

Presenter:

Juliene R. Hefter, MSOLQ, CPRP
Founder – Safety First Aquatics, LLC

Session Title: “Marketing and Promotions”

Description: Marketing is the process of demonstrating the value of your organization’s programs and services to the potential users of those programs and services. Promotions are utilized to further the growth or establishment of those programs and services. This session will discuss the four ways that marketing enables you to serve your clients better, including; relevant services, efficient service delivery, enhanced program awareness/better communication and fairer pricing. Also covered will be the following promotional steps: needs determination, strengths and weaknesses of other program providers in the area, development of a strategy for offering services that yield the optimum facility and program mix with the appropriate pricing structure and what promotional steps should be taken

Learning Outcomes: Participants will:

1. Learn proven techniques of how to effectively market their programs and services.
2. Learn what promotional techniques will assist them to further the growth or establishment of their programs and services.
3. Learn the four ways that marketing enables them to serve their clients better.
4. Learn the appropriate promotional steps to take to gain the most out of your programs.

Clientele to be Served: This session is suitable for the following:

- Program Supervisors
- Park & Recreation Directors
- Administrators
- Boards and Commission Members
- Anyone that works in Parks & Recreation

Instructor Credentials:

Juliene Hefter is the founder of Safety First Aquatics, LLC and is Deputy Director for the Wisconsin Park & Recreation Association. She is the first person to hold this new position with one of the premiere Park and Recreation Associations in the nation. Currently, she is responsible for membership development and recruitment, coordinating educational development, development of marketing initiatives including the design and

maintenance of the Association website, negotiating and implementing contracts and agreements, and generating revenue and corporate sponsorships.

Juliene Hefter received her Bachelor of Science in Recreational Leadership from the University of Wisconsin, La Crosse and holds a Master of Science in Organizational Leadership and Quality from Marian College. She has a long and illustrious career in aquatics and park and recreation administration, and has been the Manager of Recreation Services for the City of West Bend, Park and Recreation Director for the City of Horicon, Supervisor of Recreation & Aquatics Director for the Fond du Lac School District, and the Park and Recreation Director for the Village of Germantown.

She has served in a number of leadership positions with both state and national organizations, including being the Chairperson for the National Recreation and Park Association's 2005 National Aquatic Conference, Member and Chairperson of the Aquatic Facility Operators Board of Directors, 2006 Chairperson of the National Aquatic Management School, 2007 President of the National Aquatic Council, Chairperson of the Wisconsin Park & Recreation Association's Recreation Section, Chairperson of the Southeast Park and Recreation Council, and Vice-Chairperson of the Washington County Park and Open Space Technical Advisory Committee.

Her distinguished career includes being the recipient of the Wisconsin Park & Recreation Association's Professional Award of Merit, the Recreation Professional of the Year, Aquatic Professional of the Year, and the recipient of the Public Policy Innovation Award. Most recently she was named to the "Power 25" by Aquatics International for 2007.

She is a renowned speaker and author on a variety of management and administrative topics, including A Hands On Approach to Corporate Sponsorships, Sexual Harassment Training for Part-Time and Seasonal Staff, Public Perception of Lifeguards, Risk Management, Staffing, and Staff Manual Development for Aquatic Facilities, Marketing and Promotions, and Team Building and Special Events. Juliene is also an Instructor for the National Aquatic Facility Operator Certification Course.

Length of Session: 1 ¼ hours – 1 ½ hours