

# REVENUE DEVELOPMENT AND MANAGEMENT \$CHOOL March 11-16, 2012

The oldest and most  
respected professional  
development school for parks  
and recreation professionals

## Hosted by The National Training Center for Facility Managers at Oglebay Resort & Conference Center

### Year One Topics Include:

- Budgeting
- Contract Services Management
- Pricing for Cost Recovery
- Creative Revenue Development
- Sponsorships/Partnerships
- Quality Management Services
- Professional Ethics

### Year Two Topics Include:

- Business Plans for Successful Projects
- Techniques for Financial Stability
- Economic Development Strategies
- Strategic Planning
- Media & Public Relations
- Creating Value through Innovation
- Public/Private Partnership

Visit [www.revenueschool.org](http://www.revenueschool.org)  
for a complete list of year  
one and year two topics

### What past graduates are saying...

“*Revenue Development and Management school provided a comprehensive overview of all aspects in the parks and recreation business which affect revenue. It provided great networking opportunities with other municipalities, and many valuable tools to take back to your own municipality and apply.*”

**Jillian Fleming**  
City of Waterloo  
Waterloo, Ontario, Canada

“*The Revenue Development and Management School provides the opportunity for professionals in the field to enhance their skills and share current (real life) issues with each other in an effort to improve parks & recreation operations throughout the country.*”

**Carolyn Angiollilo**  
Manatee County Parks & Recreation Dept  
Bradenton, FL

### Board of Regents & Staff Regents

**Michael Kalvort**, CPRP – Chair  
Director, City of Chesapeake  
Chesapeake, VA

**Paul Gilbert** - Chair-elect  
Executive Director, Northern Virginia Regional  
Park Authority, Fairfax Station, Virginia

**Mary Henderson**, Past Chair  
Former Director, Cary Parks & Recreation,  
Cary, NC

**Mary Beth Thaman**, CPRP  
Director of Parks & Recreation & Cultural  
Arts, City of Kettering, Kettering, OH

**Cindy Curtis**, CPRP  
Director of Parks & Recreation of Virginia  
Beach, Virginia Beach, VA

**Dr. Phil Rea**, CPRP  
Parks, Recreation & Tourism Management,  
NC State University, Raleigh, NC

**Jan Buchs**, Executive Director, Wheeling  
Park District, Wheeling, Illinois

**William Clevenger**, Executive Director,  
Decatur Park District, Decatur, Illinois

**Tom O'Rourke**, CPRP  
Executive Director, Charleston County  
Park and Recreation Commission  
Charleston, South Carolina

### NRPA Staff

**Jessica Lytle**, NRPA Liaison  
Ashburn, Virginia

### Externs

**Amanda Smith**, Recreation Programs  
Manager, Roanoke, VA

**Martasha Brown**, Operations Manager,  
Aquatics, Rockford Park District,  
Rockford, IL

### Oglebay National Training Center Staff

**Rico Coville**, Liaison, Oglebay Resort &  
Conference Center, Wheeling, WV

**Michelle Rice**, Manager, Oglebay National  
Training Center, Wheeling, WV

For more information call 304-243-4126 or  
visit us on the web at [www.revenueschool.org](http://www.revenueschool.org)

NC STATE UNIVERSITY



National Recreation  
and Park Association

Oglebay

Resort & Conference Center

[www.oglebay-resort.com/schools](http://www.oglebay-resort.com/schools) • [ntc@oglebay-resort.com](mailto:ntc@oglebay-resort.com)

# REVENUE

DEVELOPMENT AND MANAGEMENT

# \$CHOOL

March 11-16, 2012

Mail or fax completed form to: The National Training Center for Public Facility Managers at Oglebay  
465 Lodge Drive, Route 88 North  
Wheeling, WV 26003

Phone: 800-624-6988, Ext. 4126 From Canada: 800-633-9975, Ext. 4126 Fax: 304-243-4106

Visit us on the web at [www.revenueschool.org](http://www.revenueschool.org) or view our Facebook page!

Please type or print name exactly as you wish it to appear on certificate Date of Application \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Name (as you wish it to appear on your name badge) \_\_\_\_\_

Company/Agency \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Will you be attending as:  1st year  2nd year

What is your arrival date? \_\_\_\_\_ Departure Date? \_\_\_\_\_

What type of room will you need?  Single Occupancy Standard  Double Occupancy  Single Occupancy Premium

What is your gender?  Male  Female

Would you like a roommate?  No  Yes If yes, name of roommate\* \_\_\_\_\_

Do you require special accommodations?  Yes  No

Do you require a special diet?  Yes  No

(You will be contacted regarding your special requests.)

\* In order to request a double room you must provide the name of your roommate. Roommates are not randomly assigned.

## Package Prices

Through 11/15/11		After 11/15/11	
<b>Tuition</b>	\$ 624.00	<b>Tuition</b>	\$ 674.00
<b>Room &amp; Board</b> (Single Premium)	\$ 1,003.10	<b>Room &amp; Board</b> (Single Premium)	\$ 1,003.10
(Single Standard)	\$ 818.30	(Single Standard)	\$ 818.30
(Double)	\$ 650.30	(Double)	\$ 650.30
<b>TOTALS</b>		<b>TOTALS</b>	
<input type="checkbox"/> (Single Premium)	\$ 1,627.10	<input type="checkbox"/> (Single Premium)	\$ 1,677.10
<input type="checkbox"/> (Single Standard)	\$ 1,442.30	<input type="checkbox"/> (Single Standard)	\$ 1,492.30
<input type="checkbox"/> (Double)	\$ 1,274.30	<input type="checkbox"/> (Double)	\$ 1,324.30

### Early arrival on Saturday available.

Additional costs: Standard: \$126.56, Premium: \$160.16. Price includes sales tax but does not include meals.

### Package Includes:

- 5 nights lodging
- Breakfast and lunch Monday through Thursday
- Sunday evening reception/dinner
- Thursday evening graduation banquet dinner
- 5 beverage tickets
- Friday continental breakfast

Also included is the cost of all classes, monographs, study materials and coffee breaks.

Room & Board package includes WV taxes.

Many amenities included!

**Group Rates:** Plan on sending a team! Register three or more individuals from the same agency or organization and save \$25 per person. Contact the National Training Center at Oglebay for more information.

**Continuing Education Units:** Attendance is required for all scheduled class sessions and activities to receive continuing education units. Students may receive 2 CEUs pending final schedule. Forms will be provided and cost is included in tuition.

### Method of Payment\*:

(Please select one)

Check (Please make checks payable to "Wheeling Park Commission")

Purchase Order

Credit Card

\*Please make payment in US\$

Name on Credit Card: \_\_\_\_\_

Credit Card or Purchase Order #: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVN: \_\_\_\_\_

\* A check, purchase order or credit card for the full package must accompany this form in order to complete enrollment. If using credit card or PO, the number is required with the registration form. When paying with credit card, the full package amount will be charged to your card upon receipt of the registration. Upon receiving this form, you will receive confirmation from Oglebay regarding your rooming arrangement.