



*Customer Satisfaction Expert
from Colorado*

Ruby Newell-Legner, CSP



Founder of RubySpeaks (1994), Ruby Newell-Legner, Certified Speaking Professional, had a singular mission: To provide the hands-on training employees need to create a more customer-focused work environment where everyone can excel on the job. Over the last decade, she has presented more than 1800 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance.

As an award-winning, customer satisfaction expert who speaks professionally, Ruby is well known for being a "Customer Service Evangelist." Whether focusing on internal or external customer service, she works with organizations to build better relationships: from front-line employees to customers, between co-workers and their peers, and from managers to the employees they supervise. Her new book, **Blueprint for Success**, co-authored with Ken Blanchard and Stephen Covey was published in June 2008.

Ruby's high-impact trainings are based on 25 years as a front-line service provider and facility manager. Her knowledge of customer service best practices in the leisure industry is why her clients include:

- More than 300 park and recreation agencies
- The guest relations staff for Super Bowl XLI
- Six Flags Amusement Parks
- The venues hosting 2010 Olympics
- Some of the leading zoos & aquariums in the World
- The guest relations staff for the Grey Cup
- NFL, NHL and NBA venues throughout North America
- The National Tennis Center and US Open

Ruby's most requested topics include:

- *Customer Service Training*
- *Leadership Development*
- *Coaching for Managers and Supervisors*

"The trainers listed here have been hand-picked by me for their expertise, professionalism and the significant difference they have made in their communities."
— Ruby



*Board Development and Building
Coalitions Expert from Ohio*

Molly McClure, CPRP



Before joining the RubySpeaks team, Molly McClure, a Certified Park and Recreation Professional, was the Executive Director of the Anderson Park District for 21 years and has worked in the profession for more than 30 years.

Molly has strong ties to the business community through her involvement with the Anderson Area Chamber of Commerce and was elected President in 2006 and 2007.

She served the Ohio Park and Recreation Association's board for 7 years; 2 years as President of the Board. Molly is passionately involved in the coalitions which led to the creation of Ohio's Statewide Physical Activity and Nutrition Plan, the Board Development Institute and the Girls Institute of Ohio – a collaboration between juvenile justice and parks and recreation in an effort to reduce the alarming rise of girls entering the juvenile justice system. In 2006, her peers named her Professional of the Year.

Molly's areas of expertise:

- How to employ a business approach to provide efficient operations with high levels of service
- How to increase revenues and decrease tax subsidy through development of alternative funding streams
- How to develop facilities, events and programs with the support of staff, volunteers and citizens
- Building community synergy through parks and recreation

Molly's most requested programs include:

- *Citizens Make All The Difference: How to Develop Athletic Fields, Skate Parks, Dog Parks, Playgrounds, and Civic Monuments*
- *Alternative Funding Streams in Parks and Recreation: the Good, the Gad and the Ugly*
- *GO GREEN...Greening your Work Site, Business and Everyday Life*
- *Ohio's Statewide Physical Activity and Nutrition Plan – For Your Health Ohio*
- *Working Effectively with Girls. The Girls Institute of Ohio's signature training program*
- *Board Development: Building Effective Policy and Advisory Board*

**Training Services for
Recreation Professionals**

Introducing the Expanded RubySpeaks Team

Whether you are looking for employee training for a specific topic or you are planning an event for your association or community, we can help! We listened to your request for more budget conscious, time effective staff development programs and have expanded our offerings to meet your needs.

Choose any of the following experts to present for your group.

Ruby Newell-Legner – Customer Satisfaction Expert. Travels from Colorado

Jill Bartholomew – Professional Development Expert. Travels from Illinois

Shawn DeRosa – Risk Management/ Aquatics Expert. Travels from Massachusetts

Lori Hoffner – Building Healthy Communities Expert. Travels from Colorado

Molly McClure – Board Development and Building Coalitions Expert. Travels from Ohio

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*Professional Development Expert
from Chicago area*

Jill Bartholomew, CPRP



In January 2007 she joined RubySpeaks, Inc. where she offers her extensive insight as a speaker, trainer and consultant. Before joining the RubySpeaks team, Jill was the Superintendent of Recreation for the 1991 & 2006 National Recreation & Park Association Gold Medal award-winning Homewood-Flossmoor Park District. Jill served Homewood-Flossmoor, a south suburb of Chicago, Illinois in a variety of positions from 1981 – 2006.

As a highly respected leader in the leisure profession, Jill was elected by her peers to serve as Illinois Park & Recreation Association 2002 Chairman of the Board. She has been a Certified Park and Recreation Professional since 1984. With 30 years experience as a park and recreation professional, Jill offers expertise in the following areas:

- How to become an NRPA Gold Medal Award-Winning Agency
- How to efficiently oversee operations of outdoor pools, community centers, and sports complexes
- How to develop, monitor and offer more than 600 successful community programs for all ages annually
- How to manage \$1.5 million dollar budget with only one third of it being tax supported
- How to effectively mentor staff members to advance in the field

Jill's most requested programs include:

- *Professional Etiquette: Great Manners are Good for Business*
- *Innovative Programming: Brainstorming New Recreation Offerings*
- *Employee Development and Succession Planning: How to Mentor Your Staff*
- *Customer Service Pet Peeves & How to Eliminate Them*
- *Team Building: Developing Your Team to find Synergy and Success*
- *Sell Your Staff On It First: Internal Marketing for Supervisors and Front line Staff*

If a topic is not listed here, let us help you find someone to fit your needs.



Risk Management / Aquatics Expert from Massachusetts

Shawn P. DeRosa, Esq.

Attorney Shawn DeRosa is one of the leading experts in recreational risk management in the nation, with a particular focus on the aquatics industry. Before joining the RubySpeaks team, Shawn gained national recognition as the Northeast Regional Director for the National Recreation and Park Association.

To schedule your next training session, contact us at 303.933.9291 or by e-mail at info@RubySpeaks.com.

Shawn served as the Aquatics Program Coordinator for the Massachusetts State Forest and Park System where he oversaw 66 aquatic facilities including 38 inland beaches, 6 ocean beaches, and 20 swimming pools.

Internationally recognized for his work in the aquatics industry, Shawn is currently a member of the Adjunct Faculty of Salem State College where he teaches courses in the Recreation & Sport Management curricula. The author of numerous articles on managing risks in the field of recreation, Shawn is a highly-requested speaker who brings his experiences as an attorney and expert witness into the classroom.

In January 2008 Shawn joined RubySpeaks, Inc. where he offers his professional insight as a speaker, trainer and consultant. With over 15 years experience as a park and recreation professional, Shawn offers expertise in the following areas:

- Practical Risk Management
- Human Resources
- Waterfront Facility Management
- Swimming Pool Operations and Management

Shawn's most requested programs include:

- *Surviving the Dreaded Deposition*
- *Aquatic Risk Management Basics*
- *Human Resources 101: Keeping Your Head Above Water*
- *Interviewing for Success*
- *Resolving Employee Conflicts*



Building Healthy Communities Expert from Colorado

Lori A. Hoffner



Following the tragic shootings at Columbine High School in 1999, Lori was invited to help create the Columbine Connections Resource Center, a community center dedicated to the healing of those impacted. As the Executive Director of PACCT (Parents and Community Connecting Together) she worked closely with leaders from mental health organizations, the school district, local law enforcement and park and recreation agencies.

As an elected official, Lori served 8 1/2 years on the Foothills Park and Recreation Board of Directors, leading as President 2006-2008. Foothills is a National Recreation & Park Association Gold Medal and Excellence in Aquatics Award-Winning Agency in Littleton, Colorado serving 144,000 community members.

Lori has her B.A. in Psychology and is an ASIST, (Applied Suicide Intervention Skills Training) Consulting Trainer and a certified SafeTALK trainer through LivingWorks, offering suicide awareness workshops for community members.

Since 1994, Lori has offered her expertise to national audiences as a networking agent on the following topics:

- Community collaboration and relationship building
- Youth development, employment and engagement
- How to impact the "bottom line" as an elected official
- How to encourage intentional positive practices every day within your organization

Lori's most requested programs include:

- *Get Your Community Working With You*
- *The Neighborhood Community Center; How Staff Can Have a Positive Impact*
- *Working With the "Y" Factor*
- *Training for the "Ages": Creating a Culture of Cooperation and Understanding for Staff*
- *An Asset Rich Environment: Why it Makes a Difference*
- *SafeTALK: Community Awareness for Suicide Intervention*