



## 2024 OPRA REGIONAL TRAINING SEMINAR

# Customer Service: At the Heart of the Matter – the “Little” Things are the BIG Things



*presented by Jo Burns, Jo Burns Connects LLC*

*Jo is an award winning advocate for healthy communities. She is the Chief Connection and Collaboration Officer for Jo Burns Connects. Jo is the co-founder and director for the Colorado Public Health/ Parks and Recreation Collaborative.*

*She is an insightful connector, collaborator, speaker, trainer, educator, and consultant for non-profits, public entities, higher education, and community organizations.*

*She has over 20 years experience working with diverse populations in recreation, camps, parks, and public health.*

Customer Service is all about helping people. Whether it's the good times or the not so good. We've all been there...those awkward moments. These are opportunities to truly connect, listen, and have a conversation with someone, but what do you say? Most of our customer service conversations revolve around sharing information: class times, how to sign up, share why the pool is closed, how much is a punch card...you get the idea. What if we look at them as opportunities to start a relationship?

During the pandemic we pivoted to having flat screen engagement. It's a remarkable tool, yet our social aptitude and connections have suffered for it. It's hard to get the full picture of people when you can only see from the shoulders up or barely make eye contact. In this workshop, we're going to dig deep and get to the heart of listening, how to ask better questions, how to use our non-verbal skills to help patrons feel more welcome, and how to read their non-verbal skills (it works with colleagues too.) We're going to put our skills in action, use some real-life scenarios, and have some fun. Come engage in and learn guaranteed techniques to get a connection started, improve your listening skills, identify non-verbal cues, and lay a foundation for genuine relationships with customers and colleagues.

### DATES AND LOCATIONS:



**Wednesday, December 4 | 10:00AM - 3:00PM**

MetroParks of Butler County  
Voice of America Park, Ronald Reagan Lodge  
7850 VOA Park Drive, West Chester, OH 45069



**Thursday, December 5 | 10:00AM - 3:00PM**

Medina County Park District  
Buffalo Creek Retreat  
8708 Hubbard Valley Rd, Seville, OH 44273



**Friday, December 6 | 10:00AM - 3:00PM**

Dublin Recreation Center  
5600 Post Road  
Dublin, OH 43017

### Register TODAY at [opraonline.org](http://opraonline.org)

Registration is \$70 for members/\$110 for non-members and includes a light lunch. A \$30 late fee will be added to any registrations received after November 25th.

OPRA Group Members are eligible for a 50% discount. See website for details.

0.3 CEUs will be provided.

Space may be limited at some locations so please register early to ensure your first location choice.

Ohio Parks and Recreation Association  
1069-A West Main Street, Westerville, Ohio 43081  
[opra@opraonline.org](mailto:opra@opraonline.org) | [www.opraonline.org](http://www.opraonline.org)

**Special Thanks to MetroParks of Butler County, City of Dublin, and Medina County Park District**



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## REGISTRATION FORM

Cost per person is \$70\*/member or \$110/non-member. A \$30 late fee will be added to registrations after the November 25th registration deadline. A light lunch will be provided at each location. Please select the location you will be attending below.

**Wednesday, Dec. 4, 2024  
10:00am - 3:00pm**

MetroParks of Butler County  
Voice of America Park,  
Ronald Reagan Lodge  
7850 VOA Park Drive, West  
Chester, OH 45069

Lunch Options: (Check one)

Turkey Sub  Italian Sub  Salad

**Thursday, Dec. 5, 2024  
10:00am - 3:00pm**

Medina County Park District  
Buffalo Creek Retreat  
8708 Hubbard Valley Rd,  
Seville, OH 44273

Lunch Options: (Check one)

Turkey Sub  Italian Sub  Salad

**Friday, Dec. 6, 2024  
10:00am - 3:00pm**

City of Dublin  
Dublin Recreation Center  
5600 Post Rd  
Dublin, OH 43017

Lunch Options: (Check one)

Turkey Sub  Italian Sub  Salad

*\*This workshop is eligible for a 50% discount. Enter your code below. All registrations and discounts are subject to OPRA verification.*

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**Discount Code**

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**Name**

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**Title**

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**Agency**

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**Address**

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**City, State, Zip Code**

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**Office Phone**

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**Cell Phone**

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**Email**

Check if you need CEUs

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### Method of Payment

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Check/Bill Me

Purchase Order

Visa/MasterCard/Discover/American Express

If paying by credit card, instructions on how to pay online will be sent to the primary registrant.