



2017 NIRSA FLORIDA SUMMIT

HOSTED BY NOVA SOUTHEASTERN UNIVERSITY

PRESENTATION DESCRIPTIONS

11:00AM – 12:00PM

Nutrition Advice: Registered Dietitian Nutritionists and Exercise/Fitness Professionals Working Together

PRESENTER: Marilyn Gordon, Registered Dietician and Nutritionist – Nova Southeastern University

Do you know how much nutrition advice is too much? Did you just say something that potentially could get you into legal trouble? Come to this session to find out what nutrition advice is "legal" and what is considered "prescriptive" or outside of the fitness professionals "scope of practice". Learn how to create a partnership with a Registered Dietician Nutritionist to provide the most accurate and effective sports performance diet and nutrition advice to your clients/students at your facility.

Sell the Culture: A Strategic Approach in Selling Recreation

PRESENTER: Tec Clark, Associate Director for Aquatics and Scuba Diving – Nova Southeastern University

With countless marketing messages begging for peoples' attention, selling your products, services and programs has never been more complex. However one strategy seems to be rising above the noise; it is the concept of selling a lifestyle to customers. Brands such as Nike, REI, Vail and Gatorade are using this sales strategy with tremendous success. But the secret of their success lies in the organizational culture that fosters and complements the lifestyle. Sell the Culture is an insightful and subtle sales approach that focuses on marketing a "lifestyle" to customers through a solid culture. The beliefs and practices of a culture permeate peoples' lifestyle. This culture, when strong and defined, effects the purchasing and activity decisions of the customer. The best customers are those who are indoctrinated into a culture and live it out as a lifestyle. In this presentation, accomplished diving industry expert, author and speaker Tec Clark shares how to create an organizational culture that is marketable to customers and even employees. Highlighted are strategies from the snow sports industry, whitewater industry, pro golfing association, and from top business retailers.

Do Looks Really Matter?

PRESENTER: Christina Ustiak, Coordinator of Fitness and Recreation (Broward) – Florida Atlantic University

Do looks really matter? Why do we focus on the looks of an instructor or trainer rather than their capabilities? This will be a time to look at what we should really be judging our instructors and trainers on rather than just their appearance.

1:15PM – 2:15PM

The Importance of Pool Operator Certifications and How to Efficiently Manage Your Aquatic Facility

PRESENTER: Austin Harris, Aquatic Facilities Technician – Nova Southeastern University

"Do It Yourself" pool operations is a trend that many aquatic facility managers are moving towards to lower operating costs, improve efficiency, and boost customer service. Pool Operator certifications and continuing education opportunities are the cornerstones of highly effective facility management. This workshop goes into detail of why aquatic facilities need to have well trained and certified internal professionals to oversee facility management and regulatory compliance, as well as to assess your current pool operations to see if there are areas for improvement.

Setting Your Foundation: How to Get the Most Out of Your Meetings & In-Services

PRESENTER: Deanna Lebeda, Assistant Director of Fitness/Wellness – Embry-Riddle Aeronautical University

There is one thing that every school, every program and every department have in common. Everyone has meetings and in-services. Many would agree that meetings are important and necessary, but not many people would describe meetings as engaging or fun. Within this presentation, we will discuss the tools needed to establish a strong foundation for successful meetings and in-services. During this presentation attendees, will be asked to reflect and assess how they view, plan and run their meetings and in-services. The purpose of this presentation is to help others plan meetings and in-services that are more efficient, engaging and enjoyable by encouraging collaboration through group discussions and activities.

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Traveling Beyond the Classroom

PRESENTER: Cody Bliss, Co-Founder – Beyond the Map

What if learning went beyond the classroom? What if the boundaries of your University were expanded to encompass the world? Beyond the Map believes that traveling is not merely a vacation but rather a transformative experience that should travel through life with our guests long after they have returned home. Join us as we journey through our featured destinations that are offered for student, faculty and alumni groups. What will you find, Beyond the Map?

2:30PM – 3:30PM

IM Rules Revisited

PRESENTERS:

Jon Broska, Assistant Director, Competitive Sports - UF RecSports

Tom Giles, Graduate Assistant, Competitive Sports – UF RecSports

This is the time of year where we sit down and discuss changes to our intramural programs, policies and rules. This presentation will discuss changes that schools are making to their general participant policies and procedures as well as changes to specific sport co-rec rules.

The Aquatic Alarm: Breath-Holding in Pools

PRESENTER: Tec Clark, Associate Director for Aquatics and Scuba Diving – Nova Southeastern University

Breath-holding activities are seen in aquatic facilities across the globe. These activities include low-risk coached training sessions such as swim lessons, swim team training, snorkeling, and skin diving. However, there exists a competitive component of breath-holding that involves prolonged underwater submersion with an emphasis on underwater distance swimming and/or duration. Often called freediving, these competitive areas of breath-holding distance, depth or time create a significant risk to both the participant and the aquatic facility. The Aquatic Alarm: Breath-Holding in Pools, focuses on the statistics, medical research, growth, actual case histories, and risk management issues of underwater breath-holding in pools. This critical information is a must for any aquatics personnel.

FLORA Conference Planning Session

PRESENTER: Madina Behori, Outdoor Recreation Graduate Assistant – University of South Florida

The Florida Leadership Outdoor Recreation Association (FLORA) was created to give students in outdoor recreation the tools they need to continue their adventures throughout life, no matter where it leads them. This mission is embodied in the annual FLORA Conference which workshop participants will have the opportunity to plan. This is a time to bring together experience, knowledge, and creativity to design a conference that inspires adventure.

Directors' Panel

SESSION LEADER: Tom Vitucci – Director, Recreation and Wellness – Nova Southeastern University

PANEL OF DIRECTORS:

Charles Judkins Director, Wellness and Recreation – Florida International University

Amy Swingle Director, Campus Recreation – Florida Gulf Coast University

Scott Levin Executive Director, Wellness Center – University of Miami

David Bowles Executive Director for Recreation & Health Promotion Services – University of Florida

Eric Hunter Director of Campus Recreation – University of South Florida

The state Directors would be available to answer questions from the other conference attendees on a variety of topics. Budgeting, politics, and the civil discourse, especially in today's contentious climate prove powerful talking points. How do we, in Campus Recreation, balance these topics and ideas on our campuses?