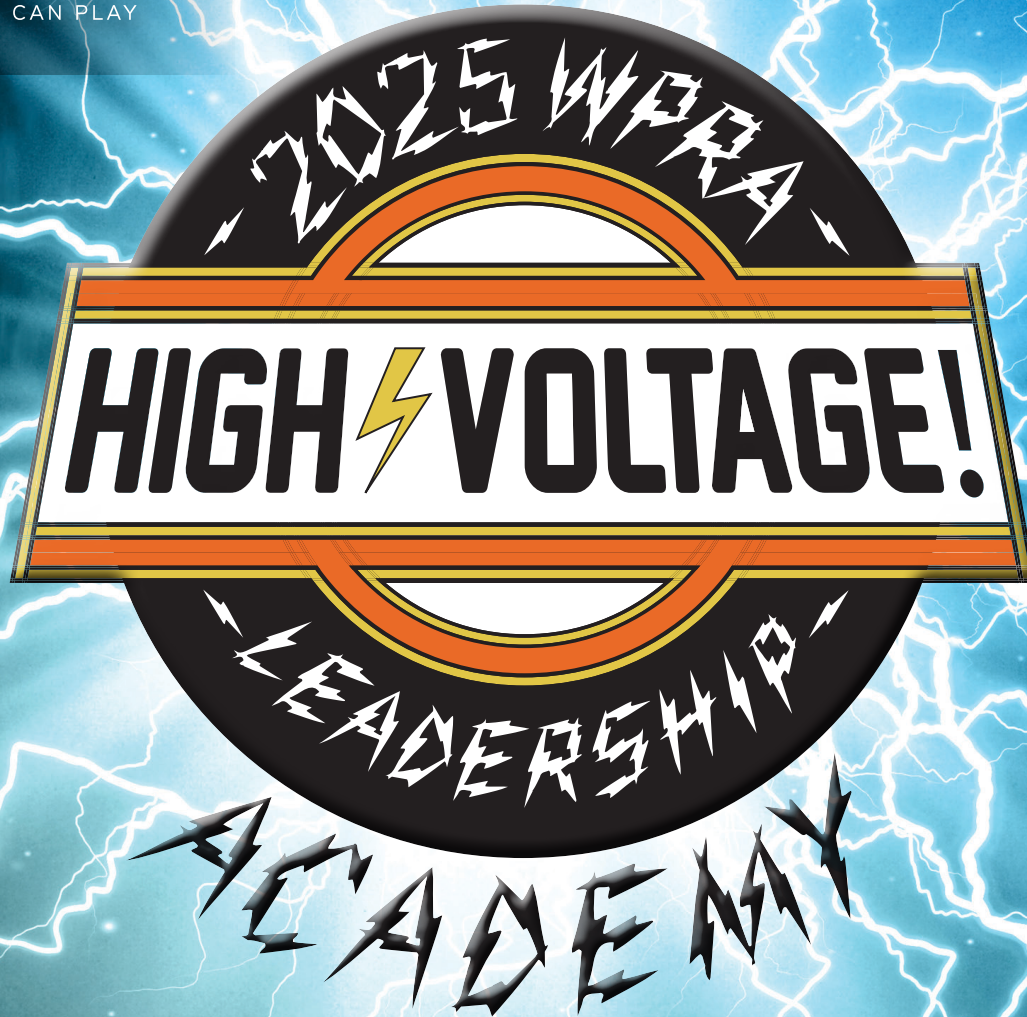


18th Annual
LEADERSHIP
2025 **cademy**
Park & Recreation Professionals



DECEMBER 3-5, 2025

**OSHKOSH WATERFRONT
HOTEL & CONVENTION CENTER
OSHKOSH, WI**

WPRA 
FOUNDATION
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, DECEMBER 3RD

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

11:45 am – 12:00 pm **Welcome**

12:00 pm – 2:30 pm **Basically Incredible**
Matt Booth

Our news feeds are full of “overnight successes,” twenty-one-day fixes, diet pills, and sensational viral videos. We’ve feasted upon the false and fake for so long that we’re empty on the inside. As much as Facebook ads and Instagram influencers want to convince us otherwise, it is the basics that lead to an incredible life! These basics, done consistently, will transform your life and career. Are you ready to live a basically incredible life?

2:45 pm – 5:15 pm **How to Give & Receive the Gift of (Critical) Feedback**
AJ Kruse

Do you see critical feedback at a “gift?” Giving and receiving feedback is an essential capability for people-leaders and team members alike, but it’s also one of the most challenging interpersonal skills to develop. In this workshop, participants will explore practical tactics for effectively giving “the gift” of critical feedback as well as how to receive feedback from others with gratitude, empathy and confidence.

5:15 pm – 6:00 pm **Dinner**

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

THURSDAY, DECEMBER 4TH

7:30 am – 8:30 am **Breakfast**

8:30 am **Group Photo**

9:00 am – 11:30 am **High Voltage Leadership**
Jeff Joiner

Leading people can be gloriously rewarding and painfully frustrating - sometimes, both in the same day! In this powerful session, attendees will learn the difference between managing and leading. You’re going to have to do both at work, but if you don’t know the difference and how to grow as a leader, you are always going to be frustrated.

12:00 pm – 1:00 pm **Lunch**

THURSDAY, DECEMBER 4TH continued

1:00 pm – 3:30 pm **The Power of Developing Team Standards**
Jeff Joiner

Ordinary organizations have a long and ever-growing list of rules. World-class winning organizations have rules, too, but they focus less on the rules and more on their standards. Standards determine who you want to be as a team, how people communicate with each other, and unity. Standards lead to accountability and great results, and keep employee teams focused on the vision of serving the families of your community.

3:45 pm – 6:15 pm **Building a Powerful Leadership Brand**
Monica Guzman

Every great manager and supervisor has a leadership brand- whether they know it or not. This reputation helps to build credibility, improve performance, and build relationships with employees, colleagues, and partners. In this presentation, Leadership Coach Monica Guzman shares strategies for building a powerful leadership brand that builds self-awareness and sets leaders apart in the workplace.

6:15 pm – 7:00 pm **Dinner**

7:00 pm **Social**

More information to come!

FRIDAY, DECEMBER 5TH

8:00 am – 9:00 am **Breakfast**

9:00 am – 11:30 am **Leading with Intention and Emotional Intelligence**
Monica Guzman

To inspire confidence and promote collaboration, every great leader must build self-awareness and develop emotional intelligence. In this presentation, Leadership Coach Monica Guzman helps leaders to understand themselves and make their emotions work for them. In doing so, they will become empathetic leaders who can inspire their teams to go the extra mile and work towards mutual goals.

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

FEATURED FACULTY



Matt Booth

Matt Booth is the ATTITUDE EXPERT. Matt is an engaging speaker and author who encourages people to chase their dreams. He is direct, thought-provoking, and inspiring. To achieve Personal Satisfaction and Professional Success, Matt's philosophy is simple: You Must Be Yourself and Improve Yourself.



AJ Kruse

AJ needs to make things make sense, not only for himself, but for you as well. This quality, along with his knack for joining backstage design and front stage presentation has guided him through a dynamic professional career that began in elementary education and has continued in organizational development.

After making the leap to corporate education, AJ led learning & development at two Milwaukee area businesses before embarking with three remarkable colleagues including 2024 WPRA Leadership Academy faculty, Shawn Gulyas, to launch humanworks8 in 2019. As the Concept Illustrator at humanworks8, AJ guides strategic planning and leadership development for clients throughout the US.



Monica Guzman

Monica Guzman is a leadership speaker, coach, and author of the books "Fearless by Choice" and "Stop Being a Lazy Leader."

Her areas of expertise include leadership, communication, and personal branding.

Monica has over 20 years' experience speaking to various audience groups including the corporate sector, the nonprofit sector, and the education sector. She was recently voted as one of Atlanta's Top 15 Coaches by Influence Digest Media, coaching CEO's, business owners, and professionals to become the CEO's of their lives and careers.

Monica's clients include Chevron, McDonald's, Tik Tok, Howard University, and more.

Monica's high energy and direct approach has gained her a huge following on social media and her books have inspired professionals, business owners, and leaders across the globe.

Monica lives in Atlanta, Georgia with her 7-year-old Spider-Man, Nikolas.



Jeff Joiner

Jeff Joiner combines his experience as a college instructor, professional speaker, entrepreneur, author, and consultant to provide relevant, useful training to organizations nationwide. Jeff has spoken at conferences and workplace training events for more than 2,000 organizations in 49 states, helping them improve their businesses, teams, and workplaces. He is the

author of the book, Say It Like It Matters When It Matters: Communicating with Power, Effectiveness, and Authenticity.



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
Elizabeth Breitenfeldt	Scott Jaquish
Kristin Grissom	Shelly Strasser
Marty Kosobucki	Board Liaison: Joleen Stinson

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 10, 2025 (11:59pm).**

• **Cancellation/Refund Policy**

Cancellations made prior to November 10, 2025 (11:59pm) will be assessed a 25% penalty.

NO REFUNDS AFTER REGISTRATION DEADLINE.

2025 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)**.....\$459

☐ **Group Rate (Must be enrolled from same Agency/School)**
\$459 each first 3 enrolled, \$299 for each additional enrolled.

☐ **Leadership Academy Alumni**
(Completed 2 or more years of Leadership Academy).....\$259

☐ **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.

Oshkosh Marriott 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 Marriott Waterfront
Hotel & Convention Center.

To reserve your room, call:
(920) 230-3200

When reserving your room, be sure
to request a room in the WPRA block.
Deadline – November 7, 2025.

Rates: \$98 - Queen and King City View
\$108 - King Water View
**rates based on single
occupancy. There may be
an additional fee for double
occupancy.*

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