



REXPO

DEPARTMENT OF RECREATION
MANAGEMENT AND
RECREATIONAL THERAPY

MARCH 28, 2024
5:30-8:30PM

STUDENT SESSION GUIDE
STUDENT UNION BLUFFS



UWL



SCHEDULE OF EVENTS

5:00-5:40: Arrival & Introduction in the
Student Union Bluffs

5:40-6:05: Keynote Address: Kelly Bricker

6:05-6:15: Transition to Session One

6:15-7:00: Session One

7:05-7:35: Networking and UWL Well Zone

7:35-7:45: Transition to Session Two

7:45-8:30: Session Two

STUDENTS PLEASE ARRIVE ON TIME

BE SURE TO SCAN THE QR
CODE IN THE UNION & EACH
SESSION FOR ATTENDANCE



ARRIVAL & INTRODUCTION

REXPO is sponsored by
the UWL R.E.C. Club and Recreational Therapy Club



**5:00-5:40: R.E.C. Club and
RT Club Welcomes You!**

Greetings and Welcome!



**5:40-6:05: Keynote Address
by Kelly Bricker**

Kelly Bricker attended Penn State University and got her PhD in sustainable tourism and protected areas. She is a professor and director at Hainan University - Arizona State University. She leads educational tourism experiences and partners with many companies across the travel industry. She has research in nature based tourism, sense of place, gateway communities, natural resource management, health benefits of nature based experiences, and the impacts of tourism. She is the co-author or editor of seven different books on sustainable tourism in the restorative qualities of nature.

SESSION ONE: 6:15-7:00

Session Two Panels



**Outdoor Recreation
and Camps
(In Bluffs)**



Virtual Session



**Community/Non-
Profit Recreation
(Rooms 3120 & 3130)**



**Recreational
Therapy
(Room 3310)**



Well Zone



**Tourism/Hospitality
& Events
(Room 3314)**

NETWORKING AND UWL WELL ZONE 7:05-7:35

In Student Union Bluffs Room 2110

AND SESSIONS
(1 & 2)



AND SESSIONS
(1 & 2)

Participate in Well
Zone Activities



Meet
Professionals



Take a Break



Ask Questions

SESSION TWO: 7:45-8:30

Session Two Panels



**Outdoor Recreation
and Camps
(In Bluffs)**



Virtual Session



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Profit Recreation
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Therapy
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Well Zone



**Tourism/Hospitality
& Events
(Room 3314)**

RECREATIONAL THERAPY

(ROOM 3310)



BRI HOLDEN

Program Coordinator and Facilitator, STAR- (Sports Therapeutic and Adaptive Recreation Association) Bri organizes, creates and facilitates programs and is responsible for community outreach. Bri is a UWL alum of the Therapeutic Recreation program.

KENNEDY ANDERSON

Director of Life Enrichment at SpringBrook Village of La Crescent- Recent UWL graduate, Bachelor of Science in Psychology.



AIMEE SCHMIDT

Inclusive Recreation Coordinator, La Crosse Parks & Rec- Aimee oversees the Special Olympics, Special Recreation, Senior programs, and Camp Shriver. She loves her work with the amazing athletes and participants!

RECREATIONAL THERAPY

(ROOM 3310)

LYDIA STEFFEN

Lydia is the Activity Director at Harbor Haven Health and Rehabilitation. She finds passion in providing the residents lives with a sense of meaning and improving their quality of life. She helps develop purposeful activity interventions for residents.



KAILEE SIMON

Kailee is a CTRS at Harbor Haven Health and Rehabilitation. She is a UWL graduate and works with the older adult population providing purposeful leisure interventions.

ASHLEY ADAMS

Ashley has been a part of HorseSense since 2012 and been the volunteer coordinator, program manager and lead instructor. Ashley is a CTRS.



OUTDOOR REC & CAMPS

(IN BLUFFS)



MARGARET BRAUN

Margaret Braun works at WeHakee Camp for Girls as the Camp Director. Before arriving at WeHaKee Camp for Girls she directed a camp in northern Minnesota for a number of years. providing leadership at WeHaKee Camp for Girls is the most rewarding experience.

STEPHANIE HANNA

Stephanie Hanna is the community program manager at The Nature Place. As an educator with over 30 years of experience, she believes education is the key to connecting people to nature. Stephanie earned a Bachelor of Science in Biology and a Bachelor of Education from the University of Saskatchewan.



ERIK BURTON

Erik Burton is the Camp Director at YMCA Camp Pepin, As the only full-time camp employee, Erik is responsible for all aspects of running a summer camp, including marketing, programming, budgeting, hiring, maintenance, and much more. It's a lot of work, but it all pays off when staff and campers arrive, the fun begins, and memories are made.



OUTDOOR REC & CAMPS

(IN BLUFFS)

MIKE BURNS

Conservation Warden of the Wisconsin Department of Natural Resources and Conservation Officer.

He was born in La Crosse, WI and has a passion for all things outdoors!



AJ HEIL

AJ Heal is the current director of university recreation at George Fox University. AJ is an alumni from UWL and has experience with working at the Outdoor Connection at UWL.



BEN HOFFMAN

Ben Hoffman is the current Operations Director at Camp Manito-Wish YMCA. The camp focuses on three major areas of emphasis to instill these qualities in our program participants: Collaborative Leadership, Character and Leadership Development, and Wilderness Tripping.



TOURISM, HOSPITALITY AND EVENTS

(ROOM 3314)

A.J. FRELS



Explore La Crosse, Executive Director

A.J. Frels is a 30+ year veteran of the hospitality/tourism industry, currently working for Explore La Crosse.

ANDREW NUSSBAUM

Andrew has spent his entire professional career in hospitality, marketing, and tourism- Andrew enjoys bringing organizations together to share ideas and resources. Tourism is a large part of economic development in Wisconsin, and the visitor's experience here is paramount.



TOURISM, HOSPITALITY AND EVENTS

(ROOM 3314)



HAYLEY HARNDEN

Hayley is the Event Services Manager for the University Centers at UWL. She helps coordinate external groups and large scale events and meetings.

DANIEL WICK

Dan is the director of the Wisconsin Parks and Recreation Program. He is very active and involved in the community of Onalaska.



DESTINEE COENEN

Destinee owns and plans weddings for Skies the Limit Events in the La Crosse area. She has planned over 175 weddings and a huge passion for planning events.



COMMUNITY RECREATION

(ROOMS 3120 & 3130)

CHRISTINE REID

Community program supervisor of Madison Parks and Recreation/Community for 25 years. UW-La Crosse Recreation Management alumni.



ERIC THOMPSON

Recreation Program Supervisor, St. Paul- Eric has 44 years of experience with St. Paul Parks and Recreation, and 30+ years in a supervisory position. Eric currently manages Customer Service, and is also the volunteer coordinator for the recreation services division.



JOSH MILBRANDT

Josh is the Recreation Coordinator at the City of Onalaska Parks and Rec. He is a UWL alumni and graduated from the recreation management program.



COMMUNITY RECREATION

(ROOMS 3120 & 3130)



AMANDA HOLLIS

For nearly 14 years, she's been actively involved with the Cambridge Community Activities program. Presently, she serves as the Director of the Youth and Child Care Center. Additionally, she manages the Youth Center situated in the Middle School, where they accommodate more than 100 students spanning grades 5 through 8.

JENNIFER HYER

Jen is the Community Coordinator and Teacher at Root Down Yoga Studio. With each practice she gains something spiritually, emotionally, mentally and/or physically



ALEX GUGALA

Alex is the Senior Aquatics Director at the Duluth Area Family YMCA. Alex has been with the U.S. Marine Reserves for 11 years and has been a continuous leader at the Duluth YMCA for over four years.



VIRTUAL SESSION



ASHLEY BORDENET

Ashley Bordenet is a Certified Therapeutic Recreation Specialist with the City of Colorado Springs Therapeutic Recreation Program as the Program Administrator and the Inclusion Coordinator for the Cultural Services Department. She has worked with individuals with a broad range of disabilities and ages in a multitude of settings including.

MADDIE KOETTING

Maddie is the Community Guide at Adaptive Community Approach Program (ACAP). She works as a CTRS and provides community services to individuals with disabilities.



JEFF DICK

Jeff is the Therapeutic Recreation Coordinator and apart of the ParaSport Alaska Program at Challenge Alaska. He enjoys that the organization redefines what is possible and provides opportunities for people to be healthy.



VIRTUAL SESSION

NICOLE WITT

Nicole Witt is the Inclusion Coordinator and a CTRS at Maine-Niles Association of Special Recreation. This organization provides recreation programs and services for children, teens and adults with disabilities.



BEN WITTIG



Ben Wittig is an alumni of UW - La Crosse's Recreation Management Graduate Program. Ben is now the YMCA Mill Hollow Director for the YMCA of Northern Utah. Ben has completed two summers overseeing YMCA Mill Hollow where he oversees two overnight camps, excursion programs, and a winter sports program.

MARK SCHRAM

Mark is the Executive Director at Cambridge Community Activities Program (CAP). They encourage and promote life-long wellness by providing a variety of high-quality recreational activities.

