



## Sustainability in Education

Learn from the experts!  
Don't miss this outstanding  
seminar series.

May 4-7, 2014  
Seabek Conference Center

Each seminar will offer eight hours of interactive classroom education designed to increase your skills in the disciplines of finance, facilities and professional best practices.

### Sustainable Finance



Understanding and implementing financial sustainability in all areas - from operations to major maintenance and capital- is crucial to the success of every

conference and retreat center. Rather than a focus on "what will it cost," in this class you 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 contemporary thinking.

#### Learning points will include:

- Defining financial sustainability
- Measuring the impact of leadership decisions
- "Futurecasting" the effect of financial decisions
- Creating systems to measure and monitor financial health
- Making informed organizational decisions
- Applying the seminar content directly to YOUR center

*"I learned so many things that we had in common with other groups and how to handle issues we do not generally get to discuss with others."*  
- a Florida seminar attendee

### Sustainable Facilities



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, you will participate in interactive learning sessions leading to an advanced understanding of development and maintenance of self-sustaining sites and facilities. Executives, managers, directors, administrators, and board members who plan, manage or oversee facility operations will gain 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 for planning
- Creating financial systems
- Working with master planners

*"Great session. It is a blessing to learn from the best. Could spend three or more days exploring and applying principles. Thank you."*-a Florida seminar attendee

### Sustainable Careers



Develop a vision of your success while building the skill set you need to enjoy a sustainable career. Interactive seminar segments will provide

new insights through instruction and peer sharing. New staff members and those seeking insight into career development will find this course especially useful. You will receive an e-textbook which incorporates personal notes from the course, helpful articles and resources, and a comprehensive commentary on the IACCA Core Principles.

#### Learning points will include:

- Defining the Conference Center profession
- Understanding the operation of a not-for-profit institution
- Developing personal professional practices and discipline
- Creating and sustaining a mission-focused staff culture
- Integrating hospitality and marketing into all staff positions
- Maintaining financial oversight

*"Session content was great. Touched on topics that are important in all cultures to achieve success. I would encourage more of this session if possible because it speaks to the heart of what we do."* - a Florida seminar attendee

Register today!

## Sustainable Finance

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.

An attendee at the recent Florida seminar shared this: *"Jody is great, you can tell he knows this field and the work we do intimately. He finds a great balance of pushing the agenda forward while allowing for some flexibility and discussion. The resources provided that I can refer back on are extremely valuable."*

## 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 you access to valuable take-home knowledge and many useful resources.

An attendee at the recent Florida seminar shared this: *"Wynne is a great instructor, clearly very knowledgeable and with good variety of tools, lectures, stories, etc. Was good at reading the room and deciding when to pause and when to push forward."*

## 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. You can expect an upbeat learning environment anchored by practical insights and useful professional applications.

An attendee at the recent Florida seminar shared this: *"Loved Dr. Wallace and his approach on all the topics. He has a wealth of knowledge and a very humble attitude for what he has accomplished in various fields. I could not have asked for a better experience with IACCA than this event."*

## Seabeck Conference Center, Seabeck, WA

May 4-7, 2014

Sustainable Finance May 4-5

Sustainable Facilities May 5-6

Sustainable Careers May 6-7

Each class runs from 2 p.m. on day one until noon on day two, including evening sessions

Individual course fee is \$200. Take all three courses for \$550.

Lodging and three meals: \$70/night for double occupancy,

\$90/night 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>