



## Session Overviews

**CEUs Pending**

## Keynote Speakers

### Monday, February 27

#### Dr. Laura Spivey

Dr. Laura Spivey earned her B.S. and M.S. in Recreation and Sport Administration from the University of Illinois at Urbana-Champaign and her doctorate in Educational Leadership from East Carolina University.

For the past nine years, she has taught at the University of North Carolina Wilmington. Her teaching interests include health and wellness, happiness, and recreation/sport. Along with a co-founder, she introduced the institutions first ever happiness and well-being course. She has led students abroad to study health and well-being in the Greek Blue Zone™. Laura was awarded the University Lecturer of the Year Award in 2013.

### Tuesday, February 28

#### Dr. Maureen A. Dougherty (Dr. Mo)

Dr. Mo has developed and launched a new company to meet the growing needs for training incorporating current trends and research associated with the parks and recreation field. Dr. Mo develops training based upon fourteen years as a practitioner and sixteen years in academia that meet the needs of public, private, and non-profit agencies and adheres to national Commission on Accreditation for Park and Recreation Agency Standards.

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### *Sunday Sessions*

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#### **The Fun-damentals of Innovative Partnerships**

*Joel McCormick PhD, Chowan University*

The discussion will focus on innovative partnerships and communication strategies that will empower organizations to collaborate and solve problems. We will examine some ideas to improve our creativity and our staff's innovativeness.

#### **And...Action! Ready, Set, Grow**

*Tori Spaugh Daurensburg and Debbie Woodbury, City of Raleigh*

If you want something done right, then you have to do it yourself...or not! You can't successfully do it all by yourself and no one wants to work with a micro-manager. Discover ways to maximize your staff and increase productivity. Learn how to inspire and effectively lead your team. And for those employees showing resistance and an unwillingness to get on board....don't let negativity in the office consume you.

### **Legends of Main Street: A Suffolk Ghost Walk**

A hair-raising encounter with the “spirited” side of Suffolk. Follow a costumed guide through the shadows of historic Main Street discovering stories, legends and “unexplained occurrences” by lantern light. Tales of unsolved mysteries and unresolved affairs abound throughout Suffolk’s historically hip Ghost Walk. Not appropriate for children under 9.

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### *Monday Sessions*

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### **Making Personalities Work!!**

*Kim Whatley CPO, LGI, Cherokee Recreation and Parks Agency*

This class is designed to help class participants to become aware of their personality type, how it is similar or different than those they work with, and how to use personality information for team building and creating a more effective work place.

### **Managing Change and Transition**

*James Worsley, PhD, CPRE, CTRS, Chesterfield County*

Changing the culture of an organization can be a daunting task. However, effectively leading change and transition can make all the difference. The change process consists of a series of steps and focuses on vision, implementation, change agents and other internal and external components. This session provides insight into types of changes impacting organizations and possible strategies to effectively address those changes.

### **Viking or Farmer**

*Paul Gilbert, CPRA, NOVA Parks*

Are you a Viking or a Farmer? Used as a metaphor for leadership and management, explore the different perspectives that can be brought to the task of running a park or recreation facility or agency. Which approaches do we need for a strong future?

### **Creating a Community of UPLIFT**

*Sheena Jeffers, WELLwomenVB, Old Dominion University*

Working together as a team can be difficult. Feeling like an integral part of your work, community and future can be daunting. In today’s world, isolation is the default. How can you play an important role in creating a community that uplifts employees, students, neighbors, friends, co-workers? Join us as we workshop what does UPLIFT look like, feel like, work like? How can we be more encouraging and less passively demeaning in our work and personal lives?

### **Situational Leadership "I'm Ready to Build Peak Performers"**

Dr. Samuel Roberson, Clafin University

The overarching goal of the session is to have participants leave with an enhanced capacity to manage through situational leadership and provide opportunities to practice and build their management tool box. This session seeks to emphasize the importance of Developing Diversely Talented Staff thru the use of situational leadership techniques as an inclusive managing style. Participants will be trained on how to apply leadership styles to guide employees toward peak performance through directing, coaching, supporting and delegating. Audience participation will be stressed and multicultural awareness will be used as a backdrop support of this presentation. This session is particularly useful for any supervisor seeking to better manage people with differences in work ethic, morale, motivation, commitment, and skills.

### **Unraveling the Grant Writing Conundrum: Securing Resources for the Future**

*Dr. Eddie Hill, CPRP - Old Dominion University, Dr. Doug Kennedy, CPRP – Virginian Wesleyan College, Dr. Ron Ramsing – Western Kentucky University*

Grant writing is an art, and often overlooked as a potential funding source for parks and recreation agencies. This session will provide an overview of the basics of grant writing, highlight the importance of collaboration, and examine some potential funding sources based on our nationally-identified pillars: Conservation, Social Equity, and Health and Wellness.

### **Creating Value through Innovation**

*Paul Gilbert, CPRA, NOVA Parks*

Learn the tools you need to start making innovation part of your agency's DNA. Connect with customers in a new way and add value to your communities by making your facilities and programs fresh and new.

### **Meetings, Meetings, and More Meetings**

*Keith E. Davis, City of Suffolk – Human Resources Department*

This class will help session participants understand the techniques and skill of meeting management. You will learn when, how and why to plan meetings. How to organize, conduct and facilitate effective meetings and learn tools and techniques for meeting planning and control and actions to be taken following meetings.

### **Partners in Collaboration...Partners for Success**

*Tiffanie Rosier, Thomas Nelson Community College/AllStar Consulting Services*

*Angela J. Thompson, City of Chesapeake Parks, Recreation & Tourism*

Participants will have opportunities to share best practices for collaboration between Parks and Recreation Leadership Staff, Parks and Recreation Employees, Community College/High School Staff, Community Members and Corporate Partners. Interaction will be encouraged through small/large group activities and allow opportunities for presentations of collaborative ideas.

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## Tuesday Sessions

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### **Paradise Creek “A Sustainable Partnership”**

*Mark Furlo, CPRP – Portsmouth Parks, Recreation and Leisure Marjorie Mayfield-Jackson - Elizabeth River Project, Sarah Sumonski – Park Ranger, Elizabeth River Project*

Can a small group of people clean 27 miles of river and tributaries? That’s just what the Elizabeth River Project (ERP) volunteers did. ERP achieved this through the dredging of toxic sediments, restoring wetlands, education, the overhaul of sewage systems, and the creation of Paradise Creek Park. This 40 acre park was created in partnership with the City of Portsmouth to restore vital forests and wetlands while providing unique recreational opportunities for the community.

### **Manage Up the Ladder**

*Tyler Stefkovich, CPRP, Chesapeake Parks and Recreation*

How best to make the transition from frontline staff to management. As young professionals (Millennials) are now making their mark on Middle and Executive Management positions, this is a question many are looking at while strategizing their next move. As the next steps occur in a career, strong consideration and emphasis needs to be put in goal and vision setting, documentation, social media, certifications, professional developing and networking. Strategic positioning along with seeking opportunities play an important role as a career develops.

### **The ABC’s of LinkedIn**

*Michael Shelah, Mike Shelah Consulting*

The ABC’s of LinkedIn: In this session, you will learn how to network effectively and create the best professional relationships by using LinkedIn. These strategies show you how to find a job faster, improve relationships with co-workers, find your target customers faster and cut the sales cycle by 50%

### **Emotional Intelligence**

*Michael Shelah, Mike Shelah Consulting*

This session will assist professionals in learning how to deal with emotions creatively in the workplace. Employing our intelligence in a beneficial and productive manner.

### **Don’t Be the Missing Puzzle Piece**

*Theresa Earles, Suffolk Division of Tourism*

We all have heard the saying “Teamwork makes the Dream work!” Each team member has a role in accomplishing the goals of their agencies. This session will focus on how every team member is important and how to stay engaged.

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*About the Speakers*

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**Tori Spaugh Darensburg** holds a Master's degree in Parks and Recreation Management and is a Certified Parks and Recreation professional. She has worked with in the field for over 10 years. Tori currently works with the City of Raleigh as a Center Director. She is very passionate about working with youth and the under-served communities. She is also the 2014 recipient of the NRPA Diversity Scholarship.

**Keith Davis** is a member of the City of Suffolk Human Resources department serving as the City Training Manager. He is responsible for administering the city's leader development program, employee training and development functions and the city's Administrative Assistant Certification Program. Keith is also responsible for managing the Employee Performance Management Program. He has over 35 years' experience in the military and private sectors as an instructor, advisor and facilitator. He holds a master degree in Human Resource Management and is a member of the Association of Talent Development and the Organization Development Network. Keith is an active volunteer Firefighter and Emergency Medical Technician with the city of Hampton.

**Mark Furlo** is a Certified Parks and Recreation Professional and currently serves as the Director of Parks, Recreation & Leisure Services for the City of Portsmouth. Prior to Portsmouth he was the Director of Isle of Wight County Parks and Recreation for seven years and he spent an additional seven years in various capacities with the City of Suffolk Parks and Recreation. Mark has is very active in VRPS and has served on various committees and spoken at the Annual Conference and Summer Survival.

**Theresa Earles** is the Tourism Development Manager for Suffolk Division of Tourism. Theresa has nearly two decades in the tourism industry, excelling in marketing, visitor services and management positions. She is a proven leader, department manager, special events coordinator and marketer. Theresa is a valued tourism professional appointed to local, regional and statewide boards. She is also an accomplished speaker, customer service trainer, graphic designer and writer.

**Dr. Joel G. McCormick** is an Assistant Professor of Recreation, Wellness and Sport at Chowan University. Dr. McCormick obtained his Ph.D. in Tourism, Recreation and Sport Management from the University of Florida in 2011. His dissertation research was focused on Crime Prevention Strategies in Urban Parks. In addition to a M.S. in Recreation Administration from Aurora University, he also has a master's degree in Sociology/Criminal Justice from Longwood University in Farmville, Virginia. He earned his B.S. degree in Psychology and Philosophy (double major) from Christopher Newport University, graduating with honors in May 1998. Prior to embarking on his academic career, Dr. McCormick served in the United States Navy. He was aboard the USS Eisenhower during Operation Desert Shield/Desert Storm. Dr. McCormick has been employed as program director and Assistant Professor of Criminal Justice at South University since June 2011. In addition to teaching graduate and undergraduate level courses, he served as academic advisor for up to 60 students each quarter. While working on his doctorate (2007-2011), he taught undergraduate courses in Tourism, Recreation and Sport Management at the University of Florida.

**Dr. Eddie Hill** is an assistant professor in the Park, Recreation and Tourism Studies program. He earned his Ph.D. from the University of Utah (2004) with a focus on Youth Development. Eddie Hill earned his B.S (1995) and M.S.Ed. (1998) from Old Dominion University. His focus was on teaching students with learning and behavior disorders. His research interests include: youth development, resiliency-based after school programming, motivation for diabetes management, therapeutic recreation, and outdoor education. He has written multiple grants, published many research papers, and given numerous presentations at professional conferences, all of which targeted positive youth development. Dr. Hill has 15 years of experience as a ropes course facilitator, Outward Bound field staff, and educator. He is also a Certified Park and Recreation Professional (CPRP).

**Marjorie Mayfield-Jackson** leads one of the more successful urban river restoration efforts on the East Coast. Executive Director of the Elizabeth River Project since its founding, she has organized hundreds of partnerships to carry out multi-level river restoration efforts with training from the US EPA and a background in an earlier journalism career.

**Sheena Jeffers** is the found of WELLwomenVB, a monthly networking and workshop series focused on connecting, supporting and developing women throughout Hampton Roads. She is an Arts Integration Director for Young Audiences Arts for Learning, and a dance professor at Old Dominion University. For the last decade, Sheena has worked with various communities to identify their needs and guide them through the process of finding solutions. Sheena is a graduate of Virginia Commonwealth University and Old Dominion University where she studied the power of arts integration deeply embedded into communities.

**Dr. Doug Kennedy** is a Professor and Chair of the Department of Recreation and Leisure Studies at Virginia Wesleyan College. He earned his Ed.D. from Temple University with a focus on Recreation Management and Organizational Behavior. His Bachelor's and Master's Degrees were earned at the University of Delaware and Southern Illinois University. His research interests and writing address recreation development, high-performing teams, campus recreation, and youth development. He has received grants related to technology applications in recreation, decision-making in leaders, and facility development.

**Paul Gilbert** has been Executive Director of NOVA Parks for 11 years. During that time enterprise revenues have increased 90% and parkland has increased 20%. Paul is the author of two books: High Performance Agencies - the Entrepreneurial Model for Parks, Recreation and Tourism; and Lead like a General. Paul is also the Executive in Residence for the Recreation Management Program at George Mason University.

**Dr. Sam Roberson** is an Assistant Professor in the Human Performance and Recreation Department at Claflin University. He is a graduate of Texas A&M University and an accomplished speaker at NRPA annual congress and has made presentations at state and local conferences. He is an inspirational speaker and this is his second trip back to Virginia. He was a presenter at the 2010 Leadership Training Institute.

**Tiffanie Rosier** holds a Virginia Community College Career Coach Certification, a Bachelor of Arts from James Madison University with an emphasis on Public Relations and Master of Arts in Education with a focus on Higher Education from Western Kentucky University. Prior to her work at Thomas Nelson/York High School, she served as the Director of Employer Partnerships and Internships at the University of Central Florida where she coordinated internship and certification opportunities for students as well as served as an Assistant Director of the Cohen Career Center at the College of William & Mary. Tiffanie served as a Regional Trainer and Branch Manager in the Corporate Sector, with Woodforest National Bank and as an Assistant Director at the Career Management Center at Old Dominion University. While employed at ODU, she was a part of a Team that received the National Association of Colleges and Employers Top Award {The Chevron Award} for Outstanding Achievement and Innovation. Prior to working in Career Centers, she spent 10 years working within Residence Life Departments at North Carolina State University, James Madison University and Western Kentucky University and has presented programs and training sessions on a variety of topics at the local, state and national levels.

**Ron Ramsing** is an Associate Professor in the Recreation Administration program at Western Kentucky University. He earned his Ph.D. from the University of Utah, Master's from University of Northern Iowa and B.S. from the University of Oregon. While Dr. Ramsing is passionate about teaching his research areas of interest include Positive Youth Development, leadership, international education, diabetes, and community recreation.

**Angela J. Thompson** currently works as the Special Events Programmer for the City of Chesapeake, Virginia, Parks, Recreation and Tourism Department. Angela is originally from Birmingham, AL and received her degree in Public Relations from the University of Alabama in 2003 and a Training Specialist Degree from Old Dominion University in 2014. Angela first developed a passion for event planning and marketing while attending the University of Alabama. In her current position Angela plans and implements event logistics, creates business and community partnerships, coordinates print and digital marketing strategies and recruits and trains event volunteers. Angela coordinates all marketing strategies and outreach for the entire Department of Parks, Recreation and Tourism. Prior to working for the City of Chesapeake, Angela was the Marketing Coordinator for Hampton Roads Transit.

**Sarah Sumoski** is the Urban Park Ranger for Paradise Creek Nature Park. Since the park's opening in 2013 she has developed, advertised, and led transformative environmental education programming for over 10,000 students, families, and volunteers. Sarah has worked as an Urban Park Ranger in New York City's Inwood Hill and Central Park, led education programming through summer day camps, and in her spare time is a Guest Blogger for Virginia State Parks.

**Mike Shelah**, is a self-made man! Since 1999, Mike has been a top performing sales professional in the technology industry. In 2011 Mike, began sharing his passion for LinkedIn across the state of Maryland. In 2014, he founded "Mike Shelah Consulting" to share his message with a national audience. In last two years, Mike has been a featured guest on over 20 podcasts focused on business development and sales excellence, all talking about his favorite subject, LinkedIn.

**Tyler Stefkovich** is a passionate, energetic and approachable leader with over ten years' experience in the development and delivery of parks and recreation services and facilities. He holds a degree in Parks and Recreation Management from the University of Connecticut and a Master's Degree in Public Administration from Old Dominion University. Tyler has been involved with event planning, policy development, customer service initiatives, strategic planning and youth development projects and programs. Currently, he oversees The City of Chesapeake's Youth Programs, eight Community Centers, Instructional programs/classes and therapeutic programs. Throughout his career he has been a

departmental and city trainer teaching conflict resolution, customer service, team building and relationship building. In addition, he is an adjunct instructor at Old Dominion University.

**Kim Whatley** Starting as a young junior lifeguard and working her way up the aquatics ladder, Kim has worked with public and private recreation in her 20 year Aquatics career. She studied Recreation at George Mason University, as well as doing Athletic Training during her years at GMU. She has overseen the grand opening of three centers (2 in VA, 1 in GA) and has consulted on several other projects. Currently Kim is responsible for an Aquatics only center in Georgia with the Goal of being a revenue neutral facility. She oversees 4 FT staff and 110 part time employees.

**Debbie Woodbury** is a Center Director with the City of Raleigh. She has over 18 years of experience in the field of Parks and Recreation. She is a Certified Public Manager and a Certified Parks and Recreation Professional. She has attended and graduated from the Leadership Training Institute and Supervisor's Management School. Debbie is a current MPA student at North Carolina State University.

**Dr. James Worsley** is the Parks and Recreation Director for Chesterfield County, VA. Prior to Chesterfield County, Dr. Worsley was the Parks and Recreation Director in Columbus, GA for five years and he also worked for Mecklenburg County Parks and Recreation for nine years holding several leadership roles. Dr. Worsley is a Past Chair of the National Certification Board with NRPA and he currently services on the Council of Accreditation for Parks, Recreation, Tourism and Related Professions (COAPRT) and on the National Association of County Park and Recreation Officials board (NACPRO). He is married to Tara Worsley and they have three children (Lily, James Jr., and Bryce).