



17<sup>th</sup> Annual  
**LEADERSHIP**  
2024  
**Academy**

Park & Recreation Professionals

★ **WPRA** ★  
**LEADERSHIP ACADEMY**

**DECEMBER**  
**4-6, 2024**



**OSHKOSH 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](http://www.wpraweb.org)



# SCHEDULE

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

## WEDNESDAY, DECEMBER 4<sup>TH</sup>

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

11:45 am – 12:00 pm.....**Welcome**

12:00 pm – 2:30 pm .....**Recognize & Thrive**  
*Emily Edelman & Corie Hoffman, The Perk*

In this dynamic & impactful discussion, you will immerse yourself in the exploration of one of the vital components of exceptional leadership: Recognition! Discover the profound significance of recognition in fueling employee engagement, retention and overall well-being, while also gaining practical insights on how to put it into action. You will be able to implement genuine & authentic recognition strategies to foster meaningful connections, a sense of belonging, & exceptional outcomes among your team members.

2:45 pm – 5:15 pm .....**Transformative Problem Solving**  
*Sarah Tilkens, The KPI Lab*

In this dynamic bootcamp, participants will embark on a transformative journey towards becoming adept problem solvers and effective leaders. This session offers a unique blend of leadership development and skill enhancement.

5:15 pm – 6:00 pm .....**Dinner**

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

## THURSDAY, DECEMBER 5<sup>TH</sup>

7:30 am – 8:30 am.....**Breakfast**

8:30 am.....**Group Photo**  
**(Wear your PACKER APPAREL!)**

9:00 am – 11:30 am .....**Work Life Balance:**  
**An Inside Out Approach**  
*Allison Garner, Thoughtly*

For most of us who are currently leading people, it is likely we are working long hours, doing lots of work inside the business, and constantly adapting to conditions on the ground. It is possible we are blurring work-life boundaries and feeling overwhelmed. We may even be able to defend and justify having to do everything. However, like the proverb says, all work and no play makes John a dull boy.

Many times, we look outward at the forces that are exerted upon us, like demanding employees, technology glitches, or convoluted systems. We can feel like work is happening TO us. In this presentation, we will put ourselves back into empowerment by exploring inward.

We will start by distinguishing time versus energy and then follow up with an energy audit where participants can score themselves on how well they are managing their own energy. We will then explore how to overcome common barriers that get in our way. Finally, we will walk through a few case studies so participants will have real life approaches to draw upon.

In this presentation, participants will:

- Increase their self-awareness of how they manage their own energy levels.
- Discover the role they are playing in their work-life experience.
- Shift into an empowering perspective around balancing both work and life.

## THURSDAY, DECEMBER 5<sup>TH</sup> continued

It's no secret that a healthy team creates a healthy business. By focusing on how we are creating our own imbalances, we put ourselves back into the driver's seat of producing health, wellness and sustainability personally and professionally.

12:00 pm – 1:00 pm .....**Lunch**

1:00 pm – 3:30 pm .....**Critical Conversations**  
*Vicki Updike, New Sage Strategies*

Why is it when the conversation is important, we get it wrong? When stakes are high, opinions vary, and emotions run strong we miss the mark? We often try to force our perspective or not allow others to have a perspective or worse, stay silent. This workshop will introduce powerful skills to help you speak up, directly and effectively when it matters most.

3:45 pm – 6:15 pm .....**Elevating the Employee Experience – Leadership Moments that Matter**  
*Shawn Gulyas, humanworks8*

An interactive workshop focused not on leadership grand gestures, but rather the small moments in organizational culture that have long-lasting impact on employee engagement and retention. How can leaders build sustainable practices and habits that lead to cultural belonging and a renewed sense of mattering for every individual as we embrace the “future of work?” Shawn will share tools and tactics that will jumpstart your efforts and provide direction for any role that truly cares about elevating the employee experience.

6:15 pm – 7:00 pm .....**Dinner**

7:00 pm .....**Thursday Night Football Social:**  
**Green Bay vs. Detroit**

## FRIDAY, DECEMBER 6<sup>TH</sup>

8:00 am – 9:00 am.....**Breakfast**

9:00 am – 11:30 am.....**Strengthening your “Innerview” – Building Confidence for Strong Leadership**  
*Shawn Gulyas, humanworks8*

An interactive workshop focused on strengthening confidence and the ability to leverage one's unique leadership style. Participants will build their individual leadership inventory including personal values and three parts of the mind understanding and application.

11:30 am – 12:00 pm.....**Recognition & Graduation Ceremony**  
*Congratulations & Safe Travels!*

# FEATURED FACULTY



**Emily Edelman**

Emily is a Leadership Coach, Culture Consultant & Organizational Trust Expert. As a coach, she loves working with emerging leaders to help them grow in their leadership skills, discover their leadership brand, & indulge in their culture journey. She is passionate about advocating for people to see themselves as a leader at any level in their career & truly helping The Perk live out their just cause, to build a world in which everyone wakes up inspired & excited about life!



**Corie Hoffman**

Corie Hoffman is a Leadership Coach & Culture Consultant dedicated to transforming workplace experiences & empowering teams to excel. With a unique blend of practical tools and inspirational insights, Corie equips individuals to confidently tackle challenges & make impactful contributions both personally and professionally. Corie's mission is to help leaders & organizations prioritize their most valuable asset—their people—and to drive success through a culture of continuous learning and growth.



**Sarah Tilkens**

Sarah Tilkens is a dynamic leader with a career rooted in excellence. As an executive coach with credentials from the International Coaching Federation, her objective is to build problem solvers rather than simply solve problems. As the CEO of The KPI Lab, Sarah empowers teams through coaching, problem solving methodology and Kaizen facilitation, fostering personal and professional growth.



**Allison Garner**

Allison Garner is the owner of Thoughtly and supports her clients to master leadership and create high performing teams. Her clients value her ability to hold a safe space for exploration and discovery. Because she is a gritty stand for what may feel impossible, she supports her clients to continue moving towards their big, compelling visions. She uses her devotion, brilliance, and strength to invite her clients to shine a light on their blind spots and interrupt their unproductive patterns.

Allison specializes in executive coaching, leadership development, and business consulting. Her extensive formal training in executive coaching paired with her engineering and business degrees help leaders and leadership teams to better understand themselves as well as tie their transformational behavioral changes to the bottom line. Her work includes launching startups, navigating turnarounds, overcoming dysfunction within the executive team, and challenging assumptions around leadership with owners, CEO's, presidents, and executive directors.



**Vicki Urdike**

Prior to consulting, Vicki's corporate leadership journey included various marketing and executive positions. Her last corporate position was president of Silver Star Brands. Having been a president and c-suite executive gives Vicki a unique perspective in coaching and business advising. She brings experience in the areas of strategic planning and execution, organizational development, and leadership coaching. Vicki is passionate about helping create strong, effective leaders and leadership teams. She loves a good challenge and leans on her knowledge and

experiences to help build results-minded leadership qualities in each person or group she gets the privilege to work alongside.



**Shawn Gulyas**

After a career filled with growth and learning with The Mark Travel Corporation (TMTC) as Vice President of Human Resources, Shawn decided to venture out and get his hands dirty with other organizations in need of bringing their work to life through championing people. Shawn and his team have guided organizations in discovering what is at the core of their reason for being, developing unique performance management practices, enlivening their talent discovery process, establishing clarity in strategic planning and helping individuals add their greatest value through

understanding their natural instincts and unique abilities. Think of Shawn as a "jump-starter" of energy and ideas around the belief that everyone matters and as a leader who creates cultures and communities where values, natural instincts and well-being are the essence of success. Other things Shawn believes in: Peace, Wonder and Yoda.



## 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](mailto: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

<b>Chair: Ron Grall</b>	<b>Scott Jaquish</b>
<b>Elizabeth Breitenfeldt</b>	<b>Shelly Strasser</b>
<b>Kristin Grissom</b>	<b>Board Liaison: Jamie Polley</b>
<b>Jen McCollin</b>	

## Thank You to Our Sponsors!



# Registration

- **Online:** [www.wpraweb.org](http://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 11, 2024.**

- **Cancellation/Refund Policy**

Cancellations made before November 11, 2024 will be assessed a 25% penalty.

**NO REFUNDS AFTER DEADLINE: November 11, 2024 .**

## 2024 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)**.....\$449

☐ **Group Rate** (Three or more enrolled from same Agency/School) \$449 each first 2 enrolled, \$299 for each additional enrolled

☐ **Leadership Academy Alumni**  
(Completed 2 or more years of Leadership Academy).....\$249

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

### Additional Charges

☐ **Non-WPRA Member**.....\$50

☐ **Late Fee (after November 11, 2024)**.....\$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.

**Oshkosh 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 Oshkosh 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 3, 2024.**

Rooms are based on occupancy.

**Rates: \$98/night Single Occupancy**

**\$115/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](mailto:office@wpraweb.org)