PIRSA
Conference Program

Advantage Sport and Fitness Presents:

MAKE IT MATTER

BUILDING BLOCKS FOR SUCCESS

Hosted by Lafayette College
October 11 & 12, 2012
Easton, PA
The stage was set in 1950 by Dr. William N. Wasson, who organized a meeting of 22 African-American men and women intramural directors from 11 Historically Black Colleges (Albany State College, Arkansas A&M College, Bethune-Cookman College, Dillard University, North Carolina College, Southern University, Texas Southern University, Tillotson College, Tuskegee Institute, Wiley College, and Xavier University) at the first Intramural Conference at Dillard University in New Orleans. Participants at the conference formed the National Intramural Association.

Since then, NIRSA (NIA's successor) has experienced phenomenal growth. NIRSA's nearly 4,000 members are represented on more than 700 campus and universities, as well as on U.S. military installations, in public park and recreation departments, correctional facilities, not-for-profit organizations, and private enterprise.

The Pennsylvania State contingent of the National Intramural and Recreational Sports Association (NIRSA) has banded together to form the Pennsylvania Intramural and Recreational Sports Association (PIRSA). PIRSA's purpose is to promote and enhance the quality of recreational sports programs in various settings throughout the state by means of professional meetings, publications, dissemination of ideas and maintenance of policies consistent with the philosophy of the NIRSA.

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Dear Friends,

On behalf of the 2012 Conference Committee, welcome to the Pennsylvania Intramural and Recreational Sports Association’s State Workshop! We are very grateful to Lafayette College and their Recreation Services team for putting together “PIRSA 2012: Make it Matter”. I think we would all agree that of the numerous professional development opportunities the National Intramural and Recreational Sports Association (NIRSA) has to offer, it is our annual gathering of PIRSA that is truly the most impactful! I believe it is our busy 24-hour schedule, the opportunity to see old friends and to meet new people which truly invigorates! Through the efforts of PIRSA we have succeeded in creating a neighborhood in Pennsylvania where professionals and students grow and develop a network of resources!

I think it is evident that our profession is experiencing an upward trajectory. NIRSA has a new mission, vision and strategy to meet their new initiatives. These efforts have further entrenched NIRSA professionals as integral to higher education and now, more than ever we need dedicated and ambitious people who want to learn, contribute and develop! I encourage all of PIRSA to get involved and to share in all NIRSA has to offer your campus.

We are joined this week by our Region I Representative, Dr. David Hall of Springfield College, and our Region 1 Student Representative, Jeana Crow of University of New Hampshire, so please take the time to learn more about how to get involved!

We are especially grateful to the vendors and presenters of the 2012 Workshop that truly Make it Matter. We have a comprehensive program planned and some great vendor partners who can help you by providing quality products and services! Please take the time to meet our vendors and consider presenting in the future. We hope that your attendance at the 2012 PIRSA Workshop will benefit you and your entire campus!

Very truly yours,

Dan Simmons
Daniel E. Simmons
Senior Associate Athletic Director, Director of Recreational Athletics
Drexel University
PIRSA President, 2011-13
Congratulations to PIRSA Award Recipients!

Scholarships Recipients for the 2012 PIRSA Conference:

Christopher L. Stankowski from Temple University
Veronica D. Lahanas from East Stroudsburg University

The 2012 Bill Swaan Award:

Jon Tamarin from Drexel University

This award is presented annually to a student in the state who exhibits leadership, ambition in the profession and service both to a university program and PIRSA. Many thanks to Sayings-For-You for generously donating plaques for the Bill Swann award.

NIRSA Region I Table
Don’t forget to look for the Region I table located at the north end of the Vendor Expo. Information on the regional conference, national conference and how to become more involved in NIRSA will be available.

Vendor Expo Raffle
Win a Kindle Fire, a $25 gift card for iTunes, AMC Theaters, or Nike by participating in the Vendor Expo Raffle! Ensure your best chance to win one of these four raffle prizes by visiting each and every vendor. When you visit with a vendor you will be offered a raffle ticket. Simply put your name on each ticket and drop them into the gold box located at the NIRSA Region I table. The maximum number of tickets is nine (one from each vendor). Winners of the raffle will be drawn at Friday’s breakfast and you must be present to win!

Personal Workouts
We hope that you brought your workout clothes because your conference name badge will double as a facility access pass. You will just need to scan the barcode, located on the front of the badge, at our reception desk.
Menu for Meals

Coffee, tea and water will be available for you right outside of the presentation rooms and throughout both days of the conference. We invite you to fill and re-fill your PIRSA water bottles at this location.

After Registration and at the Vendor Expo please enjoy:
- Fresh fruit with honey yogurt dip
- Fresh garden vegetables with creamy herb dip
- Domestic and imported cheeses with crackers
- Assorted mini-pastries
- Fudge and lemon dessert bars
- Gourmet cookies

Vendor Expo Dinner:
- Tossed garden salad
- Seasonal vegetables
- Wild rice
- Pasta with marinara
- Moroccan salmon
- Herb roasted chicken
- Fresh Fruit
- Chocolate chip cake
- Apple and blueberry pies
- Chocolate covered strawberries

Member Network Breakfast:
- Scrambled eggs
- Spinach quiche
- Bacon and sausage
- Home fried potatoes
- Texas style French toast
- Fresh fruit
- Assorted bagels

Boxed Lunch:
- Ale House Roast Beef Sandwich
- Grilled Chicken Caesar Wrap
- Turkey Cobb Wrap
- Grilled Marinated Veggie Wrap
  All include mayo/mustard, apple, bag of chips, two cookies and a drink

Attendees will notice trash and recycling containers throughout the building. **Recycling containers are for plastic bottles and cans only.** All utensils, plates, cups, and napkins that you use are compostable and should be placed in the garbage cans. Thank you!
Keynote Speaker: Theresa Grentz

With an introduction from Lafayette’s Head Women’s Basketball Coach, Dianne Nolan

Theresa Grentz spent 33 years as a head coach, including 12 seasons at Illinois. Grentz’s career coaching record is 671-309, making her tenth all time in NCAA women’s basketball coaching victories. Additionally, Grentz was the head coach of the USA Olympic women’s basketball team that brought home the bronze medal in 1992.

As a result of her success Grentz has won a multitude of award including being inducted into the Women’s Basketball Hall of Fame (2001). Theresa Grentz was a pioneer of sorts in women’s basketball, playing for Hall of Fame Coach Cathy Rush for Immaculata College in the early 1970s. During her four years at the Pennsylvanian college, the Mighty Macs won a remarkable three AIAW National Championships, from 1972-74.

Grentz certainly made her mark nationally and internationally in women’s basketball, and has now extended her legacy further by founding a coaching institute and becoming a motivational and educational speaker. Whether it was coaching the United States Olympic team or winning the national championship, Grentz always found a way to “Make it Matter” and thus made the Grentz name synonymous with success.
## Thursday Start-Up

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Event &amp; Location</th>
<th>Description</th>
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<tbody>
<tr>
<td>10 am - 12 pm</td>
<td>Vendor Set-Up</td>
<td>Kirby Sports Center open for workouts on your own.</td>
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<tr>
<td></td>
<td><em>Kirby Sports Center Game Room</em></td>
<td></td>
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<tr>
<td>Noon - 1:50 pm</td>
<td>Conference Registration</td>
<td>Pick up your sponsor gifts and conference materials before the tours and</td>
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<td></td>
<td><em>Kirby Sports Center Atrium</em></td>
<td>vendor expo.</td>
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<td></td>
<td>Optional Facility Tours</td>
<td>Tour the recreational facility at the Allan P. Kirby Sports Center and</td>
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<td></td>
<td></td>
<td>get a snapshot of adjacent athletic facilities.</td>
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<tr>
<td></td>
<td>Vendor Expo</td>
<td>Sponsors of this year’s conference will be ready to answer questions</td>
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<tr>
<td></td>
<td><em>Kirby Sports Center Game Room</em></td>
<td>and discuss the latest information.</td>
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## Thursday’s Sessions

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Room 226 Event</th>
<th>Room 227-228 Event</th>
<th>Room 229 Event</th>
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</thead>
<tbody>
<tr>
<td>2:00 - 2:50 pm</td>
<td>Lifeguard Training Protocol</td>
<td>Collaborating Fitness with the Campus and</td>
<td>The Art of Effective</td>
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<tr>
<td></td>
<td></td>
<td>Community</td>
<td>Communication</td>
</tr>
<tr>
<td>3:00 - 3:50 pm</td>
<td>Make Your Presence Known</td>
<td>50 Ways to Motivate All Students</td>
<td>Participant Satisfaction and Staff</td>
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<td></td>
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<td></td>
<td>Development Keys for IM Sports</td>
</tr>
<tr>
<td>4:00 - 4:50 pm</td>
<td>Train your Employee to be a Fitness</td>
<td>The Club Sports Assessment Tool</td>
<td>Engaging University Employees</td>
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<td></td>
<td>Guru</td>
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<td>through IM Sports</td>
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## Thursday’s Plenaries

<table>
<thead>
<tr>
<th>Time</th>
<th>Event &amp; Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 - 6:15 pm</td>
<td>Dinner at the Vendor Expo</td>
<td>A walk around dinner within the vendor expo. Vendors will be present and</td>
</tr>
<tr>
<td></td>
<td><em>Kirby Sports Center Game Room</em></td>
<td>available for conversation throughout dinner.</td>
</tr>
<tr>
<td>6:30 - 7:30 pm</td>
<td>Keynote Address</td>
<td>Lafayette College is proud to present Theresa Grentz as the keynote</td>
</tr>
<tr>
<td></td>
<td><em>Pfenning Center Wilson Room</em></td>
<td>speaker for the 2012 PIRSA Conference.</td>
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<tr>
<td>8:30 - 11:00 pm</td>
<td>PIRSA Social &amp; Silent Auction</td>
<td>Network with colleagues and enjoy some laughter and refreshments while</td>
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<td></td>
<td><em>Courtyard Marriott Lobby</em></td>
<td>bidding on items in the Silent Auction.</td>
</tr>
</tbody>
</table>
### FRIDAY START-UP

<table>
<thead>
<tr>
<th>TIME SLOT</th>
<th>EVENT &amp; LOCATION</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 - 7:15 am</td>
<td><strong>Morning Exercise Class</strong></td>
<td>Join our instructor for a session of <strong>RIPPED</strong> or workout on your own in the Kirby Sports Center.</td>
</tr>
<tr>
<td></td>
<td><em>Kirby Sports Center Room 136</em></td>
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</tr>
<tr>
<td>8:00 - 9:00 am</td>
<td><strong>Member Network Breakfast</strong></td>
<td>Enjoy a hearty breakfast while PIRSA award winners are recognized, and the silent action winner is announced.</td>
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<td></td>
<td><em>Pfenning Center Wilson Room</em></td>
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<tr>
<td></td>
<td><strong>Tee Shirt Exchange</strong></td>
<td>One of the most popular events at the conference is when the tees are exchanged.</td>
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<tr>
<td></td>
<td><em>Pfenning Center Wilson Room</em></td>
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<tr>
<td></td>
<td><strong>Mini-Vendor Display</strong></td>
<td>Several of our sponsors may remain for a second day.</td>
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<td></td>
<td><em>Pfenning Center Wilson Room</em></td>
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### FRIDAY'S SESSIONS

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<thead>
<tr>
<th>TIME SLOT</th>
<th>Room 226</th>
<th>Room 227-228</th>
<th>Room 229</th>
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<tbody>
<tr>
<td>9:00 - 9:50 am</td>
<td>Looking into the next generation</td>
<td>This is Your Brain on Success</td>
<td>Well-rounded: Structuring Officials Training for Different</td>
</tr>
<tr>
<td>10:00 - 10:50 am</td>
<td>There may not be an I in TEAM but there is Intramurals</td>
<td>Facility Management at your Fingertips</td>
<td>Cycling Instructor or DJ? Both!</td>
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### FRIDAY'S PLENARY

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<tr>
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<tbody>
<tr>
<td>11:00 -11:45 am</td>
<td><strong>&quot;Making it Matter&quot; Panel</strong></td>
<td>Absorb wisdom from our panel of PIRSA experts Steve Gambino, Karen Perry, Joe Santorine, Greg Sferra, and Steve Young.</td>
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<tr>
<td></td>
<td><em>Pfenning Center Wilson Room</em></td>
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</tr>
<tr>
<td>11:45 - Noon</td>
<td>Depart with Box Lunches</td>
<td><strong>THANKS FOR ATTENDING AND SAFE TRAVELS!</strong></td>
</tr>
</tbody>
</table>
Session Descriptions and Presenters

50 Ways to Motivate all Students
*Janice Pigga, Lafayette College*
Students are motivated in a variety of different ways including self-motivation, competence, incentives and even fear. Within this session, learn several techniques to keep your students motivated while keeping a professional, productive environment.

Collaborating Fitness with the Campus and Community
*Lauren Dalton, Drexel University*
Learn how Drexel University Health, Fitness and Wellness collaborates with its local affiliate of the Susan G. Korman for Spin-a-Cure. Also learn how to market and plan a fund-raising event on camps.

Cycling Instructor or DJ? Both!
*Jillian Harper, East Stroudsburg University*
This workshop will be interactive on cycling bikes. We will discuss the benefits of choosing the right music for the ride. Participants will not only hear the difference in good music and great music, they will also feel how choosing the right song can make all the difference between a good ride and an awesome ride.

Engaging University Employees through Intramural Sports
*Bryan Ford and Jillian Formanski, Drexel University*
Learn how to focus on improving employee wellness on campus in creative ways. Increase participation and get faculty and staff behind intramurals while making it a tradition at your college.

Facility Management at your Fingertips
*Joe Akob and Jarrell Lawrence-Garcia, East Stroudsburg University*
Learn how to manage your facility with your finger tip by using tablet technology. This session will show you a way to increased communication within your staff while simultaneously increasing staff effectiveness.

Lifeguard Training Protocol
*Jodie Frey and Geoffrey Noonan, Lafayette College*
Regardless of staff size or pool type, an effective method of training and evaluating your employees is vital. This year-long regiment guides you in assessing technical skills and emergency preparedness for lifeguards.

Looking into the Next Generation
*Scott Walker, Quinnipiac University*
The thousand of new students that attend college each year want jobs on campus and recreation is high on that list. This presentation will provide some insight for supervisors and managers on how these new students think, as well as providing some key points for those new students on what your supervisor expects from you.
Make Your Presence Known!
Staci-Jo Palek and Maddie Herman, East Stroudsburg University
During the presentation attendees will hear students’ perspectives on challenging fears and conquering goals within a student employment position at a recreation center. Learn from the experiences and risks these two students “Made Matter” to set them up for success in the future.

Participation Satisfaction and Staff Development Keys for IM Sports
Jillian Formanski, Drexel University
This session will offer practical tools that collegiate recreation professionals can utilize to ensure a quality participant experience and growth of staff. Drexel has made on-site interaction between games staff, captains, and participants a priority; this interaction has incorporated learning and development into our assessments to ensure quality experiences for all.

The Art of Effective Communication
Steve Gambino, West Chester University
There is more to effective communication than the sending and receiving of emails, fliers and phone conversations. Research tells us that 93% of our message is in non-verbal communication. This presentation will address various non-verbal cues you can use to be a more effective communicator. Video clips will be used to address non-verbal communication faux pas.

The Club Sports Assessment Tool
Gordon Nesbitt and Amanda Howard, Millersville University
The Club Sports Assessment Tool allows the department to organize club sports and assess their attainment of objectives throughout the semester. Objectives, incentives and implementation will be presented in this session.

There may not be an I in Team, but there is in Intramurals
Devon Rembert and Laura Missanelli, Millersville University
Gain the knowledge needed to describe and develop an effective work-team among student staff. Learn how to implement the work-team structure and ways to measure success.

This is Your Brain on Success
Dr. Timothy Silvestri, Lafayette College Counseling Center
This engaging program will examine leadership and professional well-being from a biomechanical (brain) perspective. Attendees will be left with practical solutions for increasing performance and well-being as well as ways to maximize program outcomes.

Train Your Employee to be a Fitness Guru
Karen Howell and Janka Lovering, Lafayette College
Use the FEAT (Fitness Equipment Aptitude Training) program to train entry-level student staff, who have no prior fitness experience or education, to assist your fitness center patrons so that you can be customer-focused.

Well-rounded: Structuring Officials Training for Different Learners
Todd Bowyer, East Stroudsburg University
We all learn in a variety of ways and student officials are no different. Avoid the “in one ear and out the other” syndrome by engaging your officials with a multifaceted approach to training.
“Making it Matter” Panel

A word from Lafayette's Dean of Students will be followed by messages, congruent with our conference theme, from five seasoned recreational professionals who collectively represent 162 years of wisdom in the field of recreation! Closing remarks and farewell will be delivered by our PIRSA President.

Dr. Paul J. McLoughlin II
Dean of Students
Lafayette College

Dr. McLoughlin is the former associate dean of Harvard College and senior adviser to the dean of Harvard College. McLoughlin has diverse experience in higher education and student affairs administration in positions of increasing scope and influence at both public and private residential colleges and universities. A recipient of the Paul P. Fidler Grant from the University of South Carolina’s National Resource Center for the First-Year Experience and Students in Transition. An article highlighting McLoughlin’s research, titled "The Transition Experiences of High-Achieving, Low-Income Undergraduates in an Elite College Environment," will be published in the forthcoming edition of the Journal for the First Year Experience and Students in Transition.

Dr. Steve Gambino  [# of years in the field = 37]
Director of Campus Recreation
West Chester University

Steve became the Director of Campus Recreation at West Chester University in 1992. For the previous three years he was at Temple University as the Coordinator of Student Activities and Assistant Dean of Student Life. From 1988 to 1989 Steve was at the University of Pennsylvania as the Assistant Director of Recreation. He served in the same capacity at Temple University from 1982 to 1987. Steve began his career in recreation as the graduate assistant for intramural sports at Temple University from 1976 to 1978.

Steve contributes to his profession by being very active in both NIRSA and PIRSA. In 2011 he was named to the NIRSA Registry of Collegiate Recreational Sports Professionals. He was the chair of PIRSA Nominations and Elections Committee in 2007. From 2005 to 2007 Steve served as the NIRSA Pennsylvania State Director and President of PIRSA. During this time he was also a member of the NIRSA CRSS Task Force. In 1983, Steve received the Theodore Feschuck Award for Excellence in the Development of Recreational Sports and for Academic Performance from Temple University.
Karen Perry  [# of years in the field = 30]
Assistant Director of Campus Recreation
Slippery Rock University

Karen has been a part of the Slippery Rock Campus Recreation Team since 1999. As the Assistant Director her main responsibilities include personnel, administration, programming, and fiscal operations. In addition, she is in charge of facility management, repair/replacement of equipment and maintenance of the facility. From 1991 to 1999 Karen worked as the Recreation Supervisor for Manhattan Parks & Recreation. Between 1987 and 1991 she was the Director of Older Kansan Employees Program at Area Agency on Aging. Karen served as the Recreations Specialist at Cape Giradeau Parks from 1985 to 1986 and from 1982 to 1985 was with the Department of Army Civilian Giessen West Germany as the Recreation Director. Karen started her career at West Point Military Academy as the Youth Sports Specialist from 1981 to 1982.

Karen has received a number of awards for her work including SRU Women of Distinction in 2012, Community Service Award in 2011 and Weight Watchers Diamond Leader of the Year in 2010, 2009, and 2008.

Joe Santorine  [# of years in the field = 27]
Assistant Director Athletics / Recreation
Bucknell University

With more than a decade of recreation services experience under his belt, Joe is responsible for the administration and coordination of Bucknell's expanding recreation, intramural and club sports programs. In addition, he acts as the department's primary liaison with the university community regarding recreation and wellness activities, as well as being responsible for determining the university's recreation and wellness programming needs. From 1998 to 2000, Joe served as Director of Intramurals and Athletic facilities at Cabrini College in Radnor, Pa. While at Cabrini, Santorine was also an adjunct professor of sports science, teaching courses in facility management and sports management. For the previous six years he worked at Kettering University in Flint, Mich., as the assistant director of recreation services. He also served in the same capacity at Montclair State University from 1986 to 1991.

A member of the National Intramural Recreation Sports Association since 1985, Joe has served on various national committees and has been a consultant to the New Jersey Sports and Exposition Authority at the Meadowlands Sports Complex.
Greg Sferra  [# of years in the field = 33]
Director of Campus Recreation
Slippery Rock University

Greg has been the Director of Campus Recreation since 1997. His responsibilities include facility management, budget, marketing, programming and personnel. He also serves as a liaison between the Office of Campus Recreation and Slippery Rock University. Prior to Slippery Rock Greg worked at Lorain County Community College as the Director of Health, P.E. and Recreation from 1988 to 1997 and as the Coordinator of Recreation from 1984 to 1988. From 1981 to 1984, he was the Assistant Director of Parks & Recreation at Indiana Area Parks & Recreation. He was previous at Slippery Rock from 1980 to 1981 as the Intramural Sports Graduate Assistant. Greg started his career in recreation at Penn State University New Kensington Campus as the Intramural Sports Coordinator and Assistant Baseball Coach.

In 2001, Greg received the Ohio Recreational Sports Association Honor Award.

Steve Young  [# of years in the field = 35]
Director of Campus Recreation
Temple University

Steve has worked in the Temple University Campus Recreation Department in some capacity for twenty-eight years. Before taking the Director position in 1990, Steve was the Associate Director between 1987 and 1990, and he was Assistant Director from 1985 to 1987. He began his career at Temple as the Graduate Assistant for Campus Recreation in 1984.

Steve has been highly involved with NIRSA in many capacities including: Chair, NIRSA Foundation Board 2010-2011, NIRSA Foundation Board of Directors 2008-2012 and Member, Board of Directors, NIRSA Vice President for Region I 2003-2005. He has been recognized for his contributions to the professional with numerous awards over his long career.
Conference Sponsors

Conference-Wide Sponsor

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Your Total Fitness Source since 1987

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CIBEX

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Les Mills

Webster's Fitness Products Inc.

Tee Shirt Sponsors

Life Fitness

Gym Source

Meal Sponsors

APEX

BSN Sports

Subitup

Water Bottle Sponsors

Campus Recreation

City Philadelphia
Lafayette Recreation Services wishes to thank the members of the PIRSA Conference Planning Committee for your guidance and commitment toward making the 2012 conference a success:

Daniel Simmons, Drexel University
Jillian Harper, East Stroudsburg University
Jay Gallagher, Kutztown University
Joseph Akob, East Stroudsburg University
Greg Sferra, Slippery Rock University

We would also like to thank many of our other colleagues, both within the state and here at Lafayette, for generously investing time into the conference preparation and operation.

It has been our pleasure to host this year's conference and work alongside each of you.

the Recreation Services Staff at Lafayette