



16th Annual
LEADERSHIP
2023 *cademy*
Park & Recreation Professionals

a **LEADERSHIP** *State of Mind*

November 29 - December 1, 2023

1.5
CEUs



**Best Western Premier
Waterfront Hotel &
Convention Center
Oshkosh, WI**



**Educational
Program Sponsor**

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, NOVEMBER 29TH

11:00 am – 11:45 am.....**Arrival & Check-in**

Special Note: A “**Wednesday Box Lunch**” will be provided for all program registrants and be available starting at **11:00 am** in the adjacent “dining area” to the Athearn Ballroom.

11:45 am – 12:00 pm.....**Welcome**

12:00 pm – 2:30 pm**Circle of Health**

Ali Starr, Tashi Deley

In this growth session, we will better understand how our ego and our insecurity can get in the way of living a healthy life. When we believe we are superior or inferior to others it can often lead to unhealthy conflict. As leaders, it is important to truly understand why we do and say the things we do and say. When we are aware of the circle of health, we can better model the way for those that are counting on us to be our best! In this growth session, we will better understand how “awareness,” as well as knowing our “tendencies,” are two key components to taking a step closer to the circle of health.

Being aware that the circle of health exists and looks different for each of us, might just help us create the next best version of ourselves. Being your best personally and professionally is a life-long journey that begins and ends with you! Decide, commit and most importantly be gentle with yourself...Ready, set, grow!

2:45 – 5:15 pm**Executive Presence: Building Your Communication Toolbox**

Jill Bremer

If you're an aspiring leader, you know that skills and dedication alone aren't enough to take you to the top. You also need a dynamic presence that commands attention, earns respect and inspires confidence. This is known as Executive Presence, and it sets successful leaders apart from those who struggle to make it to the top. This workshop will show you how to communicate with gravitas, make an impact and stand out as someone with “presence!”

You'll learn how to:

- Communicate your ideas in a clear and compelling way.
- “Read the room” by understanding nonverbal communication signals.
- Listen at a deeper level to build understanding before responding.

5:15 – 6:00 pm**Dinner**

9:00 pm**Social**

(Activity planned by year two students)

THURSDAY, NOVEMBER 30TH

7:30 – 8:30 am.....**Breakfast**

8:30 am.....**Group Photo**

9:00 – 11:30 am**Developing a Culture of Engagement**

John Kennedy

Some employees show up to work because they have to... some show up to work because they want to! There are four steps to creating a culture and four elements of engagement through the Great Game of Business. This session will not only teach these steps, but also offer real life scenarios that can be applied to your staff each and every day. From communication, education, engagement, and “play to win,” this session will set you up for success in 2024 and beyond.

THURSDAY, NOVEMBER 30TH continued

12:00 – 1:00 pm**Lunch**

1:00 – 3:30 pm**Transformational Leadership**

Beth Shelton

Utilizing an entertaining, storyteller format, Beth will share leadership insights from being a CEO of a large nonprofit, to navigating life and leadership with a limb difference. Themes of resilience, solution-focused innovative thinking, building culture and thriving in work and life will be explored.

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**Building an Invincible Team**

John Kennedy

There is a distinct difference between a group of people and a team of people. In this session we will separate the two and provide a roadmap to creating a world class team that can become invincible. Based on John's upcoming book, the workshop will model the effort one client made to take a team from good to great in a little over a year. From vision and values to volition, you will get the tools you need in your leadership toolbox to become the best team in the state... one “Shark” at a time.

9:00 pm**Social**

FRIDAY, DECEMBER 1ST

8:00 – 9:00 am.....**Breakfast**

9:00 – 11:30 am.....**Unlearning Everything I Am Not!**

Ali Starr, Tashi Deley

In this growth session we will begin with the end in mind. There is a recurring theme at the end of someone's life that usually begins with one of three things: 1. “I wish I would have loved more,” 2. “I wish I would have forgiven more,” and 3. “I wish I would have lived the life I wanted, not the life I thought I needed to live.” At a very young age we tend to make decisions about some very important topics. Topics like: what it means to be in a relationship, have a career, what trust looks like, friendship influence and money just to name a few. When we understand our brain loves “what is familiar” it is very easy to see why we get caught up in similar THINKing and BEing patterns, helpful or unhelpful.

Good news! There might be a better way to view these things that consume a great deal of our time and energy. In this session we get to unpack some things and decide if our conditioned belief is still serving us or if a new way of thinking might serve us better.

A new way of thinking might just help us create the next best version of ourselves. Being your best personally and professionally is a life-long journey that begins and ends with you! Decide, commit and most importantly be gentle with yourself...Ready, set, grow!

11:30 – 12:00 pm**Recognition & Graduation Ceremony**

Lunch to Follow

Featured Faculty



Beth Shelton

Beth Shelton is the Chief Executive Officer of Girl Scouts of Greater Iowa, overseeing all operations for 13,000 members in portions of Iowa, Nebraska and South Dakota.

Beth led her organization to record revenue and membership growth, receiving national accolades for her vision and innovation; highlighted recently on platforms ranging from Good Morning America, CNN and Working Mother Magazine, to The Washington Post, USA Today and the Today Show. She has shared her passionate message of recognizing the human side of workplace culture and benefits from coast to coast, from the Seattle Interactive Conference to the National Academy of Sciences in Washington DC.

Beth, a life-long amputee, also serves on the board for the Iowa Amputee Golf Association, raising scholarships for families affected by the trauma and impact of limb loss. She has a lifelong love of sports, having been a 3-time collegiate MVP, and coaches youth teams in basketball and softball, in addition to leading her local Girl Scout troop.



Jill Bremer

Executive coach and trainer, Jill Bremer, AICI CIP, has been helping organizations and individuals get the edge they need to succeed since 1986. As a Certified Image Professional, Ms. Bremer has been in-demand as a trainer and speaker for hundreds of corporations, organizations, and universities throughout the country, developing the executive presence of support staff to the top executives of Fortune 500 companies.

She is on the faculty of the American Management Association and has served on the International Board of Directors for the Association of Image Consultants International.

She has also appeared on the "Today" show and CNBC as a sought-after image expert and executive coach.



Ali Starr

Ali Starr started her own business to pursue a passion and a dream. The name of her business is Tashi Deley (Ta-She De-lay). It is a Tibet greeting that means "honor the greatness within you." Prior to creating Tashi Deley she served as the Vice President of Culture Development at Verve, a Credit Union. She had the privilege of being able to positively influence Verve's culture as shown through the latest Gallup engagement score, 34-1. This is 7 times greater than Gallup's average

score for employee engagement. Prior to creating Tashi Deley and working at Verve, she was the principal at Lourdes Academy Elementary Schools in Oshkosh, Wisconsin while coaching their High School girls' basketball team. Ali has also worked for the NBA, NCAA, and NBC.



John Kennedy

John Kennedy is a professional speaker, strategist and author who, over the last two decades, has been building and delivering business sales, service and success strategies to over 500,000 audience members world-wide.... one innovative idea at a time.

John presents at the local, state, national and international level on the "people" aspects of business—Customer Experience & Sales Cultures, Strategic & Succession Planning, Team Alignment, Productivity & Profitability, and Creating a Culture of Measurement & Metrics.

John is a certified "Great Game of Business" affiliate coach and offers accelerated engagement in change management as well as simple solutions to complex challenges within the contemporary workplace. His consulting work has him in high demand among progressive companies and associations in North America, Australia, and the Caribbean.



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 WPRA 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



WPRA Leadership Academy Sub-Committee

Chair: Ron Grall	Jen McCollin
Don Melichar	Scott Jaquish
Elizabeth Breitenfeldt	Shelly Strasser
Kristin Grissom	Board Liaison: Derek Donlevy

Thank You to Our Sponsors!



Registration

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

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 15, 2023.**

- **Cancellation/Refund Policy**

Cancellations made before November 15, 2023 will be assessed a 25% penalty.

NO REFUNDS AFTER DEADLINE: November 15, 2023 .

2023 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: _____

T-Shirt Size: ☐ S ☐ M ☐ L ☐ XL ☐ XXL

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).....\$199

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

Additional Charges

☐ Non-WPRA Member.....\$50

☐ Late Fee (after November 15, 2023).....\$50

Payment TOTAL: _____

☐ Check enclosed (payable to WPRA) ☐ Invoice my agency

☐ Charge Card: ☐ Mastercard ☐ Visa * Credit Card information will not be accepted via email.

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

Signature: _____

Print Name: _____

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.

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 10, 2023.

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

Check-Out is at 11:00 am.

Questions

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