



May 2013 - July 2013

# Resort and Commercial Recreation Association News and Views

## Email & Facebook

### Auctions Going on Now!

Follow RCRA on Facebook to be the first to know about special packages up for auction from member properties and vendors. The current auction is for 2 separate packages.

One package includes: two nights in a 1 Bedroom Resort Quest deluxe condominium unit between Gulf Shores, AL and Panama City, FL.

Another package includes: a round of golf for two at 1 of 3 Sandestin Golf and Beach Resort in Destin, FL.

E-mail [alison.jenks@rcra.org](mailto:alison.jenks@rcra.org) to bid beginning May 6th and concluding May 20th at midnight EST.

## President's Update

Spring Greetings!

I'd like to thank Kari Bowman and Emily Savko (and their respective teams) for recently hosting two regional conferences (Orlando, FL and Bend, OR). Look for highlights in this newsletter. One more regional is coming soon!

Be sure to reserve the dates of November 9-12, 2013 for this year's National Conference at Omni Amelia Island Plantation (Jacksonville, FL). We're pleased to announce the keynote speaker will be Dale Smith Thomas, with additional sessions that will feature both practitioners and educators. We are currently accepting proposals to speak (just visit [www.rcra.org](http://www.rcra.org) for more details) as we welcome your participation. Whether you're a recreation manager or a university professor — we'd love to hear from you!

Throughout this newsletter you'll find many opportunities to get involved in your Association. Please contact me at [scott.rood@rcra.org](mailto:scott.rood@rcra.org) if you'd like to give us a hand working on one of the committees. I'd be happy to point you in the right direction!

Sincerely,  
A. Scott Rood  
RCRA 2013 President

## Awards and Recognition—Nominations Start Now!

YOU can make a difference! Nominate your colleagues, programs and property to be recognized at the 2013 RCRA National Conference at Omni Amelia Island Plantation, Florida for going above and beyond. Innovation, exceeding expectations, inspiration, commitment to excellence, significant contributions to the Recreation Industry, dedication and outstanding service are only a few words that describe our members. Show your appreciation by visiting [www.rcra.org](http://www.rcra.org), view the link "Awards and Recognition" and make your nominations by September 20, 2013.



## 33rd Annual National Conference

Committed to quality recreation, RCRA develops an annual national conference to keep professional recreators and educators on the leading edge of our industry. By making a commitment to attend RCRA's National Conferences, you will acquire the tools to more successfully promote your programs and services, develop the management insight to motivate staff for peak performance and enhance your ability to maximize profits without sacrificing quality. RCRA Conferences are all this and more! The 2013 National Conference will be held at Omni Amelia Island Plantation in Amelia Island, Florida November 9-12. Online registration will be opening in June. For more information email, [info@rcra.org](mailto:info@rcra.org).



Above are spectacular views of the newly "Re-imagined"

Omni Amelia Island Plantation.

## What's new with RCRA Platinum Vendors?

**Gold Medal Products** has all of the delicious concession products you can imagine! Consider one of their products as an easy way to add additional revenue during special events such as movie nights. Multi-flavored popcorn, cotton candy, funnel cakes and much more!



**Suncare Central** offers sun care protection education to teach people the best methods to avoid sunburn and other sun related conditions, while promoting a long lasting tan. In addition, they offer **Natural Tone Suncare** products which are 100% natural and biodegradable.

**The Big Game Show** is a great crowd pleaser for a special event or corporate group. They offer customizable shows and do a great job of working with your needs! Their client list is extensive, so you can trust they will do a great job at your property!



For more vendor updates, **follow the weekly "Supply Sunday" on the RCRA Recreation Facebook page!** Watch for the August newsletter which will highlight 3 more of our Platinum Sponsors.

## RCRA Regional Workshops near you!

### Orlando Regional Workshop Recap -

RCRA hosted a regional workshop in Orlando, FL on Tuesday, February 19<sup>th</sup>. A total of 42 attendees met for this one day workshop. Attendees took in everything from the latest craft and fitness trends, to games and sunscreen techniques. We'd like to thank the many speakers, vendors and attendees that helped make this Workshop a success. Gold Medal Products' Richard Fiorica, Natalie Ford from Dynamic Dance, Ally DeShurko and Chelsey Stegmaier from Kiawah Island Golf Resort, John Duval from Games2U, Phil and Martha Wagner from Epic Entertainment, Mark Plyter from Suncare Central and Penn State University students Brennan Brossman and Patrick Jackson. Lastly, thank you to Sally Evans and her team for providing the perfect site for this workshop.

### Northwest Regional Recap -

RCRA held a Regional Workshop in Sunriver, Oregon on March 15-16, 2013. A total of 20 attendees met for this 2-day workshop hosted by the Sunriver Homeowners Aquatic & Recreation Center. The workshop was interactive including tours of 4 properties, who also hosted workshop sessions at each location. The 9 workshop session topics included: being adaptable in your career path, balancing guests and homeowner needs in a four season destination resort, timeshare and homeowner association setting, municipal parks and recreation 5-year strategic planning & implementation, integrating eco-tourism it into your resort, evolution of small guides, outfitter businesses and adapting to niches in your market, games, liability, partnering with outside vendors and customer service.

## Dale Smith Thomas, 2013 National Conference Keynote Speaker



Anyone who meets Dale Smith Thomas immediately recognizes that she is an unapologetic optimist and a woman whose passion for making a difference is stamped on every page of her life. Born and raised in rural Mississippi Dale, pulls from her life history and the choices she made to teach "real life" lessons to each and every audience.

Dale has been teaching audiences for over 17 years to "Choose Success" in all areas of their lives. She has challenged hundreds of thousands of audience members around the world to make choices in their lives that will create success.

Dale is the author of several books and empowerment CD's. She is also a songwriter and created a motivational music project that combines her message in music and lyrics that has been one of her best sellers.

Dale owns and operates a series of "Boot Camps". They are ½ day and 1 day workshops that educate and empower others to take their lives to the next level. The Boot Camps are topic specific and have gained national recognition including a documentary series on The Travel Channel titled, "Cool Summer Camps".

However, Dale's biggest impact is with the people that she meets as she travels the world sharing her heart. Her "I've known you all my life" personality helps others identify and begin to believe they can also reach their personal dreams. Dale will present 2 sessions at November's National Conference.

## Current Job Postings

Current job and internship postings are being updated often as positions become available on [www.rcra.org](http://www.rcra.org). To submit a posting e-mail [dan.preston@rcra.org](mailto:dan.preston@rcra.org).

- FT Recreation Attendant at The Ritz-Carlton Lodge, Reynolds Plantation in Greensboro, Georgia
- Recreation Director at WTS International Inc. in Western and Southeastern United States



Like us on Facebook  
or visit  
[www.rcra.org](http://www.rcra.org)!

## We're looking for you, 2013 Speakers!

Calling all professional and education members: Share your knowledge and success stories from your resort. Consider submitting a topic (examples include branding, cash management, collaboration, geocaching, rewarding employees, innovative programming practices, relationship marketing, retail marketing, revenue enhancement and risk management). Submitting a proposed topic is easy: [www.rcra.org](http://www.rcra.org) or contact RCRA president Scott Rood for more information, [scott.rood@rcra.org](mailto:scott.rood@rcra.org). There's a lot we can share and learn from each other!



## Call to Service: Become an RCRA Board Member



RCRA Call for 2013-15 Board Nominations! We have several board seats open for 2014, positions include: President Elect, Treasurer, and two Directors at Large. Each nominee must be in good standing within the profession and association, be self-motivated and result oriented. Must also be able to commit to monthly conference calls. Recommended, but not required: attend the National Conference a minimum of one of the last three years and actively contribute to a committee. Please email or call Kari Bowman, if you are interested or have any questions, [kari.bowman@rcra.org](mailto:kari.bowman@rcra.org).

All nomination submissions need to be in by August 31<sup>st</sup>. Candidates will then be announced to the membership on September 15<sup>th</sup>. Voting will take place at the 33<sup>rd</sup> Annual National Conference held at Omni Amelia Island Plantation on November 11<sup>th</sup>. Members that are unable to attend will have the ability to vote online prior to the conference. Details regarding online voting will be sent out in the Fall.