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14th Annual
LEADERSHIP
2021 *cademy*
Park & Recreation Professionals



DECEMBER 1-3, 2021

BEST WESTERN PREMIER WATERFRONT HOTEL &
CONVENTION CENTER • OSHKOSH, WI

LEADERSHIP FOR THE NEXT GENERATION



WISCONSIN PARK & RECREATION ASSOCIATION

6737 W. Washington St., Suite 4210, Milwaukee, WI 53214 • (414) 423-1210 • www.wpraweb.org

SCHEDULE

All sessions will be held in Athearn AB and meals in Athearn C unless stated otherwise.

WEDNESDAY, DECEMBER 1

- 12:45 – 1:30 pm **Arrival & Check-in**
- 1:30 – 2:00 pm **Welcome**
- 2:00 – 4:30 pm **Ripples of Connection: Networking & Engagement Skills For Leaders**
Corry Joe Biddle, Executive Director, FUEL Milwaukee

Have you ever wondered why people seem so frustrated by working in multi-generational workplaces? Seems like by now, we'd be used to the age diversity that life has exposed us to in our roles as children, parents, friends and now leaders of diverse talent. In every facet of our lives, individuals of different age and experience have been our guides, mentors and teachers. We typically go to different people in our lives for support, based on the strengths they bring through youth, maturity and exposure. The strengths of generational diversity far outweigh the challenges. Human nature is to fear what we cannot control, which has driven the narrative that multi-generational teams are difficult, messy, complicated and frustrating. With this workshop we will explore the origins of this difficult narrative and change the conversation to one that celebrates the value brought by every member because of their age and experiences.

- 5:00 – 5:45 pm **Dinner**
- 5:45 – 8:15 pm **Attracting Tomorrow's Talent with Today's Leaders**
Steve Bench, Generational Consulting, LLC

Employee talent attraction and retention are more important than ever before. This session will offer the perspective of each generation and engage everyone in the discussion by building understanding of who we are, how we were raised, and how we view "work" as a part of our identity. Learn management strategies to attract and retain talent by building culture that leverages the strengths of each generation and attracts Millennial and Gen Z employees and customers and keeps them from leaving! This fun, interactive session will energize your group and get people talking!

- 9:00 pm **Social**
(Activity planned by year two students)

THURSDAY, DECEMBER 2

- 7:30 – 8:30 am **Breakfast**
- 8:30 am **Group Photo**
- 9:00 – 11:30 am **Next Generation Perspectives**
Steve Bench, Generational Consulting, LLC

This session focuses on management styles and your work culture, from the perspective of Millennial and Gen Z employees. This session explains what young professionals want from our job, our manager and our employer. Adulthood has changed,

THURSDAY, DECEMBER 2 continued

and depending on my life stage, I might prioritize my lifestyle over my career... So how do you manage and motivate someone who may not be as committed to their job as previous generations? How do you engage your next generation of community members? This session will give you the answers!

- 12:00 – 1:00 pm **Lunch**
- 1:00 – 3:30 pm **Navigating Transitions with Goodness, Grace and Grit**
Thomas A. Thibodeau

Transitions present both challenges and opportunities because of the experience of uncertainty and unambiguity. We have all experienced a collective transition this past year because of the pandemic. However, we experience personal and professional transitions throughout our lives. In this presentation we will examine the research on the patterns, possibilities and practices that are essential in navigating and leading through transitions.

- 3:30 – 5:00 pm **Leader's Lounge**
- Please use this time to stretch, rest, connect, or exercise in your own leadership way!
- 5:00 – 5:45 pm **Dinner**
- 5:45 – 8:15 pm **Communicating Across Generations**
Steve Beck, Beck Seminars

Have you ever wondered, "Why do Millennials feel Entitled?" ... or do they? How much is "too much" independence in the workplace for a Gen X'er? How can you get the Baby Boomer to effectively adjust to flexibility in the workplace? What about Gen Z? And most importantly, how do you create a workplace in which any generation can get along with and communicate effectively with another generation that is not theirs.

This talk opens up the eyes of all generations in the workplace to just what makes the 'other generations' tick. What are their likes? Their dislikes? And how does one effectively and successfully communicate with each group?

- 9:00 pm **Social**

FRIDAY, DECEMBER 3

- 8:00 – 9:00 am **Breakfast**
- 9:00-11:30 am **How to Have a 'Great Day' Every Day!**
Steve Beck, Beck Seminars

'How to Have a Great Day Every Day!' is about having the participants realize that if they have a Great Day Every Day, they will support everyone around them to 'Have a Great Day' as well regardless of the generation.

This seminar provides participants the realization that they set the tone for every interaction. We provide the insights, and methods to assist them in making a positive difference on a daily basis in every interaction.

- 12:00-12:30 pm **Recognition & Graduation Ceremony**
Lunch to Follow

FEATURED FACULTY



Steve Beck

Steve is recognized as an outstanding Keynote Speaker, Motivator, Instructor and Consultant. His seminars are lively, informative, funny and insightful. His knowledge stems from a 20-year career at Management and Vice President level. His core competencies are in:

- Customer Service
- Leadership
- Life-Work Balance
- Goal Setting
- Team Building

Steve challenges his audiences to go for it 100%, in their personal life and at work. His message stays with his audience for a long time as he talks about how important the effect they have on others, the importance of setting goals, and being their BEST everyday!

Steve is the author of the book, 'How to Have a Great Day Every Day!' & 'Leave Your Funk at the Door' and has plenty of hands-on experience helping park districts, businesses, schools, associations and organizations reach and sustain excellence.



Steve Bench

Steve customizes keynote presentations and training sessions that deliver engagement strategies for attracting and retaining Millennials, empowering Generation X, capturing Boomer wisdom and cultivating future leadership by leveraging the strengths of each generation. Steve has shared his message with audiences across the country.

Steve is also the creator of "The Pitch!", a non-profit business contest that puts the next generation of workforce talent in charge to create a start-up company and make the perfect sales pitch! Teenage students learn business concepts, practice soft skills and networking and compete for prizes! When not in a classroom, Steve spends his time in gyms around the Midwest coaching AAU basketball.



Corry Joe Biddle

Corry Joe serves as the Vice President of Community Affairs for the MMAC, promoting the association's interest in making Milwaukee a distinct place to live, work and do business. In addition to working with The Business Council (a network of ethnically-diverse business leaders) and representing MMAC on various boards and initiatives, Corry Joe is the Executive Director of FUEL Milwaukee, the MMAC's community engagement organization targeting new Milwaukeeans and young professionals.

She is responsible for the oversight and development of programs, services, and events benefiting FUEL's 7,000 members and 60 corporate sponsors. Formerly the executive director of America's Black Holocaust Museum, Corry Joe offers a unique perspective on the relationship between diversity, economic development, and professional networking.

Corry Joe graduated from Mount Mary College with degrees in business administration and professional writing. She is the recipient of the US Postal Service's Growing Leadership Award, has been twice named on the Milwaukee Business Journal's Powerlist and was honored as one of the Milwaukee Business Journal's Forty Under 40.

Corry Joe has served on the Bradley Center Sports & Entertainment Corporation Board, the Play It Forward council responsible for helping to secure public funding for the new Bucks arena, the Milwaukee Film Festival Black Lens Engagement Committee, the Milwaukee Repertory Theater's MPact Council, the Milwaukee Symphony Orchestra Board and more.

Corry Joe is a Milwaukee native living in Whitefish Bay, WI with her 10-year old son, Ian and 9-year old daughter, Asha.



Thomas A. Thibodeau

Thomas Thibodeau is the Distinguished professor of Servant Leadership at Viterbo University where he has been teaching for the last 38 years. He is the founder of the master's degree in Servant Leadership at Viterbo, the only master's degree of its kind in the nation. Tom is a husband, father, grandfather, active community member and part owner of a country tavern.



SO EVERYONE CAN PLAY

Leadership Academy Accommodations

Meals

All meals are provided in the Leadership Academy registration fee.

Special Needs Statement

If you require any special accommodations/menu, please call the WPRCA Office two weeks prior, at (414) 423-1210 or office@wpraweb.org and we will be happy to assist you.

What To Wear / Bring

As this is a professional academy, business casual attire is appropriate. Water bottle and sweater suggested.

1.5 CEUS
AWARDED



WPRCA Leadership Academy Sub-Committee

Elizabeth Breitenfeldt Scott Jaquish, CPRP
Ron Grall, CPRP, Chair Don Melichar
Kristin Grissom, CPRP Shelly Strasser, CPRP

Thank You to Our Sponsor!



Educational Program Sponsor

Registration

- **Online:** www.wpraweb.org OR simply complete and return registration form below.
- **Mail:** WPRA • 6737 W. Washington Street - Suite 4210 • Milwaukee, WI 53214
- **Fax:** (414) 423-1296

Whatever your method of registration, don't delay—space is limited!

Upon receiving your enrollment, a confirmation will be emailed. Be sure to bring your confirmation with you for easy check-in. **Registration deadline: November 17, 2021**

- **Cancellation/Refund Policy**
Cancellations made before November 17, 2021 will be assessed a 25% penalty.
NO REFUNDS AFTER DEADLINE: November 17, 2021.

2021 Registration Form

(Please print clearly)

Year 1 Year 2 Alumni/Graduate

Last Year Attended: _____

Name (First/Last) _____

Title _____ Affiliation (Agency/School) _____

Address: _____

City _____ State _____ ZIP _____

Phone Work: (____) _____ ext. _____

Cell: (____) _____ Fax: (____) _____

Email: _____

Emergency contact phone/cell, in the case of medical emergency:

Name: _____ Phone: (____) _____

Special Needs: _____

Base Rates

appropriate boxes

Traditional (Individual).....\$399

Group Rate (Three or more enrolled from same Agency/School) \$399 each first 2 enrolled, \$250 for each additional enrolled

Leadership Academy Alumni (Completed 2 or more years of Leadership Academy).....\$299

Student discount (Current / Full Time) \$50 discount to Traditional/Group Base Rates.....-\$50

Additional Charges

Non-WPRA Member.....\$50

Late Fee (after November 17, 2021).....\$50

Payment TOTAL: _____

Check enclosed (payable to WPRA) Invoice my agency

Charge Card: Mastercard Visa

Card Number: _____ Exp. Date: ____/____/____

Signature: _____

Print Name: _____

Best Western Premier Waterfront Hotel & Convention Center

1 N. Main St., Oshkosh, WI 54901

Lodging Reservations

A block of rooms has been held at the best possible rate for Leadership Academy participants at the Best Western Premier Waterfront Hotel & Convention Center.

To reserve your room, call:

Local: 920-230-1900

Toll Free: 855-230-1900

When reserving your room, be sure to request a room in the WPRA block.

Deadline – November 17, 2021.

Rooms are based on occupancy.

Rates: \$82/night Single Occupancy

\$99/night Double Occupancy*

* Each additional person is

\$10 extra beyond two.

All room requests are processed on a first-received basis.

Anyone requiring special accessibility or accommodations for their room must specify in advance when contacting the hotel.

Check-In is at 3:00 pm and out is at 11:00 am.

QUESTIONS?

For more information,
call WPRA (414) 423-1210
or email office@wpraweb.org

NOTES

Rates noted on Leadership Academy Registration Form only include the actual Leadership Academy and meals.

LODGING NOT INCLUDED.

Please see Lodging Reservation information to reserve your room.