

Session Proposal

PRESENTER: Juliene R. Hefter, MSOLQ, CPRP – Owner - Safety First Aquatics, LLC

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PROGRAM TITLE: Lifeguarding – How Do We Want the Public to Perceive Us?

DESCRIPTION: As Lifeguards how are our actions perceived by the public? How do we train our staff to recognize and understand how the public perceives what we do and how we do it? It is difficult to understand how a misconception of our actions can cause our patrons concern or how our inappropriate actions can lose patrons at our facilities.

NEEDS IDENTIFICATION (What is the issue?): Facilities have a difficult enough time finding, training and keeping qualified staff let alone making the staff realize that their actions affect “business”. This session will address how to make the staff realize how their actions affect patrons as well as how to educate patrons regarding why lifeguards do what they do.

LEARNING OUTCOMES – Participants Will:

1. See first hand how the actions of our staff can affect how our patrons respect and respond to rules
2. Be informed of how to adjust the perceptions of patrons and educate them on your policies for staff
3. Be able to discuss your own staff’s actions with them to make them realize how they are perceived by the patrons at your facilities.

WHO SHOULD ATTEND: This session is for Aquatic Programmers/Management Personnel

FORMAT: This submittal is a seminar for beginning, intermediate or advanced managers that must train and supervise aquatic staff.

SPEAKER BIOGRAPHICAL INFORMATION:

JULIENE R. HEFTER, MSOLQ, CPRP, - Owner – Safety First Aquatics, LLC

DEPUTY DIRECTOR

Wisconsin Park and Recreation Association

EDUCATION:

BS in Recreational Leadership from the University of Wisconsin – LaCrosse

MS in Organizational Leadership and Quality from Marian College – Fond du Lac, Wisconsin

PARAGRAPH FORM:

Juliene R. Hefter, CPRP, is the Deputy Director for the Wisconsin Park and Recreation Association. She holds a Bachelor of Science degree in Recreational Leadership from the University of Wisconsin, La Crosse and a Master of Science degree in Organizational Leadership and Quality from Marian College in Fond du Lac, Wisconsin. She has recently been the recipient of the Professional Award of Merit from WPRA, which is the highest award given by the association. She was the first recipient of the annual aquatic professional of the year award from the Aquatic Section as well as receiving the Professional of the year award for the Recreation Section in 2000. Juliene has been involved in the Park & Recreation profession for the past 21 years and is an AFO Instructor with the National Recreation and Park Association and serves as the Chairperson on the AFO Board of Directors and the Educational and Professional Development Committee, as well as a member and president elect for 2006 on the National Aquatic Council. Her park & recreation background has included management of both indoor and outdoor aquatic facilities, including beaches, pools and aquatic centers as well as directing the operations of parks and recreation programs and development. She has hands-on experience in every area of parks & recreation: from staff training and development to programming; from budgeting to

operations. She holds Instructor Trainer certifications with the American Red Cross in WSI and Lifeguard Training as well as having served as the Water Safety Chairman for the Dodge County Red Cross. She has presented at numerous state and national conventions throughout the years on various topics.

Length: **X** **1 ½ hours**