDAY, NOVEMBER 7, 2021

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

Educator Program Merger Roundtable | Sourwood 1-2

All educators are invited to this open forum to discuss the everchanging problem of University program mergers.

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

How To Create a Tabletop Escape Room | Bayberry 3-4

Session Leader: Lisa Jennings

“Escape” with Lisa Jennings from Wildly Different as she shares tips and tricks on how to design your own tabletop escape room activity. Don’t have dedicated space or staff to implement an actual escape room at your property? No problem! Offer a tabletop escape room activity instead! In a tabletop escape room, rather than trying to break OUT of a room, groups of guests receive an assortment of items and clues at their team table they must use to break into a locked box at the front of the room. These can be hosted for less cost, with little staff oversight, and best of all, they pack away in a small space after every event hosted. In this session, you will learn how to create your own clues, what types of items to purchase to implement one, and how the event would flow. You’ll even hear feedback from others who have successfully used these for their programming.

3:15 p.m. - 4:15 p.m.

Research Symposium | Sourwood 1-2

“An Investigation of Recreationist Perceptions at Claytor Lake, Virginia”

Dr. Joshua Carroll

Claytor Lake is a 4,500-acre impoundment, located in southwestern Virginia and is ideal for pleasure boating, fishing, swimming, and exploration. In Fall 2020, a visitor survey was administered to capture boater and adjacent landowner perceptions of the recreation experience, identify safety concerns, and help managers to informed decisions. Almost 200 surveys were collected over a month of data collection.

SUNDAY, NOVEMBER 7, 2021

3:15 p.m. - 4:15 p.m.

Research Symposium | Sourwood 1-2

“Perceived student competence during the internship experience and its relationship to the hospitality and tourism industry career pursuits”

Dr. Kate Price-Howard

In this session, we will take a further look at the perceived competence of the students in their ability to meet the challenge of the tasks and skills to be performed as part of their internship and how it leads to career choices.

3:00 p.m. - 6:00 p.m.

Vendor Exhibit Hall | Longleaf Prefunction

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 guest experience.

3:15 p.m. - 4:15 p.m.

Vendor Demos (Walking Tour) | Longleaf Prefunction

See some of our 2021 vendors in action during this interactive demo experience!

3:30 p.m. - 4:00 p.m.

Internship Spotlights | Bayberry 3-4

Session Leaders: Amanda Herr and Natalie Glenn

Hear firsthand internship experiences and success stories from RCRA students.

4:30 p.m. - 7:00 p.m.

Job Fair Setup | Loblolly Ballroom

All participating job fair agencies gather to set up your booth.

SUNDAY, NOVEMBER 7, 2021

7:30 p.m. - 9:30 p.m.

Presidents' Social: 80's Theme Night | Longleaf Lawn

It's time to dress up and party down with our annual theme night social! Come dressed in your favorite 80's attire and prepare for a night of fun, games, and music. Don't forget to come ready to win at the Lucky Logo Auction! Donated swag from our agency members will be raffled off and you could be the lucky winner going home with some great prizes! Don't forget to bring your CASH!

\$5-20 ticket options are available!

MONDAY, NOVEMBER 8, 2021

8:00 a.m. - 5:30 p.m.

Registration | Sales Booth

All agencies donating vacation getaways for the auction, please drop off certificates at the Registration Desk by noon.

9:00 a.m. - 10:00 a.m.

Annual Business Meeting | Cypress Room

Participate in the election of the 2021/2022 Board of Directors and review annual association business items.

10:00 a.m. - 10:30 a.m.

Property Introductions | Longleaf Ballroom

Job Fair Professionals will be 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.

MONDAY, NOVEMBER 8, 2021

10:30 a.m. - 12:15 p.m.

Job Fair | Loblolly Ballroom

Students bring your resumes and meet with professional agencies to discover internship and employment opportunities.

11:00 a.m. - 11:45 a.m.

The Power of Generosity Part 2 | Bayberry 1-2

Session Leader: Michelle Kithcart

Everyone has a gift or talent they can leverage to make a difference, in this collaborative session, each attendee to walk away with at least one program they could implement in the next 60-90 days, with either their individual team or in your work environment.

Also learn how your gifts and talents can be leveraged for the growth of our association.

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

Recreation and Beyond Panel | Bayberry 1-2

Session Leader: Debbie Regnone

Hear from seasoned Recreation professionals who have moved on to careers beyond the recreation industry. How did the field of recreation and hospitality prepare them for their next step? Come with questions, leave with insight!

12:00 p.m. - 2:00 p.m.

Vendor Exhibit Hall | Longleaf Prefunction

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 guest experience.

1:00 p.m. - 1:30 p.m.

Interview Draft | Cypress Room

Professionals, if you would like to interview students during the Tuesday interview sessions, you must attend this draft to create your interview schedule.

MONDAY, NOVEMBER 8, 2021

1:00 p.m. - 2:00 p.m. **Lunch on Own**

Network with and enjoy your lunch amongst our exceptional vendors. Tables available. Pre-ordered Box Lunches may be picked up at Long Leaf Prefunction

2:00 p.m. - 2:45 p.m.

Career Growth Workshop: Portfolio/Interview Question Prep | Bayberry 1-2 *Session Leader: Kimberly Bengel*

I always say that interviews are like dates in the professional world. In this course I will hone your interview skills. We will go over preparing for an interview, how to stand out, and most of all the confidence you need to succeed. The answer is if you got the interview, you are qualified, I will teach you how to keep that job, stand out in the interview, evaluate how your stories/experiences are translate, and then become a top candidate for each role you apply for. This is a workshop-style session where I will provide you tips and tricks and then you practice with a partner. So, bring your resume!

2:00 p.m. - 2:45 p.m.

Revenue Enhancement: The Big HITS | Sourwood 1-2 *Session Leader: Jonathan Thompson and Maggie Kwolek*

Working in Recreation is all about having fun and playing games...right? For most higher-ups, money is the motive. This session will be all about discussing amongst other Recreation & Hospitality professionals' ways to get the bottom line to look more impressive while still showing your guests a good time. Let's come together and learn how to maximize profits at your location!

2:00 p.m. - 4:00 p.m.

Fantasy In Lights Work Study | Circus Tent

Come be a part of preparing one of the National Geographic's Top 10 Light Displays in the world: Fantasy in Lights! You will work with the set-up team to get an in-depth look at how this Christmas-time light display comes to life and all the work that goes on behind-the-scenes. Sign-up at the registration desk. Please wear closed-toe shoes, and comfortable outdoor attire. Come ready to work!

MONDAY, NOVEMBER 8, 2021

2:00 p.m. - 2:45 p.m.

Games, Games, Games | Sourwood 3-4

Session Leader: Lisa Linden

From a DJ Spinoff, to a Rap Contest, to the popular Verzuz Battles, to today's RCRA Game Share session... This isn't just a session. This is an official game challenge, "game off". Everyone will get to participate, whether their name is called to introduce their game, or they will get to participate in the games. Names will be dropped in a hat. Two names will be called, they will have to present their game, the group will play the game and a winner of the two will be announced...and so on.

2:15 p.m. - 3:30 p.m.

Educator Program Merger Roundtable | Bayberry 3-4

All educators are invited to this open forum to discuss the challenges of University program mergers.

3:00 p.m. - 3:45 p.m.

How to Get Hired? Top Ten KSA (Knowledge, Skills, and Ability) | Bayberry 1-2

Session Leader: Kelsey Lehnerd

Knowledge. Skills. Abilities. Do you have what it takes to become a Recreation Professional? Dive in head first with Kelsey Lehnerd to discuss the framework of character traits that will help you excel in the world of Recreation and Hospitality! Don't miss this session if you are interviewing later in the week – Kelsey will provide tips to help you ace your interviews!

3:00 p.m - 3:45 p.m..

Contract Negotiations Panel | Sourwood 1-2

Session Leaders: Kari Bowman-Leslie, Chris Nelson, Pat Horan, and Scott Keller

Hear from Industry Professionals answering questions on Contracts and Negotiations. The panel will give you sales tips, give advice on contracts and share their favorite negotiating techniques!

MONDAY, NOVEMBER 8, 2021

3:00 p.m. - 3:45 p.m.

Recruitment: Selling the experience | Sourwood 3-4

Session Leader: Shannon Ryan

Don't sell the job...Sell the experience. Learn how to create an overall recruitment package to attract potential candidates. Learn how to become a career salesperson and master the art of selling an "experience" to a potential candidate.

4:00 p.m. - 4:45 p.m.

Make Your Mark: Maverick Strategies in Personal Branding for Professional Growth | Bayberry 1-2

Session Leader: Nestor Villalobos

Nestor will teach real-world skills that will help attendants secure a rewarding career in the profession of their choice. The two-part seminar will initially feature an interactive lecture covering unorthodox tactics and techniques for not only obtaining job interview, but also converting them into lucrative offers. The second part will focus on hands-on exercises where participants will be able to review and improve their own social media profiles.

4:00 p.m. - 4:45 p.m.

Recreation Life Panel | Sourwood 1-2

Session Leaders: Heidi Jewett, Brooke Edwards, Gary Bleil, Dan Merenick

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. Moderated By: Shannon Ryan

4:00 p.m. - 4:45 p.m.

Team Building 101 | Sourwood 3-4

Session Leader: Alexandra Bolling

Interested in creating your own Group Recreation Program or looking to brush on your team-building skills? This hands-on session will teach you how you can enhance performance in a teamwork environment for private events and your own staff. Come break the ice with me!

MONDAY, NOVEMBER 8, 2021

6:00 p.m. - 7:00 p.m.

Pre-Gala Mixer & Vendor Exhibit Hall | Long Leaf Prefunction

Members, come gather before the gala for photos and continue to meet with our amazing RCRA vendors.

7:00 p.m. - 9:00 p.m.

Andy Holdnak Awards Gala | Long Leaf Ballroom

Experience the National Conference in RCRA style at this semi-formal event. Enjoy a wonderful dinner, induction of officers, silent and live auction for multiple exciting vacation getaways, 2021 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, Making the Difference Award, and Exiting Board Member Awards. The RCRA Ways and Means Committee will also be hosting an envelope raffle!

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 start 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.

9:00 p.m.

After Gala Dance Party! | Longleaf Lawn

Boogie on down and join us for an after-gala celebration with DJ Dano!

Save the Date:

January 25, 2022 Virtual Job Fair
January 26, 2022 Zoom Interviews

TUESDAY, NOVEMBER 9, 2021

8:30 a.m. - 9:00 a.m.

RCRA Strategic Plan Review | Boardroom

All committee chairs and board members.

9:00 a.m. - 9:45 a.m.

Town Hall Meeting

Join us for a recap on the 2021 RCRA National Conference. Committee chairs gather real time feedback and discuss strategic plans for the future of the organization.

- **Emerging Professional** | Bayberry 1-2
Committee
 - **Professional Committee** | Sourwood 1-2
 - **Educator Committee** | Bayberry 3-4
 - **Vendor Committee** | Sourwood 3-4
-

10:00 a.m. - 12:15 p.m.

Interview Block #1 | Loblolly Ballroom

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

10:00 a.m. - 12:15 p.m.

Property Showcase:

Tree Top Adventure:

Reservations are recommended. Closed-toe shoes required. (11AM, 1PM, 3PM Daily)
706-663-5108 (**Discovery Course complimentary today for RCRA members!*)

Bicycle Rentals:

Rentals Available Daily 10:00 a.m. - 5:00 p.m. Last rental goes out at 3:30 p.m. and Bikes are due back by 4:30 p.m. (**Complimentary today for RCRA members!*)

Callaway Outdoors:

Boathouse: Daily, 9:00 a.m. to 5:00 p.m. Callaway Outdoors Pro Shop: Daily, 9:00 a.m. to 5:00 p.m. (**Complimentary Shore Fishing today for RCRA members!*)

TUESDAY, NOVEMBER 9, 2021

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

RCRA Social Purpose | Meet in Lobby

Session Leader: Michelle Kithcart

After a motivating session “ The Power of Generosity Part 2”, it’s now time for a Part 3! Let’s take action together and join forces as a RCRA team to give back by pitching in to clean-up Callaway Gardens. Please wear comfortable shoes and clothes to get dirty in.

12:30 p.m. - 1:30 p.m. **Lunch on Own**

Network with and enjoy your lunch amongst our exceptional vendors. Tables available. Pre-ordered Box Lunches may be picked up at Long Leaf Prefunction.

1:00 p.m. - 3:00 p.m.

Headshots | Longleaf Lawn

Eventbrite link registration required: <https://rcraheadshots.eventbrite.com>

Update your professional head shot today! Sign up for head shots through the RCRA app.

1:30 p.m. - 3:00 p.m.

Interview Block # 2 | Loblolly Ballroom

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

1:30 p.m. - 2:15 p.m.

Pickleball | Ironwood Courtyard

Session Leader: Jean Baer

Learn why this paddle game is the fastest growing game in the USA! This high energy hands on session will get your heart pumping and your brain turning.

2:30 p.m. - 3:15 p.m.

Premier Property Roundtable | Sourwood 1-2

Inviting all to partake in a roundtable discussion of the RCRA premier recreation operation nominees' new programs and charity work.

TUESDAY, NOVEMBER 9, 2021

3:00 p.m. - 3:45 p.m.

Committee Chair Recap | Sourwood 1-2

All committee chairs and board members.

3:30 p.m. - 4:15 p.m.

What are Exergame and Digital Playgrounds? | Sourwood 3-4

Session Leader: *Melanie Langlotz*

Covid has changed the world including how we play, entertain ourselves and enjoy our holiday. In this session we will show you a variety of cost-effective options to add a digital layer to your resort or organization to extend your brand, create engaging experiences for your community even during a Pandemic! Games are a great way to combine play and education and get those environmental messages out.

6:30 p.m. - 8:00 p.m.

Fantasy in Lights Behind the Scenes Tour | Lobby

It's almost Christmas at Callaway, and this is your chance to get a behind-the-scenes look at Fantasy in Lights, one of National Geographic's Top 10 Light Displays in the world! Come experience a behind-the-scenes tour of Fantasy in Lights with Callaway's Director of Recreation and Signature Events and RCRA Past President, Shannon Ryan. Ride the Jolly Trolley and enjoy over 8 million spectacular holiday lights to put you in the Christmas spirit before your trip home!

**Registration link in eventbrite: <https://rcrabehindthescenes.eventbrite.com>*

8:00 p.m. - 9:00 p.m.

Farewell Mixer | Cason's Tap Room - on your own

Join fellow members for a casual farewell mixer.

Get Involved with RCRA and Become a Committee Member!

- Membership Committee
- Communication Committee
- Ways & Means Committee
- Conference Program Committee
- Vendor Committee
- Site Selection Committee
- Awards Committee
- Internship/ Approval Site Committee

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

Call for 2022/2023 RCRA Board Nominations

**1 Secretary
2 Director at Large
1 President Elect**

Open May 1, 2022

2021 SPEAKER BIOS



Kimberly Bengel

Kimi Bengel has been working in the Hospitality and Entertainment industry for 14 years. She started at the Tedesco Country Club in Marblehead Massachusetts, which inspired her to study the industry full time at Johnson & Wales University as a Sports Entertainment Event Management Major with a double minor. She completed her degree Summa Cum Laude while doing the Disney College Program as a Lifeguard at the Walt Disney World Resort Yacht and Beach Club. One year later she was given the opportunity to be a Complexed Room Service Captain at The Walt Disney World Swan and Dolphin Resort. Then was able to try the opportunity of being an Executive Meeting Specialist. Despite following her dreams of being an event planner; the conference events and restaurant events still did not delight and inspire her as the Country Club Events had done. So went back outside to be a part of the resort's creative team in the role of Assistant Recreation and Events Manager. She has been on that pool deck for 8 years and during that time due to her hard work the position was re-classified as a Recreation and Events Manager, and within three years became the Resort Experience Director at just under 30 years old. This November will mark her 10th year with the Walt Disney World Swan and Dolphin.



Jean Baer

Jean Baer is a graduate of The University of WI-LaCrosse with a degree in Recreation Administration. Jean has been a member of RCRA for 38 years and is one of the Association's past Presidents. She spent most of her career as the Director of Recreation for South Seas Island Resort and as the General Manager of The Dunes Golf and Tennis Club. Currently Jean is the Co-Owner of Local Roots, LLC and offers 9 Farmers Markets throughout Lee County Florida, owns Recreation Solutions, LLC, and holds both a FL Real Estate License and FL Auctioneer License. She is married, a mother of 2 and an avid Pickleball Player!



Gary Bleil

Gary Bleil has been involved with RCRA for more than 18 years, first as a student and as a professional from Omni Amelia Island Resort in North Florida. Gary graduated from Slippery Rock University in Resort Recreation Management/Tourism and a Minor in Business. Since graduating, Gary has worked his way through the recreation field in various positions including Activities and Group Recreation Intern, Pool Technician, Assistant Club Manager, Manager of Amelia's Wheels and currently the Director of Recreation and overseeing 9 departments and up to 95 team members at his property. Under Gary's ten-year as Director the Omni Amelia Island Resort has been awarded 8 Premier Operation awards by RCRA, two excellence in program by RCRA and he was named by Jacksonville Business Journal one of Jacksonville's '40 under 40' in 2017.



Alexandra Bolling

Alex Bolling is the Group Recreation Sales Manager at Mohonk Mountain House. Bouncing up the ranks at Mohonk after graduating from Slippery Rock University in 2014, she has become an experienced Event Coordinator and Facilitator within her 7 years of working in upstate New York. She believes that every event should be catered to the correct group of individual to help them smile, grow, and create lifelong memories. Clients have enjoyed her infectious enthusiasm and positive attitude when challenges get tricky whether that's managing people or more physically demanding outdoorsy events. Her passion at work is selling the experience, planning how it all comes together, and performing excellent execution.



Dr. Joshua Carroll

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 development and 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.

2021 SPEAKER BIOS



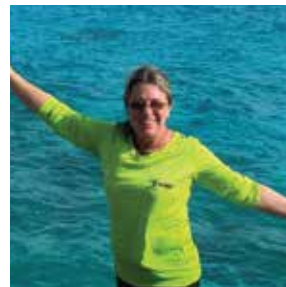
Steve Geisz

The General Manager for the last 17 years at the Grand Harbor Resort and Waterpark in Dubuque, Iowa. My career has stretched over multiple properties to include Director of Resort Amenities at the Doral Golf Resort and Spa in Miami, FL and Director of Amenity Operations for the Sapphire Valley Ski Resort in the Blue Ridge mountains of North Carolina. While in Miami I had the pleasure of also working for Major League baseball and the Florida Marlins as the Pyrotechnics guru. I am also proud to say I served in the United States Army and I am a veteran of Desert Storm where I served as a Combat Engineer in Kuwait. Throughout my RCRA tenure I had the esteem pleasure of serving on the Board of Directors for 12 years. In those 12 years I served two terms as president and 4 terms as treasurer. RCRA has obviously been a major part of my professional as well as personal career. I have come to know some of the most treasured friends and can honestly say that my current and past jobs have all come from a connection through RCRA. Congratulations to RCRA for 40 years of success and for leading the way in Commercial Recreation!



Brooke Edwards

Brooke Edwards is currently the Clubhouse Manager at The Boathouse and Field Club, located on Martha's Vineyard, and is has been a member of RCRA since 2014. Brooke is from Dayton, Ohio and graduated from Slippery Rock University with a degree in resort recreation and hospitality management and minored in business. She began her career at The Boathouse and Field Club as a Recreation Intern in 2015 and quickly progressed to the Recreation Director in 2017 and a full time Recreation and Fitness Director in 2018. This past season was Brooke's 7th season at the Club and she maintains her love for the Club and the members as the same day she arrived. In her off season, Brooke enjoys traveling to new places, walking her dogs, seeing friends and family and attending sports games, specifically, Ohio State!



Dr. Kate Price-Howard

Dr. Kate Price-Howard worked in industry for 30+ years before and while obtaining her path that led her to academia, currently Associate Professor in Hospitality at Troy University. She is founder and owner of her own consulting business called Go Play, Inc., which is celebrating it's 20th year of commercial recreation success! Caitlyn Spears is a Hospitality Undergraduate student of Dr. Price's at Troy University and recently completed her internship with Vacasa, formerly ResortQuest, in Destin, FL.



Pat Horan

Director of Sales and Conference Services at Callaway Resort & Gardens. Graduate of Valdosta University I was with Marriott Corporate; Hilton and IHG properties. Beginning as a Director of Conference Services; then National Corporate Sales Manager; Association Sales Manager and then Director of Sales.



Dr. Andy Holdnak

Dr. Andy Holdnak, Ph.D., is the Assoc. Chair of Regional Programs for the Global Hospitality and Tourism Management Department at the University of West Florida, Fort Walton Beach Campus. His operational background includes 12 years of managerial experience in the resort industry at locations. Holdnak served as President of the Commercial Recreation and Parks Association (NRPA). He has also served as a board member of the Florida Recreation and Parks Association and is a past president of RCRA. He received hi B.S. & M.S. from FSU adn his Ph.D. from Penn State University. He has two children.

2021 SPEAKER BIOS



Michelle Kithcart

Michelle attended SUNY Brockport graduating with a degree in Recreation Management and a minor in Coaching. She moved to Florida to complete and internship with Resort Sports and decided to call the sunshine state home! She has worked in the special events field, resort recreation, and in the gated community sector of recreation for almost two decades. She is the Director of Lifestyle Programming for First Service Residential and works closely with our market leaders and our regional support teams to provide additional resources and support for our lifestyle communities across the East Division. She is responsible for coordinating lifestyle summits, programs, events, as well as providing valuable input on the development of lifestyle programming SOPs, Tips of the Week and other resources. In 2019 Michelle helped to start the "Be the Change" initiative for our region, encouraging our teams to be involved with a company wide service day for our communities.



Heidi Jewett

Member of RCRA since 1985. Served in many roles from Board of Director to Past President. Recipient of the Debbie Regone Service Award. Retired from Mohonk Mountain House after 25 years as the Director of Recreation. Currently, exploring America in my RV and throughly enjoying my retirement.



Lisa Jennings

Before opening Wildly Different in 2003, Lisa-Who earned her Leisure Services & Studies degress from Florida State University - gained well rounded experience from positions in event marketing; team bulding; corporate, resort, community, health club and senior recreation. Wildly Different organizes team building activities, charitable events, networking mixers, tradeshow enhancement and more, primarily to the corporate market. Wildly Different consults with organizations to develop unique events that they can self implement for their guests. Companies who have taken advantage of this service include Several Cruise lines such as, Disney, Celebrity, Norwegian, Royal Carribean, Caylord Palms Resort, Atlantis Resorts, The Phonecian and Disney Sports.



Scott Keller

Owner of Corporate Teambuilding by Tropical Extremes Inc, Laser Tag and more. The #1 supplier, and in some cases the only, for unique laser sports and more such as Laser Battle, Archery Battle, Skeet Battle and Hydro Battle. We are 100% mobile and travel Nationwide for corporate events, college activities, team buildings and birthday parties. Attended University of Maryland College Park, received a degree in Mechanical Engineering.



Maggie Kwolek

Maggie Kwolek is the current Camp & Activities Manager at the Kiawah Island Golf Resort who has been managing the Camp and Art Studio Programming for the past two years, and is currently acting as the interim Aquatics Manager as well. She is a graduate from Slippery Rock University and has worked for the Kiawah Island Golf Resort since 2013.

2021 SPEAKER BIOS



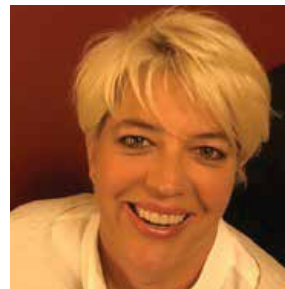
Melanie Langlotz

The founder and CEO of Geo AR Games, a game studio that specialises in getting kids of the couch, while learning about the environment. Geo AR Games helps Organisations to gamify community messages by designing engaging and interactive indoor or outdoor experiences. Geo AR Games has helped Cities around the world to get their communities active through their flagship playground Magical Park, which is an Augmented Reality playground that transforms a flat park space into a digital themepark. Geo AR Games is seen as a global leader in Augmented Reality innovation and are passionate about environmental games that promote discovery through play



Kelsey Lehnerd

Kelsey Lehnerd is currently the Assistant General Manager at Chesapeake Bay KOA / Sunset Beach Hotel, a property of Blue Water Hospitality located in Cape Charles, VA. Kelsey started her career in 2015 after graduating from the Slippery Rock University. She has worked in Recreation & Events in various hotels and campgrounds on the East Coast before moving into her Assistant General Manager role earlier this year. She is passionate, driven, and knowledgeable in multiple areas of hospitality management. In her free time, she enjoys spending time with family and friends and soaking in as many beach days as possible.



Lisa Linden

Creative Entrepreneur and owner of 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 recreation services and supervision. Lisa has extensive experience in the hospitality industry and has worked with several world class companies and properties.



Kari Bowman-Leslie

Kari Bowman-Leslie is the Recreation Director at Salamander Resort in Spa in Middleburg, Virginia where she has been since it opened in August of 2013. Kari also serves on the Middleburg Business & Professional Association Board of Directors since 2019. Prior to Salamander, Kari was at Kiawah Island Golf Resort for 10 years starting as an Intern and through the ranks to Recreation Manager and Co-Marathon Director. While attending Iowa State University Kari spent her extra time working in the Intramural Department and also 3 years at the Nevada Parks & Recreation. Kari has been a member of RCRA since 2003. Kari lives in Winchester, Virginia with her husband Brandon and two dogs, Cubby and Copper.



Michael A. Mendillo

Michael Mendillo is an equity partner with First Service Residential, the largest residential management company in North America. As president and principal, Michael's responsibilities include client retention, leadership development, culture building, organizational growth and strategic initiatives. Through a charismatic personality, a genuine connection with and passion for people, Michael has become a prolific public speaker on such topics as community association management, entrepreneurialism, leadership, vision, corporate culture and the relationship between service and business.

2021 SPEAKER BIOS



Dan Merenick

Dan Merenick, Sr. Program Manager, at Reston Association in Reston, VA from 2015-present. Prior to Reston Association, I spent 24 years at a variety of jobs in Recreation, from resorts, private clubs, YMCA's, city & county parks and recreation agencies, and a variety of homeowner associations. Was a member of RCRA from 1995 – 2009, having served as chair for both the Ways and Means and Professional committees, RCRA Board of Directors 2006-2008 and in 2009 was awarded the Debbie Regnone Service Award. Attended Robert Morris University in Pittsburgh, PA, where I received a degree in Business Management.



Chris Nelson

Chris Nelson is the Assistant Director of Recreation at Ocean Reef Club in Key Largo, FL. He studied Recreation and Tourism at Winona State University, (MN) graduating with a bachelor's degree in science with a focus in commercial recreation and business. Chris completed his internship at Ocean Reef in 2011 and has been paving his career path at The Club ever since. Chris has found a niche in the hospitality industry, operating The Club's beach/pool area and summer camp program, facilitating holiday events, conducting sailing lessons, and providing off-property excursions to ORC's members and guests. He oversees a team of twenty associates including the continuing internship program that launched his career in recreation and hospitality. Chris' appreciation for the outdoors flows into his personal life as he enjoys camping, paddling, winter sports, and competitive rugby.



Debbie Regnone

Ms. Regnone has always created her own opportunities. Most every position she has ever held was one that did not exist before her. From her student internship with the City of Fort Myers Parks & Recreation Department to her ownership of Resort Sports, Inc. (34 years and counting!), Debbie has shown the vision to see a need and convince others to believe in her and create an opportunity to the benefit of all. Debbie has extensive resort experience at South Seas Plantation and Marquis Hotels & Resorts. She is most notable known for being a co-founder and the first President of RCRA. Ms. Regnone has been involved in numerous community groups throughout her career in a leadership capacity. Many young people, both locally and nationally, credit Debbie with giving them their start, their inspiration or the courage to create new opportunities and reach unexpected heights.



Amy Robison

Director of Wellness & Outdoor Pursuits at Watersound Camp Creek. 300 HR Registered Yoga Teacher with Yoga Alliance and over 12 years as a personal trainer and group exercise instructor. Amy has been creating resort programming for over 15 years at luxury resorts and private clubs.



Shannon Ryan

The Director of Recreation & Signature Events at Callaway Resort in Gardens in Pine Mountain, Georgia. Shannon has 13 years of experience in hospitality, recruitment, and events with such companies as Omni Hotels & Resorts, Bluegreen Vacation Club, and Wyndham Vacation Club. Shannon is also a licensed Zumba® fitness instructor. Shannon has been a member of RCRA since 2015, and has presented at 3 National Conferences. Currently serving the RCRA Board of Directors as Past President, she has served as a Board member since 2017. Known as a "culture warrior", Shannon prides herself on creating exciting employment opportunities for her team, and looks forward to sharing some tips and trick with you at her session: Recruitment: Selling the Experience.

2021 SPEAKER BIOS



Johnathan Thompson

The current Recreation Program Manager at the Kiawah Island Golf Resort who has been managing corporate group, teen, family, and outdoor fitness programming for the past two years. He is a graduate from Clemson University and has worked for the Kiawah Island Golf Resort since 2018.



Nestor Villalobos

Business leader, speaker, mentor and Ironman finisher, Nestor's boundless energy is contagious. With BS and MBA degrees from Bentley University, Nestor started his career in product management launching hundreds of consumer products for Dell and CompUSA. After escaping the corporate world (with his soul mostly intact), Nestor entered the world of entrepreneurship by starting and even purchasing several startups and small businesses. Since 2016, Nestor has served as the Vice President of Sales & Marketing for Sharp Promo, one of South Florida's most innovative and fastest growing promotional product companies. Nestor's passion for business and athletics is only surpassed by his passion for mentoring and inspiring the next generation. As an Adjunct Professor of Business at Florida International University, Nestor has taught hundreds of students in courses including International Business Negotiation, Small Business Management and Entrepreneurship.

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