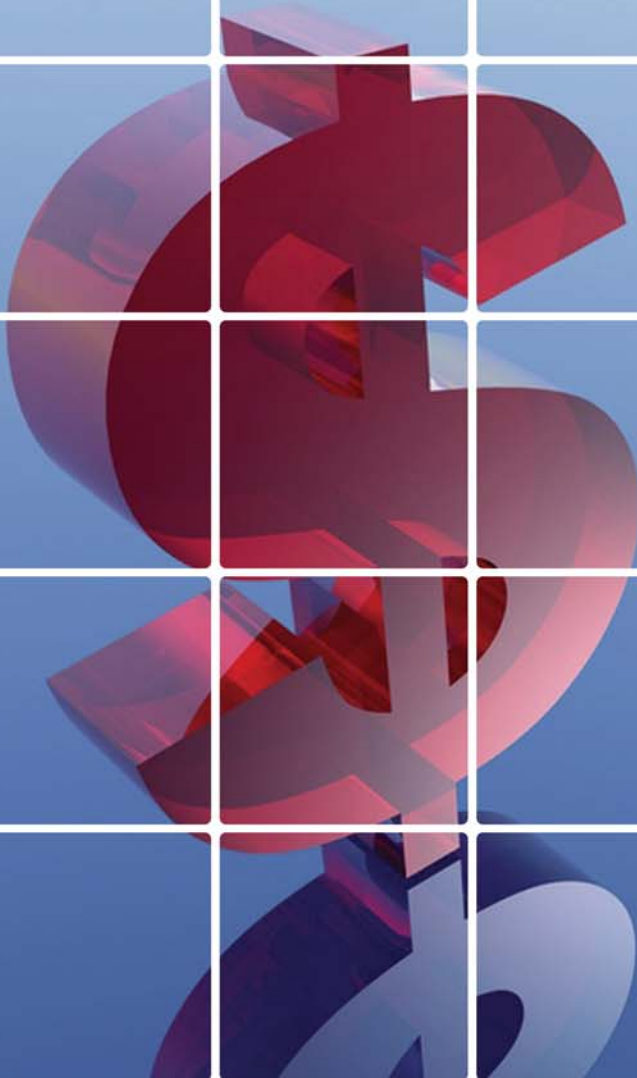


REVENUE DEVELOPMENT AND MANAGEMENT \$CHOOL

Hosted by the National Training Center for Facility Managers at Oglebay Resort & Conference Center

March 9-14 2008



National Recreation
& Parks Association



North Carolina
State University

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GUEST INSTRUCTORS

Bill Koegler,
Director of Development, Oglebay Foundation
Wheeling, WV

Arnie Biondo,
Executive Director, Carol Stream Park District
Carol Stream, IL

Dr. John Crompton, Professor of Recreation, Park and Tourism Sciences
Texas A&M University

Barbara Heller, Pros Consulting, LLC, Senior Manager
Schaumburg, IL

OGLEBAY NATIONAL TRAINING CENTER STAFF

Rico Coville
Liaison, Wheeling Park
Wheeling, WV

Michelle Rice
Manager, Oglebay National Training Center
Wheeling, WV

LODGING & PAYMENT INFO

ABOUT OGLEBAY RESORT & CONFERENCE CENTER

Oglebay is a unique, 1700-acre, year-round resort with exceptional beauty and abundant recreational activities. Wilson Lodge at Oglebay has just undergone a \$15 million transformation, adding 53 deluxe rooms and remodeling the existing 212 rooms. The new addition to the lodge includes a deluxe king suite, 2 king suites and 2 double queen suites. All the suites have fireplaces. The addition also includes 24 king rooms with fireplaces, and 24 double queen rooms. Wilson Lodge offers fine and casual dining, an indoor pool, jacuzzi, massage therapy and fitness room.



Wilson Lodge has undergone a \$15 million transformation.



All suites & king rooms in the lodge addition feature fireplaces.

Oglebay Resort features two championship golf courses - one classic design by the legendary Robert Trent Jones, Sr., and the newest course designed by Arnold Palmer. Golfing amenities also include an 18-hole regulation course, Par III course, pro shop, driving range and practice facility. The resort has seven specialty shops, a zoo, gardens, museums, fishing, tennis, stables, skiing and miles of walking trails.

The resort has been in the management school business for over 30 years and currently operates and hosts over ten major schools in the leisure industry. Oglebay is 55 miles from Pittsburgh International Airport.

ACCOMMODATIONS & MEALS

First & Second Year - March 9-14, 2007

- Sunday social & entertainment
- 4 country breakfast buffets
- 4 luncheon buffets Monday - Thursday
- 5 beverage tickets
- Thursday night social & banquet
- Lobby continental buffet available Friday morning

Executive Forum - March 9-12, 2007

- Sunday social & entertainment
- 3 country breakfast buffets
- 3 luncheon buffets

All lodging packages plus 12% tax.

PRICES

REGISTER EARLY & SAVE!

First & Second Year prior to 1/15/08 - Tuition: \$549

Room/Board - Single Premium: \$775 • Single Standard: \$625 • Double: \$495
Totals - Single Premium: \$1,325 • Single Standard: \$1,175 • Double: \$1,045

First & Second Year after 1/15/08 - Tuition: \$599

Room/Board - Single Premium: \$775 • Single Standard: \$625 • Double: \$495
Totals - Single Premium: \$1,374 • Single Standard: \$1,224 • Double: \$1,094

REGISTER EARLY & SAVE!

Executive Forum prior to 1/15/08 - Tuition: \$475

Room/Board - Single Premium: \$465 • Single Standard: \$375
Totals - Single Premium: \$940 • Single Standard \$850

Executive Forum after 1/15/08 - Tuition: \$499

Room/Board - Single Premium: \$465 • Single Standard: \$375
Totals - Single Premium: \$964 • Single Standard \$874

Note: Early Saturday arrival available. Additional costs are standard: \$103, premium: \$133. No meals included. Executive Forum students: You are invited to audit year 1 & 2 classes and attend the graduate banquet on Thursday evening. Additional costs per night for Wed & Thurs are: Premium: \$155, Standard: \$125.

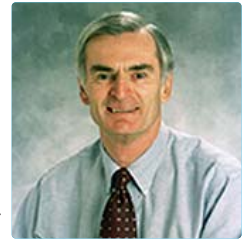
TRANSPORTATION

Reservations for shuttle transportation can be made by phoning Wheeling Airport Shuttle Service at 1-800-326-2907 or by completing the fax shuttle form included in the student confirmation letter. Students may prefer to have access to their own transportation, allowing them to explore the resort as well as the many local restaurants and shops. The Pittsburgh International Airport is an outlet for all major car rental agencies.

CANCELLATION POLICY

A cancellation fee of \$100 will be charged for cancellations up to 30 days prior to the school. Those cancelling 7 - 30 days prior to the school will receive a 50% charge. No refund can be issued if the cancellation is made with 7 days or less notice.

KEYNOTE SPEAKER: JOHN CROMPTON



Dr. John Crompton

John L. Crompton holds the rank of Distinguished Professor of Recreation, Park and Tourism Sciences at Texas A&M University. He received his basic training in England. His undergraduate work was in physical education and geography at Loughborough College. After teaching high school for a year, he attended the University of Illinois where he completed a M.S. degree in Recreation and Park Administration in 1968. In 1970, he was awarded another M.S. degree from Loughborough University of Technology majoring in Business Administration.

In 1970, he joined Loughborough Recreation Planning Consultants as their first full-time employee. When he left as managing director in 1974, LRPC had developed into the largest consulting firm in the United Kingdom specializing in recreation and tourism, with a full-time staff of twenty-five which was supplemented by a number of part-time associate consultants.

In 1974, Dr. Crompton came to Texas A&M University. He received his doctorate in Recreation Resources Development in 1977. For some years he taught graduate and undergraduate courses in both the Department of Recreation and Parks and the Department of Marketing at Texas A&M University, but he now teaches exclusively in the Department of Recreation, Park and Tourism Sciences.

Dr. Crompton's primary interests are in the areas of marketing and financing public leisure and tourism services. He is author or co-author of 14 books and a substantial number of articles which have been published in the recreation, tourism, sport and marketing fields. He has conducted numerous workshops on Marketing and/or Financing Leisure Services. He has lectured or conducted workshops in a number of foreign countries and has delivered keynote addresses at the World Leisure Congress and at Annual National Park and Recreation Conferences in Great Britain, Canada, Australia, South Africa, New Zealand, and Japan.

He is a past recipient of the National Park Foundation's Cornelius Amory Pugsley award for outstanding national contributions to parks and conservation; the National Recreation and Park Association's (NRPA) Distinguished Professional Award; the NRPA National Literary Award; the NRPA Roosevelt Award for outstanding research; the Distinguished Colleague and the Distinguished Teaching Awards of the Society of Park and Recreation Educators; and the Travel and Tourism Research Association's Travel Research Award.

At Texas A&M he has received the Bush Excellence Award for Public Service (presented by President H. W. Bush), the Vice-Chancellor's Award for Excellence in Graduate Teaching, the Texas Agricultural Experiment Station's Faculty Fellow and Senior Faculty Fellow Awards for exceptional research contributions, the University Distinguished Achievement Award for Research, and the University Distinguished Achievement Award for Teaching.

He was a member of the NRPA's Board of Trustees for nine years; and is a past president of four professional bodies: the Texas Recreation and Parks Society; the American Academy of Park and Recreation Administration; the Society of Park and Recreation Educators and the Academy of Leisure Sciences.



William Scalzo

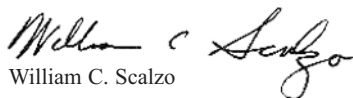
CHAIR'S MESSAGE

The 2008 Revenue School is bigger and better than ever. This March, we have added the Executive Forum for graduates of the Oglebay Revenue School and invited several of the top experts as presenters. The keynote speaker and Executive Forum lecturer, John Crompton, will enlighten and stimulate you for the four days to follow.

The Revenue School has also understood our past attendees suggestions and revised and improved the schedule allowing time to enjoy the unique Oglebay facilities from their zoo to their nature center and shops to their nationally recognized golf facilities. Your five days at Oglebay will be packed with education, interaction and some of the best features found in any resort in America. The faculty and instructors are nationally known and leaders in their fields with an average of over 20 years of professional experience.

The Revenue School celebrating its 43rd anniversary is recognized as the best school of its kind and Oglebay has the longest tradition of any training center affiliated with NRPA and NCS. Attending the Revenue School or the Executive Forum in 2008 will enhance your knowledge and increase your career opportunities.

Join me and my fellow regents for one of the best professional training programs available.


William C. Scalzo

WHY REVENUE SCHOOL?

The Revenue Development and Management School is the most comprehensive and unique professional development program focusing on proven revenue management and development techniques. It's targeted towards agencies that must rely wholly or in part on generating revenues, such as organizations associated with state or local parks, recreation, leisure services, military recreation, and various other non-profits.

Participants will develop best practice techniques taught by seasoned professionals that have proven their effectiveness at their agencies. These techniques provide immediate results and value for you and your agency. Network with experienced and dynamic professionals from around the country and Canada in an environment that encourages interaction and the building of professional resources.

The School was developed in 1965 by Thomas Hines of NC State University, and was the first national revenue school. It's the only Revenue School with a University liaison provided by prestigious North Carolina State University and is sponsored by the highly successful and beautiful Oglebay Resort & Conference Center in Wheeling, West Virginia.

Come experience the finest in location with the finest learning experience available with instructors who are leaders in the field of Revenue Management and Development. Learn what thousands of the top professionals in our field already know; this is "the best professional development opportunity for our profession."



Learn the latest industry trends from seasoned professionals



Take advantage of networking opportunities with peers

MISSION STATEMENT

To offer and maintain the highest level of practical and academic program that develops professional leadership for revenue production and development in parks and recreation operations.



FIRST YEAR CORE TOPICS



Learn new methods of selling your image & essentiality

- Intro to Revenue Development & Management
- Budgeting for the “Bottom Line”
- Developing Foundations
- Case Study & Tour of the First Revenue Based Public Park System – Oglebay Park
- “A Penny Saved is a Penny Earned” – Expense Strategies for Cost Recovery
- Revenue Management & Development Trends
- Selling Your Image & Essentiality with the Benefits of Parks & Recreation
- Capital Program Development
- Contract Services Management
- Grantsmanship
- Pricing Strategies for Parks & Recreation
- “Show Me the Money” – Revenue Strategies for Cost Recovery
- Marketing & Branding
- Management for Quality Services
- Support from External Sources
- Special Events
- Process Involvement
- Quality Service Management

SECOND YEAR TOPICS



Expand your resources and improve your businesses' bottom line

- Revenue and Expense Data Management
- Effective Presentations to Obtain Support & Resources for Parks & Recreation
- Facility/Park Design for Maximizing Revenue
- Team Project
- Strategic Planning
- Business Plans for Successful Parks & Recreation Projects
- Privatization, Collaboration & IGA's
- Economic Benefits: Determining Your Impact
- Stress for Success – Employees are Your Most Important Revenue Development Resource
- Entrepreneurship
- Communicating Your Agency's Identity
- Financial Management Planning
- Business Plan Presentations
- Developing a Marketing Plan

NEW!

EXECUTIVE FORUM

The Executive Forum is offered in conjunction with the 2008 Revenue Development & Management School and is available only to graduates of the School. The Executive Forum is an intensive learning experience addressing personal and economic benefits important to professionals managing people and systems in a park and recreation environment. Emphasis is placed on a small group interaction to ensure an experiential learning environment. Instructors are nationally known presenters and will provide a wealth of information to the participants. Topics of the Executive Forum are:

- **Alternative Fund Development - Private Sector Assistance** *presented by Bill Koegler*

If public park and recreation agencies have needed a good reason to look at private-sector involvement, now is the time. Learn the basics of Foundation Development and the use of private sector assistance, which includes trust funds, foundations, involvement of the business groups, use and development of special interest groups, and the use of friends organizations as they apply to alternative sources of funds other than tax dollars. Koegler has presented this seminar to dozens of agencies and associations nationally as well as the National Congress with rave reviews.

- **Repositioning: The Key to a Viable Future for Parks and Recreation** *presented by Dr. John Crompton*

The personal and economic benefits associated with parks and recreation will be discussed. In addition to the concept of repositioning, how to implement it will also be explained. Repositioning is the key to using benefits strategically to strengthen the case to elected officials and taxpayers for additional investments in the field. Benefits that accrue to the community, rather than those that accrue to service users, are central to this approach. Emphasis will be on the role of parks and recreation in enhancing property values, stimulating tourism in communities, recruiting businesses and affluent retirees, and other community issues to which parks and recreation make positive economic contributions.

- **Performance Management - Taking your Organization Higher** *presented by Barbara Heller*

How are you performing as an organization? In many cases, when employees are asked this question, they either don't know or their responses vary from one employee to the next. High performing agencies understand the importance of developing, deploying and communicating their performance. This high level session explores the many elements of performance management such as developing strategy focused organizations, implementing well defined processes for developing goals and objectives and measuring results. Participants will be provided with the tools necessary to improve the way their organizations are led.

SCHOLARSHIPS

Board of Regents


The Board of Regents will award First Year Scholarships to young practitioners who have distinguished themselves in their respective organizations and regions. These scholarships are made possible by the support of our industry vendors.

Thomas Hines Scholarship


This scholarship was developed to encourage and enable first year students to attend the second year. Applications will be made available during the school session.




TESTIMONIALS



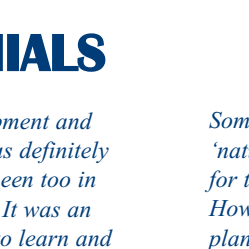
NRPA Revenue Development and Management School was definitely the best school I have been too in my professional career. It was an incredible opportunity to learn and grow professionally as well as to meet and network with professionals a national level.




Laura Marquardt, CPRP
Community Center Manager
Wheaton Park District
Wheaton, Illinois



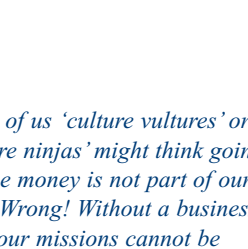
Some of us 'culture vultures' or 'nature ninjas' might think going for the money is not part of our job. How Wrong! Without a business plan our missions cannot be accomplished. I have never met greater national cross-section of park professionals. NRPA Revenue School is the only way to go. Learned at lot. Thanks.



Karen Lindquist
Manager, Historic Properties Rental Services
Fairfax County Park Authority
McLean, Virginia



I can't believe how much I use the information and professional relationships I obtained from Revenue School. Not too many days go by that I don't implement the ideas or practices I acquired at Oglebay, or call on my new colleagues to help me with my business activities. A great place, a great time, and there is no other training, conference, or seminar like it. I walked away with more than I ever thought I would. Great job and thanks for the great time.



Todd Brown
Park Manager, Fairfax County Park Authority
Herndon, Virginia