Recreation PEI
“Perfect Storm”
Winter Workshop

9:00 am to 1:30 pm
Wednesday, February 15,
(storm date Wednesday, February 22)
Rodd Charlottetown Hotel

The “Perfect Storm” workshop will explore the many vibrant elements of service delivery that combine to create a vital healthy community.

The event will close with a luncheon keynote by owners of the “Summerside Storm” professional basketball team, Darren MacKay and Duncan Shaw. They will discuss “how to bring a big show to a small town”; success indicators; and community partnerships.

Recreation PEI 2012 Winter Workshop
The Perfect Storm

Wednesday, February 15
9:00 am to 1:30 pm
Storm Date
(Wednesday, February 22, 9:00 am to 1:30 pm)
Rodd Charlottetown Hotel
75 Kent Street, Charlottetown, P.E.I.

Please Register by; Wednesday, February 8

Parking
Parking is available at the Queen Street and Pownal Street Parkades

Please make cheques payable to:
RECREATION PEI
40 Enman Crescent, Charlottetown
PE, C1E 1E6

REGISTRATION FEE $40.00
Please Register by; Wednesday February 8
Luncheon Buffet and Break are included in your registration.

Parking

Presented in collaboration with Holland College Sport and Leisure Management Program
Concurrent Session #1: Children In Nature
Presented by Beth Hoar Parkland Conservationist and Melissa Lead Coordinator of the “After School Children in Nature Program”.

Getting children outside and enjoying nature is vital for healthy development. Unstructured time in nature has been proven to have many positive effects on children as they develop mentally, physically, socially and emotionally, as an added bonus, future stewards of environment are born. Learn about this pilot After School Program that takes children on an adventure and exploration within their local area visiting parks, beaches, trails and other natural areas that are accessible by foot. At these places the children get exercise by playing fun and interactive games and gain knowledge about nature and their environment without even knowing it. A website has been developed as a community resource.

Concurrent Session #2: Sport Tourism
Presented by Wayne Long, Events Development Officer for the City of Charlottetown. In 2009, Wayne Long was selected as the recipient of the Canadian Sport Tourism Alliance Industry Builder of the Year Award. Capitalizing on the growing sport tourism industry continues to be a priority for municipalities. Hosting major regional, national and international sport events has many benefits including tourism, economic and cultural prosperity and immeasurable destination exposure. An important part of success as a sport event hosting destination is developing and maintaining positive working relationships with national sport organizations and event right holders. Sporting events contribute significantly to our tourism industry as they fill our hotels, drive retail and dining expenditures, and increase traffic flow to our province – often times during the shoulder tourism season. They also assist in marketing our province to the region, the country and the world while enticing many participants, family and friends to return on a leisure trip.

Concurrent Session #3: Customer Service
Presented by Lee Drake, Red Shores Event and Marketing Manager.

Charlottetown Driving Park and Summerside Raceway are two of Canada’s premier racing locations featuring live racing seasonally with simulcast racing available daily from a state of the art simulcast locations. The venue combines the excitement of live harness & simulcast racing, slots, poker, food and fun in one ‘RED HOT’ bundle of entertainment - all done Island style! Lee will share how “customer service” is the key to success, in creating a quality experience for users.

Concurrent Session #4: Community Engagement
Presented by Laura MacPherson and Phil Wood. This session will be facilitated by Sue Fraser.

Panel presentation with Laura MacPherson Sustainability Officer with the City of Charlottetown will talk about community dialogue and show her videos. Phil Wood, of Wood P & Associates, is a private planner, he will talk about engaging community in official plans.

Concurrent Session #5: Social Media
Presented by Kerry Anne MacDougall.

She owns Insight Marketing and teaches people practical, affordable and effective ways to market their organizations. She will provide a fresh, modern and realistic look at marketing, leaving you feeling motivated and more knowledgeable about your organization. The goal of Insight Marketing is to really connect with people so they feel comfortable to learn the skills they need to advance their organizations - this is what social media is all about...learn to use it to your advantage.

Concurrent Session #6: Revenue Generation
Presented by JP Desrosiers, Event Development Officer for the City of Summerside.

He will share the many avenues of revenue generation. For example Desrosiers, sits on the local Hockey Day 2012 organizing committee. The “Coach's Corner” with Ron MacLean and Don Cherry will be broadcast live for 13 hours from EastLink arena this February. It's impossible to put a price tag on the exposure; and immeasurable level of media coverage. The economic spinoff is huge. When a facility allows you to do something, it’s an opportunity for you to show the versatility of your building.

Concurrent Session #7: Arena Round Table
Facilitated by Andy Worth, Arena Supervisor, CARI Complex

Bring your questions and concerns from day to day operations, as well as big picture issues in the industry. This is an opportunity to share problems and solutions with your peers, and create a network to support your work throughout the year.

Concurrent Session #8: Programmers Round Table
Facilitated by Frank Quinn Program Coordinator City of Charlottetown.

Great minds will get together to talk about what is happening in recreation programming around the province. This will be an open forum to share and learn from each other, about what is happening in the recreation industry today.

Concurrent Session #9:
The Role of Recreation in the Youth Justice System
Presented by Edgar A. MacLeod, the Executive Director of the Atlantic Police Academy on Prince Edward Island.

Director MacLeod has a strong community background. He’s an ardent supporter and believer in Community and Social Development; his police service has been in forefront of Community Policing. He’ll provide first hand experience and case studies on how recreation reduces crime; and self-destructive and antisocial behavior. Recreation, sports and arts/culture reduce negative activity in youth - an antidote to smoking, substance abuse, suicide and depression. Recreation and arts/culture can reduce racism - building understanding between diverse cultures Recreation reduces isolation, loneliness and alienation.

LUNCHEON BUFFET & KEYNOTE
12:00 pm - 1:30 pm

Keynote Speakers: Darren MacKay and Duncan Shaw, owners of the Summerside Storm professional basketball team.

They will talk about “how to bring a big show to a small town”; success indicators; and community partnerships.