

# UNIVERSITY OF NORTH ALABAMA NATURE CENTER FOR OUTDOOR RECREATION & EDUCATION

- BUSINESS PLANNING
- BASIC OUTFITTER OPERATIONS
- MARKETING
- GRANT WRITING
- TOURISM
- RISK MANAGEMENT IN OUTDOOR  
ADVENTURE RECREATION



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# THE UNIVERSITY OF NORTH ALABAMA NATURE CENTER FOR OUTDOOR RECREATION & EDUCATION



## BUSINESS PLANNING

This course is designed to introduce students to the research, planning, and implementation procedures involved in creating a business. Students will have the opportunity to research, plan, and “build” their business on paper from the ground up. The course will include conducting a needs assessment, planning and designing a program, engaging in pre-program tasks, implementing the program, and conducting formative evaluations and summative evaluations.

**Course No. 18SPNC10101**

**Tuesday, January 23 | 8:30am – 12:00pm**

**Price: \$75 | Instructor: David Black**

**Location: UNA East Campus, Room 105**

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## BASIC OUTFITTER OPERATIONS

This course is designed to introduce students to the chaotic, but rewarding world of adventure outfitter operations. The course will cover equipment acquisition/maintenance, staffing, training and certifications, permits and licensing, seasonal operations, year round operations, and issues/problems associated with adventure recreation sports.

**Course No. 18SPNC10201**

**Tuesday, January 23 | 1:00pm – 4:00pm**

**Price: \$75 | Instructor: Don Bowling & Patrick Shremshock**

**Location: UNA East Campus, Room 105**

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## MARKETING

This course will introduce students to the many facets involved in marketing outdoor adventure-based vendors. Students will learn about developing marketing campaigns, researching markets, branding, social media marketing, and analytics.

**Course No. 18SPNC10301**

**Wednesday, January 24 | 8:30am – 12:00pm**

**Price: \$75 | Instructor: Guy McClure**

**Location: UNA East Campus, Room 105**

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## GRANT WRITING

This course is designed to teach students practical skills needed to research and apply for grants. Course will include instruction in grant writing language skills and assessment.

**Course No. 18SPNC10401**

**Wednesday, January 24 | 1:00pm – 4:00pm**

**Price: \$75 | Instructor: Dr. Lauren Killen**

**Location: UNA East Campus, Room 105**

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## TOURISM

This course will introduce students to tourism best practices. Students will learn how to connect with their local chamber of commerce and/or tourism offices. Students will learn about building partnerships and relationships with businesses in their area to cross-promote services. Students will also learn about visitor/evaluation services, including how to develop a survey and what you can learn from survey data. Students will learn how adventure sports and recreation impact local economies via year-round and seasonal tourism.

**Course No. 18SPNC10501**

**Thursday, January 25 | 8:30am – 12:00pm**

**Price: \$75 | Instructor: Tami Reist**

**Location: UNA East Campus, Room 105**

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## RISK MANAGEMENT IN OUTDOOR ADVENTURE RECREATION

This course will cover inherent risks of various adventure sport activities and how to eliminate, adjust, or accept the risk of participation. This course will cover risk management planning, implementation, and review. This course will also introduce students to the nuances of insuring outdoor adventure vendors in various activity-based business operations. Students will explore the issues of legal liability, duty owed, and negligence as it applies to the industry.

**Course No. 18SPNC10601**

**Thursday, January 25 | 1:00pm – 4:00pm**

**Price: \$75 | Instructor: Patrick Shremshock**

**Location: UNA East Campus, Room 105**

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# MEET YOUR INSTRUCTORS

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**DAVID L. BLACK** has a diverse background in education, business, and politics. Prior to coming to UNA in 1999, he taught at the high school level. Also, Black has helped develop two small businesses. Previously, he served on the White House staff for President George H. W. Bush and as Special Assistant to the Chairman of the US Equal Employment Opportunity Commission. Below are his current levels of involvement in the community:

- Instructor of Economics, University of North Alabama
- Director, Small Business Development Center at UNA
- Commissioner, Colbert County
- President, Shoals Symphony
- Chairman, Colbert County Tourism Board
- Chairman, Society of Business, Industry, and Economics (SOBIE)
- Member, UNA Sportsman's Club Board of Directors
- Member, Tennessee Valley Youth Services Commission
- Member, Colbert County Republican Executive Committee
- Member, Association of County Commissions of Alabama Board of Directors
- Member, Alabama World Affairs Council
- Member, Boy Scouts of America Westmoreland District Council
- Member, Southern Economic Association
- Faculty Advisor, Sigma Chi Fraternity
- Faculty Advisor, UNA College Republicans
- Chairman, UNA Readmissions Committee

**DON BOWLING** currently teaches social science, driver's education, and PE at Athens Renaissance School in Athens, AL. In his 20 years employed by Athens City Schools, he has coached varsity football, 7th and 8th grade girls basketball, girls tennis, 9th grade boys basketball, and boys and girls golf. Don graduated from the University of Southern Mississippi with a B.S. in Psychology in 1992. He played football and lettered 3 years. Don later went back to school to earn a teaching certificate. He worked in mental health for 4 years while taking classes at Alabama A&M where he earned a Masters in Ed. degree. Don received his driver's education endorsement along the way and eventually attended UNA to earn an endorsement in administration. He then earned an Ed.S. in administration at UNA. Don is an avid outdoorsman. Don enjoys golf, horses, cycling, fishing, kayaking, and paddleboarding. On a family vacation in 2013 to South Carolina, Don & his family participated in lots of outdoor activities such as bicycling, kayaking, and paddle boarding. This vacation led to many discussions of the resources back home and the idea of starting a business. This business, though challenging, is currently finishing its 4th season.

**LAUREN KILLEN** is an assistant professor at the University of North Alabama for the Health, Physical Education, and Recreation Department in Exercise Science. She graduated from the University of North Alabama with a Bachelor of Science degree with a concentration in Exercise Science in 2010, and a Master of Science in Health and Human Performance in 2011. In May of 2015 she graduated from Middle Tennessee State University with a Ph.D. in Human Performance with a specialization in Exercise Science. Her current research interests are centered around physical activity, specifically with DVD exercise and wearable activity monitors. Lauren has been married to her husband, Dustin for six years, and they have a miniature Schnauzer named Pennie. Originally from Falkville, Alabama, she and Dustin are enjoying being back in the Shoals area.

**GUY MCCLURE** holds a degree in Marketing from the University of North Alabama with a minor in Business Administration. He has over 20 years of experience in higher education, having been member of the staff of Brown University,

Athens State University, and now at his Alma Mater, The University of North Alabama. In addition, Mr. McClure is a writer and an artist having studied at the Rhode Island School of Design and the Alabama Center for the Arts.

**TAMI REIST** During her more than three decade long career in the tourism and travel industry, Tami has lived by the theme expressed by the famous American heroine Helen Keller, "Alone we can do so little, together we can do so much." This theme is carried forth in all of her speaking engagements across the country and has had proven results in her professional accomplishments. Tami is the President/CEO of the Alabama Mountain Lakes Tourist Association (AMLA). Her duties include planning, implementing, directing, and evaluating all promotional programs as well as overall development of the tourism and travel industry within the 16 northernmost counties of the State of Alabama. The region currently generates more than \$2.5 billion in travel expenditures on an annual basis. Tami's responsibilities also include strengthening and expanding the membership base of AMLA, a not-for-profit organization that is supported by 500-plus members consisting of Chambers of Commerce, Convention & Visitors Bureaus, attractions, campgrounds, festivals, communities, counties, golf courses, restaurants, tour operators, accommodations, vendors, financial institutions, and individuals. Counties included within the AMLA region are Blount, Cherokee, Colbert, Cullman, DeKalb, Etowah, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan, and Winston. Tami is a board member for a number of tourism and travel-related and civic organizations including: Governor Appointee to the Scenic Byways Committee, Alabama Tourism Chair for the Appalachian Regional Commission, Southeast Tourism Society Legislative Council, the Alabama Bicentennial Commission, Alabama Travel Council, Alabama Council of Association Executives, Alabama Association of Destination Marketing Organizations, and numerous other local and state travel related groups. Tami is also an instructor at the Southeast Tourism Society's Marketing College in Dahlgonega, GA. and has been a contributing presenter to the tourism and travel field of study at Mississippi State University. Among her many recognitions are the Alabama Travel Council Partnership Award and the Southeast Tourism Society Dorothy Hardman Spirit Award. During her career, Tami has served as the President/CEO of the Decatur-Morgan County Convention and Visitors Bureau; as Project Manager and General Manager of Courtyard by Marriott - Decatur, Ala.; Regional Manager for Hampton Inn and Country Inn & Suites by Carlson - Decatur and Florence, Ala.; and as General Manager and Project Coordinator of the Amberley Suite Hotel - Decatur, Ala. Tami's interest include interior design, flying with her husband, traveling, and spending time with her grandchildren.

**PATRICK SHREMSHOCK** is an Instructor with the College of Education and Human Sciences - HPER department at the University of North Alabama. Patrick has been given the opportunity to teach formally what he loves - the outdoors! Formerly the Coordinator of Outdoor Adventure at the University of North Alabama, Patrick completed his Master's in Kinesiology at UNA. Patrick completed his undergraduate degree at Ohio State University. Originally from Ohio, he moved to Alabama in 1993. Patrick developed a love for Alabama and has never looked back. Patrick has been an outdoor enthusiast since early childhood in part due to the interests of his parents. He grew up taking trips with his family camping, biking, fishing, and horseback riding. He developed a love for amateur ornithology which led him to pursue a career in Natural Resources Interpretation. He is very excited about his new position at the university and looks forward to working for the students, faculty and staff of UNA!

# REGISTRATION FORM

If registering more than one person, please list additional names and information on an attached sheet or duplicate this form.

## PLEASE REGISTER ME FOR THE FOLLOWING COURSES:

- ☐ **BUSINESS PLANNING - \$75**  
Course No. 18SPNC10101 | Tuesday, January 23 | 8:30am - 12:00pm
- ☐ **BASIC OUTFITTER OPERATIONS - \$75**  
Course No. 18SPNC10201 | Tuesday, January 23 | 1:00pm - 4:00pm
- ☐ **MARKETING - \$75**  
Course No. 18SPNC10301 | Wednesday, January 24 | 8:30am - 12:00pm
- ☐ **GRANT WRITING - \$75**  
Course No. 18SPNC10401 | Wednesday, January 24 | 1:00pm - 4:00pm
- ☐ **TOURISM - \$75**  
Course No. 18SPNC10501 | Thursday, January 25 | 8:30am - 12:00pm
- ☐ **RISK MANAGEMENT IN OUTDOOR ADVENTURE RECREATION - \$75**  
Course No. 18SPNC10601 | Thursday, January 25 | 1:00pm - 4:00pm
- ☐ **NATURE CORE PROGRAM - ALL SIX CLASSES - \$399**

Please note: There is a \$2.00 registration fee per order.

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### BY PHONE

Our registration office is open from 8 a.m. to 4:30 p.m. Monday through Friday. We accept Discover, MasterCard and Visa. We also accept company purchase orders. Call (256)765-4862 or 1(800)-825-5862, ext. 4862.



### IN PERSON

During our office hours, come by our office located at UNA East Campus, 1640 Tune Ave., Florence



### VIA FAX

Simply fax the attached registration form any time, day or night to (256) 765-4872. All fax registrations require a credit card number unless the course is being invoiced to your company.



### MAIL

Complete the attached registration form and mail with your check or credit card information (don't mail cash) to Continuing Education & Outreach, UNA Box 5036, University of North Alabama, Florence, Alabama 35632-0001.

**Cancellations:** If you must cancel, notify us three days in advance for a full refund. Later cancellations may receive credit toward future workshops if requested by the date of the seminar. Participant substitution may be made at any time.

**Course Cancellations:** Non-credit courses are subject to cancellation if there is insufficient enrollment. Continuing Education & Outreach apologizes for any inconvenience this may cause you. In the event a course is cancelled, a registrant has the option of applying the fees paid to another course or receiving a complete refund.