

# Three great courses taught by three leaders in the conference center industry!

## Sustainability in Education

These seminars are focused on **Sustainability**. Each will offer eight hours of interactive classroom education designed to increase the students skills in each of three areas; **finance**, **facilities** and **professional** best practices.

### Financial Sustainability



Conference center leaders will find this seminar helpful to understand and implement financial sustainability in all areas

from operations to major maintenance and capital. Rather than a focus on “what will it cost” students will learn useful ways to determine the impact of operational and program methods in relation to financial return. The content will encourage exploration of new concepts and will be well advanced past traditional thinking and explore new concepts.

#### Learning points will include:

- Defining financial sustainability
- Naming and claiming the center’s product (real or perceived)
- Measuring the impact of leadership decisions
- “Futurecasting” the effect of debt, credit, cash and depreciation
- Creating systems to measure and monitor financial health
- Making informed organizational decisions
- Intentionally widening the circle of the center’s influence
- Communication with donors, grantors, new markets and communities
- Direct application of the seminar content to the participant’s center

### Sustainable Facilities



Beautiful buildings and the surrounding inspiring land make a significant contribution to the outcome of a center’s mission. Successful

conference centers provide facilities that are inviting to guests, contribute to a positive learning environment and have solid management operations geared towards the future. In this seminar, students will participate in interactive learning sessions leading to an advanced understanding of development and maintenance of self-sustaining sites and facilities. This seminar is well advanced beyond traditional “hammer ‘n’ nails” maintenance training and will inspire exploration of contemporary approaches to the administration of facility sustainability. Executives, managers, directors, administrators, and board members who plan, manage and/or oversee facility operations will find this seminar provides useful take-home information.

#### Learning points will include:

- Leveraging preventative maintenance systems
- Integrating work with the Board of Directors
- Maintaining the land for guests
- Developing long-term replacement schedules
- Keeping the records you need for planning
- Creating financial systems
- Working with master planners

### Sustainable Careers



A staff position in a not-for-profit conference center is frequently seen as a very desirable employment opportunity. Each year a

significant number of persons enter the field. Many are successful. Some remain for many years. Some fail early in their career. This seminar is designed as a general overview of conference center professional skills and qualifications . While anyone with an interest will benefit from this course, those who are new or aspiring staff members will find it especially useful. The content for this seminar is built around achieving career sustainability through the application of well established best practices as articulated in the IACCA Core Principals.

#### Learning points will include:

- General administrative practices
- Governance of Not-for-Profit Institutions
- Human Resources Management
- Financial Management
- Marketing
- Hospitality
- Facilities Management
- Personal professional practices and discipline

**Register today!**

## Financial Sustainability

Instructor: Jody Oates



Jody, a nationally recognized and highly experienced professional in the field of conference/camp program and

administration, is Principal Consultant at Kaleidoscope. His knowledge of current professional issues is timely and comprehensive and his teaching skills are excellent. He is working with numerous centers to connect all areas of the operation, including measuring impact of program in relation to financial sustainability. Students will receive considerable benefit from Jody's leadership of this seminar. Directors, administrators and board members will take home useful information that will have immediate application.

## Sustainable Facilities

Instructor: Wynne Whyman



Wynne is a nationally known expert in the area of facility development and maintenance.

Her book Outdoor Site and Facility Management book has become a recognized standard in the field. Her regular blog is read by a growing number of Camp and Conference professionals and her facility management software is in use at many centers. Wynne comes to our field from a strong background in camp/conference leadership along with a successful career as a curriculum developer for a nationally recognized training firm. Her leadership for this seminar will give students access to valuable take-home knowledge along with many useful resources.

## Sustainable Careers

Instructor: Dr. Charles Wallace



Dr. Wallace is a nationally recognized teacher, writer and practitioner in the conference center field. His

understanding of current issues and practices is augmented by 45-years experience as a center CEO. Author of many of the training materials used in the IACCA Certification Program, he serves as Dean of the IACCA Faculty. Students can expect an upbeat learning environment anchored by practical insights and useful professional applications.

**“IACCA is my professional home”**  
-A longtime Conference Center Executive

## Held at two great locations

Life Enrichment Center,  
Leesburg, FL

March 9-12, 2014

Financial Sustainability 3/9-10

Sustainable Facilities 3/10-11

Sustainable Careers 3/11-12

Seabeck Conference Center,  
Seabeck, WA

May 4-7, 2014

Financial Sustainability 5/4-5

Sustainable Facilities 5/5-6

Sustainable Careers 5/6-7

Each course is \$200, or take all three for \$550.

Lodging and meals are an additional \$70/night & 3 meals for double or \$90/night & 3 meals for single occupancy.

For information contact Jess Schload (352) 787-0313 [schload@yahoo.com](mailto:schload@yahoo.com)  
or register online at :<http://www.iacca.wildapricot.org/Events>