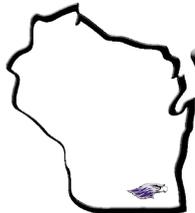


UNIVERSITY OF WISCONSIN- WHITEWATER



Right Here, Right
Now



WIRSA
Wisconsin intramural-recreational sports association
2014 STATE CONFERENCE
UW-WHITEWATER | OCTOBER 8-10

GENEVA RIDGE RESORT



On behalf of the Staff at UW-Whitewater, we are honored to host the 2014 WIRSA Conference being held at Geneva Ridge Resort in Lake Geneva, Wisconsin!

We want to thank you for joining us for three days of Conference activities and interaction that will leave you with a fulfilling experience and ideas that you can take back to your campus. We have planned a dynamic WIRSA State Conference with enormous opportunities for you to learn, interact, socialize, and enjoy, including: the pre-conference Golf Outing at a premier Geneva National course; the annual pre-conference fishing trip, the facility tour and Wheelchair Basketball demonstration at UW-Whitewater, the outstanding keynote speaker in Tony Clements, the quality educational sessions, the interactive vendor fair and ice cream social, and the fun-filled evening social activities, including the Dinner Cruise and Silent Auction on the beautiful Lake Geneva. We hope that you enjoy your stay while having most of the Conference activities all under “one roof” at the breathtaking setting of Geneva Ridge Resort!

Have a great WIRSA Conference!!
The UW-Whitewater Rec Sports Staff

University Recreation and Sports Facilities

Phone: (262) 472-1145

Hours:

Monday-Friday 6 a.m.-11 p.m.
Saturday 10 a.m. - 5 p.m.
Sunday Noon - 11 p.m.

For Conference Assistance Please Call:

Gary Harms	262-215-6801
Therese Kennedy	262-325-1453
James Friel	262-705-6759
Jen Kaina	630-292-5607
Denise Ehren	920-728-2077

Parking

A shuttle will be provided on Wednesday night to/from UWW. Conference participants are encouraged to check in at Geneva Ridge. If driving your own vehicle to UWW, please park in lot 11, no permit will be required.



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WIRSA 2013 at UWEC

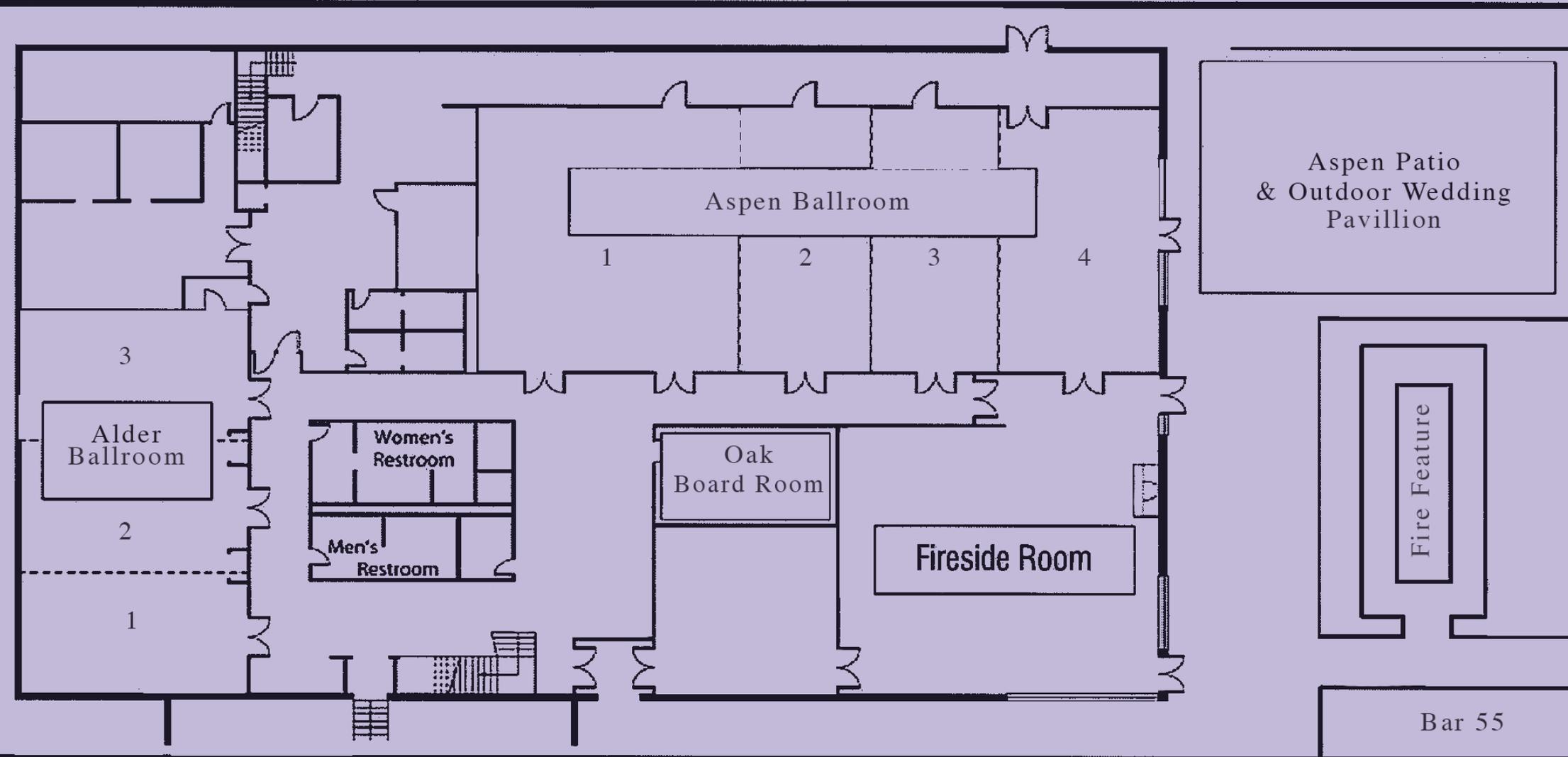
Keynote Speaker

JESSE A. "TONY" CLEMENTS

Originally from Raleigh, North Carolina, Mr. Clements attended the University of Illinois where he was a member of both the basketball and football teams. He received his B.S. degree in 1971 and his M.S. degree in 1972 in the area of Recreation and Park Administration. After graduation, he joined the staff of the Division of Campus Recreation at the University of Illinois and served as an Assistant Director and Associate Director; in 1979, he was promoted to Director of the Division, a position he held until retiring in January of 2009. Tony remains active in the National Intramural-Recreational Sports Association (NIRSA), having served as President of that organization in 1988-89. He was presented the Association's most prestigious recognition, the NIRSA Honor Award, in 1996.

Thursday, October 9th. 8:45-10:15am. Aspen Rooms 1 & 2





Geneva Ridge *Meeting Space*





Pre-Conference Activities

Golf at Geneva National

Cost: \$60 (\$10 goes to the WIRSA Scholarship Fund)

Meet at Geneva National Golf Club

Check-In: 9 - 10 a.m.

Tee times: 9:45 - 10:48 a.m.

Picture courtesy of genevanationalresort.com



Pre-Conference Activities

Fishing on Lake Como

Cost: \$20 (\$10 goes to the WIRSA Scholarship Fund)

Meet at dock located on Geneva Ridge Resort Property on Lake Como. Student members of the UW-Whitewater Fishing Club will be your hosts. Participants are responsible for having a fishing license and fishing pole. Bring your own food and beverage.

Wednesday, Oct 8

Conference Check In

Geneva Ridge Hotel Lobby

Check-In: 3 - 5 p.m.

Load Buses and Depart for UW-Whitewater

Meet at Geneva Ridge Hotel Lobby at 4:45 – 5 p.m.

Buses will depart for UW-Whitewater at 5 p.m.

Sponsored by Hastings & Chivetta Architects, Inc.

Williams Center Facilities Tour

Williams Center and Kachel Fieldhouse

Presenters: UW-Whitewater Staff

Time: 6 - 6:30 p.m.



Right Here, Right
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Wednesday, Oct 8



**UW-Whitewater Wheelchair Basketball
Cornerstone Demonstration**

David L. Kachel Gymnasium, Williams Center
6:30 - 7:15 p.m.

Presenters: **Jeremy “Opie” Lade**, Assistant Director of Wheelchair Athletics & Recreation & Men’s Wheelchair Basketball Coach, UW-Whitewater
Dan Price, Women’s Wheelchair Basketball Coach, UW-Whitewater

Wednesday, Oct 8



The UW-Whitewater Men’s and Women’s 2014 National Championship Wheelchair Basketball teams will be providing a brief look into the sport at its highest level. Some of the team members will share their stories about overcoming the adversity in their lives to become successful on the court, in the classroom and in life. The presentation will give the observers an opportunity to interact with the athletes in an enlightening questions and answer portion.



Second Salem Brewing Company

7:30 – 10 p.m.

It's time to reconnect with each other! Appetizers and dinner will be served at the newest Mirco Brew Pub and Restaurant in Whitewater!!

Sponsored by Direct Fitness Solutions & Woodway

Load Buses and Depart for Geneva Ridge Resort

Buses will depart for Geneva Ridge Resort at 10 p.m.

Sponsored by Schmidt Custom Floors, Inc.

Social at the Lakeview Lounge

Geneva Ridge Resort

11 p.m.

Wednesday, Oct 8

Conference Check In

Geneva Ridge Resort Lobby

Check In: 7:45 – 8:30 a.m.

Timber Sunrise Breakfast

Lakeview Grille, Geneva Ridge Resort

7:45 – 8:30 a.m.

Sponsored by Kahler Slater, Inc.

Complimentary Refreshments

Water, soda, and snacks will be available throughout the day in the hallway outside of the meeting rooms.

Sponsored by 2XL Corporation

Picture courtesy of genevanationalresort.com



Thursday, Oct 9

Welcome

Aspen 1 & 2

8:45 – 10:15 a.m.

Presenters: **Gary Harms**, Director, Recreation Sports & Facilities, UW-Whitewater

Dr. Thomas Rios, Vice Chancellor for Student Affairs, UW-Whitewater

Opening Session

What Would Steve Jobs Do?

Presenter: Jesse A. “Tony” Clements, Past NIRSA President & NIRSA Honor Award Recipient

Steve Jobs, the late co-founder, of Apple, the technology giant, was a unique thinker whose ideas, strategies and approaches made Apple into the most successful company in the world. He has been credited with changing seven different industries, including computers, music, animation and publishing. Beyond that his concepts have had a profound effect on how the public purchases products and services and the level of quality they expect. This presentation parallels Steve Jobs' approaches and identifies how related strategies can lead to success on your campus. It examines how process and discipline make us more efficient. This discussion will not be simply about how an organization becomes a great recreational sports unit, but instead how your organization becomes a campus leader.

Sponsored by Star Trac

How to Use Strategic Planning to Engage Your Staff, Students, and Campus Community

Aspen 1 & 2

Presenters: **Lori Anda**, Director of Recreation, UW-Stout
Larry Mellinger, Assistant Director of Recreation, UW-Stout

We all write goals and strategic plans, but how well we connect those to the rest of campus will help determine the ultimate value our institution places on recreation, as well as the overall success of our department. In this presentation, tips and techniques will be delivered in an interactive format so that you can effectively engage your department, students, upper administration, and other stakeholders throughout your strategic planning process.

One Big Happy Family – Strategies for Planning a Facility for Recreation, Athletics, Academics, and Community

Alder 1

Presenters: **Steve Stocker**, Director of University Recreation and Sport Facilities, UW-River Falls
Erik Kocher, Principal, Hastings & Chivett Architects, Inc

The University of Wisconsin – River Falls has begun construction on its expanded Falcon Center. The facility will be adding 162,000 GSF to the existing center and renovating an additional 15,000 SF with a total project cost of \$63,500,000. It will be the largest capital investment on the River Falls Campus. So how do you go about planning a large facility like this? What issues arose about sharing facilities? What design innovations were included to facilitate multi-purpose vs use of the facility? These and many other issues will be discussed.

Educational Sessions One

10:30- 11:20 a.m.

NIRSA 101

Alder 2

Presenters: **Jessica Adkisson**, Graduate Assistant, Ball State University & Region III Student Leader

Olivia Butts, Graduate Assistant, Illinois State University & Illinois State Student Leader

Samantha Rodenberg, Student, UW-LaCrosse & Wisconsin State Student Leader

You're here, now what? Start your conference off right by attending NIRSA 101. At this session you will learn how to be an advocate for advancement of recreation, sport, and wellness. This is an excellent opportunity for you as a student or as a young professional to get involved with NIRSA. This interactive presentation will also give you the opportunity to brush up on your leadership skills and network with peers! Engagement Coordinators are highly encouraged to attend.

Incentive Based Fitness Programming for Students

Alder 3

Presenters: **Beth Northuis**, Health and Fitness Specialist, UW-Stevens Point

Incentive-based fitness programming is not a new concept; however the ideas and programs that are used as incentives must continuously evolve to keep college students engaged in fitness programming. Incentives are the motivational tools that help attract and engage participants to achieve a goal.

Educational Sessions Two

11:30 a.m. - 12:20 p.m.

Planning for the Future: A Closer Look at How to Develop and Realize a Long Term Plan for Your Rec Department

Aspen 1 & 2

Presenters: **Jeff Piette**, Principal/Team Leader, Kahler Slater, Inc

Ed Richmond, Campus Activities & Recreation Coordinator, UW-Stevens Point

John Horn, Recreational Sports Director, UW-Madison

Mike Warren, Recreational Sports Senior Associate Director, UW-Madison

This presentation will give insights into how university recreation departments and students can team together to improve or expand their future campus recreation facilities through a comprehensive master planning process. Recreation leaders from UW- Stevens Point and UW-Madison will shed light on their student engagement process, facility planning to address existing shortcomings of their programs, and about preparing for a referendum vote. This session will provide a closer look at steps needed to make the “wants and dreams” for university recreation departments into a tangible action plan. strategic planning process.

The Brain Behind the Workout: How Exercise Psychology Can Help You Build Successful Programs

Alder 1

Presenters: **Emily Buelow**, Graduate Assistant, Southern Illinois University-Edwardsville

Do you ever wonder why our recreation users choose to work out or why they choose to not ever enter the building? Come and learn the psychology behind why we choose to become physically active and the barriers that stand in the way our users. With this knowledge in hand, we can break down these obstacles with outstanding programming and get those potential users in the door!

Leadership Think Tank

Alder 2

Presenters: **Olivia Butts**, Graduate Assistant, Illinois State University

Jenny Larson, Sports Club & Events Coordinator, UW-La Crosse

This presentation will be a guided discussion to explore ways to build high-impact leadership opportunities for both students and professional staff. What does leadership mean to your department? How does your student development practices reflect onto the leaders within your staff? Join us in discussing these and other leadership issues affecting campus recreation. Please come prepared to share and discuss your leadership development successes and failures as well as any new leadership development your department is doing!

Pardon the Interruption, But This ...Is...Intramural Officials Training

Alder 3

Presenters: **Jim Baker**, Intramural Coordinator, UW-Milwaukee

What issues do you encounter with Intramural Officials Training? Getting the word out? Finding qualified staff? Running a comprehensive clinic? In a true beat the clock PTI format, presenters and attendees will have time to address different training techniques, training stories, and a special focus on how to involve your students. Bring your questions and best practices to help each other and any training materials that you are willing to share.down these obstacles with outstanding programming and get those potential users in the door!

Thursday, Oct 9

Executive Express Lunch & Platinum and Diamond Level Sponsor Recognition

Lakeview Grille, Geneva Ridge Resort

12:30– 1:15 p.m.

Sponsored by LifeFitness/ Hammer Strength

Educational Sessions Three

1:30-2:20 p.m.

Maximizing Millennials Potential

Aspen 1 & 2

Presenters:**Shannon Bustillos**, Assistant Director of Recreational Sports, Marquette University

Mike Cosgrove, Office Coordinator of Recreational Sports, Marquette University

This presentation will offer an alternative method and strategies to deal with training and getting new student employees to take more pride in their work and the mission of Recreational Sports.

Being A Student Leader is Hard! Learn to Be a “Boss” on Your Campus!

Alder 1

Presenters: **Casey Pivonka**, Intramural Sports Coordinator, UW-Green Bay

Jordan Olson, Intramural Sports Coordinator, UW-Stout

Maximus Nimmo, Student, UW-Green Bay

Adam Fagerstrom, Student, UW-Stout

This student led discussion will take on topics such as peer leadership, challenges facing student employees, and how to establish yourself as a student leader. There are many barriers and challenges facing student leaders on campus and we will discuss how to overcome them. Student attendees will learn how to be a “Boss” when dealing with peers and conflict management.

The Impact of Wellness Integration on Collegiate Campus Recreation

Alder 2

Presenters: **Erin Buenzli**, Director for Wellness and Recreation, Lawrence University

Adrian Shepard, Recreation Management Program Faculty, Madison College

The one-stop shop emphasis on holistic wellness feeds into the new NIRSA wellness model which the Health & Wellbeing Commission has been developing over the past few years. See how small colleges have approached the wellness integration concept, learn how it ties into NIRSA wellness model and identify potential integrated wellness initiatives on your campus.

Incorporating Technology into Campus Recreation for Student Employees and Patrons!

Alder 3

Presenters: **Mallory Gohl**, Sport Facilities Operations Manager, UW-Eau Claire

Sheryl Poirier, Events and Marketing Coordinator, UW- Eau Claire

Megan Mulligan, McPhee/Olson Building Manager, UW- Eau Claire

Come learn about a few ways UWEC has incorporated technology into our campus recreation department. In particular, we will focus on teach you about the FREE features Google has to offer through sites, docs, and calendars to help keep your department organized and environmentally friendly! In addition, come learn about the new app that our department has launched in an attempt to promote University Recreation and Sports Facilities.

Thursday, Oct 9

Student Only Session

2:30 – 3 p.m.

Communicating Effectively in the Modern Day

Alder 3

Presenters: **Samantha Rodenberg**, Student, UW-La Crosse & Wisconsin State Student Leader

In the information age, we send, receive, and process numerous messages each and every day. Although these messages create and facilitate communication, are we communicating effectively? Effective communication is more than just the exchanging of information. Students will have the opportunity to learn barriers which inhibit communication and strategies to advance their communications skills through an interactive learning activity. This team building exercise will challenge students to use effective communication skills to accomplish their objective.

Vendor Fair & Ice Cream Social

2:30 – 4:30 p.m.

Aspen 3 & 4, Fireside Room, & Aspen Patio

Please spend some time visiting with our vendors and build your own sundae! There will be other fun activities and bags tournament happening throughout the Vendor Fair that you won't want to miss!

Ice Cream Social sponsored by Cybex

Load buses and depart for Lake Geneva Cruise Line

5:30 – 5:45 p.m.

Buses will be departing from in front of the Geneva Ridge Resort Lobby at 5:45 p.m.

Sponsored by MGL Fitness

Dinner Cruise on the Grand Belle & Silent Auction

6:30 – 9:30 p.m.

Take in the beautiful scenery as we cruise on Lake Geneva and enjoy a wonderful Mexican Buffet meal catered by Hernandez Mexican Restaurant and Catering. The Silent Auction will also happen as we cruise Lake Geneva! Cash, check, or credit card accepted for the Silent Auction.

Sponsored by Direct Fitness Solutions, Matrix, & BSN Sports

Load buses and depart for Geneva Ridge Resort

9:30 - 9:45 p.m.

Sponsored by MGL Fitness

Thursday, Oct 9

Social & T-shirt Exchange

10 – 11 p.m.

Lakeview Lounge, Geneva Ridge Resort

Come and finish off the day by participating in the T-shirt Exchange

Sponsored by LifeFitness/Hammer Strength

Friday, Oct 10

Hearth Side Continental Breakfast

8:15 – 9 a.m.

Lakeview Grille, Geneva Ridge Resort

Sponsored by Dynamic Fitness & Strength

Educational Sessions Four

9 - 9:50 a.m.

Adventures in Team Building

Aspen 1 & 2

Presenters: **Ed Richmond**, Campus Activities & Recreation Coordinator, UW-Stevens Point

Jenny Larson, Sport Clubs & Events Coordinator, UW-La Crosse

Join us for a creative, active, and fun session on helping your staff work better together using team building and experiential activities. Be prepared to move around and be active!

How To Develop a Semester Long Group Personal Training Program

Alder 1

Presenters: **Chrisanna Colletta**, Fitness Coordinator, UW-Green Bay

Alex Stenner, **Student, UW-Green Bay**

Have you ever wanted to host a semester long fitness program geared towards developing a healthy lifestyle, but weren't sure where to begin? Well, this is the presentation for you! Learn how to create a budget proposal and prize system while empowering Personal Trainers and tapping into the campus network – in short, learning the steps to generating a program of your own.

Video Marketing Strategies

Alder 2

Presenters: **Dan Hagenow**, Student Intramural Advertising/Marketing Coordinator, UW-Whitewater

Kyle Martinelli, Student Intramural Supervisor, UW-Whitewater

When used correctly, video production can be an excellent form of marketing that appeals to all ages. This presentation will go through the video production process, highlight video marketing strategies that have been successful for UW-Whitewater Intramural Sports, and offer future ideas that can be implemented on other campuses. At the end of this presentation, attendees will have a better understanding of video production and specific ways they can use videos at their respective recreational programs.

The Carrot Principle

Alder 3

Presenters: **Chad Schultz**, Coordinator of Competitive Sports, UW-Madison

From the book The Carrot Principle, we will take a closer look at how recognition inspires results in every age group, career level, and culture.

Friday, Oct 10

Round Table Discussions

10 – 10:50 a.m.

Director's Round Table

Oak Board Room

Presenters: **Gary Harms**, Director of Recreation Sports & Facilities, UW-Whitewater

Intramural & Club Sports Round Table

Aspen 1 & 2

Presenters: **James Friel**, Assistant Director of Intramurals & Club Sports, UW-Whitewater

Fitness Round Table

Alder 1

Presenters: **Jen Kaina**, Assistant Director of Aquatics & Fitness, UW-Whitewater

Friday, Oct 10

Member Connection & WIRSA Business Meeting

11 a.m. – 12 p.m.

Presenters: **Mike Warren**, Recreational Sports Senior Associate Director, UW-Madison & WIRSA State Director

Samantha Rodenberg, Intramural Student Supervisor, UW-La Crosse & WIRSA Student State Representative

Jessica Adkisson, Graduate Assistant, Ball State University & Region III Student Leader

Come join your colleagues from across the state as we close the 2014 WIRSA Conference with updates from around the State, Region III, and NIRSA.

Thank you to: On-Time Tees, ACE, and LifeFitness for the Conference apparel, notebooks, and bags!

Thank You!

Thank you for attending WIRSA 2014! It was a pleasure to host! Hope to see you in Dallas at NIRSA 2015!

Looking forward to meeting again at UW-Stout for WIRSA 2015

THANK YOU TO OUR SPONSORS



MATRIX

