



IAPD/IPRA  
**SOARING** to  
**NEW HEIGHTS**

CONFERENCE

**FINAL CONFERENCE PROGRAM**

January 22-24, 2015  
Hyatt Regency Chicago

151 E. Wacker Drive, Chicago, Illinois

**2015**

**IAPD**  
Illinois Association of Park Districts

ILLINOIS  
**ipra**  
PARK & RECREATION ASSOCIATION

[www.ilparksconference.com](http://www.ilparksconference.com)



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## 2015 FINAL CONFERENCE PROGRAM

# HYATT FLOOR PLAN

## HYATT REGENCY CHICAGO GUEST MAP

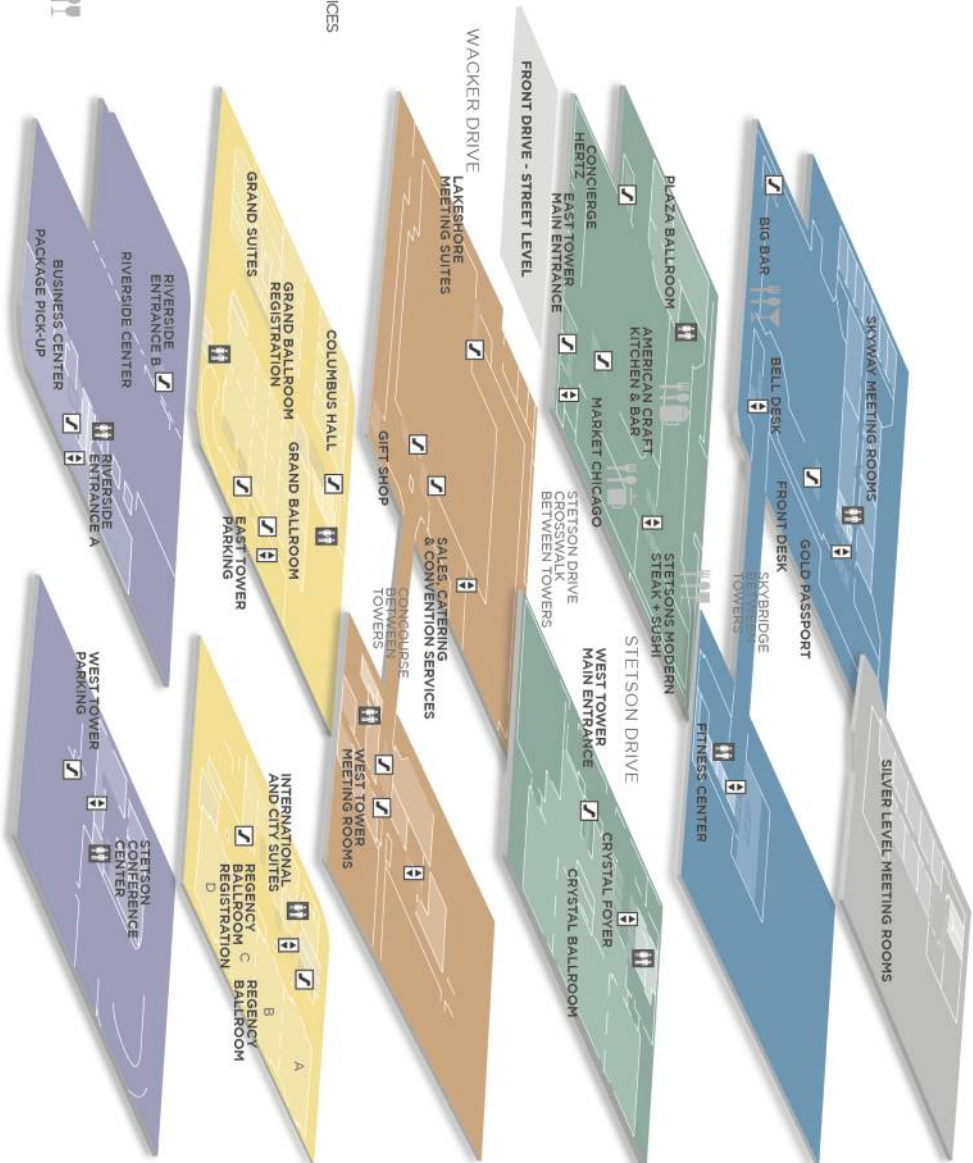


WELCOME TO HYATT REGENCY CHICAGO. Meeting rooms, ballrooms, restaurants and guest amenities are listed in alphabetical order and color coded by floor. For help, dial Guest Services at Extension 4460.

### EAST TOWER

### WEST TOWER

- ACAPULCO  
West Tower, Gold Level
- ADDAMS  
West Tower, Silver Level
- AMERICAN CRAFT KITCHEN & BAR  
East Tower, Green Level
- ATLANTA  
West Tower, Gold Level
- BELL DESK  
East Tower, Blue Level
- BIG BAR  
East Tower, Blue Level
- BUCKINGHAM  
West Tower, Bronze Level
- BURNHAM  
West Tower, Silver Level
- BUSINESS CENTER  
East Tower, Purple Level
- COLUMBIAN  
West Tower, Bronze Level
- COLUMBUS HALL (ROOMS A-L)  
East Tower, Gold Level
- COMISKEY  
West Tower, Bronze Level
- CONCERGE  
East Tower, Green Level
- CRYSTAL BALLROOM  
West Tower, Green Level
- DUSABLE  
West Tower, Silver Level
- EAST TOWER MAIN ENTRANCE  
East Tower, Green Level
- EAST TOWER PARKING  
East Tower, Gold Level
- FIELD  
West Tower, Silver Level
- FITNESS CENTER  
West Tower, Blue Level
- FRONT DESK  
East Tower, Blue Level
- GIFT SHOP  
East Tower, Bronze Level
- GOLD COAST  
West Tower, Bronze Level
- GOLD PASSPORT  
East Tower, Blue Level
- GRAND BALLROOM  
East Tower, Gold Level
- GRAND BALLROOM REGISTRATION  
East Tower, Gold Level
- HAYMARKET  
West Tower, Bronze Level
- HERTZ  
East Tower, Green Level
- HONG KONG  
West Tower, Gold Level
- HORNER  
West Tower, Silver Level
- LAKE SHORE MEETING SUITES  
East Tower, Bronze Level
- MARKET CHICAGO  
East Tower, Green Level
- MCCORMICK  
West Tower, Silver Level
- NEW ORLEANS  
West Tower, Gold Level
- OGDEN  
West Tower, Silver Level
- PACKAGE PICK-UP  
East Tower, Purple Level
- PICASSO  
West Tower, Bronze Level
- PLAZA BALLROOM  
East Tower, Green Level
- REGENCY BALLROOM  
West Tower, Gold Level
- RIVERSIDE CENTER  
East Tower, Purple Level
- SALES, CATERING & CONVENTION SERVICES  
East Tower, Bronze Level
- SAN FRANCISCO  
West Tower, Gold Level
- SANDBURG  
West Tower, Silver Level
- SKYWAY MEETING ROOMS  
East Tower, Blue Level
- SOLDIER FIELD  
West Tower, Bronze Level
- STETSON CONFERENCE CENTER  
West Tower, Purple Level
- STETSONS MODERN STEAK + SUSHI  
East Tower, Green Level
- TORONTO  
West Tower, Gold Level
- WATER TOWER  
West Tower, Bronze Level
- WEST TOWER PARKING  
West Tower, Purple Level
- WRIGHT  
West Tower, Silver Level
- WRIGLEY  
West Tower, Bronze Level

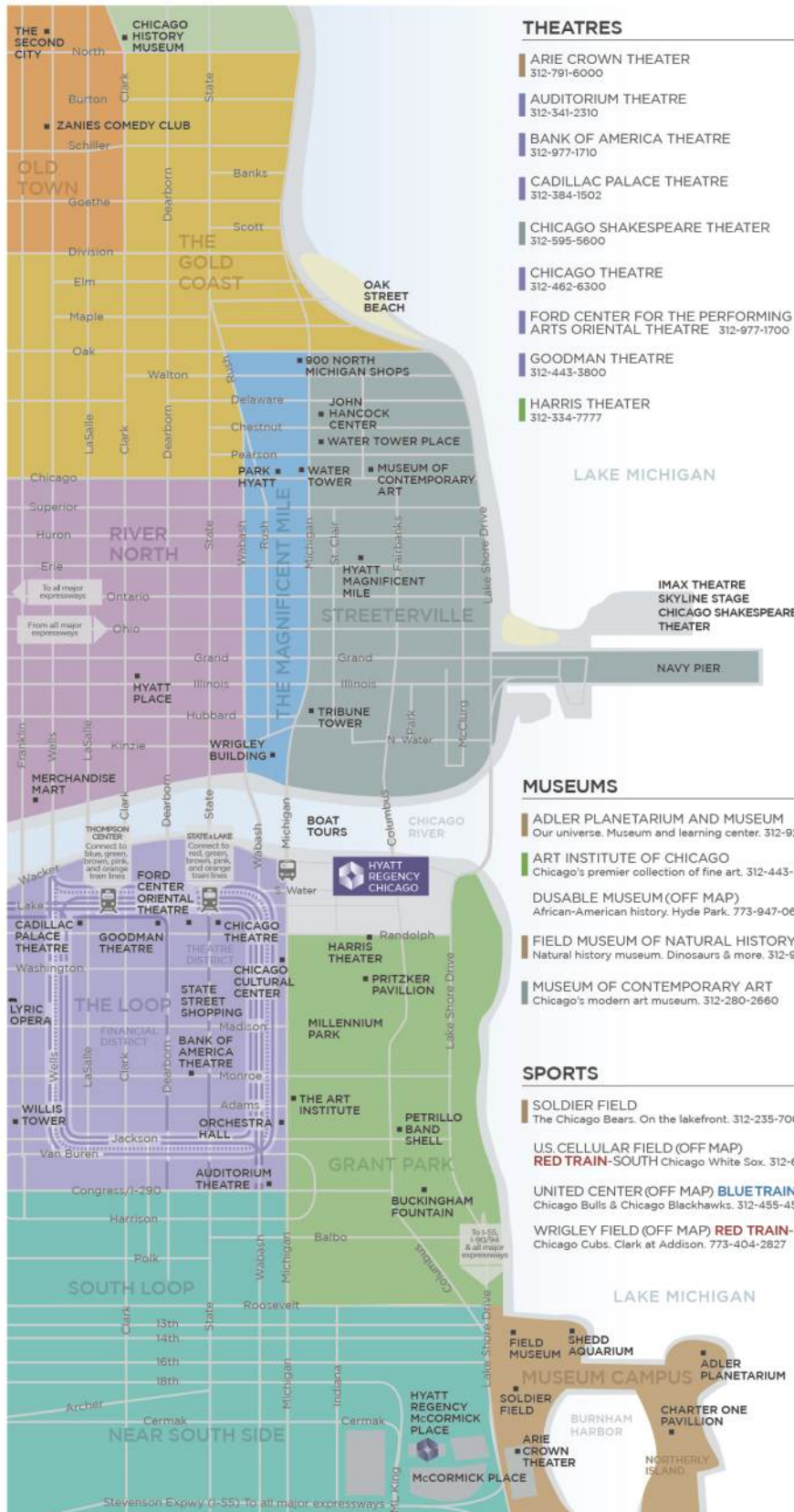


**ESCALATORS, ELEVATORS AND RESTROOMS** are indicated on each floor. Elevators are conveniently located throughout the hotel for guests with disabilities or where no escalator is present.

**CROSSING BETWEEN TOWERS:** Cross between towers via the Blue Level Skybridge or the Concourse on the Bronze Level. You may also cross on the Green Level via the crosswalk on Stetson Drive.

- ELEVATORS
- ESCALATORS AND STAIRS
- RESTROOMS

# HYATT REGENCY CHICAGO | AREA MAP



## THEATRES

- ARIE CROWN THEATER**  
312-791-6000
- AUDITORIUM THEATRE**  
312-341-2310
- BANK OF AMERICA THEATRE**  
312-977-1710
- CADILLAC PALACE THEATRE**  
312-384-1502
- CHICAGO SHAKESPEARE THEATER**  
312-595-5600
- CHICAGO THEATRE**  
312-462-6300
- FORD CENTER FOR THE PERFORMING ARTS ORIENTAL THEATRE** 312-977-1700
- GOODMAN THEATRE**  
312-443-3800
- HARRIS THEATER**  
312-334-7777

## MUSIC

- CHARTER ONE PAVILLION**  
Concert venue on Northerly Island.
- LYRIC OPERA OF CHICAGO**  
Chicago's international opera company. 312-332-2244
- ORCHESTRA HALL AT SYMPHONY CENTER**  
The Chicago Symphony Orchestra. 312-294-3000
- PETRILLO BAND SHELL**  
Special events, concerts, fireworks and more.
- PRITZKER PAVILLION**  
Outdoor band shell and special events venue
- SKYLINE STAGE**  
On Navy Pier. 312-595-PIER

## SHOPPING AND ATTRACTIONS

- BOAT TOURS**  
River and lakefront tours. At Michigan & the river.
- BUCKINGHAM FOUNTAIN**  
Spectacular lakefront fountain in Grant Park.
- CHICAGO CULTURAL CENTER**  
Visual & performing arts. Classic architecture. 312-744-6630
- CHICAGO HISTORY MUSEUM**  
Chicago's history. In the park at Clark & North. 312-642-4600
- FINANCIAL DISTRICT**  
Board of Trade, Chicago Mercantile and stock exchanges.
- JOHN HANCOCK CENTER**  
Breathtaking views of the city. 888-875-VIEW
- MCCORMICK PLACE**  
Chicago's trade show complex. 312-791-7000
- MERCHANDISE MART**  
Business to business center. 800-677-6278
- MILLENNIUM PARK**  
City front park, ice skating and "The Bean" sculpture.
- NAVY PIER**  
Children's museum, ferris wheel & theatres. 312-595-PIER

## MUSEUMS

- ADLER PLANETARIUM AND MUSEUM**  
Our universe. Museum and learning center. 312-922-STAR
- ART INSTITUTE OF CHICAGO**  
Chicago's premier collection of fine art. 312-443-3600
- DUSABLE MUSEUM (OFF MAP)**  
African-American history. Hyde Park. 773-947-0600
- FIELD MUSEUM OF NATURAL HISTORY**  
Natural history museum. Dinosaurs & more. 312-922-9410
- MUSEUM OF CONTEMPORARY ART**  
Chicago's modern art museum. 312-280-2660

## SPORTS

- SOLDIER FIELD**  
The Chicago Bears. On the lakefront. 312-235-7000
- US CELLULAR FIELD (OFF MAP)**  
**RED TRAIN-SOUTH** Chicago White Sox. 312-674-1000
- UNITED CENTER (OFF MAP)** **BLUE TRAIN-WEST**  
Chicago Bulls & Chicago Blackhawks. 312-455-4500
- WRIGLEY FIELD (OFF MAP)** **RED TRAIN-NORTH**  
Chicago Cubs. Clark at Addison. 773-404-2827

- OAK STREET BEACH**  
Chicago's beach experience. 312-915-4101
- SECOND CITY**  
Comedy club, theatre and school of improv. 312-337-3992
- SHEDD AQUARIUM**  
Sharks, whales, otters & penguins. Daily shows. 312-939-2438
- SHOPS AT 900 NORTH MICHIGAN**  
Magnificent Mile shops and restaurants.
- STATE STREET SHOPPING**  
Chicago's oldest shopping district.
- TRIBUNE TOWER**  
Classic architecture. Chicago Tribune. 312-222-3994
- WATER TOWER**  
Chicago Visitor's Center.
- WATER TOWER PLACE**  
Magnificent Mile shops and restaurants.
- WILLIS TOWER**  
Chicago's tallest building & Skydeck. 312-875-0066
- WRIGLEY BUILDING**  
Classic Chicago architecture.
- ZANIES COMEDY CLUB**  
One of Chicago's oldest comedy clubs. 312-337-4027

## TRANSPORTATION

- SUBWAY & ELEVATED TRAIN STATIONS**  
Train lines are color coded. Train information: 312-836-7000
- TO O'HARE AIRPORT (OFF MAP)** **BLUE TRAIN-NW**  
Train information: 312-836-7000
- TO MIDWAY AIRPORT (OFF MAP)** **ORANGE TRAIN-SW**  
Train information: 312-836-7000
- BUS TO MCCORMICK PLACE (No. 3-SOUTH)**  
Michigan Avenue bus stop. Bus information: 312-836-7000



**OFFICE OF THE MAYOR  
CITY OF CHICAGO**



**RAHM EMANUEL**  
**Mayor**

January 22, 2015

Dear Friends,

As Mayor and on behalf of the City of Chicago, I am pleased to extend warm greetings to all of those gathered for the 2015 IAPD/IPRA *Soaring to New Heights Conference* presented by the Illinois Association of Park Districts and the Illinois Park and Recreation Association.

Founded in 1928, the Illinois Association of Park Districts (IAPD) has worked to improve and fortify the state's park districts, forest preserves, and conservation and recreation agencies. As the oldest organization of its kind, IAPD has maintained its distinct voice in park advocacy. The Illinois Park and Recreation Association (IPRA) was established in 1944 as a non-profit organization and public interest group with a mission to provide activity and opportunity for the people of Illinois within our parks and outdoor areas.

Both IAPD and IPRA have been recognized for their dedication to conservation and efforts to preserve the valuable natural resources of Illinois. Both organizations demonstrate strong leadership and have fueled the recreation movement in Illinois. I commend the Illinois Association of Park Districts and the Illinois Park and Recreation Association for their work to preserve our land and to provide readily-available recreation access to our residents and visitors alike.

It is my hope that after learning about and discussing what's new and changing in park management and recreation this year, you will take the time to explore and take advantage of everything Chicago has to offer. An exciting variety of restaurants, nightlife, great universities and world-class museums accented by our iconic skyline and incredible lakefront make Chicago one of the world's greatest cities.

I hope you have an enjoyable and productive conference and best wishes for much continued success.

Sincerely,

A handwritten signature in black ink that reads "Rahm Emanuel".

Mayor





## WELCOME AND GREETINGS TO EVERYONE!

Dear Friends,

With the New Year comes the promise of a fresh start and the opportunity to take positive steps to enhance our career growth and enrich our professional lives. There's no better way to achieve these goals than by participating in the outstanding educational, networking and professional development opportunities available at the IAPD/IPRA Soaring to New Heights Conference.

The next several days will offer an array of invaluable opportunities to come together as colleagues and friends to reflect, share and renew our enthusiasm and dedication to the park, recreation and conservation field. It will also be a time to celebrate our accomplishments and recognize the talents of individuals - the movers and shakers, innovators and pioneers – who have helped to lead, inspire, motivate and contribute to the field in so many important ways.

As you attend one of Thursday's 16 pre-conference workshops, or participate in the more than 180 sessions taking place on Friday and Saturday, don't forget to take some time to visit and connect with more than 325 commercial vendors in the exhibit hall. The exhibit hall hours have been strategically planned so that you don't have to miss a beat with continuing education opportunities.

As you marvel at all that this year's conference has to offer, please take a moment to acknowledge the tremendous amount of planning that takes place to make this the premier park, recreation and conservation conference in the nation! We are truly fortunate to have a dedicated team of volunteers on the Program, Exhibit, Events and Operations Committees. And, we extend a special thank you to this year's conference chairs, Bob Schmidt and Marty Walsh, for their strong leadership and unwavering support throughout the past year.

It is our great pleasure to welcome you to the 2015 IAPD/IPRA Soaring to New Heights Conference. This year's dynamic program has been designed with you in mind, and we know that you will leave motivated, inspired and armed with the tools you need to help your agencies thrive.

**JOSEPH A. PETRY**

President  
Champaign Park District  
IAPD Chairman of the Board

**JAN HINCAPIE**

Director  
Lincolnwood Parks & Recreation Department  
IPRA Chairman of the Board

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### 2015 JOINT CONFERENCE COMMITTEE CHAIRS

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**Bob Schmidt, IAPD Conference Chair, Schaumburg Park District**

### JOINT CONFERENCE COMMITTEE

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**Kevin Dolan, IAPD Operations Co-Chair, Mundelein Park & Recreation District**

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## ACCESSIBILITY

**Parking:** Parking at the Hyatt Regency Chicago and the Swissôtel Chicago are accessible for persons with disabilities. If the lower garage is used at the Hyatt Regency Chicago, elevators provide service to the hotel.

**Restrooms:** All restrooms are accessible except the third floor restrooms in the West Tower of the Hyatt Regency Chicago. All restrooms are accessible at the Swissôtel Chicago.

**Meeting Rooms:** All meeting rooms are accessible at the Hyatt Regency Chicago and the Swissôtel Chicago.

**Restaurants:** All restaurants are accessible at the Hyatt Regency Chicago and the Swissôtel Chicago.

**Sleeping Rooms:** The Hyatt Regency Chicago and the Swissôtel Chicago have ADA rooms available. These rooms have been designed for individuals with special needs. If you are in need of an accessible room, please be sure to notify the respective hotel when making your reservation.

## A.D.A. AND SERVICES FOR THE HEARING IMPAIRED

In compliance with the Americans with Disabilities Act, the IAPD/IPRA Joint Conference Committee will make all reasonable efforts to accommodate persons with disabilities. Please indicate any special needs on your registration form or contact Leesa Johnson at IPRA at [leesa@Illipra.org](mailto:leesa@Illipra.org) **no later than January 9, 2015**. If you have special needs regarding hotel accommodations, please contact the Hyatt Regency Chicago at 312/565-1234 or the Swissôtel Chicago at 312/565-0565. Hearing impaired individuals who require TTDs may call 800/526-0844 and the Illinois Relay Center will transmit the message to IAPD or IPRA.

## ADMISSION

Admission to the exhibit hall and all conference sessions and workshops require a name badge for the duration of the conference. Security guards will be stationed at the entrance to the exhibit hall and name badges will be checked at all conference sessions and workshops. Individuals without a name badge will be required to register at Conference Registration.

## ALL-CONFERENCE AWARDS LUNCHEON

**Location:** Grand Ballroom, East Tower, Gold Level

**Time:** 12:30 pm – 2:30 pm

Delegates who register for the “Full Package” will receive a ticket for this event. Additional tickets may be purchased through your registration or onsite. Please join us as we recognize and honor the leaders and volunteers of park districts, forest preserves, conservation, recreation and special recreation agencies.



*A spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies*

This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

Agency entries and winners will be displayed in the Columbus Hallway, East Tower, Gold Level on Friday, January 23 until 4:00 pm. Stop by and cast your ballot for the People’s Choice Award! People’s Choice winners will be tallied and announced at the IAPD Annual Business Meeting on Saturday, January 24 at 3:30 pm.

The 2014 Agency Showcase competition will be honoring the following entry categories:

### **Division 1: Overall Agency Showcase**

This division allows you to select eight of the twelve categories below and create a tabletop display for the judges to critique. The display should showcase how each entry works together to represent the agency. The eight categories that you select also will be placed and judged in the individual category division. There will be a first, second and third-place overall showcase winner for this division.

### **Division 2: Individual Category**

This division allows you to select up to four categories below to enter your work for the judges to critique. There will be one outstanding submission recognized in each category.

### **Categories**

- Brochure Series
- Electronic Communication
- Green Marketing
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Media Relations
- Paid Advertisement
- Print Communication
- Social Media
- Web Content

For more information on the Agency Showcase competition, please visit [ilparksconference.com/events](http://ilparksconference.com/events).

Proudly brought to you by IPRA and IAPD.



## ANNUAL MEETINGS FOR IAPD AND IPRA

The Illinois Park and Recreation Association's (IPRA) Annual Meeting will be held on Friday, January 23 at 5:00 pm. The Illinois Association of Park Districts' (IAPD) Annual Meeting will be held on Saturday, January 24 at 3:30 pm.

The associations have staggered their annual meetings in order to accommodate elected officials and professionals who would like to attend both meetings.

## COMMISSIONER RECEPTION

Attention all IAPD members! Please join us on Friday, January 23 at 5:00 pm in the Crystal Ballroom. This reception will be an excellent opportunity for commissioners to exchange ideas, network and socialize. The IAPD board and staff will be present to answer questions and visit with commissioners. Invitations will be sent in the future.

## CONFERENCE ETIQUETTE

As a courtesy to speakers and other delegates, please turn the volume down on your phone or set it to vibrate during workshops and sessions.

IAPD and IPRA endorse responsible drinking policies for all delegates. Persons under the age of 21 and/or those who appear intoxicated will not be served at IAPD/IPRA functions. Delegates may be asked to produce valid identification for age confirmation.

## CONFERENCE HEADQUARTERS

Location: Grand Ballroom Foyer, East Tower, Gold Level  
Conference Headquarters is the general information center for all conference activities. All session moderators and hosts must check in here prior to their scheduled session. Staff and volunteers will be available throughout the entire conference to answer your questions. The phone number for Conference Headquarters is 312-239-4818 or extension 4818 from any house phone.

### Conference Headquarters Hours

Thursday, January 22	7:30 am – 5:00 pm
Friday, January 23	7:30 am – 5:00 pm
Saturday, January 24	7:45 am – 5:30 pm

## CONFERENCE SCHEDULE AT-A-GLANCE

### THURSDAY, JANUARY 22

7:30 am – 5:00 pm	Conference Registration Open
9:00 am – 12:00 pm	Pre-Conference Workshops (0.3 CEUs)
12:30 pm – 1:00 pm	Career Development Symposium Registration/Check-In
1:00 pm – 4:30 pm	Career Development Symposium (0.3 CEUs)
1:00 pm – 6:00 pm	Exhibit Hall Grand Opening
1:30 pm – 4:30 pm	Pre-Conference Workshops (0.3 CEUs)
3:30 pm – 4:45 pm	Future of the Field, Part I (0.1 CEUs)
5:30 pm – 6:30 pm	Professional Connection
9:00 pm – 12:00 am	Welcome Social with <i>7th heaven</i>

### FRIDAY, JANUARY 23

7:30 am – 5:00 pm	Conference Registration Open
8:00 am – 9:15 am	Conference Sessions (0.1 CEUs)
8:30 am – 12:30 pm	Exhibit Hall Open
8:30 am – 4:00 pm	Agency Showcase
9:30 am – 10:45 am	Conference Sessions (0.1 CEUs)
12:30 pm – 2:30 pm	All-Conference Awards Luncheon*
1:00 pm – 2:15 pm	Conference Sessions (0.1 CEUs)
2:00 pm – 4:00 pm	Exhibit Hall Open
2:30 pm – 3:15 pm	Dessert in the Exhibit Hall*
3:30 pm – 4:45 pm	Conference Sessions (0.1 CEUs)
5:00 pm – 6:30 pm	IPRA Annual Business Meeting
5:00 pm – 6:30 pm	IAPD Commissioner's Reception**
9:30 pm – 11:00 pm	Chairmen's Reception**

### SATURDAY, JANUARY 24

7:45 am – 12:00 pm	Conference Registration Open
8:45 am – 10:00 am	Conference Sessions (0.1 CEUs)
10:15 am – 11:30 am	Conference Sessions (0.1 CEUs)
12:00 pm – 1:30 am	Student Advisory Board Meeting
12:30 pm – 1:45 pm	Conference Sessions (0.1 CEUs)
2:00 pm – 3:15 pm	Conference Sessions (0.1 CEUs)
3:30 pm – 4:45 pm	Conference Sessions (0.1 CEUs)
3:30 pm – 5:00 pm	IAPD Annual Business Meeting
5:00 pm – 6:00 pm	Closing General Session with Kevin Brown
7:30 pm – 10:30 pm	Closing Social at House of Blues* <i>Featuring Tributosaurus</i>

\*Ticketed Event \*\* By Invitation Only

## CONTINUING EDUCATION UNITS (CEUs)

- Sessions scheduled for 75 minutes award 0.1 CEUs.
- Pre-conference workshops scheduled for three hours award 0.3 CEUs.
- No additional CEU fees for Friday or Saturday apply; **CEUs for pre-conference workshops will be charged at \$5 per workshop.**
- If you would like to earn CEUs, **you must request them with your conference registration.**
- CEU coupons will be included with your registration materials **only if you request CEUs with your conference registration.**

### CEU Procedures:

1. As you enter a session/workshop, the session moderator or host will stamp your CEU coupon with a validation stamp. You must keep this coupon until the end of the session/workshop. All coupons will be collected as you exit.
2. Legibly write the session/workshop number and title on your CEU coupon where indicated.
3. CEU coupons **will not** be stamped after the first 15 minutes and will not be collected until the conclusion of the session/workshop. You must attend the entire session/workshop to earn CEUs.
4. CEUs will not be awarded if your coupon does not have the validation stamp.
5. Please do not write over the barcode on the coupon; these are scanned to award your CEUs.
6. An email from CTE, our conference registration company, will be sent to the email address connected with your registration approximately four weeks after conference. This email will contain a link to your CEU transcript. No hard copies will be distributed.

## CONTINUING LEGAL EDUCATION (CLE):

- CLEs are educational credits that attorneys elect to earn by attending educational offerings certified by the Supreme Court of Illinois.
- Sessions scheduled for 75 minutes award 1.0 CLE.
- If you would like to apply for CLEs, you must register and pay for them with your conference registration.
- Three different CLE packages are offered:
  - (4) CLEs is \$60 plus registration
  - (6) CLEs is \$90 plus registration
  - (8) CLEs is \$120 plus registration
- CLE coupons will be included with your registration materials **only if you request and purchase CLEs with your conference registration.** If you decide that you want CLEs after you have registered for the conference, you may add them to your registration package up until January 12, 2015. After that date, you must register and pay onsite at conference registration.

### CLE Procedures:

1. As you enter a session, the session moderator or host will stamp your CLE coupon with a validation stamp. You must keep this coupon until the end of the session. All CLE coupons will be collected as you exit at the conclusion of the session.
2. There will be an attendance record at the entrance of each session where you must print and sign your name and provide your Attorney Registration Number.
3. Legibly write the session number and title on your CLE coupon where indicated.
4. CLE coupons will not be stamped after the first 15 minutes and will not be collected until the conclusion of the session. You must attend the entire session to earn CLEs.
5. When departing the session, you will hand in your stamped CLE coupon to the session moderator or host in exchange for your certificate of attendance. You will maintain your certificate of attendance within your records as required by the MCLE Rules.
6. Please note that not all sessions are eligible for CLE credits. Sessions that are eligible for CLE credits will be noted in the final conference brochure. A minimum of 12 CLEs will be offered at the conference; attorneys will be eligible to earn up to 8 CLE credits.

## EVENT LOCATIONS

- All-Conference Awards Luncheon:** Grand Ballroom, East Tower, Gold Level
- Closing General Session with Kevin Brown:** Grand Ballroom AB, East Tower, Gold Level
- Closing Social:** House of Blues, 329 N. Dearborn St., Chicago, IL
- Conference Headquarters:** Grand Ballroom Foyer, East Tower, Gold Level
- Conference Registration:** Grand Ballroom Foyer, East Tower, Gold Level
- Exhibit Hall:** Riverside Center, East Tower, Purple Level
- Sessions and Workshops:** Refer to individual listings for room locations
- Welcome Social:** Grand Ballroom, East Tower, Gold Level

## EXCEPTIONAL WORKPLACE AWARD



The EWA logo will appear next to health and wellness focused sessions offered at this year's conference. Questions regarding the Exceptional Workplace Award and the work of the Health and Wellness Committee can be directed to Lori Neubauer, Itasca Park District, at lneubauer@itascaparkdistrict.com

## EXHIBIT HALL INFORMATION

The exhibit hall will be open on Thursday and Friday only.

Come visit more than 325 commercial manufacturers, distributors, designers and educational booths. The exhibits will showcase the newest equipment, supplies, ideas and services available to park, recreation, forest preserve, conservation and therapeutic agencies. Plan to spend several hours in the exhibit hall viewing the displays and visiting with exhibitors. All exhibits will be located in the Riverside Center Exhibition Hall, East Tower/Purple Level.

Each registered delegate will have multiple opportunities to win a mini iPad or Fitbit Charge. Drawings will take place at various times on Thursday and Friday. Entry forms will be in the registration materials that you must pick up at Conference Registration. You must be present to win. Additional rules and regulations will apply. See page 70 for more information.

The IAPD/IPRA Soaring to New Heights Conference has the largest exhibit hall of any state park and recreation conference in the country. Be sure to visit it!

## EXHIBIT HALL HOURS

**Thursday, January 22:**  
1:00 pm – 6:00 pm, Grand Opening

**Friday, January 23:**  
8:30 am – 12:30 pm  
10:45 am – 12:15 pm (*Dedicated Hours*)  
2:00 pm – 4:00 pm  
2:30 pm – 3:15 pm, Dessert in the Exhibit Hall\*  
2:30 pm – 3:30 pm (*Dedicated Hours*)

\*Ticketed Event



## GO GREEN AT CONFERENCE AND EVERY DAY!

IPRA's Environmental Committee would like to remind you that it is **Easy to Be Green!**

IAPD and IPRA are proud of their partnership with the Hyatt Regency Chicago and are committed to minimizing the environmental impact of the conference through increased education and awareness of environmental initiatives throughout the hotel. Please support the Hyatt's efforts and make a difference during your time at conference.

- Participate in the *Linen Reuse Program*.
- Turn off your lights and television every time you leave your room.
- Take any recyclable materials (paper, empty bottles/cans, aluminum, etc.) and deposit them in the commingled recycling bins located in the East Tower/Green Level and the East Tower/Bronze Level.

## MESSAGE BOARD

A message board will be located near Conference Headquarters. Individuals outside the hotel may call 312-239-4818 (or extension 4818 from any house phone), to have a message placed on the board.

## PARKING

Delegates who are **registered overnight guests** at the Hyatt Regency Chicago will receive a discounted daily parking rate of \$29.50 for valet parking; self-parking is not available. In/out privileges are allowed for overnight guests only. The parking rate for delegates who are **registered overnight guests** at the Swissotel will receive a discounted daily parking rate of \$32.50 for valet parking; self-parking is not available. Discounted parking is **not available** for daily drive-ins.

Parking at the Hyatt Regency Chicago is quite limited. Other nearby parking options are listed below. All of the parking lots listed below are no more than a two block radius from the hotel. Additional parking in the area can be viewed at [www.chicagoparkingmap.com](http://www.chicagoparkingmap.com).

### One Illinois Center, 111 E. Wacker Dr.

(Parking garage does not allow in/out privileges)

- 12 – 18 hours = \$33
- 18 – 24 hours = \$41

### Park Millennium Garage, 221 N. Stetson St.

(indoor/underground, in/out privileges not allowed)

- 4 – 12 hours = \$29

### Three Illinois Center, 303 E. Wacker Dr.

- 12 hours = \$26
- 24 hours = \$33

### Aon Center, 200 E. Randolph St.

- 12 hours = \$29
- 24 hours = \$33

### Millennium Park Garage, 5 S. Columbus Dr.

- 12 – 24 hours = \$30

### Millennium Lakeside Garage, 5 S. Columbus Dr.

- 12 – 16 hours = \$21
- 16 – 24 hours = \$25

### Prudential Plaza, 130 E. Randolph St.

- 12 hours = \$28
- 24 hours = \$34

### Aqua Self-Park, 221 N. Columbus Dr.

- 12 hours = \$32
- 24 hours = \$47

Rates are current as of September 2014.

Above rates are subject to change without notice.

All delegates are encouraged to take public transportation.

## PHOTO RELEASE

By registering for, participating in or attending the IAPD/IPRA conference, meetings or other activities, an individual irrevocably agrees to the use and distribution by IAPD/IPRA of his or her image or voice in photographs, video recordings, audio recordings and any other electronic reproductions of such events and activities for any purpose without inspection or approval and without compensation, right to royalties or any other consideration now and in the future.

## MAKE A DIFFERENCE AND IMPACT THE FUTURE! SPONSOR A STUDENT!

**Students:** Do you want an opportunity to attend the All-Conference Awards Luncheon at no additional cost? Opt in to join over 1,500 park and recreation professionals! Event includes lunch, networking and celebrating the accomplishments of those in the industry.

**Professionals/Commissioners:** Do you want to donate a seat at your reserved table(s) to a student at no additional cost? Opt in to be matched with a student to be your guest at the All-Conference Awards Luncheon... include them with your table reservation and give them a priceless gift – your time!

Students will be randomly assigned with professionals/commissioners. Those who opt in will receive detailed instructions in early January.

## POLICY ON CHILDREN

To preserve a professional business environment and ensure a quality educational atmosphere at the IAPD/IPRA Soaring to New Heights Conference, no one under the age of 18 will be allowed to participate in conference sessions/pre-conference workshops, socials or the exhibit hall. An exception will be made if the person is a speaker or a registered full- or part-time college or university student, and is attending the conference for the purpose of professional development and networking opportunities.

## PREFERRED AGENCY SEATING FOR THE ALL-CONFERENCE AWARDS LUNCHEON (Includes Legislator Tables!)

*Preferred Agency Seating* is for delegates from the same agency/organization (*and legislators*) who wish to be seated together at a table during the Friday, All-Conference Awards Luncheon. An agency that opts to participate should have indicated so and paid the \$50 non-refundable fee (per table), when registering for the conference. **Legislator preferred seating is reserved through this process as well.** The person who is the designated agency contact/table coordinator received an email with detailed instructions on the preferred agency seating process. Agency contacts will be responsible for notifying those seated at their table(s) of the table assignment(s). After January 12, 2015, preferred agency seating requests WILL NOT be accepted, and there will be no onsite requests taken.

**NOTE: IAPD/IPRA reserves the right to seat multiple agencies at a table in order to accommodate all requests. Register early as preferred agency seating requests will be filled on a first-come, first-served basis.**

## REGISTRATION

Grand Ballroom Foyer, East Tower, Gold Level

Thursday, January 22	7:30 am – 5:00 pm
Friday, January 23	7:30 am – 5:00 pm
Saturday, January 24	7:45 am – 12:00 pm

Pre-registered delegates may pick up their name badge, event tickets and CEU/CLE coupons (if applicable) at the onsite Registration Desk. To expedite registration, please provide the bar coded email confirmation you received after completing your pre-registration. A photo ID is required to pick up your registration materials. There is a \$5 charge to reprint your name badge if lost. **EVENT TICKETS WILL NOT BE REPRINTED.** You must purchase new tickets at the current onsite price in order to attend any ticketed events. Access to the exhibit hall, conference sessions or pre-conference workshops requires a name badge. Attendees without the proper name badge will not be permitted at these events.

Delegates who wish to register onsite may do so by completing the onsite registration form available at Conference Registration (forms should be completed before taking it up to the registration counter). Pre-conference workshops and the Awards Luncheon tickets may be purchased onsite, only if space permits.

## SAVE THE DATE

2016 IAPD/IPRA Soaring to New Heights Conference  
Hyatt Regency Chicago, January 28 – 30, 2016

## SATISFACTION GUARANTEED

The Illinois Association of Park Districts (IAPD) and the Illinois Park and Recreation Association (IPRA) have instituted a Satisfaction Guaranteed Policy for the Thursday pre-conference workshops. IAPD and IPRA make every effort to ensure quality programs for participants. However, if a participant is not fully satisfied with the content of the workshop, he or she may request and receive a 100% refund of the workshop fee. A participant who wishes to request a refund for a pre-conference workshop **must do so no later than the end of the workshop in question.** Forms will be available at Conference Registration. Any CEUs offered will be forfeited when a refund is made. Refunds will only be made payable to the originator of the check or credit card for the workshop registration. Look for the Satisfaction Guaranteed symbols next to these workshops.





## SILENT AUCTION

Grand Ballroom Foyer, East Tower, Gold Level

Each year at conference, the Illinois Park and Recreation Foundation (IPRF) hosts a silent auction to provide support and funding for educational programming, research that will benefit IPRA and its members and professional development funding for students studying parks and recreation within Illinois. Show your support of this worthy venture by bidding on a variety of terrific items available in the auction.

### Silent Auction Hours

Thursday, January 22

Viewing and Bidding 12:00 pm – 1:30 pm  
3:00 pm – 5:00 pm

Friday, January 23

Viewing and Bidding 8:00 am – 12:15 pm  
2:00 pm – 4:30 pm  
Winner Pick Up 4:30 pm – 5:00 pm

Saturday, January 24

Winner Pick Up 8:00 am – 10:00 am

## SPECIAL DIETS/ACCOMMODATIONS

Persons with special dietary needs are requested to make arrangements with Leesa Johnson at leesa@ilipra.org no later than January 9, 2015.

## SPOUSE/GUEST PROGRAM AND REGISTRATION

All spouses or guests must register in order to participate in the conference, visit the exhibit hall and attend special programs. **Spouses or guests must have no affiliation with or be employed by a park and recreation agency.** Registration will include a name badge for admission to the Exhibit Hall, Welcome Social on Thursday, conference sessions on Friday and Saturday and the Closing General Session on Saturday. Tickets for the All-Conference Awards Luncheon and the Closing Social on Saturday evening will be available for purchase.



Museums In The Park has generously donated passes to five of Chicago's most popular museums. Passes to the Adler Planetarium, Art Institute of Chicago, Field Museum, Museum of Science and Industry and John G. Shedd Aquarium will be available at Conference Registration for spouses and guests only on a first-come, first-serve basis and **are limited to one per spouse or guest.** A BIG thank you to Museums In The Park for providing an opportunity for our guests to enjoy some of Chicago's greatest attractions.

## SPONSORS

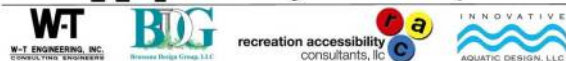
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## STUDENT EVENTS

### Thursday – Saturday *Future of the Field (Three Session Series)*

Do you have a passion to share the value, importance and professionalism of our field? Join this year's professionally rewarding three-part series as we team up to look at the needs for the future of our profession. We are gathering a solid group of educators, professionals and students who are interested in and committed, to engage in conversations and address the educational and experience needed to successfully fill our positions! In three congruent sessions we will team up to learn, connect and inspire.

#### Thursday, January 22 3:30 pm – 4:45 pm *Future of the Field, Part I*

##### *Hong Kong, West Tower, Gold Level*

During Thursday's CONNECT participants will identify the roles we play and need to play to create awareness and a standard of professionalism.

#### 5:30 pm – 6:30 pm *Professional Connection* *Regency Ballroom AB, West Tower, Gold Level*

You won't want to miss this unique opportunity to network with professionals in the field. The Professional Connection provides a relaxed, social atmosphere and an informal setting for talking with and getting to know professionals currently working in your area of interest. Everyone who attends will enjoy complimentary pizza and soda. And, be sure to arrive early and fill out your raffle ticket for great prizes! Special recognition and sincere appreciation to IPRA's College and University Relations Committee for coordinating this year's Professional Connection!

For questions or more information contact  
Kevin Romejko at [kromejko@wheelingparkdistrict.com](mailto:kromejko@wheelingparkdistrict.com) or  
Bret Fahnstrom at [bfahnstrom@rtpd.org](mailto:bfahnstrom@rtpd.org)

#### Friday, January 23 8:00 am – 9:15 am *Future of the Field, Part II* *Hong Kong, West Tower, Gold Level*

During Friday's LEARN participants will identify specific tasks we can and will accomplish; such as awareness, value and recruitment.

#### 9:30 am – 10:45 am *Tips in Resume Writing and Interviewing* *Hong Kong, West Tower, Gold Level*

This session is geared toward students looking for their first full time job. This session will cover some resume writing and interviewing suggestions by someone that has been hiring staff for over 20 years.

#### 12:30 pm – 2:30 pm *All-Conference Awards Luncheon* *Grand Ballroom, East Tower, Gold Level*

Opt in, at no additional cost, to join the celebration and to network with established professionals.

#### 3:30 pm – 4:45 pm *Mock Interviews/Resume Review* *Skyway 265/269/273, East Tower, Blue Level*

This session will offer students an opportunity to practice and improve their interviewing skills through participation in a mock interview. Professionals will ask interview questions, as well as review students' resumes and materials. At the conclusion of the interview, students will receive feedback and constructive criticism in order to fully prepare them for real world interviews.

#### Saturday, January 24 8:45 am – 10:00 am *Future of the Field, Part III* *Hong Kong, West Tower, Gold Level*

During Saturday's INSPIRE this will be the spring board where we put our thoughts, findings and ideas into action. We will identify and set a solid goal, objectives and assign strategies that will positively impact the future of the field.

#### 10:15 am – 11:30 am *Mock Interviews/Resume Review* *Skyway 265/269/273, East Tower, Blue Level*

This session is a repeat from the previous day for those students who were unable to attend the session held at 3:30 PM on Friday.

#### 12:00 pm – 1:30 pm *IPRA College & University Relations Committee (CURC) Student Advisory Board Meeting* *New Orleans, West Tower, Gold Level*

## VOLUNTEERS... CALLING ALL PROFESSIONALS AND COMMISSIONERS!

We are recruiting volunteers for Conference Registration and Conference Headquarters. If you are interested and have an hour or two to spare during conference, please send an email to the following people and include the day(s)/time(s) you are available.

### CONFERENCE REGISTRATION

CONTACT: Alan Howard at [ahoward@ilparks.org](mailto:ahoward@ilparks.org)

#### *Hours of Operation:*

Thursday, January 22	7:30 am – 5:00 pm
Friday, January 23	7:30 am – 5:00 pm
Saturday, January 24	7:45 am – 12:00 pm

### CONFERENCE HEADQUARTERS

CONTACT: Heather Weishaar at [heather@ilipra.org](mailto:heather@ilipra.org)

#### *Hours of Operation:*

Thursday, January 22	7:30 am – 5:00 pm
Friday, January 23	7:30 am – 5:00 pm
Saturday, January 24	7:45 am – 5:30 pm

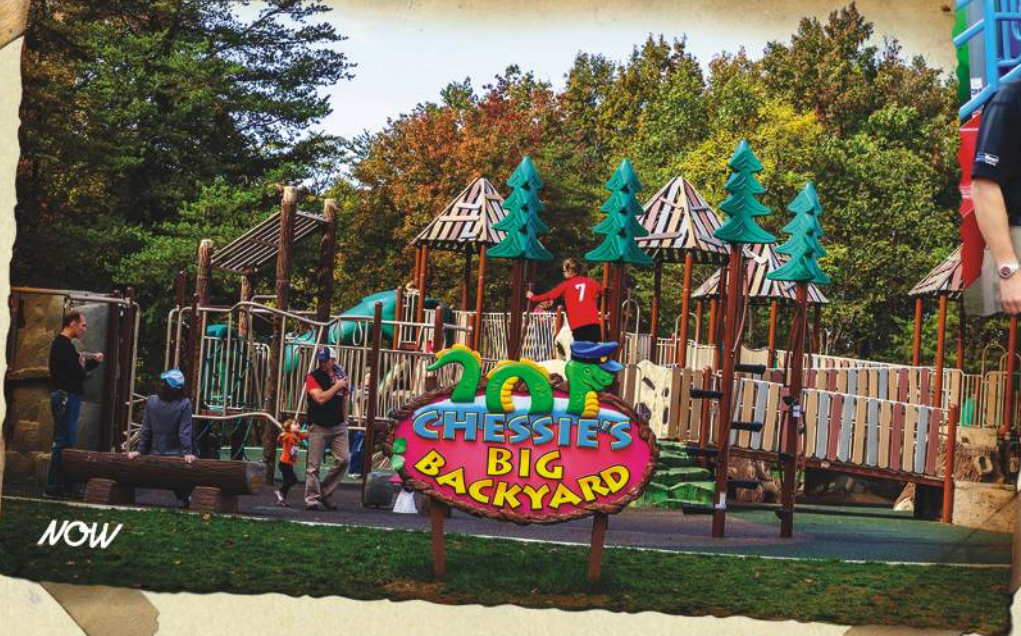
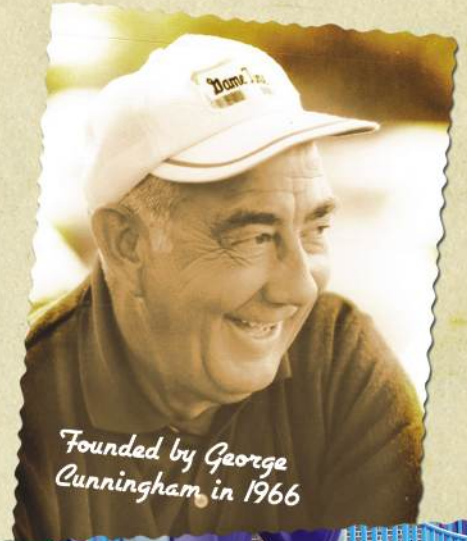
## WHAT TO WEAR

Exhibit Hall Grand Opening: Business casual attire  
Thursday Welcome Social: Casual attire  
Friday All-Conference Awards Luncheon: Business attire  
Saturday Closing Social: Casual attire





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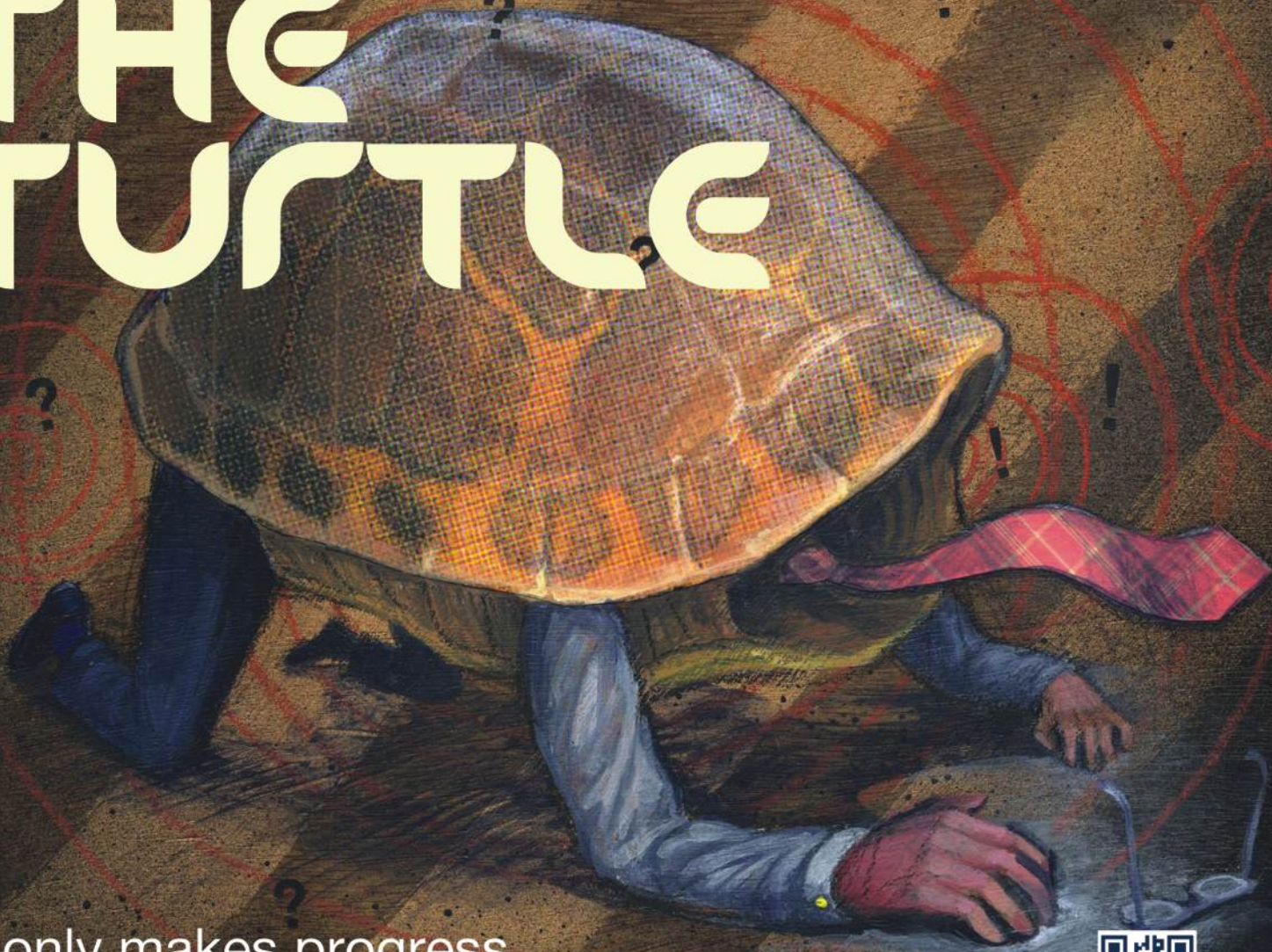
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## THURSDAY AT-A-GLANCE

**7:30 am – 5:00 pm**

Conference Registration Open

**9:00 am – 12:00 pm**

Pre-Conference Workshops (0.3 CEUs)

**12:30 pm – 1:00 pm**

Career Development Symposium Registration/Check-In

**1:00 pm – 4:30 pm**

Career Development Symposium (0.3 CEUs)

**1:00 pm – 6:00 pm**

Exhibit Hall Grand Opening

*Join us as we celebrate the grand opening of the exhibit hall! Meet with over 325 exhibitors who will be displaying their latest products and services for the park, recreation, forest preserve and conservation industry.*

**1:30 pm – 4:30 pm**

Pre-Conference Workshops (0.3 CEUs)

**3:30 pm – 4:45 pm**

Future of the Field, Part I - *First in a Special Three-Session Series (0.1 CEUs)*

**5:30 pm – 6:30 pm**

Professional Connection

*Don't miss this excellent opportunity to network and connect with future employers/employees.*

**9:00 pm – 12:00 am**

Welcome Social with 7th heaven

*Kick off conference with some fun, music, dancing and visiting with good friends old and new.*

## PRE-CONFERENCE WORKSHOPS MORNING

**9:00 am – 12:00 pm**

All pre-conference workshops award 0.3 CEUs. Pre-registration is mandatory.

**10**

### Concussions: The Truth, The Known & The Unknown

**Topic Track:** Recreation

**Location:** Columbus CD, East Tower, Gold Level

**Time:** 9:00 AM-12:00 PM

**Registration Fee:** \$75

**Speaker(s):** Ketan Mody, MD, CAQSM, Sports Medicine Physician, Elite Sports Medicine Institute, Ltd.

Do you know the signs and symptoms of a concussion and what steps to take immediately after a child has been injured? In this workshop, Dr. Mody will review the current medical literature on treatment, and discuss how to recognize the signs of a concussion and what the short and long term implications are on learning and memory. Case studies will be examined, and participants will learn what steps organizations can do to help minimize risk and ensure the safety and well-being of kids engaged in sports activities.

**Learning Outcomes:** Participants will: 1) be able to put in place a plan to recognize and protect kids with possible concussions; 2) be able to put in place a plan to help prevent and reduce the risk of concussions.

**101**

### You're Driving Me Crazy!

**Topic Track:** Leadership/Management

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 9:00 AM-12:00 PM

**Registration Fee:** \$75

**Speaker(s):** Deanne DeMarco, Corporate Trainer, Speaker and Coach



Do you recognize these people? The Know it All's: arrogant and opinionated or The Gripers: is anything ever right? Or how about The Dictators: bully and intimidate others. Dealing with difficult people is a challenge for all of us. Come join us and learn the strategies in working with the difficult people in your life. You will uncover the secrets in working with, leading and communicating more effectively with difficult people. You will understand why they act the way they do and what makes them tick. Attend this session and gain the knowledge as to how to deal with the five major difficult types.

**Learning Outcomes:** Participants will: 1) be presented with assertive approaches to use when dealing with difficult people without coming on too strong; 2) learn how to maximize your Word Power for effectiveness; 3) understand the Conflict Model for problem resolution.



## PRE-CONFERENCE WORKSHOPS MORNING

9:00 am – 12:00 pm

All pre-conference workshops award 0.3 CEUs. Pre-registration is mandatory.

### 201 Innovative Reforestation Planning Using Tradition and Technology



**Topic Track:** Parks  
**Location:** Grand Suite 3, East Tower, Gold Level  
**Time:** 9:00 AM-12:00 PM  
**Registration Fee:** \$75  
**Speaker(s):** Phil Graf, Urban Forestry Consultant and Steve Lane, Urban Ecologist, GIS Coordinator, Graf Natural Resource Management and GIS

In this workshop, the presenters will discuss the benefits of urban trees, tree profiles and planting site profiles. Participants will view a live demonstration on the use of technology in matching the right tree to the right place, and why GIS tree inventory data is important.

**Learning Outcomes:** Participants will: 1) be motivated to plant trees in the wake of Emerald Ash Borer; 2) understand why tree and site selection will pay off in the long run.

### 301 How to Succeed in These Changing Times

**Topic Track:** Leadership/Management  
**Location:** Columbus GH, East Tower, Gold Level  
**Time:** 9:00 AM-12:00 PM  
**Registration Fee:** \$75  
**Speaker(s):** Pam Van Den Bussche, President, Sunrise Valley Associates

This workshop will increase awareness of your own and others differing change styles and preferences. Activities in this session will show you how to help your company do more than just handle change. Learn to 'succeed in these changing times' and use techniques to engage those in your organization to be successful in adapting to the changes.

**Learning Outcomes:** Participants will: 1) learn the different ways to view change as an opportunity to succeed by increasing effectiveness, setting a new vision, demonstrate flexibility and your ability to be a progressive thinker; 2) learn how to lead yourself and others successfully during these changing times in the industry by understanding the change process and techniques to assess where you and others fall in the change process.

### 401 Flex Strategies for the 21st Century Agency

**Topic Track:** Leadership/Management  
**Location:** Comiskey, West Tower, Bronze Level  
**Time:** 9:00 AM-12:00 PM  
**Registration Fee:** \$75  
**Speaker(s):** Kyra Cavanaugh, President, Life Meets Work, Inc.

In this high-content, high-energy workshop, learn what it takes to implement or improve workplace flexibility in your agency. Whether you've barely considered it, or have already taken steps to improve flexibility for your team members, it's time to leverage this key talent management strategy. Through fun, thought-provoking activities, Kyra will make the business case for flex and show you a straightforward approach to enable employees in a variety of positions to have more flexibility while better serving your customers.

**Learning Outcomes:** Participants will: 1) learn how to implement flexibility strategies that work for all employees; 2) learn how to engage teams to support this new way of working.

### 601 A Proven Approach to Membership Sales, Service and Retention

**Topic Track:** Facilities  
**Location:** Columbus KL, East Tower, Gold Level  
**Time:** 9:00 AM-12:00 PM  
**Registration Fee:** \$75  
**Speaker(s):** Mark Davis, President, CMS International

Since members are the life blood of every agency, a successful recruitment and retention strategy is critical to operational success. Join us for this workshop where participants will learn the five key concepts that you can use today to sell more memberships, give high quality service and retain members over the long term.

**Learning Outcomes:** Participants will: 1) learn concepts that have been used worldwide and have been proven effective for over 35 years; 2) be able to apply these concepts to your workplace today.

### 602 Maintaining and Preserving Older and Historic Park Properties

**Topic Track:** Facilities  
**Location:** Grand Suite 5, East Tower, Gold Level  
**Time:** 9:00 AM-12:00 PM  
**Registration Fee:** \$75  
**Speaker(s):** Michael Fus, Preservation Architect, Chicago Park District; Rachel Leibowitz, Manager, Preservation Services Division and Anthony Rubano, Illinois Historic Preservation Agency

Many Illinois park districts own historic buildings, landscapes and related structures, but may need more technical assistance and information to maintain and manage these older resources. The workshop will provide an in-depth information about managing older, potentially significant park properties. Topics covered include maintenance, documentation and designation of historic resources, and establishing appropriate treatments for your historic and potentially historic properties, such as park buildings, landscapes, artworks, bridges and barns.

**Learning Outcomes:** Participants will: 1) learn how to assess, inventory and document park resources and determine eligibility for landmark status; will gain a basic understanding of the National Registry of Historic Places and local landmarking; 2) learn how to work with architects and contractors on buildings and materials.

### 901 The Social Parent; Connecting to Today's Coffee Klatch

**Topic Track:** Marketing/Communications  
**Location:** Columbus EF, East Tower, Gold Level  
**Time:** 9:00 AM-12:00 PM  
**Registration Fee:** \$75  
**Speaker(s):** Melissa Haak, Founder and Owner, Little Lake County

Today's parents are using social media the way our grandparents used their coffee klatch or bridge club to connect. Learn how to take advantage of social media, as a powerful marketing tool that engage today's parents. Melissa Haak, Founder of Little Lake County will share how she has built a career out of Social Media. Explore how you can better connect your district to parents and businesses socially to improve the bottom line.

**Learning Outcomes:** Participants will: 1) identify most popular platforms and social networking best practices. Social media is not standard marketing!; 2) describe how parents use social media to connect with others, plan schedules and seek out authentic experiences; 3) create a social media motto to craft your message and enhance current marketing plan.



## PRE-CONFERENCE WORKSHOPS AFTERNOON

1:30 pm – 4:30 pm

All pre-conference workshops award  
0.3 CEUs. Pre-registration is mandatory.



THURSDAY, JANUARY 22, 2015

### 11 Work-Life Balance: 6 Steps to Reclaiming Your Life



**Topic Track:** Marketing/Communications  
**Location:** Columbus CD, East Tower, Gold Level

**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Danielle Eisenach, Director of Marketing, Corbett, Duncan & Hubly, PC

In this interactive workshop, attendees will learn that work-life balance isn't an achievable reality. What is achievable is work-life integration. We will discuss what that means, how to assess one's current imbalance, how to develop an ideal schedule and lastly, how to identify what is realistic with six easy steps for finding new balance.

**Learning Outcomes:** Participants will: 1) develop an understanding of time management and mis-management; 2) learn easy tactics that can be implemented to achieve work-life integration and reduce stress.

### 102 Generations@Work



**Topic Track:**  
Leadership/Management

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Deanne DeMarco, Corporate Trainer, Speaker and Coach

The dynamic of four generations employed at the same time creates new challenges for today's leaders, supervisors, managers and employees. Each generation has different values, motivations and communicates differently. Attend this session and unlock the multi-generational mystery. In this fast-paced humorous presentation, learn the traits of each generation, the specific needs, how to connect, the pet peeves, and how to bridge the communication divide so you can communicate and manage more effectively. This session will provide you with tools and thoughtful solutions to decrease conflict and increase cooperation.

**Learning Outcomes:** Participants will: 1) discover the motivation secrets and understand what motivates the other generations; 2) learn how to improve retention and create a work environment that will inspire all of your employees to give you their very best every day.

### 302 How to Confidently Create and Deliver Impactful Presentations

**Topic Track:** Marketing/Communications  
**Location:** Columbus GH, East Tower, Gold Level  
**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Ruby Newell-Legner, Professional Speaker, 7 Star Service

Do you cringe at the thought of making a presentation? Fear of public speaking is common and it is an acquired behavior. It's also one that can be permanently overcome. This workshop will help you gain a new outlook toward your fear of the spotlight and develop the skills and courage to stand up to your everyday speaking challenges. Ruby will teach you how to make a positive impression whether presenting to your supervisor, elected officials, community members, fellow professionals, or complete strangers.

**Learning Outcomes:** Participants will: 1) learn how to avoid the most common mistakes that presenters make; 2) explore how to properly present content and one's self for making a presentation.

### 402 Finding the Courage to Change

**Topic Track:** Leadership/Management  
**Location:** Comiskey, West Tower, Bronze Level  
**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Julie Clasen, CPRP, Superintendent of Recreation and Tracey Crawford, CTRS, CPRP, Executive Director, NWSRA

Change is the new normal. Agencies must question the basic premises of the way they do business in order to embrace, address and adapt to the changing needs of a diverse community. Do you know your staff and what motivates them? What changes in leadership are you facing at your agency and are you positioning your teams to compete? Are you building an environment of hope and trust to help your team see their way forward? Can you create the momentum necessary to navigate your agency through the opportunities and obstacles that result from change? These are the challenges that are facing today's leaders. Knowing the questions, discussing the answers and ultimately developing a plan are all steps to finding the courage to change.

**Learning Outcomes:** Participants will: 1) identify the three levels of leadership change; individual, agency and organization; 2) identify the ways that change effects each level and the obstacles and opportunities; 3) identify your level of change and create an action plan to move yourself, your agency or your organization forward.

### 501 Life In the Espresso Lane: 7 Ways to Thrive In a Fast-Paced World



**Topic Track:** Leadership/Management  
**Location:** Columbus KL, East Tower, Gold Level  
**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Laurie Guest, Professional Speaker and Trainer, Solutions Are Brewing

What if you could give yourself an instant pick-me up by just changing your thinking - even in stressful times? If you find yourself zapped after encounters with customers or co-workers, would you like some simple yet powerful ways to instantly become engaged, motivated and energized? You will learn practical mental lattes - ideas you can serve yourself at any time you need to get your perk on. This fast-paced, fun and interactive program will give you the tools to blend for your own energizer. You'll leave with new pep and excitement for the day. When you savor this "cup of sanity," Laurie's humor and wisdom will make you want to visit her ideas daily.

**Learning Outcomes:** Participants will: 1) learn one behavior that will make you indispensable at work; 2) learn what mistakes can teach you - and it's not what you think!; 3) learn behaviors that can make you positively stand out from others; 4) learn an approach to build rapport with others; 5) learn ideas for keeping your personal life in balance; 6) learn techniques for getting your ideas accepted.

### 603 Historic Park Buildings: Preservation and Programming (Pre-Conference Off-Site Tour)

**Topic Track:** Facilities  
**Location:** Plaza A, East Tower, Green Level  
**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Julia Bachrach, Planning Supervisor/Preservation Architect and Michael Fus, Preservation Architect, Chicago Park District

This off-site tour will highlight several significant historic Chicago Park buildings that provide a diverse array of programs, including Berger Park Cultural Center, Broadway Armory Park and Indian Boundary Park Field House, which was restored after it suffered major fire damage.

**Learning Outcomes:** Participants will: 1) learn about how historic park buildings have been rehabilitated to support a broad array of programs and activities; 2) learn about best practices for maintaining and preserving historic park buildings.

## PRE-CONFERENCE WORKSHOPS AFTERNOON

1:30 pm – 4:30 pm

All pre-conference workshops award 0.3 CEUs. Pre-registration is mandatory.

902

### Creating an Actionable Marketing Plan

**Topic Track:** Marketing/Communications

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Mike Dockum, Account Executive/Marketing Strategist and Scott Kolbe, Partner/Creative Director, Sikich LLP

In this hands-on workshop, you will collaborate with expert presenters to develop an actionable marketing plan unique to your organization.

**Learning Outcomes:** Participants will: 1) be guided through worksheets to organize and identify their marketing strategy; 2) become armed with enough information and hard skills to execute a three-phase strategy to achieve their marketing goals.

1001

### Top Strategies for Delivering (and Exceeding!) Service Excellence

**Topic Track:** Leadership/Management

**Location:** Acapulco, West Tower, Gold Level

**Time:** 1:30 PM-4:30 PM

**Registration Fee:** \$75

**Speaker(s):** Scott Chovanec, President, Scott Chovanec & Associates

Understanding that you are in the 'memory management' business, know that customers remember the beginning and end of every visit...of every experience! Seldom do you get a second chance to make a first impression. Learn how to close the gaps between perception and reality in the delivery of exceptional service. From data collected on over 1,100 customer service audits, this session focuses on exceeding expectations by investigating 'best practices' and standards that work. Service 'value adds', identifying what patrons want before they ask, turning complaints into opportunities, and retaining customers are a few of the key components of this interactive session that will help YOU gain a competitive advantage. If you don't actively involve yourself in this session, don't worry...someone else will gladly serve your customers for you.

**Learning Outcomes:** Participants will: 1) learn how to identify and differentiate remarkable services experiences; 2) utilize information gained during the session to develop a working SERVICE EXCELLENCE plan of action which will enhance facility and agency success.

## SPECIAL SESSION (Three Session Series) 3:30 pm – 4:45 pm

All conference sessions award 0.1 CEUs.

37

### The Future of the Field Part I

**Topic Track:** Leadership/Management

**Location:** Hong Kong, West Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Donna McCauley, Professor/Coordinator, Moraine Valley Community College, LoriKay Paden, Academic Advisor, University of Illinois, Mike Selep, Assistant Director, Fox Valley Special Recreation Association

Do you have a passion to share the value, importance and professionalism of our field? Join this year's professionally rewarding three-session summit as we team up to look at the needs for the future of our profession. We need a solid group of educators, professionals and students who are interested in and committed to engage in conversations and address the educational and experience needed to successfully fill our positions! In three congruent sessions we will team up to connect, learn and inspire. During Thursday's CONNECT participants will identify the roles we play and need to play to create awareness and a standard of professionalism.

**Learning Outcomes:** Participants will: 1) connect with educators, professionals and students to discuss and listen about the future benefits and concerns of our field; 2) determine what tasks can be accomplished if we all work together to inform others about the exciting career options available through parks and recreation; 3) identify specific tasks that must be accomplished to meet the needs to prepare future professionals.



**DON'T FORGET TO  
TAKE THIS ISSUE TO THE CONFERENCE!**

1:00 pm – 4:30 pm


 100%  
 SATISFACTION  
 GUARANTEED

## Career Development Symposium

**Registration Fee:** \$89

Pre-Registration is Mandatory

**Location:** Crystal C Ballroom, West Tower, Green Level

**CEUs Awarded:** 0.3

**Speaker:** DEBORAH CHIMA



Deborah Chima, president and CEO of O.W.N. Your Career Breakthrough, LLC, is passionate about helping professionals unleash their leadership potential to solve today's business challenges. In this spirit, she founded her acclaimed executive coaching and training firm, to drive professionals and organizations toward greater heights through the power of leadership development, team dynamics, and customer service. Her strength in leading teams to maximum performance results comes from a 24-year career in the retail industry, including over 20 years with McDonald's Corporation where her corporate management positions included P&L accountability in international and domestic markets. Ms. Chima has received her certification as a group dynamics coach. She is also a certified Master Practitioner with the American Board of Neuro-Linguistic Programming. Ms. Chima is co-author of the book *Choose to Lead: Advice, Tools, and Strategies for Women, from Women*. She also co-authored the workbook *Creating Success Strategies at Work While Navigating Business Challenges*.

12:30 pm – 1:00 pm

Registration/Check-In

**YOU MUST GO TO CONFERENCE REGISTRATION, FIRST, LOCATED IN THE EAST TOWER/GOLD LEVEL.**

1:00 pm – 4:30 pm\*

### Mastering the Art of Working with People

Have you ever noticed how some people have a knack for connecting with others? Not just “getting along” – but really making a connection. They communicate tactfully and leave a positive impression on everyone they meet. Their relationship skills improve their success at work and in everything they do.

In this fast-paced workshop designed to help attendees master the art of working with people, participants will:

- Gain people skills that smooth out even your rockiest workplace relationships;
- Become a more valuable employee and team member;
- Handle problem personalities with tact and skill;
- Be seen as a problem-solver who can work through any challenge;
- Be able to defuse conflicts and bring about win-win agreements;
- Understand how to deal with different behavior styles to bring about positive outcomes;
- Eliminate misunderstandings that lead to hurt feelings and damaged relationships;
- Deliver criticism without interpersonal backlash.

\* **Includes a 30-minute refreshment break**

4:30 pm

**Tour the Exhibit Hall, Riverside Center, East Tower/  
Purple Level**

	BOARDSMANSHIP	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/LEGAL	HR/RISK MANAGEMENT
8:00 am - 9:15 am		<p>#106 - Big Box Recreation - The New Anchor for Redevelopment</p> <p>#214 - Greening Your Agency</p> <p>#617 - Size Does Matter: Guidelines for Developing Appropriately Sized Aquatic Facilities</p> <p>#625 - Energy Efficiency, Cost Savings &amp; Sustainability - How It All Ties Together</p> <p>#633 - Skate Guard Training</p>	<p>#116 - Buying Land When You Don't Have the Money</p> <p>#308 - What is GASB Up to This Year?</p>	<p>#110 - Legal/Legislative Part I</p> <p>#118 - "Time, Place &amp; Manner" - Regulating Non-Traditional Speech</p> <p>#123 - Primer on the Prevailing Wage Act</p>	<p>#108 - Chicken Little was Right: The Sky is Falling!</p> <p>#310 - Performance Appraisals - No Longer Just an Annual Task</p> <p>#319 - Terminating Employees</p> <p>#326 - Are You Getting a Screening or Scamming?</p>
9:30 am - 10:45 am	#114 Executive Director Evaluations	<p>#618 - See Green: Cost Effective Sustainable Aquatic Facilities</p> <p>#621 - Historic Preservation 101</p> <p>#624 - Special Events in Special Venues</p> <p>#637 - Don't Overlook Building Reuse</p> <p>#641 - A Collaborative Approach to Drowning</p>	<p>#41 - Pricing for Value - An Entrepreneurial Approach</p> <p>#311 - RecTrac Users - Got Questions?</p>	<p>#17 - Do's and Don'ts for Effective Foundations</p> <p>#111 - Legal/Legislative Part II</p> <p>#124 - Clouds on the Horizon: Storm Water Management Issues for Park Districts</p> <p>#131 - From Brown to Green: Developing Contaminated Properties With Green Construction Techniques and Grants</p>	<p>#129 - Bullying: Prevent, Identify &amp; Alleviate</p> <p>#315 - Policy Manuals: What You Need to Include</p> <p>#323 - Tips in Resume Writing and Interviewing</p> <p>#330 - Addressing and Defending Against Unemployment Issues</p>
1:00 pm - 2:15 pm		<p>#627 - Going Green: Step 1</p> <p>#631 - Museums in a Recreation World: Programs and Strategies to Maximize Your Museum's Potential</p> <p>#640 - The Lifeguard Interview</p>	#324 - The Recreation Program Life Cycle		<p>#312 - Using VEBA's to Enhance Your Agency's Retirement Benefits</p> <p>#313 - Building a Formula for Success - Making a Job Description Useful</p>
3:30 pm - 4:45 pm		<p>#607 - Laying Out Your Fitness Center</p> <p>#619 - Are Your Lifeguards Ready? Aquatic Emergency Readiness</p> <p>#630 - Geothermal Heating and Cooling: Digging for Deeper Energy Savings</p> <p>#634 - Ice, Dasher Board &amp; Glass Maintenance</p> <p>#635 - So You've Gone Green. Now What?</p> <p>#636 - Rehabilitation of Historic Park Buildings</p>	#117 - New SEC Enforcement and Regulatory Initiatives in the Municipal Bond Market	<p>#119 - Protest and Marches in Parks: First Amendment Issues in the Use of Public Parks &amp; Property</p> <p>#127 - The Down Low on Upskirts</p> <p>#128 - Dealing with E-Cigarettes, Guns and Social Media Issues</p> <p>#132 - FOIA - Refresher and Recent Developments</p>	<p>#306 - Coaching Up!</p> <p>#325 - Trends and Issues in Performance Appraisal</p>

LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p>#27 - When Traumatic Events Impact Your Organization: Recovery, Support and Strength</p> <p>#34 - Enhancing your Cultural Awareness</p> <p>#38 - The Future of the Field Part II</p> <p>#115 - Using Citizen Surveys for Strategic Planning</p> <p>#122 - Words on Play: Communicating the Research-Based Benefits of Play</p>	<p>#912 - Using LinkedIn to Create and Maintain Your Personal Brand</p>	<p>#33 - Making Parks More Natural and Less Expensive to Maintain</p> <p>#213 - Efficiencies in Project Management for the Park and Facility Manager</p> <p>#218 - Asset Management Using Mobile and Desktop GIS Platforms</p>	<p>#141 - Two Steps to "Stayin' Alive"</p> <p>#405 - Getting Volunteer Youth Sport Coaches Engaged</p> <p>#413 - Trip Planning: Tricks of the Trade</p>	<p>#504 - Technology and Visual Systems: Tools for Success</p>
<p>#25 - Training for the "Ages": Creating Effective Multi-Generation Teams</p> <p>#29 - Illinois Community Recreation Facilities &amp; Parklands Trends Study Results</p> <p>#30 - Parks and Recreation Survey</p> <p>#105 - Creating an Organizational Culture in Support of Innovation</p> <p>#109 - From Inception to Incarnation - Transforming Public Need Into</p> <p>#430 - New Performance Strategies for the 21st Century Agency</p> <p>#1003 - What About Us? Women and Minority Staff Representation Within Recreation Agencies</p>	<p>#21 - So You Want to Win the NRPA Gold Medal?</p> <p>#906 - TraDigital Marketing</p>	<p>#203 - "WTF" - Wetlands, Technical Green Infrastructure and Fundamental BMP's</p> <p>#623 - To Permeable or Not Permeable? That is the Question</p>	<p>#412 - Basics of Senior Services</p>	<p>#506 - Sensational Discoveries Utilizing Sensory-Based Interventions</p>
<p>#432 - Teambuilding and Motivational Training</p> <p>#609 - Lessons I Have Learned Over the Last 45 Years in the Health and Fitness Business</p>	<p>#905 - Internet Marketing: SEO &amp; PPC</p>	<p>#220 - Outdoor Developed ADA Regulations - New Requirements for Public Agencies</p>	<p>#426 - Zombie Survival Camp: Is Your Community Prepared?</p>	
<p>#26 - Spirit of Culture</p> <p>#28 - Natural Advantages: The Power of Parks, Heritage and Outdoor Assets in the Place-Based Economy</p> <p>#104 - Think Big! Think Creative! The Benefits of a Successful IGA</p> <p>#112 - Accreditation: A Blueprint for Excellence</p> <p>#307 - Preparing a Successful Solicitation: Requirements and Recommendations</p>	<p>#418 - Use a Community Health Challenge to Drive Up Membership</p> <p>#911 - C&amp;M Round Table</p>	<p>#205 - Specifying and Bidding Playgrounds</p> <p>#208 - Reclaiming What Was Lost: Restoring Sites for Recreation and Community</p>	<p>#406 - Partnerships: The Never Ending Resource</p> <p>#420 - The Festival Experience: Community, Staff and Volunteers</p> <p>#423- Early Childhood Forum</p>	<p>#505 - Creating an Adaptive Sport Program to Succeed</p>

# SATURDAY, JANUARY 24

	BOARDSMANSHIP	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/LEGAL	HR/RISK MANAGEMENT
8:45 am - 10:00 am	#137 - Commissioner's Roundtable Part I	#629 - Safety! Safety! Safety! Emergency Preparedness for Parks & Recreation  #632 - Operating a Successful Golf Operation Including Maintenance & Food/Beverage Revenues  #610 - Aquatics Roundtable	#143 - Bonding Schmonding: The Changing MSRB Regulatory Framework Protecting Issuers	#107 - Win, Lose or Draw! You Make the Call?  #133 - Aiding in the Conduct of the People's Business: Your Board Meeting and the Open Meetings Act  #639 - Competitive Bidding and Contract Administration	#304 - Hiring the Right Full-Time Employee  #322 - Dealing with Difficult Employees, It's Not Them, It's You
10:15 am - 11:30 am	#138 - Commissioner's Roundtable Part II	#605 - The Million Dollar Gamble: Sports Complexes for Small Agencies  #615 - Model Aquatic Health Code	#136 - IMRF: Are You Ready for Retirement?	#103 - Is Your Park Foundation Successful?  #134 - Employment Law Update: What You Don't Know Can Hurt You  #139 - Staying Out of Litigation: When to Require Liability Waivers  #210 - Primer on Procurement	#36 - From Metrics to Forensics - Risk Management Tools for Your Organization  #317 - Affordable Care Act: The Current State of Law
12:30 pm - 1:45 pm	#130 - Playing Nice in the Sandbox: Tips and Strategies for Reducing Board Conflict	#616 - AOAP's R.E.S.P.E.C.T. the Water Campaign  #626 - Save Money with Energy Efficient Mechanical & Lighting Retrofits  #628 - Effective Emergency Planning	#314 - Help! I Need to do a Tax Levy	#120 - Navigating Your Project Through the Zoning Process in Your Municipality  #125 - Hot Topics in Employment Litigation - Ways to Reduce Your Exposure  #135 - Ethics for Illinois Park District Commissioners	#18 - The Next Chapter: Life After Parks and Recreation  #309 - Internal Marketing Campaign: Keep Your Talent Engaged
2:00 pm - 3:15 pm	#121 - Board Wars Continued	#620 - Development of an Aquatic Zoo Waterpark  #638 - Busting the Myths of LED Lighting in Park Buildings	#318 - Tax Assessment Appeals, Tax Objectives & Tax Exemptions	#126 - Budget and Levies: The Fundamentals  #140 - Tort Immunity Act: Decisions and Developments	#303 - Your New Employee: Is the New Hire Paperwork Done Correctly?  #329 - Problems and Risk at Special Facilities
3:30 pm - 4:45 pm			#44 - Partner with your Peers! Collaborative Purchasing Saves Time and Money		#305 - Designing Effective Surveys  #316 - Manuevering Through the Disability Triangle: Workers Comp, ADA & FMLA

LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p>#12 - From the Park Bench: Stories from the Big Chair</p> <p>#39 – Future of the Field Part III</p> <p>#40 - High Performance Agency: An Entrepreneurial Model for Parks and Rec</p> <p>#1005 - You Can't Touch This: The Customer Satisfaction Experience</p>	<p>#142 - Government Gets Engaged</p> <p>#914 - Public Engagement 101: Tools and Resources to Engage Your Residents</p>	<p>#204 - Building Stewardship For the Urban Forest</p> <p>#206 - Maintaining Outdoor Ice Rinks. What? Are We Nuts?</p>	<p>#404 - Sports Organization 101: Working With Your Affiliates</p> <p>#427 - Teambuilding with Teens</p>	<p>#1004 - Cultural Competency and Recreation Therapy</p>
<p>#13 - So You Want to Be an Agency Leader?</p> <p>#15 - Work/Life Balance - Women In Leisure Services</p> <p>#31 - When Disaster Strikes: Real Life Response to A Tornado</p> <p>#320 - Smart Moves for Successful Projects</p>	<p>#24 – Interviewing Skills: How to REALLY Differentiate Yourself From the Competition</p> <p>#919 - Creating a Successful Sponsorship Program</p>	<p>#207 - Burning in the Burbs</p> <p>#211 - Affordable and Fun Inclusive Playground Design</p> <p>#622 - Public Art in Parks</p>	<p>#411 - Forest Preserves &amp; Conservation Districts: Natural Partners with Park Districts</p> <p>#433 - Designing Innovative Youth Sport Programs</p>	<p>#507 - A Positive, Proactive and Preventative Approach to Behavior Management</p>
<p>#14 - Keys to the Corner Office: How to Successfully Transition Into a Leadership Position</p> <p>#20 - Got Stress? Let's Deal With It!</p> <p>#32 - Leadership for the 21st Century</p>	<p>#144 - Moving To Mobile</p> <p>#920 - In Service, There is No Finish Line</p>	<p>#209 - Sports Field Seed Selection and New Cultivars</p> <p>#216 - When, Why and How to Select a Construction Manager for Projects</p>	<p>#414 - How Are You Impacting the Youth In Your Programs?</p> <p>#417 - Developing Budget-Friendly Fitness Events</p>	<p>#503 - The ADHD Factor: Competing with Executive Functioning Challenges</p>
<p>#19 - Executive Director Roundtable</p> <p>#42 – iLearn: Hot Topics Researched at Leadership Academy</p> <p>#321 - Counting What Counts: Using Data to Drive Real Change</p> <p>#327 - Creating Customer Service Standards: One Agency's Path</p>	<p>#429 - The Better Business Model</p> <p>#910 - Signage: Enhancing the Customer Experience</p>	<p>#43 - Learning Landscapes: Re-connecting to Parks</p> <p>#217 - Growing Your Community Garden With Only a Little Green</p> <p>#219 - GIS and Stormwater Best Management Practices</p>	<p>#407 - Weather Forecasting for Rec Professionals</p> <p>#421 - Antibullying</p>	
<p>#16 - Leading Optimistically</p> <p>#22 - Building Your Own Green Team</p> <p>#47 - The Art of W.A.R. - Winning Admiration and Respect From Your Employees and Customers</p> <p>#403 - Making Powerful Allies: Engaging Millenials</p>	<p>#904 - You Down With Adobe? Yeah You Know Me!</p>	<p>#212 - Invigorating Aquatic Designs from Beginning to End</p> <p>#221 – More Than Chips and Firewood; Wood Utilization</p>	<p>#431 - Game Officials: The Overlooked Employee</p> <p>#46 - Making Meaningful Connections Between In-School and Out-of-School Time: Homework Strategies in Action!</p>	



## FRIDAY AT-A-GLANCE

**7:30 am – 5:00 pm**  
Conference Registration Open

**8:00 am – 9:15 am**  
Conference Sessions (0.1 CEUs)

**8:30 am – 12:30 pm**  
Exhibit Hall Open

**8:30 am – 4:00 pm**  
Agency Showcase

**9:30 am – 10:45 am**  
Conference Sessions (0.1 CEUs)

**12:30 pm – 2:30 pm**  
All-Conference Awards Luncheon\*

**1:00 pm – 2:15 pm**  
Conference Sessions (0.1 CEUs)

**2:00 pm – 4:00 pm**  
Exhibit Hall Open

**2:30 pm – 3:15 pm**  
Dessert in the Exhibit Hall\*

**3:30 pm – 4:45 pm**  
Conference Sessions (0.1 CEUs)

**5:00 pm – 6:30 pm**  
IPRA Annual Business Meeting

**5:00 pm – 6:30 pm**  
IAPD Commissioners' Reception\*\*

**9:30 pm – 11:00 pm**  
Chairmen's Reception\*\*

\* Ticketed Event

\*\*By Invitation Only

## FRIDAY MORNING CONFERENCE SESSIONS 8:00 am - 9:15 am

Pre-Registration is not required to attend Friday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

### 27 When Traumatic Events Impact Your Organization: Recovery, Support and Strength

**Topic Track:** Leadership/Management

**Location:** Columbus CD, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Lori Hoffner, Trainer, Consultant, Supporting  
CommUnity, Inc.

Every single organization has to deal with issues and events that are beyond their control, and unfortunately many of those are traumatic. Traumatic events can test us all at a very personal and human level and yet being in the profession of recreation, we believe that we should be able to 'pull ourselves up by the bootstraps' and continue on. In this session we will discuss that impact of being exposed to traumatic events and how we can be aware of how these events can affect us personally and professionally. We will learn how to deal with our stress, our response to the community and most importantly how to monitor our own health. Lori will discuss ways to identify and access community resources as well as create your own internal action plan for a proactive response for your staff and the community that you serve.

**Learning Outcomes:** Participants will: 1) create a plan to implement an internal crisis response team that can help support staff and seek outside resources for increased care in the event of potential threat or traumatic events; 2) identify ways that parks and recreation agencies are a collaborative part of an overall community response through the services they offer.

### 33 Making Parks More Natural and Less Expensive to Maintain



**Topic Track:** Parks

**Location:** Regency A, West Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Jim Kleinwachter, Land Preservation Specialist and  
Brook McDonald, President/CEO, The Conservation Foundation

Ideas will be presented on how to tastefully convert mowed areas into beautiful flowering meadows and pollinator areas, as well as how that saves operating dollars and is good for the environment.

**Learning Outcomes:** Participants will: 1) understand how to convert mowed grassy areas to flowering meadows and why that makes sense; 2) understand the maintenance requirements of these areas and how that saves money.



# FRIDAY MORNING CONFERENCE SESSIONS

8:00 am - 9:15 am

Pre-Registration is not required to attend Friday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.



## 34 Enhancing your Cultural Awareness



### Topic Track:

Leadership/Management

**Location:** Gold Coast, West Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Ruby Newell-Legner, Professional Speaker, 7 Star Services

Have you ever felt awkward trying to communicate with someone who is from a different culture than you? Perhaps they are from another country or were raised in a different culture. Sometimes they may not even speak the same language as you do. Working effectively with different cultures is a necessary skill for anyone in a culturally diverse community. Come learn the very basics of culture competence so you can build meaningful relationships throughout your community.

**Learning Outcomes:** Participants will: 1) learn how their own attitudes and worldview influences the way they interact with customers from different cultures; 2) learn key skills develop a basic level of competence that enables them to interact more effectively with customers across cultures.

## 38 The Future of the Field Part II

(Second in a three-session series)

**Topic Track:** Leadership/Management

**Location:** Hong Kong, West Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Donna McCauley, Professor/Coordinator, Moraine Valley Community College; LoriKay Paden, Academic Advisor, University of Illinois; Mike Selep, Assistant Director, Fox Valley Special Recreation Association

During Friday's LEARN participants will identify specific tasks we can and will accomplish; such as awareness, value and recruitment.

**Learning Outcomes:** Participants will: 1) connect with educators, professionals and students to discuss and listen about the future benefits and concerns of our field; 2) determine what tasks can be accomplished if we all work together to inform others about the exciting career options available through parks and recreation; 3) identify specific tasks that must be accomplished to meet the needs to prepare future professionals.

## 106 Big Box Recreation - The New Anchor for Redevelopment



**Topic Track:** Facilities

**Location:** Michigan C, East Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Daniel Atilano, Principal, Dewberry Architects, Inc.; Steve Gulden, Village Manager, Village of Romeoville; Bill Inman, Senior Vice President, Hitchcock Design Group

Across America, there is a need to redevelop aging shopping centers. Simultaneously, there is an ever increasing need to improve our community's health and wellness; to expand our preservation of natural resources while promoting good conservation and stewardship practices, and to increase the access to programs, facilities and places that make lives and communities great. So what do these two conditions have in common? A case study will highlight how a recreation center, as the first improvement and anchor on a blighted site contributed to a rebirth of commercial development. The partnership with a private company that operates the facility for the first five years makes this story even more interesting.

**Learning Outcomes:** Participants will: 1) understand how a case study shows the social and economic benefits of using a grayfield for recreation improvements; 2) understand why grayfields may be one way to remain successful during the nation's demographic inversion.

## 108 Chicken Little was Right: The Sky is Falling!

**Topic Track:** HR/Risk Management

**Location:** Regency C, West Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Eric Hohenstein, Claims Supervisor, Park District Risk Management Agency; Bill Lambrecht, Superintendent of Parks & Planning, Wilmette Park District; Dave Olson, Co-President, W.B. Olson, Inc.

So you get the call that a disaster has happened at a facility, what do you do next? You need to have an action plan ready ahead of time so you aren't scrambling to determine your next step. And you need to know what to keep track of during recovery.

**Learning Outcomes:** Participants will: 1) learn how to develop a call list for help in case of a disaster and what to do after the disaster; 2) be prepared to keep track of and what information to keep for an insurance claim.

## 110 Legal/Legislative Part I

**Topic Track:** Governance/Legal

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**CLEs Awarded:** 1.0

**Speaker(s):** Jason Anselment, Legal/Legislative Counsel, Illinois Association of Park Districts; Robert K. Bush, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Legal experts will discuss new laws and recent court decisions that impact park districts, conservation districts, forest preserves, recreation and special recreation agencies. Stay current on a wide variety of changes in the law and how those changes will affect the operations of your agency.

**Learning Outcomes:** Participants will: 1) learn about recent legal developments and other issues that impact their agency's operations; 2) obtain information that will help them determine how to adapt to the requirements of new laws.

## 115 Using Citizen Surveys for Strategic Planning

**Topic Track:** Leadership/Management

**Location:** Grand Suite 5, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Ronald A. Vine, Senior Vice President, ETC Institute/Leisure Vision

This session will provide an overview on how to use survey research to better understand organizational strengths, weaknesses, opportunities and threats. Examples of survey research on numerous strategic plans for Illinois Park Districts will be presented.

**Learning Outcomes:** Participants will: 1) learn how to use survey research to gain insight on your agency's performance; 2) learn how to use the results of surveys to identify priority issues to accomplish in your strategic plan.



## FRIDAY MORNING CONFERENCE SESSIONS

8:00 am - 9:15 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

116

### Buying Land When You Don't Have the Money

**Topic Track:** Finance/IT

**Location:** Water Tower, West Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Dan Lobbes, Director of Land Protection and Janice Roehll, DuPage County Program Director, The Conservation Foundation

After developing an open space plan for your county, park district or region, where does the money come from to implement the plan? Partnering with conservation land trusts, the use of conservation easements and leveraging available resources, are all methods that lead to success for park districts and other agencies. **Learning Outcomes:** Participants will: 1) learn the steps involved in developing an open space plan; 2) discover different options in preserving open space other than just a fee simple purchase.

118

### "Time, Place & Manner" - Regulating Non-Traditional Speech

**Topic Track:** Governance/Legal

**Location:** Columbus KL, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**CLEs Awarded:** 1.0

**Speaker(s):** Julie Tappendorf, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Park officials and employees are generally familiar with the First Amendment limitations on regulating traditional speech, such as demonstrations and activities that take place in parks and other public forums. But are they aware of the potential legal issues in regulating non-traditional speech? Bulletin boards, kiosks, signs, and other avenues for communication raise new legal issues for park districts, particularly with an increased interest in raising revenues by allowing commercial use of park sites and property, including corporate sponsorships. Legal issues also come up in the area of "cyberspeech" as more parks are using Facebook and other social media sites to communicate to their citizens.

**Learning Outcomes:** Participants will: 1) learn what they can and cannot do in regulating these non-traditional forms of speech; 2) be provided with guidelines on how to create a legally defensible policy to regulate these non-traditional activities.

122

### Words on Play: Communicating the Research-Based Benefits of Play

**Topic Track:** Leadership/Management

**Location:** Regency B, West Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Jennie Sumrell, Director of Education, PlayCore

Words on Play is a unique treatise by leading play scholars that empowers communities to advocate and fund play and recreation initiatives to create a healthier, happier society. A rich literature review provides thought provoking insight and aligned messages to demonstrate that investing in play results in positive community outcomes, unique partnerships and funding opportunities.

**Learning Outcomes:** Participants will: 1) create an "elevator speech" describing why play and recreation is essential to the health and well-being of society; 2) develop an action plan of ways to customize advocacy messages and link strategic and funding partners to promote best practices in outdoor play environments.

123

### Primer on the Prevailing Wage Act

**Topic Track:** Governance/Legal

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Steven D. Mahrt, Attorney, Derke J. Price, Partner and James D. Rock, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer

This session will provide a review of the requirements of the Prevailing Wage Act and related issues involved in contracting for work on public works projects. The session will review statutory requirements and practical advice for dealing with unions, FOIAs and the Department of Labor.

**Learning Outcomes:** Participants will: 1) gain an understanding of the statutory requirements of the Act; 2) learn practical tips for staff for bidding, contract documents, FOIA requests and dealing with IDOL.



141

### Two Steps to "Stayin' Alive"

**Topic Track:** Recreation

**Location:** Plaza A, East Tower, Green Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Katie Connolly, Community CPR Manager, American Heart Association

Learn how to save a life using two easy steps, as well as the use of an Automated External Defibrillator (AED). Discover how the AHA created the guidelines for CPR and the resources available for the community to act quickly during a cardiac emergency.

**Learning Outcomes:** Participants will: 1) know the two steps to Hands-Only CPR and how to use an Automated External Defibrillator (AED); 2) know the history of CPR.

213

### Efficiencies in Project Management for the Park and Facility Manager

**Topic Track:** Parks

**Location:** Grand Suite 2, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Mike Erickson, Director of Park & Facility Maintenance, Fox Valley Park District

Are you a park or facility manager or supervisor and you have been assigned your first large project to manage? Are you worried that something might fall through the cracks? This session will help you to get through all the steps of the project management process, from bidding, contracts, insurance, submittals, change orders and anything else that might come up in the project.

**Learning Outcomes:** Participants will: 1) learn all the steps necessary to manage an effective project; 2) learn how to create and implement a project plan.

## FRIDAY MORNING CONFERENCE SESSIONS

8:00 am - 9:15 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



### 214 Greening Your Agency



**Topic Track:**

**Location:** Buckingham, West Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Brendan Daley, Director of Strategy & Sustainability, Chicago Park District

Want to learn how to make your agency more efficient with an eye on sustainability? Green it up! This session will give examples of low or no cost green initiatives as well as tools to determine cost benefit of implementation.

**Learning Outcomes:** Participants will: 1) be able to identify sustainable operations that can be implemented within their agency using third party certifications or other resources to assist. These include facilities and land management, programming and special events; 2) be able to conduct simple return on investment or cost benefit analysis for new sustainable operations or practices prior to implementation.

### 218 Asset Management Using Mobile and Desktop GIS Platforms

**Topic Track:** Parks

**Location:** Roosevelt, East Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Phil Graf, Urban Forestry Consultant and Steve Lane, Urban Ecologist/GIS Coordinator, Graf Natural Resource Management and GIS

This session will explore the use of industry standard GIS software for asset management, as well as various other freeware and paid GIS platforms. Mobile applications will also be discussed.

**Learning Outcomes:** Participants will: 1) learn the various platforms available for GIS management, both mobile and desktop; 2) be motivated to map and manage assets to efficiently use staff planning time.

### 308 What is GASB Up to This Year?

**Topic Track:** Finance/IT

**Location:** Regency D, West Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Fred Lantz, Partner, Sikich LLP

The Governmental Accounting Standards Board (GASB) has been very active recently, issuing a number of new pronouncements and due process documents that may impact park districts and forest preserve districts throughout Illinois. This session will review recently issued pronouncements as well as GASB's project calendar and projects in process. We will work through implementing GASB S-68 for an Illinois Park District using data from the Illinois Municipal Retirement Fund.

**Learning Outcomes:** Participants will: 1) understand the impact of recently issued standards and how to implement those standards in their government, especially GASB S-68, which first becomes effective for fiscal years ending June 30, 2015; 2) gain insight as to what pronouncements may be coming out in the future that may impact their government.

### 310 Performance Appraisals - No Longer Just an Annual Task

**Topic Track:** HR/Risk Management

**Location:** Michigan B, East Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Jennifer Lollino, Managing Director/HR Consultant and Julie Strahl, HR Consultant, Sikich LLP

To most, performance appraisals (annual reviews) are characterized as a necessary evil; a last minute, end of year paper chase of documentation and reflection. In its true form, the performance appraisal PROCESS should be the culmination of a year-long discussion around efforts and outcomes related to goal attainment and collaboration. This session will provide the rationale behind this statement along with many helpful tips to transform your performance appraisal process into a positive and productive performance management tool for everyone in your organization.

**Learning Outcomes:** Participants will: 1) learn what a successful performance appraisal process should encompass - the "Golden Cycle" of Performance Management; 2) be taken on a comprehensive walk through a thoughtful and forward thinking performance review process; identifying common stumbling blocks along the way and how to overcome them.

### 319 Terminating Employees

**Topic Track:** HR/Risk Management

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Keri-Lyn Krafthefer, Partner and Robert T. McCabe, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer

Everyone has that problem employee...The chronically late guy, the underperforming chick and the dude who routinely exhausts all of his benefits days, yet still doesn't show up for work. Are your policies, procedures and files adequate to support a termination? This session will tell you what you need to do to terminate That Guy without subjecting your district to liability.

**Learning Outcomes:** Participants will: 1) learn the steps you should follow to document discipline and laws related to employees in protected classifications; 2) learn options when it comes to improving employee performance and various options for severing the employment relationship.

### 326 Are You Getting a Screening or Scamming?

**Topic Track:** HR/Risk Management

**Location:** Acapulco, West Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Chris Goodman, Executive Director, SSCJ

The irrefutable fact is that regardless of the price you pay there is no "perfect" background check system, however the great news is in 2006 the field of parks, recreation and conservation established the industry standard for background checks. There is a certain level of knowledge required to ensure that the agency is not being misled by less than honest background check vendors. Learn the right questions to ask to know if you are even close to meeting the expected standard for the industry.

**Learning Outcomes:** Participants will: 1) have a clear understanding of the detailed steps required when conducting a comprehensive criminal background check in compliance with protocols expected by the U.S. Judicial System for employment screening; 2) understand why database checks and local police checks as a stand alone are risky, substandard and fail to meet the court definition of "due diligence."



## FRIDAY MORNING CONFERENCE SESSIONS

8:00 am - 9:15 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



405

### Getting Volunteer Youth Sport Coaches Engaged

**Topic Track:** Recreation

**Location:** Michigan A, East Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Josh Barry, Athletic Superintendent, Joliet Park District; Les Duncan, President, South Suburban Umpires Association; Duane Smith, Recreation Supervisor, Mokena Community Park District; Scott Tierney, Athletic Supervisor, Frankfort Park District

Speakers will discuss a variety of ways to engage volunteer youth coaches in their role as a mentor for kids, as well as a representative of their agency's recreation department. Though they are not paid staff, coaches are an important part of the recreation team, and it is important to educate them and make them feel just as important as the participants. If they are motivated, your players and their families will have a better experience, thus enhancing the quality of your program. Some time for round-table discussions about the presented topic will be included. **Learning Outcomes:** Participants will: 1) be able to list reasons why coaches volunteer their time; describe the importance of making volunteer youth coaches feel like a part of the park district team; 2) be able to list ways to educate and motivate coaches so they are actively engaged in their role as a youth sports coach.

413

### Trip Planning: Tricks of the Trade

**Topic Track:** Recreation

**Location:** Toronto, West Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Nancy Graham, Senior Center Supervisor and Amanda Himert, Leisure Service Supervisor, Northbrook Park District; Katie Mackay, Senior Coordinator, Morton Grove Park District

Learn all the tricks for successful trip planning in the Chicagoland area, including the best seats for Broadway, baseball games and more! Receive first-hand knowledge from those with experience in camp and day off program trips to Senior trips and everything in between. Take home several fun trip ideas.

**Learning Outcomes:** Participants will: 1) learn tips for trip planning in the Chicagoland area; 2) receive a list of fun trips for all ages.

504

### Technology and Visual Systems: Tools for Success

**Topic Track:** Therapeutic Recreation

**Location:** Plaza B, East Tower, Green Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Kelley Combs, MAT, LBS I, Special Education Consultant, Structured Tasks

Technology and other tools can help to support individuals with special needs in a variety of settings. Utilizing various tools and techniques, individuals can be better supported in these settings. In addition, low tech strategies can also improve support and predictability of one's day.

**Learning Outcomes:** Participants will: 1) gain a better understanding of why utilizing visuals is an important element of supporting individuals with special needs; 2) be able to immediately utilize at least one strategy discussed.

617

### Size Does Matter: Guidelines for Developing Appropriately Sized Aquatic Facilities

**Topic Track:** Facilities

**Location:** Comiskey, West Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Richard Klarck, Aquatics Engineer and Thomas G. LaLonde, Vice President/Managing Principal, Williams Architects/Aquatics; Leon Younger, President, PROS Consulting

To plan and manage the design process for an aquatic facility, P&R professionals need to understand the design and technical aspect of facilities, how programming goals are translated into facility characteristics pertaining to size, materials, configuration and how facility design affects operation as well as return on investment.

**Learning Outcomes:** Participants will: 1) understand how spatial requirements as well as components/finishes affect design and budget for aquatic facilities; 2) learn to appropriately size aquatic facilities to meet program requirements while providing optimal return on investment.

625

### Energy Efficiency, Cost Savings & Sustainability - How It All Ties Together

**Topic Track:** Facilities

**Location:** Skyway 260, East Tower, Blue Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** John Curran, Executive Director, Tinley Park-Park District; Michael Stanch, Energy Solutions Manager, 360 Energy Group; Jeffrey C. Walter, Environmental Initiatives Project Coordinator, Metropolitan Mayor's Caucus

Speakers will present a showcase of successful energy efficiency projects at park facilities, and a discussion of grant funding opportunities for new projects and available technical assistance.

**Learning Outcomes:** Participants will: 1) understand the many forms of assistance available to implement energy efficiency projects; 2) be able to identify specific energy efficiency projects that are cost-effective and doable.

633

### Skate Guard Training

**Topic Track:** Facilities

**Location:** Randolph, East Tower, Bronze Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Sean Flynn, Manager, Wilmette Park District

This session will focus on hiring, training and developing quality skate guards at your facility. Additionally, we will go over procedures for accident reports, first aid training for guards, and general supervision issues that may arise.

**Learning Outcomes:** Participants will: 1) learn how to effectively manage skate guards; 2) learn how to enhance your public skating business through well trained skate guards.

912

### Using LinkedIn to Create and Maintain Your Personal Brand

**Topic Track:** Marketing/Communications

**Location:** Grand Suite 3, East Tower, Gold Level

**Time:** 8:00 AM-9:15 AM

**Speaker(s):** Danielle Eisenach, Director of Marketing, Corbett, Duncan & Hubly, PC

LinkedIn is the most powerful tool business professionals have to grow their career, their company and their community presence. In this session, users will learn the basics of navigation, perfecting and optimizing their profile, and how to leverage their basic profile for professional and organizational growth.

**Learning Outcomes:** Participants will: 1) develop and maintain a professional profile on LinkedIn that will represent themselves and their organization well to the community and their connections; 2) understand the importance of using LinkedIn to connect, build and maintain professional relationships.

## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am - 10:45 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



17

### Do's and Don'ts for Effective Foundations

**Topic Track:** Governance/Legal

**Location:** Michigan B, East Tower, Bronze Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Chuck Balling, Executive Director and Robert Quill, Superintendent of Leisure Services, Glenview Park District; Jim Rogers, Executive Director, Elmhurst Park District

There are certain do's and don'ts when it comes to operating a successful Park Foundation. This session will touch on the fundamental elements for success. There will be a panel to discuss some of the ingredients that have contributed to their highly-successful foundations and fundraising events. Participants are encouraged to participate and share their experiences.

**Learning Outcomes:** Participants will: 1) learn best practices to help start and/or keep your foundation on track and aligned with your mission and some examples of successful foundation projects; 2) discuss what type of people are best to serve on your foundation and the supporting roles that park district staff and commissioners serve.

21

### So You Want to Win the NRPA Gold Medal?

**Topic Track:** Marketing/Communications

**Location:** Michigan C, East Tower, Bronze Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Theodora Anderson, Community Relations Manager, Greg Petry, Executive Director and Sally Sandine, Executive Assistant, Waukegan Park District

In this session, the presenters will provide information about the NRPA Gold Medal Award program, why you want to win it and how the process works.

**Learning Outcomes:** Participants will: 1) hear an overview of the NRPA Gold Medal application process; 2) leave with an understanding of the process and the tools needed to successfully apply for the award.

25

### Training for the "Ages": Creating Effective Multi-Generation Teams

**Topic Track:** Leadership/Management

**Location:** Columbus CD, East Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Lori Hoffner, Trainer/Consultant, Supporting CommUnity, Inc.



The approach that each person uses on the job and how they perform certain work tasks are deeply rooted in their generational experiences and values. As the mass exodus of the baby-boomer generation leaders continues to happen and the up and coming millennial generation pushes in for their chance at the helm, there is a great need to find a positive way for the transition to happen. In this session, Lori will help you learn ways to blend the different generations into a cohesive and positive team as well as creating an environment of cooperation that meets the needs of your staff regardless of their age.

**Learning Outcomes:** Participants will: 1) identify the values that define different generations and how they approach work, leadership and relationships; 2) list positive actions to motivate all employees and outline how everyone can create a positive work environment.

29

### Illinois Community Recreation Facilities & Parklands Trends Study Results

**Topic Track:** Leadership/Management

**Location:** Plaza B, East Tower, Green Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Megan Owen, Graduate Student and Jarrod Scheunemann, Community Services & Education Coordinator, University of Illinois

This session will provide a snapshot of the information collected in the 2014 IDNR Facility and Parkland inventory of park districts, townships, county departments, municipalities, villages and city park and recreation departments.

**Learning Outcomes:** Participants will: 1) gain a better understanding of the scope of parks and recreation in Illinois at the community and county levels; 2) be able to compare and contrast their offerings and policies with similar agencies.

30

### Parks and Recreation Survey

**Topic Track:** Leadership/Management

**Location:** Randolph, East Tower, Bronze Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Brad Folkens, Co-Founder, City Tech; Jennifer Fullerton, Executive Director, Hickory Hills Park District

Salary survey data can help park and recreation executives spot developing trends or changes, and is one of the best ways to prepare when entering into salary negotiations. Such information is especially useful when comparisons are made between agencies of similar size, or between agencies and other departments (such as police and fire) within a municipal government. In this informative session, participants will learn about IPRA's Salary Survey, including how to use it and how park districts can benefit from participation. **Learning Outcomes:** Participants will: 1) share, compare and manage your wage and benefits online; 2) learn tips and tricks for mastering [publicsalary.com](http://publicsalary.com).

41

### Pricing for Value - An Entrepreneurial Approach

**Topic Track:** Finance/IT

**Location:** Michigan A, East Tower, Bronze Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Paul Gilbert, Executive Director, Northern Virginia Regional Park Authority

Pricing can be much more than just covering costs. Pricing can create value in the mind of the customer. Look at models from parks and recreation, as well as other industries to see how "framing" can affect how your product or service is perceived. Move beyond cost recovery and see how pricing models can become a new product. Learn both 'cost based pricing' as well as 'priced based costing.' **Learning Outcomes:** Participants will: 1) understand how other products/services in the market place affect the perceived value of your product/service; 2) explore pricing models that have been used in other fields as well as some used in parks and recreation.



## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am - 10:45 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

105

### Creating an Organizational Culture in Support of Innovation

**Topic Track:** Leadership/Management

**Location:** Toronto, West Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Barbara Heller, Heller and Heller Consulting, Inc.

This session will explore the need to constantly adapt to changing times through innovation. Successful park and recreation agencies change continuously in order to stay relevant, and they provide contemporary services and programs that customers really want. Even though this is a well-known dynamic of organizational culture, the truth is many agencies do not have innovative environments. A specific culture is required in order for staff to thrive in implementing new ideas and solutions to challenges. Leaders need to be aware of the importance of developing a leadership infrastructure to support innovation. This results in employees being empowered to change the status quo, develop new ways of doing business and grow programs that meet customer needs.

**Learning Outcomes:** Participants will: 1) share examples of innovation in their agency; 2) explore and understand the need for agencies to constantly adapt to changing times through innovation.



109

### From Inception to Incarnation - Transforming Public Need Into Reality

**Topic Track:** Leadership/Management

**Location:** Grand Suite 5, East Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Tom Poulos, Vice President/Managing Partner, Williams Architects & Aquatics; Leon Younger, President, PROS Consulting

Capturing public input, determining and prioritizing facility components and gaining community buy-in are all critical elements in building and sustaining momentum for a recreation project. Discover how to establish a steering committee and to glean and apply public input through a methodology that helps develop realistic scope and corresponding budgets.

**Learning Outcomes:** Participants will: 1) better understand the value of partnerships and gain new insights into assessing and determining appropriate community "wants" and "needs" as they apply to delineating site features and facilities for a recreation complex; 2) determine the critical path components that make the idea of a facility feasible as well as the appropriate range of spaces/areas, features and amenities that might be considered as it relates to a sustainable business plan.

111

### Legal/Legislative Part II

**Topic Track:** Governance/Legal

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**CLEs Awarded:** 1.0

**Speaker(s):** Charlene Holtz, Partner and Abigail Rocap, Attorney, Tressler LLP

A can't miss overview of recently issued and proposed federal and state administrative agency opinions, rules and guidance of importance to park and recreation agency governance and operations, and related court decisions. Among the topics covered will be 2014 PAC opinions on the Open Meetings and Freedom of Information Acts; developments in employment laws including the newly issued EEOC Guidance on Religious Garb and Grooming in the Workplace; EEOC hearings on social media in the workplace and the implications for equal employment opportunity law, increasing limitations placed on employer ability to control and address certain

undesirable conduct by employees; developments in the application of the Family Medical Leave Act; increased Department of Labor scrutiny of employee classification and of possible hour and wage violations including those related to the use of summer interns; developments in the application of the Americans with Disabilities Act; and developments in matters related to capital project implementation. Participants will be given the opportunity to earn a \$100 donation to their designated agency foundation or scholarship fund by correctly answering pop quiz questions at the end of the session!

**Learning Outcomes:** Participants will: 1) be able to return to their agency and review policies and procedures to ensure compliance with new administrative agency pronouncements and court decisions and be able to anticipate and respond appropriately to related issues; 2) be able to use their knowledge of the discussed PAC opinions and related court decisions to assist their agency's governing body to call and conduct meetings in compliance with the Open Meetings Act.

114

### Executive Director Evaluations

**Topic Track:** Boardmanship

**Location:** Columbus KL, East Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Robert Bush, Partner, Ansel Glink Diamond Bush DiCianni & Krafthefer; Paul LaFleur, Vice President and Thom Palmer, Executive Director, Huntley Park District

How can an executive director enhance his/her performance if he/she does not have and guidelines or standards to use? Director evaluations are vital for superiors to communicate good and bad performance to their subordinates. As well, an evaluation is a tool, a means for communicating standards for which the employee will be measured during the next evaluation period. This session will provide the reasons for director evaluations and things for boards to think about when crafting a director evaluation to fit their agency. The evaluation process must also consider legal ramifications.

**Learning Outcomes:** Participants will: 1) understand the importance of open and honest communications between the director and the park board and why these communications will make the process less painful and more efficient for all involved at the time of the annual evaluation; 2) understand the limitations of the process to prevent litigation and legal ramifications.

## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am - 10:45 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



FRIDAY, JANUARY 23, 2015

124

### Clouds on the Horizon: Storm Water Management Issues for Park Districts

**Topic Track:** Governance/Legal

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Brent O. Denzin, Partner and Derke J. Price, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

This session will provide a review of the regulatory requirements concerning storm water management for projects and for parks. The session will then review recent legislation passed by the State of Illinois and the intent of the USEPA under the Clean Water Act concerning future requirements for managing storm water and their likely impact on park districts.

**Learning Outcomes:** Participants will: 1) review existing storm water management requirements together with practical tips for staff dealing with IDNR; 2) preview the impacts from changes in Illinois law and the proposed amendments to the Clean Water Act so that park districts can prepare for, and help shape the implementation of those new laws.

129

### Bullying: Prevent, Identify & Alleviate

**Topic Track:** HR/Risk Management

**Location:** Regency C, West Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Kristin Kazenas, CFO/HR Director and Amy Scholz, Recreation Manager, Village of Hawthorn Woods

Parks and recreation agencies need to understand bullying and how indifference can negatively impact their board members, employees and service to the public.

Attendees will learn how to handle bullying situations in the workplace and in programs from all layers of employment. This presentation will help agencies prevent bullying from happening, identify it when it occurs and appropriately handle bullying situations.

**Learning Outcomes:** Participants will: 1) learn to identify workplace bullying and formulate an action plan to prevent bullying and mitigate the impact of bullying behavior in the workplace; 2) learn to train staff to recognize bullying and respond appropriately and consistently.

131

### From Brown to Green: Developing Contaminated Properties With Green Construction Techniques and Grants

**Topic Track:** Governance/Legal

**Location:** Plaza A, East Tower, Green Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Stephen T. Grossmark, Attorney, Tressler LLP; Gary R. Perkowitz, P.G., Principal Geologist, St. John-Mittelhauser & Associates

Brownfield sites pose challenges but also opportunities, and developing contaminated properties is important for your community. Real estate contracts can protect the buyer acquiring a Brownfield site and there are techniques a buyer can use to qualify for legal protections under environmental laws in this type of transaction. These properties can also be bought out of foreclosure. A variety of green construction techniques can then be employed in developing the site in cost effective ways, including by tapping into grants and loans that are available for Brownfield site development.

**Learning Outcomes:** Participants will: 1) learn how park districts can acquire, remediate and develop contaminated property, and do so in ways that qualify the district for legal protections from environmental liabilities; 2) learn how park districts can employ cost effective green construction techniques that result in sustainable development.



203

### "WTF" - Wetlands, Technical Green Infrastructure and Fundamental BMP's

**Topic Track:** Parks

**Location:** Acapulco, West Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Jim Kleinwachter, Land Preservation Specialist, The Conservation Foundation; Jill Kostel, Project Manager, The Wetland Initiative; Scott Kuykendall, Senior Ecologist, Planning Resources, Inc.

What is a wetland and how does it benefit the public? There are many misconceptions about wetlands and constructed natural systems. Three experts from different fields will help illustrate what wetlands and green infrastructure are; how they can be restored and implemented on public lands; and why they are beneficial to park districts, their customers and the environment.

**Learning Outcomes:** Participants will: 1) learn to recognize the value that wetlands and green infrastructure can contribute to the long-term management and enjoyment of our parks and public lands; 2) understand how to properly restore, enhance or implement natural features on parks and public land.



311

### RecTrac Users - Got Questions?

**Topic Track:** Finance/IT

**Location:** Grand Suite 3, East Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Giles Wiley, President, Vermont Systems, Inc.

This workshop is designed to answer RecTrac and WebTrac questions presented by the participants as well as to offer insight into lesser known processes, reports and utilities. This will be a highly interactive session and will include many examples to help illustrate various topics. Any questions that can't be answered during the session will be answered in a post-conference email or support call from VSI.

**Learning Outcomes:** Participants will: 1) discuss and explore tips and tricks for using the RecTrac and WebTrac software programs; 2) explore lesser known processes, reports and utilities in both software programs.



## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am - 10:45 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

315

### Policy Manuals: What You Need to Include

**Topic Track:** HR/Risk Management

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**CLEs Awarded:** 1.0

**Speaker(s):** Keri-Lyn Krafthefer, Partner and Robert T. McCabe, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer

The world of employment law keeps growing and evolving - are your park policies keeping up with the times? This session will review key policies that your park district needs to have in place or update based upon changes in the law. We will also discuss the interrelationship between personnel policy manuals, union contracts, non-union employees and policies that are not documented.

**Learning Outcomes:** Participants will: 1) learn which personnel policies they need, which ones they need to update and which ones they may have to add; 2) learn how to distribute policies and apply them through different categories of employees in the workplace.

323

### Tips in Resume Writing and Interviewing

**Topic Track:** HR/Risk Management

**Location:** Hong Kong, West Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Tony Oligney-Estill, Programs Manager, Champaign Park District

This session is geared toward students looking for their first full time job. This session will cover some resume writing and interviewing suggestions by someone that has been hiring staff for over 20 years.

**Learning Outcomes:** Participants will: 1) learn ways to make their resume more appealing to a hiring committee; 2) learn techniques to improve their interview skills.

330

### Addressing and Defending Against Unemployment Issues

**Topic Track:** HR/Risk Management

**Location:** Wrigley, West Tower, Bronze Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Julia Katz, Executive Vice President, NSN Employer Services, Inc.

This session will provide participants with an understanding of the financial impact of unemployment claimers. Attendees will be provided with the tools to know what information and supporting documentation to provide when a claim is filed.

**Learning Outcomes:** Participants will: 1) learn how to effectively avoid and defend against unwanted unemployment claims; 2) learn how to collect and present the required documentation.

412

### Basics of Senior Services

**Topic Track:** Recreation

**Location:** Roosevelt, East Tower, Bronze Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Teri Bodeman, Director, Family Advocacy Services, and Mary Anne Ehlert, President & Founder, Protected Tomorrows, Inc.; Marty Fogarty, Attorney, Heartland Law Firm

Do you get questions at your Senior Center about Medicare, Medicaid, Power of Attorney and Living Wills? There is so much to learn about this topic, especially with the ever-changing laws. Come learn the basics from two seasoned professionals. Come prepared with questions!

**Learning Outcomes:** Participants will: 1) learn the basics of Medicare/Medicaid; 2) learn the basics of Elder Law, including Power of Attorney and Living Wills.

430

### New Performance Strategies for the 21st Century Agency

**Topic Track:** Recreation

**Location:** Skyway 260, East Tower, Blue Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Kyra Cavanaugh, President, Life Meets Work, Inc.

Looking for new ways to reinvigorate performance in your agency? The magic bullet isn't another incentive program. It's about getting back to the basics. In this session, Kyra Cavanaugh will share how to re-engage employees to ensure peak performance through a conversation around six aspects of what she calls "Team Life." She'll show you how to communicate so that employees really hear you, build trust through team building moments, rethink low/no value work to improve efficiency, and ensure resiliency and well-being for every member of your team - including you!

**Learning Outcomes:** Participants will: 1) learn a team alignment process to improve performance; 2) learn practical ways to build relationships and increase trust; 3) learn a simple approach to rethinking low/no value work; 4) learn strategies to combat negative impact of stress and overwork; and 5) learn how to implement flexible work options that improve performance.

506

### Sensational Discoveries Utilizing Sensory-Based Interventions

**Topic Track:** Therapeutic Recreation

**Location:** New Orleans, West Tower, Gold Level

**Time:** 9:30 AM-10:45 AM

**Speaker(s):** Kathleen Hiller, Student and Syd Sklar, PhD, CTRS, Associate Professor and Chair, Dept. of Recreation, Sports & Tourism Management, University of St. Francis

Explore the benefits of sensory-based interventions. Discover the impact sensory exploration can have on participant outcomes. Explore possible intervention strategies while learning which populations may benefit from sensory-based interventions, as well as population specific activities and tools.

**Learning Outcomes:** Participants will: 1) be able to recommend appropriate sensory-based programs and populations; 2) be able to assign appropriate tools for specific sensory-based programs and populations.





## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am - 10:45 am

Pre-Registration is not required to attend Friday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

### 618 See Green: Cost Effective Sustainable Aquatic Facilities



**Topic Track:** Facilities  
**Location:** Comiskey, West Tower, Bronze Level  
**Time:** 9:30 AM-10:45 AM  
**Speaker(s):** Richard Klarck, Aquatic Engineer and Thomas G. LaLonde, Vice President/Managing Principal, Williams Architects & Aquatics

Green water isn't always a bad thing - especially when referring to cost efficient, sustainable aquatic facilities. Discover how incorporating "green" principles into your aquatic facility will reduce resource waste, increase operating efficiencies and improve your users experience.

**Learning Outcomes:** Participants will: 1) be able to identify potential opportunities to incorporate green principles into aquatic facilities; 2) discover a range of options in green materials and systems to help reduce operating expenses.

### 621 Historic Preservation 101

**Topic Track:** Facilities  
**Location:** Grand Suite 2, East Tower, Gold Level  
**Time:** 9:30 AM-10:45 AM  
**Speaker(s):** Rachel Leibowitz, Preservation Services Division Manager and Anthony Rubano, Project Designer, Illinois Historic Preservation Agency

This session is an overview of how to assess, document, manage, and maintain historic park properties. We will present typical issues, such as sustainability, ADA requirements, designation and potential regulatory review, within the context of historic preservation.

**Learning Outcomes:** Participants will: 1) learn how to assess park resources to determine if they are historic and eligible for landmark status; will gain a basic understanding of the National Register of Historic Places and local landmarking, and how this may be related to potential regulatory review; 2) learn about appropriate treatments of historic park resources, including buildings and structures, mechanical systems, historic windows, and ADA compliance; will learn about building materials common to historic park buildings.

### 623 To Permeable or Not Permeable? That is the Question



**Topic Track:** Parks  
**Location:** Buckingham, West Tower, Bronze Level  
**Time:** 9:30 AM-10:45 AM  
**Speaker(s):** Keven Graham, ASLA, PLA, CLARB, Principal/Director of Landscape Architecture and Steven Halberg, ASLA, PLA, CLARB, Senior Consultant, Planning Resources, Inc.

This session will explore the benefits and costs of permeable pavements from a "Parkie's" perspective. What are the pros and cons of permeable pavements in park environments? Several case studies will be reviewed and terminology and definitions will be discussed.  
**Learning Outcomes:** Participants will: 1) walk away with a solid understanding of whether or not permeable pavement is right for them or not; 2) have the tools to be able to evaluate the benefits and life cycle cost analysis of permeable paving.

### 624 Special Events in Special Venues

**Topic Track:** Facilities  
**Location:** Gold Coast, West Tower, Bronze Level  
**Time:** 9:30 AM-10:45 AM  
**Speaker(s):** Steve Swanson, Director, The Grove, Glenview Park District; Sheshe Taylor, Assistant Director of Revenue and Dana Zilinski, Deputy Director of Revenue, Chicago Park District

Ever attend a wedding at a historic chapel, mansion, refectory and wonder how the facility is managed? Join this session to hear how some of Chicagoland's premier time-honored event spaces are rented. We will discuss management policies and practices, community/guest engagement, preferred vendors and maintenance concerns.

**Learning Outcomes:** Participants will: 1) be able to describe efficient practice specific to renting historic building and gardens; 2) learn how to institute a preferred vendor list.

### 637 Don't Overlook Building Reuse



**Topic Track:** Facilities  
**Location:** Water Tower, West Tower, Bronze Level  
**Time:** 9:30 AM-10:45 AM  
**Speaker(s):** Mike Erickson, Director of Park & Facility Maintenance, Fox Valley Park District; Clayton Haldeman, Architecture Manager, Kluber Architects & Engineers

Are you considering expanding your facilities to better serve the residents in your community? One often overlooked opportunity is the growing number of commercial facilities that are becoming available. Learn how one park district saved its community millions of dollars by re-using an existing building and converting it into a flagship of community presence.  
**Learning Outcomes:** Participants will: 1) understand the financial, environmental and intrinsic benefits of building re-use versus building new; 2) be able to articulate the critical issues to address when considering building re-use.



## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am - 10:45 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

641

**A Collaborative Approach to Drowning Prevention for Camp, SRA and Aquatic Staff****Topic Track:** Facilities**Location:** Regency A, West Tower, Gold Level**Time:** 9:30 AM-10:45 AM**Speaker(s):** Jessica Gray, Aquatics Center Manager, Oak Brook Park District; Bill Hooker, Training Program Supervisor and Dane Mall, Risk Management Services Manager, PDRMA; Summer Krones, Special Events/Leisure Education Coordinator, NWSRA; Sarah Lagesse, Aquatics Supervisor, Glenview Park District

A review of PDRMA member critical aquatic incidents and near miss events from the last 15 years brings forward various points for reflection regarding operating procedures, policy and staffing considerations. Collaboration is key in preventing a drowning and it takes camp, SRA and aquatic professionals working together to minimize and prevent a tragedy. Be prepared to share and discuss a wide range of aquatics program safety and risk management topics. Discussion to include: Do you swim test? Who is responsible for testing? Do you issue PFD's. What is the minimum age to enter your facility? What was the basis for the number? Has your camp or outside group established ratio's? How did you come to this decision? What are the challenges of meeting the criteria? How comfortable are you with the relationship between the aquatics staff, camp staff and/or SRA staff at the pool? Why is it good? What can make it better?

**Learning Outcomes:** Participants will: 1) identify best practices that should be used by aquatics, SRA, and camp professionals in all aquatics environments; 2) collaborate further best practices for group visits to aquatics environments.

906

**TraDigital Marketing****Topic Track:** Marketing/Communications**Location:** Regency B, West Tower, Gold Level**Time:** 9:30 AM-10:45 AM**Speaker(s):** Juli Barcelona, President & COO, Barcelona Creative Group

Learn about the importance of building your brand through both traditional and digital marketing tactics, as well as how to maximize your marketing investment by integrating online and offline strategies.

**Learning Outcomes:** Participants will: 1) learn the difference between traditional and digital methods and how to take a more integrated approach to your marketing; 2) see examples of TraDigital strategies used by non-profit organizations to maximize their marketing investment.

1003

**What About Us? Women and Minority Staff Representation Within Recreation Agencies****Topic Track:** Leadership/Management**Location:** Regency D, West Tower, Gold Level**Time:** 9:30 AM-10:45 AM**Speaker(s):** Tracey Crawford, Executive Director, Northwest Special Recreation Association; Augustus Hallmon, Doctoral Student/Research Assistant, University of Illinois at Urbana-Champaign; Jeremy Robinett, Assistant Professor, Western Illinois University,

This session will facilitate discussion surrounding the results of a study exploring the demographic compositions of recreation agencies in Illinois. Data suggested that the representation of women and minority staff at various levels of employment may not be congruent with the overall demographics of Illinois. Through short presentations and guided discussion, we will engage with participants to foster richer understandings of unique challenges women and other minorities negotiate in their employment. Becoming more competent in understanding these factors will allow the participants to strategically utilize resources to address these challenges. Studies have suggested that the development of structured mentoring programs has been successful in helping underrepresented populations advance through various stages of management. We will discuss the feasibility of this approach and the potential benefits it could provide.

**Learning Outcomes:** Participants will: 1) learn about the actual, lived experiences and challenges that women and underrepresented staff experience in advancing in recreation agencies; 2) learn methods for evaluating mentor relationships within the field and agencies.



## FRIDAY AFTERNOON CONFERENCE SESSIONS

1:00 pm - 2:15 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

220

**Outdoor Developed ADA Regulations - New Requirements for Public Agencies****Topic Track:** Parks**Location:** Acapulco, West Tower, Gold Level**Time:** 1:00 PM-2:15 PM**Speaker(s):** Mark Trieglaff, President, Accessibility Consultation and Training Services, Inc.

This session will look at the new Outdoor Developed Areas standards that have gone to final rule and are not required by federal agencies to follow, but will soon be required by public agencies such as park districts and forest preserve districts. Session highlights include new areas covered and which standards must be followed.

**Learning Outcomes:** Participants will: 1) have a basic understanding of the new ADA regulations for Outdoor Developed Areas and how that will affect their present facilities and future planning; 2) understand some of the more common requirements that they will likely be required to follow, but also be aware of areas covered that may have application now or sometime in the future.

312

**Using VEBAs to Enhance Your Agency's Retirement Benefits****Topic Track:** HR/Risk Management**Location:** Columbus CD, East Tower, Gold Level**Time:** 1:00 PM-2:15 PM**Speaker(s):** Leonard Todd Johnson, Registered Representative and Robert Tardio, Registered Representative, New England Financial

Although they've been around since 1928, Voluntary Employee Beneficiary Associations (VEBAs) are not well known or understood. VEBAs in the public sector are most commonly used to pay for employees' eligible medical expenses during active employment and/or in retirement, as a way for paying for post-employment health insurance premiums. VEBAs tax-exempt status make them very attractive to both employers and employees alike. In this session, the speakers will discuss how VEBAs can be structured, the pros and cons of offering a VEBA, and how VEBAs can enrich employee benefit programs.

**Learning Outcomes:** Participants will: 1) learn what a VEBA is and how it can benefit an agency; 2) evaluate the pros and cons of a VEBA, to determine if it is a viable option for their agency.

# FRIDAY AFTERNOON CONFERENCE SESSIONS

1:00 pm - 2:15 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



313

## Building a Formula for Success - Making a Job Description Useful

**Topic Track:** HR/Risk Management

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 1:00 PM-2:15 PM

**Speaker(s):** Michael Stevens, Regional Director of Agronomy and Bryan Stromme, Regional Director of Agronomy, Billy Casper Golf

Do you know where you placed the job description that your employer gave you on your first day? How about your team, do they know where theirs is? Chances are you haven't looked at it since the day you got hired. This class will address how to create a simple "Formula for Success" for each position at your facility. The Formula for Success will clearly, quickly and effectively define proper expectations for your team. All employees want to know what is expected of them each and every day, and as leaders at the golf course, we need to ensure we are clearly communicating those expectations to help employees understand their purpose, which will drive performance.

**Learning Outcomes:** Participants will: 1) understand the importance of defining, setting, and following up on expectations; 2) be able to create a simple "Formula for Success" for each position to define expectations, eliminating the need for the cumbersome "Job Description."

324

## The Recreation Program Life Cycle

**Topic Track:** Finance/IT

**Location:** Grand Suite 3, East Tower, Gold Level

**Time:** 1:00 PM-2:15 PM

**Speaker(s):** Michael Mulvaney, Associate Professor, Eastern Illinois University

The typical program life cycle stages (conceptualization, development, maturity, decline, and termination) will be reviewed and discussed. Drawing from the agency's programming performance assessment matrix data, financial and volume-related indicators associated with the various programming life cycle stages will be presented. Example programming data will be provided. Tips for programming redefinition, redevelopment, revision and termination strategies will also be shared.

**Learning Outcomes:** Participants will: 1) recognize the typical program life cycle stages; 2) interpret financial & volume-related indicators associated with program life cycle stages.

426

## Zombie Survival Camp: Is Your Community Prepared?

**Topic Track:** Recreation

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 1:00 PM-2:15 PM

**Speaker(s):** Ann Cejka, Program Coordinator, Ushers Ferry Historic Village/Cedar Rapids Parks & Recreation

Do you fear technology is turning children into zombies? Perhaps it's time to prepare them for the Zombie Apocalypse. See how the Cedar Rapids Parks and Recreation Department took a request from young day camp participants and created the "Zombie Survival Camp," a popular week long day camp for children that combines nature and wilderness survival skills with Zombie attacks, teamwork and good old fashioned fun.

**Learning Outcomes:** Participants will: 1) learn how quirky and unusual themes like Zombies can be used as an interpretive metaphor to educate children about everything from safety, disaster planning, wilderness survival and more; 2) gain more insight on the benefits of "risky play," and see how giving children the opportunity to participate in activities they perceive as dangerous or risky can benefit their emotional development and well-being.

432

## Team Building and Motivational Training



**Topic Track:**

Leadership/Management

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 1:00 PM-2:15 PM

**Speaker(s):** Brian Wismer, President, Brian Wismer Entertainment

Motivated, successful staff make motivated, successful participants. Brian Wismer will teach you 1000 team building games and activities, as well as, motivational techniques to keep staff going throughout the year. Brian's background as a Physical Educator, Sports Therapist and former Ringling Brother's Circus Clown, provides for educational and entertaining insight into team building and group dynamic motivation.

**Learning Outcomes:** Participants will: 1) learn how to adapt activities based on size, age and physical abilities; 2) learn how to set goals for each activity such as self-esteem, cooperation, coordination and functional movement.

609

## Lessons I Have Learned Over the Last 45 Years In the Health and Fitness Business

**Topic Track:** Leadership/Management

**Location:** Comiskey, West Tower, Bronze Level

**Time:** 1:00 PM-2:15 PM

**Speaker(s):** Mark Davis, President, Club Marketing Systems International

Over the last 45 years in the health and fitness business I have learned six critical lessons. In this session I will share each of the six with you. Don't recreate the wheel. Learn from an industry leader on mistakes and successes.

**Learning Outcomes:** Participants will: 1) learn six proven ideas for success that can be put in place the next day; 2) learn how to avoid common mistakes and pitfalls in the health and fitness industry.

627

## Going Green: Step 1

**Topic Track:** Facilities

**Location:** Grand Suite 5, East Tower, Gold Level

**Time:** 1:00 PM-2:15 PM

**Speaker(s):** Kay McKeen, Founder/Executive Director, School and Community Assistance for Recycling and Composting Education (SCARCE)



Is your agency trying to go green, but doesn't know where to start? Would you like to start going green without immediately focusing on the big ticket green initiatives? This session is perfect for you. You will learn where to start and how to make an immediate impact for your employees and your patrons. You will also find out how easy and inexpensive going green can be.

**Learning Outcomes:** Participants will: 1) learn about what things that they are implementing now that may not be as green as they think; 2) have an understanding of low-cost green initiatives to immediately implement.

## FRIDAY AFTERNOON CONFERENCE SESSIONS

1:00 pm - 2:15 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

631

### Museums in a Recreation World: Programs and Strategies to Maximize Your Museum's Potential

**Topic Track:** Facilities**Location:** Buckingham, West Tower, Bronze Level**Time:** 1:00 PM-2:15 PM**Speaker(s):** Donna Sack, Executive Director, Association of Midwest Museums; Jeanne Schultz Angel, Executive Director, Illinois Association of Museums

Museums have the potential to be powerful places in a community whose impact can be measured in education of adults and children, local economic development, historic preservation, fostering community pride and conservation. Museums in the 21st century can be community anchors, expanding their relevance beyond a traditional model of guided tours. Participants in this session will have the opportunity to learn about a variety of strategies and programs that museums can use to evaluate their effectiveness and stimulate informed planning.

**Learning Outcomes:** Participants will: 1) have a better understanding of current museum best practices and established assessment programs that are inexpensive and highly-effective; 2) learn about the current trends in museums and ways in which museums can engage in their communities as cultural anchors.

640

### The Lifeguard Interview: The Aftermath of a Critical Aquatics Incident

**Topic Track:** Facilities**Location:** Plaza B, East Tower, Green Level**Time:** 1:00 PM-2:15 PM**Speaker(s):** Bill Hooker, Training Program Supervisor and Dane Mall, Risk Management Services Manager, PDRMA

The aftermath of a critical aquatic incident can include many factors such as investigations, public and staff relations and regulatory inquiry. Be a part of this interactive program as PDRMA staff conduct a "mock interview and investigation" case study, in part inspired by actual patron drowning and critical aquatic incidents at PDRMA member aquatic facilities. While the case study did not occur at any one particular event, actual situations that PDRMA investigators discovered during lifeguard interviews will be presented.

**Learning Outcomes:** Participants will: 1) identify policies and procedures that should be put in place now to prepare for critical incidents; 2) hear recommendations on what to be prepared for from other aquatics professionals that have experienced critical incidents themselves.

905

### Internet Marketing: SEO & PPC

**Topic Track:** Marketing/Communications**Location:** Columbus KL, East Tower, Gold Level**Time:** 1:00 PM-2:15 PM**Speaker(s):** Lyndsey Kramer, Director of Business Development, Digital Third Coast

This session will provide an overview of SEO best practices, and how to increase your website's visibility in search. An overview of PPC marketing and how to get the most bang for your buck will also be covered.

**Learning Outcomes:** Participants will: 1) learn DIY tactics to improve SEO & PPC campaigns to increase visibility; 2) gain a solid understanding of how search marketing works.

## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

26

### Spirit of Culture

**Topic Track:**

Leadership/Management

**Location:** Columbus CD, East Tower, Gold Level**Time:** 3:30 PM-4:45 PM**Speaker(s):** Lori Hoffner, Trainer/Consultant, Supporting CommUnity, Inc.

Since 1965 the ethnic composition of the country has changed more rapidly than any other time in history. How do you define yourself? How do you define yourself culturally? The way we answer these questions say a lot about the way we approach the ever-growing diversity of our communities. The health of a community goes beyond exercise and eating right, it also includes tolerance, acceptance and seeing the value of every individual. This training will help your staff define how their professional and personal behaviors emerge in relationship to others that are of the same or different ethnic and cultural backgrounds.

**Learning Outcomes:** Participants will: 1) discuss the similarities of cultural values and how they influence our approach with clients and staff; 2) define cultural competency and how to apply it to programming and staffing decisions.



## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



28

### Natural Advantages: The Power of Parks, Heritage and Outdoor Assets in the Place-Based Economy

**Topic Track:** Leadership/Management

**Location:** Michigan B, East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Ann Conklin, Executive Director, Michigan Park & Recreation Association; Brad Garmon, Director of Conservation and Emerging Issues, Michigan Environmental Council

This session will provide a blueprint for re-thinking and re-envisioning the role that parks and outdoor recreation assets play in community economic development. Speakers will provide context, data and examples of communities using their natural assets to rebrand themselves and attract and retain creative professional and talent-based businesses.

**Learning Outcomes:** Participants will: 1) learn tools to leverage parks, recreation, heritage and natural resources to improve economic development and quality of life; 2) hear case stories and receive the latest information on the vital role that parks, recreation, heritage and natural resources play in creating places where people want to live; 3) gain an understanding of the concept of amenity migration as it relates to talent attraction and economic development.

104

### Think Big! Think Creative! The Benefits of a Successful IGA

**Topic Track:** Leadership/Management

**Location:** Regency C, West Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Jan Buchs, Executive Director and Larry Raffel, ASLA, Superintendent of Planning, Wheeling Park District; Joe Kratzer, P.E., Senior Civil Engineer, Metropolitan Water Reclamation District of Greater Chicago

By utilizing an Intergovernmental Agreement, park districts have the opportunity to develop that special park or facility that would never have been built without a partner. Be creative in searching for a partner. The goals and needs of one agency may seem incompatible with those of another but with creative thinking, the community benefits. An IGA between the Wheeling Park District and MWRDGC and, the subsequent development of Heritage Park will be presented as an example.

**Learning Outcomes:** Participants will: 1) learn to think creatively in identifying and maintaining communications with potential partners for large scale projects; 2) learn how to use an IGA to take a potential project from planning through development.

112

### Accreditation: A Blueprint for Excellence

**Topic Track:** Leadership/Management

**Location:** Plaza A, East Tower, Green Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Mike Clark, Executive Director, Palatine Park District; Stephen Eckelberry, Commissioner, Bartlett Park District

Learn how your park and recreation agency can join an elite group and become an Illinois Accredited Agency.

**Learning Outcomes:** Participants will: 1) learn about the Illinois Accreditation process, including standards and the actual evaluation process; 2) learn about the commitment and the next steps to take to enter the accreditation program.

117

### New SEC Enforcement and Regulatory Initiatives in the Municipal Bond Market

**Topic Track:** Finance/IT

**Location:** Grand Suite 5, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Kyle Harding, Partner and Anjali Vij, Associate, Chapman and Cutler LLP

In this session we will review the latest SEC enforcement actions, the Municipal Continuing Disclosure Cooperation Initiative and the Municipal Advisor Registration Rules.

**Learning Outcomes:** Participants will: 1) learn how these new registration rules may change the structure of your next financing; 2) learn what compliance obligations exist when issuing debt in the public market.

119

### Protest and Marches in Parks: First Amendment Issues in the Use of Public Parks & Property

**Topic Track:** Governance/Legal

**Location:** Columbus KL, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**CLEs Awarded:** 1.0

**Speaker(s):** Elizabeth K. Barton, Attorney and Ellen Emery, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Not only do good cause groups want to use your park to stage a rally, but does it seem that people with the most offensive causes also want to use your park to have their voices heard? The latest constitutional checks and balances on the First Amendment rights, including freedom of speech and freedom of assembly, will be discussed at this session. We will also discuss the current state of Illinois law restricting access to and use of public parks by registered sex offenders.

**Learning Outcomes:** Participants will: 1) learn how broad the right of assembly is in public parks, and what can be done to narrow it; 2) learn what can be done to restrict the right of free speech when it comes to the use of public property.

127

### The Down Low on Upskirts

**Topic Track:** Governance/Legal

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Keri-Lyn Krafthefer, Partner, Adam W. Lasker, Attorney and Derke J. Price, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

This session will provide a review of cutting edge legal issues faced by park districts in their relationships with their customers and their employees, including issues arising out of gender identity and gender expression; personal privacy issues, and smoking in parks (tobacco, marijuana).

**Learning Outcomes:** Participants will: 1) gain an understanding of the civil liberties at stake in gender identity and expression, personal privacy in a public setting and smoking in public; 2) learn practical principles to help steer clear of controversy in these areas while maintaining respect and dignity for all.



## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

128

### Dealing with e-Cigarettes, Guns and Social Media Issues

**Topic Track:** Governance/Legal

**Location:** Skyway 260, East Tower, Blue Level

**Time:** 3:30 PM-4:45 PM

**CLEs Awarded:** 1.0

**Speaker(s):** Julie Tappendorf, Partner and Adam W. Lasker, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer

Park districts are no strangers to regulating smoking and gun use on their grounds, but how do those rules apply to "e-cigarettes" and concealed-carry weapons? And, what kind of access can park managers have to the social media accounts of their district officers and employees? Can districts restrict the use of tobacco-free smoking products in their parks? And for their district officials and employees? Do they have control over the regulation of weapons both in the parks and in their district offices now that Illinois allows concealed carry? Can they require employees to provide passwords to their Facebook accounts to monitor their off-duty activities? This session will address legal issues surrounding the ways in which park districts can and cannot exert their own control over guns, alternative smoking devices and the "cyberspeech" of their officers and employees.

**Learning Outcomes:** Participants will: 1) learn whether their current no-smoking regulations also apply to "e-cigarettes" and how those alternative smoking methods can or cannot be prohibited in public parks, whether those rules can be extended to employees working outdoors and whether park districts can ban them inside their office buildings; 2) be provided with a summary of Illinois' new concealed-carry gun laws and how they relate both to park users and employees; 3) learn what is and is not appropriate and lawful in regards to monitoring the social media accounts of park district officials, employees and job applicants.

132

### FOIA - Refresher and Recent Developments

**Topic Track:** Governance/Legal

**Location:** Columbus 1J, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**CLEs Awarded:** 1.0

**Speaker(s):** Nicole Karas, Attorney, Tressler LLP

In this session, the key components of FOIA, including review of exemptions, the denial process, commercial requests, fees and other provisions will be reviewed. We will also update you on new case law, PAC opinions and changes to the statute and how this will affect your agency. Throughout the session, we will address best practices for your agency in responding to FOIA requests and otherwise complying with FOIA in the wake of the most recent developments.

**Learning Outcomes:** Participants will: 1) refresh your understanding of FOIA and FOIA exemptions, including exemptions due to the confidentiality provisions of other state and federal laws in order to help effectively navigate your agency's response to FOIA requests; 2) understand how recent developments based on court decisions and PAC opinions will affect your agency in dealing with FOIA.

205

### Specifying and Bidding Playgrounds

**Topic Track:** Parks

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Steve Hinchey, Park Planner and Rob Sperl, Director of Planning, Wheaton Park District

Having safe, accessible and interesting playgrounds should be a goal of every park district. There are several different ways to obtain a playground. For many agencies this involves relying on manufacturers and contractors. Other agencies are fortunate enough to have staff that can design and even install playgrounds. This session will explore the issues related with these various options.

**Learning Outcomes:** Participants will: 1) learn what should be considered when looking at installing new playgrounds; 2) become knowledgeable about the different options for bidding playgrounds.

208

### Reclaiming What Was Lost: Restoring Sites for Recreation and Community

**Topic Track:** Parks

**Location:** Michigan A, East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Joel Baldin, Senior Associate and Steve Konters, Principal, Hitchcock Design Group Bob Foster, Project Manager, Division of Planning and Development, Chicago Park District

Many districts are in need of land to provide additional recreation and programming opportunities, but they are either land-locked or experiencing a shortage of quality real estate. This session will focus on how land that had previously been used for industrial or commercial purposes was reclaimed to create regional and community recreation destinations that can also have a positive influence on the local economy.

**Learning Outcomes:** Participants will: 1) learn how three sites that had been previously used for industrial purposes were reclaimed to become local and regional attractions; 2) understand how the reclamation of these sites has benefitted their communities both in terms of recreation amenities, but also in regards to their local economy.

306

### Coaching Up!

**Topic Track:** HR/Risk Management

**Location:** Water Tower, West Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Jennifer Hermonson, Superintendent of Business Services & HR, Streamwood Park District

Do you have the skills to effectively coach your staff? This session is for anyone who oversees employees -- even if it is only one! Participants will be introduced to different coaching methods for both new and existing employees, and will also learn how to partner with Human Resources to maximize every coaching opportunity.

**Learning Outcomes:** Participants will: 1) learn different styles and approaches to coaching employees, even in difficult situations; 2) learn how to maximize their relationship with Human Resources staff to assist with coaching.



## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



307

### Preparing a Successful Solicitation: Requirements & Recommendations

**Topic Track:** Leadership/Management

**Location:** Toronto, West Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Doug Holzrichter, Principal, PHN Architects; Patrick Ryan, Director of Administration, City of Chicago

Creating a proper request for proposal or qualifications (RFP/RFQ) can take many different forms, but there are critical steps that must be followed to provide the best results and to keep you out of legal entanglement. This presentation will take the participant through a step-by-step process of developing the solicitation request, structuring an evaluation team, evaluating responses and making the best recommendation to award a contract.

**Learning Outcomes:** Participants will: 1) be introduced to the key aspects of preparing a successful solicitation involving a request for proposal or qualifications (RFP/RFQ) for professional services or equipment; 2) learn about the evaluation process and the most critical factors in making the proper award recommendation.

325

### Trends and Issues in Performance Appraisal

**Topic Track:** HR/Risk Management

**Location:** Regency D, West Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Michael Mulvaney, Associate Professor, Eastern Illinois University

Trends and issues related to performance appraisal systems and their design, implementation, and management over the past 10 years will be reviewed and discussed. Key information discussed include: performance appraisal management practices and strategies during the recent economic conditions merit increase practices, frequency of appraisal reviews/interviews, managing the performance levels (i.e. large group in the middle performance level), and much more.

**Learning Outcomes:** Participants will: 1) recognize the trends and issues associate with performance appraisal systems during the past 10 years; 2) examine various appraisal practices utilized by public park and recreation agencies.

406

### Partnerships: The Never Ending Resource

**Topic Track:** Recreation

**Location:** Roosevelt, East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Teresa Grodsky, Active Adult Coordinator, Addison Park District; Mary Stallings, Senior Center Supervisor, Dundee Township Park District

Active adult programs need to use partnerships within their programming. With budgets tight, partnerships allow us to expand and improve our programs. There are many resources including businesses, community organizations and more that can be used to help make our programs successful. Find out how to connect with and use these resources to further enhance your agency's programs.

**Learning Outcomes:** Participants will: 1) be able to identify partnerships that are available in their community; 2) learn how to use partnerships to benefit current and new programming.

418

### Use a Community Health Challenge to Drive Up Membership

**Topic Track:** Marketing/Communications

**Location:** Randolph, East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Carrie Anderson, Membership Coordinator and Gina Rodriguez, Fitness Superintendent, Joliet Park District

Learn how the Joliet Park District challenged the community to Lose a Ton of weight and get healthy! Participants were able to use the motivation of a common goal to commit to a healthier lifestyle. This free weight loss challenge increased health awareness in the community, created healthy competition among co-workers, families and friends and helped generate revenue for the Joliet Park District.

**Learning Outcomes:** Participants will: 1) learn how social media and community partnership can drive up program participation; 2) learn how program participation serves as community outreach, creating a positive community image, while increasing revenue through membership sales and specialty wellness paid programs.

420

### The Festival Experience: Community, Staff and Volunteers

**Topic Track:** Recreation

**Location:** Michigan C, East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Ginny Bateman, Director of Recreation and Marketing and Kristie Vest, Special Events Supervisor, Oswegoland Park District

Many districts invest hours and dollars to provide a community festival. This workshop presents information to assure those resources are used to effectively encourage interdepartmental cooperation, contribute to the agency's brand, and enhance staff morale.

**Learning Outcomes:** Participants will: 1) learn how to use real life examples of interdepartmental communication processes and procedures to allow delivery of dynamic and successful community-wide events; 2) learn how to enhance their agency brand by weaving the district's mission and vision into each aspect of their community event.

423

### Early Childhood Forum

**Topic Track:** Recreation

**Location:** Hong Kong, West Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):**

Tammy Greco, Recreation Supervisor, Dundee Township Park District; Lisa Panizo, Early Childhood Director, Glencoe Park District; Courtney Suffredin, Recreation Supervisor, Bartlett Park District

This session will highlight three "hot topics" in early childhood programs. Participants will learn about the following topics: handling food allergies in our programs, providing for young children who have undiagnosed disabilities in our programs, and assisting the child who just doesn't "fit in" with the other children in our programs. Valuable time will be provided to open up the floor and share stories and feedback.

**Learning Outcomes:** Participants will: 1) learn ways to accommodate a child with food allergies in the classroom; 2) learn behavior management techniques that teachers can use to assist challenging children and children who need more guidance in transitioning with the classroom atmosphere/environment/structure.



## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

505

### Creating an Adaptive Sport Program to Succeed

**Topic Track:** Therapeutic Recreation

**Location:** Grand Suite 3, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Ethan C. Bontly, Facility Coordinator and Greg Zbrzezny, Program Specialist/Adaptive Sport Coordinator, Northwest Special Recreation Association; Dan Schwieder, Manager, Paralympic Community Partnerships, US Olympic Committee; Jason Stubbeman, Adaptive Sports Coordinator, Rehabilitation Institute of Chicago

This session will cover how to start an Adaptive Sport grassroots program. Barriers, challenges and opportunities will be explored and explained. The speakers will provide expertise and insight into their local Paralympic Sports Club and how they have grown into vibrant and stable programs.

**Learning Outcomes:** Participants will: 1) develop tools to start and build an Adaptive Sport program, from strength and conditioning to sports training and competition; 2) develop a system to implement multiple sports while linking with local park districts and the USOC through your SRA and sports clubs.

607

### Laying Out Your Fitness Center

**Topic Track:** Facilities

**Location:** Buckingham, West Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Rick Allen, President, Midwest Commercial Fitness; Stacia Pryts, Owner, Equip 3D Virtual Gyms

How much thought have you put into the placement of your fitness equipment? How often do you change your layout? Have you considered minimum ceiling height, access to doors and windows, ADA requirements, emergency exits, retrofitting for cable, etc? Most importantly, is your cardio, strength, functional training and stretching areas in the most optimal and member-friendly areas of your facility?

**Learning Outcomes:** Participants will: 1) learn how to layout equipment so that it is safe, efficient and member-friendly; 2) receive examples on how to layout different sized fitness centers; using 3D layouts 500 SF - 20,000 SF designs and pictorial drawings will be used as examples that participants can compare to their fitness center.

619

### Are Your Lifeguards Ready? Aquatic Emergency Readiness

**Topic Track:** Facilities

**Location:** Acapulco, West Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Christopher Gantz, Firefighter/Water Rescue Specialist, Fire Zone Fun

Aquatics is the most dangerous environment within parks and recreation. Lifeguards are responsible for lifesaving, but agencies are not always best prepared to save lives. This session is designed to help identify and prepare you to help your guards with alternative training, equipment and procedures. If you have lifeguards on your staff, you won't want to miss this!

**Learning Outcomes:** Participants will: 1) learn to recognize new hazards within your facilities, programs and staff; 2) learn about important tools and training to increase safety among guests and staff.

630

### Geothermal Heating and Cooling: Digging for Deeper Energy Savings

**Topic Track:** Facilities

**Location:** Columbian, West Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** John Freitag, Executive Director, Geothermal Association Illinois; Michael Stanch, Energy Solutions Manager, 360 Energy Group

Imagine tapping into an energy source that can provide your space heating costs for FREE! You've probably heard that these systems are too expensive and won't work in your buildings. Hear from industry experts who can bust these myths, misconceptions and objections and show you how geothermal can be a good option for your facilities.

**Learning Outcomes:** Participants will: 1) understand the basic concepts of geothermal technologies in park buildings; 2) recognize opportunities for geothermal technologies in their buildings.



634

### Ice, Dasher Boards & Glass Maintenance

**Topic Track:** Facilities

**Location:** Gold Coast, West Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Sean Flynn, Manager, Wilmette Park District

This session will focus on the most important aspect in your building: the ice and how to properly maintain it. We will also focus on preventative maintenance associated with dasher boards and arena glass. Routine maintenance tasks such as edging, installing logos, and painting will be covered in detail. **Learning Outcomes:** Participants will: 1) learn tips and tricks to effectively maintain the ice surface; 2) learn how to properly inspect and repair issues that arise in your glass and dasherboards.

635

### So You've Gone Green. Now What?

**Topic Track:** Facilities

**Location:** Grand Suite 2, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Kay McKeen, Founder/Executive Director, School and Community Assistance for Recycling and Composting Education (SCARCE)

Going green is not a one time thing. It's something that agencies must do over time and continue to do forever. The truth is that most agencies do the bare minimum or at least what they are "expected" to do. This session focuses on what agencies should do beyond the minimum and what they can continue to do to become even greener and to distinguish themselves from the other "semi-green" agencies.

**Learning Outcomes:** Participants will: 1) learn about green products, short and long-term green initiatives, green programs and what you can be doing that you may not be doing now; 2) learn how to get out of the "green rut" and move beyond just recycling and using green products.





## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



636

### Rehabilitation of Historic Park Buildings



**Topic Track:** Facilities

**Location:** Wrigley, West Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Stephen Grant, Preservation Architect, Chicago Park District; Anthony Rubano, Project Designer, Illinois Historic Preservation Agency

This session highlights case studies of historic park buildings that have been rehabilitated. This will include Indian Boundary Park Field House, which had major damage, as well as Calumet Park Field House in Chicago and Kitchell Park Pavilion in Pana, IL, and a band shell in Orion, IL.

**Learning Outcomes:** Participants will: 1) learn about how the Secretary of Interior's Standards guide appropriate treatments for historic rehabilitation projects; 2) hear examples of how to manage consulting architects and contractors for the best results.

801

### Mock Interviews/Resume Review

**Topic Track:** Students

**Location:** Skyway 265/269/273, East Tower, Blue Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Bret Fahnstrom, Executive Director, River Trails Park District; Kevin Romejko, Director of Administrative Services, Wheeling Park District

This session will offer students an opportunity to practice and improve their interviewing skills through participation in a mock interview. Professionals will ask interview questions, as well as review students' resume and materials. At the conclusion of the interview, students will receive feedback and constructive criticism in order to fully prepare them for real world interviews.

**Learning Outcomes:** Participants will: 1) have a better understanding of what they need to do to be prepared for an interview; 2) have an opportunity for one-on-one networking and become more comfortable with the interview process.

911

### C&M Round Table

**Topic Track:** Marketing/Communications

**Location:** Plaza B, East Tower, Green Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Theresa Kiel, Graphic Designer, Hoffman Estates Park District

The C&M roundtable is your place to be in the know- to keep up with all the marketing and communications initiatives in parks and recreation and interact with marketing colleagues from other park districts. Be ready to share ideas and resources and to collaborate on marketing opportunities. To make the most of the gathering come prepared with marketing collateral, guides, digital examples or anything else you want to share.

**Learning Outcomes:** Participants will: 1) share experiences and best practices in C&M; 2) network with other C&M professionals.



**DON'T FORGET TO  
TAKE THIS ISSUE TO THE CONFERENCE!**



## SATURDAY AT-A-GLANCE

**7:45 am - 12:00 pm**  
Conference Registration Open

**8:45 am - 10:00 am**  
Conference Sessions (0.1 CEUs)

**10:15 am - 11:30 am**  
Conference Sessions (0.1 CEUs)

**12:00 pm - 1:30 pm**  
Student Advisory Board Meeting

**12:30 pm - 1:45 pm**  
Conference Sessions (0.1 CEUs)

**2:00 pm - 3:15 pm**  
Conference Sessions (0.1 CEUs)

**3:30 pm - 4:45 pm**  
Conference Sessions (0.1 CEUs)

**3:30 pm - 5:00 pm**  
IAPD Annual Business Meeting

**5:00 pm - 6:00 pm**  
Closing General Session with Kevin Brown

**7:30 pm - 10:30 pm**  
Closing Social at House of Blues\*  
*Featuring Tributosaurus*

\*Ticketed Event

## SATURDAY MORNING CONFERENCE SESSIONS 8:45 am - 10:00 am

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

### 12

#### From the Park Bench: Stories from the Big Chair

**Topic Track:** Leadership/Management

**Location:** Grand Suite 5, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Chuck Balling, Executive Director, Glenview Park District; Monica Meyers, Executive Director, Kane County Forest Preserve; Greg Petry, Executive Director, Waukegan Park District

Learn about the journey that is traveled in this intriguing field of parks and recreation. A panel of seasoned Executive Directors will share stories and experiences to help you understand what it takes to be a leader in the field, as well as the pathway to get there.

**Learning Outcomes:** Participants will: 1) discover what it takes and the pathway to travel in order to become a leader in the field of parks and rec; 2) learn real-world applications from seasoned parks and rec professionals who have "been there".

### 39

#### The Future of the Field Part III

(Third in a three-session series)

**Topic Track:** Leadership/Management

**Location:** Hong Kong, West Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Donna McCauley, Professor/Coordinator, Moraine Valley Community College, LoriKay Paden, Academic Advisor, University of Illinois, Mike Selep, Assistant Director, Fox Valley Special Recreation Association

During Saturday's INSPIRE this will be the spring board where we put our thoughts, findings and ideas into action. We will identify and set a solid goal, objectives and assign strategies that will positively impact the future of the field.

**Learning Outcomes:** Participants will: 1) connect with educators, professionals and students to discuss and listen about the future benefits and concerns of our field; 2) determine what tasks can be accomplished if we all work together to inform others about the exciting career options available through parks and recreation; 3) identify specific tasks that must be accomplished to meet the needs to prepare future professionals.

## SATURDAY MORNING CONFERENCE SESSIONS

8:45 am - 10:00 am

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



40

### High Performance Agency: An Entrepreneurial Model for Parks and Rec

**Topic Track:** Leadership/Management

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Paul Gilbert, Executive Director, Northern Virginia Regional Park Authority

The Entrepreneurial approach to parks and recreation is about a willingness to take risks to create a brighter future. This session will take a big picture view of what it takes to build an agency that shapes the future in positive ways. From positioning to growing enterprise operations, growing park and recreation agencies can change the world for the better.

**Learning Outcomes:** Participants will: 1) understand the organizational life cycle and the need for constant re-invention; 2) learn about core enterprise skills, as well as positioning.

107

### Win, Lose or Draw! You Make the Call?

**Topic Track:** Governance/Legal

**Location:** Columbus CD, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Gabriel Castillo, Recreation Marketing Manager, Belvidere Park District

In this session we will investigate legal cases/lawsuits that have affected the parks and recreation field. We will discuss the facts of the case as stated and you will have to make the call on the outcome. We will then discuss what the court's outcome was in the specific cases. Win, lose or draw, you make the call!

**Learning Outcomes:** Participants will: 1) learn about cases/lawsuits that have or will affect the recreation industry; 2) learn how risk management issues can change the way we operate our business.

133

### Aiding in the Conduct of the People's Business: Your Board Meeting and the Open Meetings Act

**Topic Track:** Governance/Legal

**Location:** Columbus KL, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**CLEs Awarded:** 1.0

**Speaker(s):** Andrew S. Paine, Attorney, Tressler LLP

Strengthen your knowledge of the Open Meetings Act and improve your meetings by learning Open Meetings Act best practices. Learn about all the latest legislative, judicial and PAC developments on OMA and delve into the details on the hottest OMA issues.

**Learning Outcomes:** Participants will: 1) enhance their knowledge of the latest developments regarding the Open Meetings Act, and how to apply the recent changes in the law; 2) get practical advice on what constitutes a meeting, majority of a quorum, meeting time and place, remote participation, commissioner texting at meetings, notice and agenda requirements and a host of other new developments.

137

### Commissioner's Roundtable Part I

**Topic Track:** Boardmanship

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Libby Baker, Vice President, Gurnee Park District; Tom Barz, Vice President, Frankfort Park District; Mary Ann Chamber, Commissioner, Northbrook Park District; Robert Johnson, Trustee, Peoria Park District; Larry Reiner, Commissioner, Buffalo Grove Park District

You have been elected or appointed as a commissioner/board member/trustee and have a number of board meetings under your belt, now what? How do you become an effective board member and a good volunteer? Being a commissioner/board member/trustee means so much more than just attending board meetings. You have to get involved with your agency and community. You will hear from a panel of experienced commissioners who will share their knowledge, successes, challenges, etc. from their journey of being a commissioner. Come to this session prepared to ask questions to the experts!

**Learning Outcomes:** Participants will: 1) hear from veteran commissions about situations, challenges and successes; 2) be able to ask the panel of experts about issues or circumstances they can't discuss at their local meetings.

142

### Government Gets Engaged

**Topic Track:** Marketing/Communications

**Location:** Comiskey, West Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Thomas Mannix, Founder Elect Systems, Inc., Emily McMahon, Project Coordinator and Andrew Todd, Chief Operating Officer, Constituent Outreach Consultants, Inc.

This session will aim to provide participants with a better understanding of the social media world. Topics will include a brief history of how social media came to be, a discussion of why it is vital that your organization participates in the social sphere and an overview of major social media players (i.e. Facebook, YouTube, Twitter, Pinterest). Additionally, we will discuss common worries associated with participating in social media and explain how to not only deal with "negative", but how to use social media to leverage those potential bad press situations to your organization's benefit.

**Learning Outcomes:** Participants will: 1) leave with a better understanding of and comfort level in regards to navigating the social media world; 2) leave with a broader sense of how to leverage each of the major social media players to best serve their organization, while avoiding common pitfalls.



## SATURDAY MORNING CONFERENCE SESSIONS

8:45 am - 10:00 am

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

143

### Bonding Schmonding: The Changing MSRB Regulatory Framework Protecting Issuers

**Topic Track:** Finance/IT

**Location:** Michigan A, East Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Anthony Micceli, Vice President, Speer Financial, Inc.; Hillary Phelps, Associate, Chapman & Cutler, LLP; John Piemonte, Vice President, Robert W. Baird & Co.

How an issuer finances capital projects is changing under the Dodd-Frank Act and the regulatory framework being instituted by the Municipal Securities Rulemaking Board (MSRB) and the Securities and Exchange Commission (SEC). Learn how, or if, these changes are affecting your routine practices of obtaining bond proceeds for capital projects or for refunding/restructuring of existing debt. **Learning Outcomes:** Participants will: 1) learn roles and responsibilities of municipal advisors and underwriters and how role clarification may change your historical decision making process; 2) evaluate GFOA Debt Management best practices and how to apply them to your agency.

204

### Building Stewardship For the Urban Forest

**Topic Track:** Parks

**Location:** Michigan C, East Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Beth Corrigan, Community Trees Program Coordinator, The Morton Arboretum

The urban forest is every tree around us. From the Regional Tree Initiative to utilizing volunteers to assist your current staff, there are many resources to assist communities. Awareness and caring for trees is key at every scale. Learn about the Regional Tree Initiative, values and benefits of trees and how to communicate those, utilizing volunteers in your program and other resources for planning and managing trees in your care.

**Learning Outcomes:** Participants will: 1) understand why trees are important and should be included in management strategies; 2) leave with resources on how to advocate for trees within a community and incorporate using volunteers into the management of trees and grounds.



206

### Maintaining Outdoor Ice Rinks. What? Are We Nuts?

**Topic Track:** Parks

**Location:** Plaza A, East Tower, Green Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Mike Fletcher, Superintendent of Parks, Clarendon Hills Park District; Jim Stoller, President, Sales & Marketing, NiceRink; Keith Woodke, Landscape Specialist, Clarendon Hills Park District

In this session, the presenters will discuss the challenges involved in maintaining an outdoor ice rink, including site selection, setup and take down and maintenance details. Open discussion will be encouraged between attendees on a host of tools, tips and techniques related to maintenance issues.

**Learning Outcomes:** Participants will: 1) be able to understand that it is possible to provide quality outdoor iceskating opportunities to the community with a minimum of time, effort and expense; 2) become better informed about the pros and cons of outdoor ice rinks when considering whether or not your agency wants to provide this opportunity to the community.

304

### Hiring the Right Full-Time Employee

**Topic Track:** HR/Risk Management

**Location:** Toronto, West Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Lynn Fenton, HR Manager, Fox Valley Park District

If you've only hired part-time seasonal employees, are you prepared for when you have to hire a full-time person? Is the hiring criteria different? Are the interview questions you ask the same? Is the screening process more complex? This session will focus on the important tips and key information you need to make that full-time hire the right one!

**Learning Outcomes:** Participants will: 1) identify the differences in hiring part-time/seasonal and full-time employees; 2) explore the similarities and differences in hiring part-time/seasonal and full-time employees.

322

### Dealing with Difficult Employees, It's Not Them, It's You

**Topic Track:** HR/Risk Management

**Location:** Gold Coast, West Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Tony Oligney-Estill, Programs Manager, Champaign Park District

This session is geared toward supervisors who do not like conflict or who avoid difficult employees. This session will give some basics on how to supervise difficult employees from the perspective of a supervisor who doesn't like conflict or dealing with difficult employees.

**Learning Outcomes:** Participants will: 1) learn techniques on how to deal with difficult or under performing staff; 2) learn how to set expectations regardless of what staff was allowed to do in the past.

404

### Sports Organization 101: Working With Your Affiliates

**Topic Track:** Recreation

**Location:** Wrigley, West Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Mike Contreras, Athletics Supervisor, Mike Eschenbach, Aquatics Supervisor and Ken Saveley, Facility Manager, Dundee Township Park District

Learn some of the basic tricks of the trade about your sport and its league. We will go over some helpful tips to organize your league and its schedule. Also, we will be talking about sports affiliates and how to benefit from a "win-win" situation when working with them. **Learning Outcomes:** Participants will: 1) learn some helpful tools to better organize your leagues and schedules; 2) be able to ask tough questions of presenters or other peers about working with affiliates.

## SATURDAY MORNING CONFERENCE SESSIONS

8:45 am - 10:00 am

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.



427

### Teambuilding with Teens

**Topic Track:** Recreation

**Location:** Roosevelt, East Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Deb Stanfield, CPRP, Adventure Center Coordinator, Iron Oaks Environmental Learning Center

This hands-on session will focus on team building activities that are especially appropriate for teens. After each activity, the group will review aspects of these activities that are particularly appealing to teens, and discuss strategies for successful debriefing sessions with youth in this age group.  
**Learning Outcomes:** Participants will: 1) learn creative, unique and fun ways to engage teenagers; 2) learn how to help develop leadership and problem solving skills in teenagers.

610

### Aquatics Roundtable

**Topic Track:** Facilities

**Location:** Columbus AB, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Sarah Lagesse, Aquatics Supervisor, Glenview Park District; Laura Reinke, Aquatic Manager, Clarendon Hills Park District

Aquatics professionals can use this roundtable to discuss relevant issues in the field.

**Learning Outcomes:** Participants will: 1) network with other professionals; 2) share ideas for the upcoming summer session.



629

### Safety! Safety! Safety! Emergency Preparedness for Parks & Recreation

**Topic Track:** Facilities

**Location:** Acapulco, West Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Christopher Gantz, Urban Search & Rescue Specialist, Fire Zone Fun

Park and rec agencies are little "cities" with a variety of facility types, work environments, staff and programming. Within any "city", emergency planning and preparation is vital to keeping its residents and staff safe. This session will help your agency better recognize potential hazards and best prepare for a variety of situations specifically found within parks and recreation.

**Learning Outcomes:** Participants will: 1) learn to better recognize new hazards within your facilities, programs and staff; 2) learn about training tools and procedures to increase safety amongst guests and staff.

632

### Operating a Successful Golf Operation Including Maintenance & Food/Beverage Revenues

**Topic Track:** Facilities

**Location:** Michigan B, East Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Bill Krueger, PGA Professional

All golf operations should make money before debt service. Find out the "best practices" to operate a successful golf operation from golf course maintenance to a profitable food & beverage operation.

**Learning Outcomes:** Participants will: 1) understand all goals and objectives that will need to be accomplished in order to be successful; 2) leave with actual examples and procedures that will turn around poor performing golf operations.

639

### Competitive Bidding and Contract Administration

**Topic Track:** Governance/Legal

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**CLEs Awarded:** 1.0

**Speaker(s):** Steven B. Adams, Partner and Nicole L. Karas, Associate, Tressler, LLP

Build a solid foundation on the fundamentals of construction law, with an emphasis on practical information that will help you the next time you're asked, "How do we do this?" Issues addressed include: When to use a construction manager, design-build, or traditional general contractor, determining lowest responsible bidder, when and how to hold the bidder responsible for an erroneous bid, essential risk-shifting contract provisions, project management tips and strategies.

**Learning Outcomes:** Participants will: 1) get up-to-date advice on project delivery methods and competitive bidding issues; get your practical questions answered and problems addressed; 2) learn essential risk allocation principles and project management techniques.

914

### Public Engagement 101: Tools and Resources to Engage Your Residents

**Topic Track:** Marketing/Communications

**Location:** Grand Suite 3, East Tower, Gold Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Cassandra Rice, Project Designer/Planner, Hitchcock Design Group; Amalia Turkewitz, Project Coordinator, Chicago Park District

Public workshops, community surveys, social media... how do you engage your community? This session will explore the wide range of public engagement tools available for park and recreation professionals. Through case studies, personal experiences, and demonstrations, we will explore how these tools can be utilized for a variety of situations -- from a planning tool to daily communications.

**Learning Outcomes:** Participants will: 1) leave the session with resources and examples of traditional and innovative community engagement methods; 2) have an understanding of how to evaluate the benefits and challenges to community engagement.



## SATURDAY MORNING CONFERENCE SESSIONS

8:45 am - 10:00 am

Pre-Registration is not required  
to attend Saturday sessions.

All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

1004

### Cultural Competency and Recreation Therapy

**Topic Track:** Therapeutic Recreation

**Location:** Randolph, East Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Jearold Holland, PhD, Associate  
Professor, University of Wisconsin-LaCrosse

This session will address the importance and possible requirements of cultural competence in recreational therapy practice. The session will provide understanding of some of the nuances to improve recreational therapists' communication and interaction with persons from different racial/ethnic backgrounds.

**Learning Outcomes:** Participants will: 1) be able to understand the concept of "cultural competence" in recreation therapy; 2) be able to identify three important components of cultural competence at the individual professional level; 3) be able to identify three legal areas of cultural competence at the organizational level; 4) be able to identify areas of cultural competence when working with African Americans.

1005

### You Can't Touch This: The Customer Satisfaction Experience

**Topic Track:** Leadership/Management

**Location:** Water Tower, West Tower, Bronze Level

**Time:** 8:45 AM-10:00 AM

**Speaker(s):** Kenneth Brown, Founder/CEO, Ken  
Brown International

This one-of-a-kind program on service excellence promises solid content and time tested solutions (i.e. no gimmicks) to help you generate more business and retain more of your current customer base. Exceptional customer service will be your single most important tool in growing your business and sustaining any economic situation. Never have an unhappy customer again!

**Learning Outcomes:** Participants will: 1) leave with a renewed mindset/attitude regarding their ability to deliver exceptional customer satisfaction; 2) will walk away with action steps, principles, techniques and strategies that will empower them to be more effective.

## SATURDAY MORNING CONFERENCE SESSIONS 10:15 AM – 11:30 AM

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

13

### So You Want to Be an Agency Leader?

**Topic Track:** Leadership/Management

**Location:** Grand Suite 5, East Tower, Gold  
Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Greg Kuhs, Executive Director,  
Mount Prospect Park District; MaryFran Leno,  
Executive Director, Itasca Park District; Mark  
McKinnon, Executive Administrator, Addison  
Park District; Jim Rogers, Executive Director,  
Elmhurst Park District

Have you ever wondered what it takes to become an agency leader? Learn what hiring managers and board of directors are looking for in an agency's top positions. A panel of seasoned executives will share tips and some guiding principles that can go a long way to prepare you as a candidate for the top spots.

**Learning Outcomes:** Participants will: 1) learn what skills are necessary to lead a park and recreation agency; 2) learn how to prepare for a leadership role at a park and recreation agency.

15

### Work/Life Balance - Women In Leisure Services

**Topic Track:** Leadership/Management

**Location:** Water Tower, West Tower, Bronze  
Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Carrie Fullerton, Executive Director,  
Bloomingdale Park District; Jan Peterson  
Hincapie, Director of Parks and Recreation,  
Village of Lincolnwood

Do you struggle keeping all the balls in the air? Are you going crazy trying to juggle the multiple responsibilities in your life? Are you a working mom with colliding commitments in your professional and personal lives? Join us once again this year for humorous tales and helpful tips to better manage your life. Let us entertain/educate, while you put your feet up and network! Walk away with a renewed sense of self and a fresh outlook. Audience participation is encouraged!

**Learning Outcomes:** Participants will: 1) hear sometime humorous accounts of the speakers' lives as high level professionals and working moms. Through these stories participants will realize they aren't alone and that they have the power and capability to have the best of both worlds; 2) walk away with useful tips for managing multiple priorities and gain a renewed sense of self.

24

### Interviewing Skills: How to REALLY Differentiate Yourself From the Competition

**Topic Track:** Marketing/Communications  
**Location:** Comiskey, West Tower, Bronze  
Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Scott Chovanec, President,  
Scott Chovanec & Associates

The job markets are increasingly competitive, yet many just do not know the strategies and techniques that will help separate the good from the excellent in terms of gaining a competitive advantage and advancing professionally. Differentiate yourself and your skill sets, get the meeting and...win the offer! These are the essentials of this highly interactive session. Learn beyond the basics and gain the secrets to successful personality marketing that has proven results. If you are interested in advancement at any level, do not miss this session.

**Learning Outcomes:** Participants will: 1) learn how to use key action, leadership and results-oriented vocabulary to effectively display their potential benefits to future (and even current) employers as well as how to uniquely showcase their skills and talents; 2) develop a personal tag line that will help distance and differentiate themselves from others.

## SATURDAY MORNING CONFERENCE SESSIONS 10:15 AM – 11:30 AM

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.



### 31 When Disaster Strikes: Real Life Responses to A Tornado

**Topic Track:** Leadership/Management  
**Location:** Columbus EF, East Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Chris Cotten, Executive Director, City of Joplin, MO; Doug Damery, Executive Director and Brian Tibbs, Recreation Manager, Washington Park District

On May 11, 2011, a deadly Category EF5 tornado devastated the city of Joplin, Missouri. Barely two and a half years later, Washington Park District experienced a similar catastrophe when a Category EF4 tornado tore through their community on November 17, 2013. Learn how these agencies responded to the disasters that devastated their communities. Hear first-hand accounts of the extensive damage and recovery efforts still ongoing, one year later for Washington and three years later for Joplin. The presenters will also discuss the similar and differing issues and challenges encountered by each agency, as well as the learning and growth that came out of their respective experiences.

**Learning Outcomes:** Participants will: 1) learn best practice responses to a natural disaster; 2) learn how to navigate and manage federal/state relief programs and local charity efforts; 3) gain an understanding of the long-term effects of recovery for staff and community members.

### 36 From Metrics to Forensics - Risk Management Tools for Your Organization

**Topic Track:** HR/Risk Management  
**Location:** Grand Suite 3, East Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** M. Ali Ansari, Director of Forensics, and Valuation Services, BKD, LLP

Risk management is a critical tool for an organization to identify, assess, manage and mitigate fraud. As organizations increase their focus on risk, they should take the opportunity to consider, enact and improve measures to detect, deter and prevent fraud by implementing proper internal controls.

**Learning Outcomes:** Participants will: 1) learn how to develop a system of internal controls to address an organizations' risks and how to address and respond to any identified instances of breach of internal controls or an occurrence of fraud; 2) learn to develop risk management principles, its measurement concepts and best practices; 3) learn to identify the practices and benefits of a robust risk culture grounded to identify, monitor and mitigate issues that will impact an organizations' operating and reputation risks; 4) learn to integrate them in the organization's strategic plans and objectives.

### 103 Is Your Park Foundation Successful?

**Topic Track:** Governance/Legal  
**Location:** Randolph, East Tower, Bronze Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Don Jessen, Board Member and Donald Ortale, Executive Director, National Association of Park Foundations

Learn the stages, fundamentals and processes of starting your Park Foundation. Understand why the management areas of your Park Foundation (i.e. board development and volunteerism, fund raising and event planning, long and short range strategic planning, PR and marketing, legal and accounting for Foundations...) are so important.

**Learning Outcomes:** Participants will: 1) be aware of the various steps and forms necessary to complete for submission to both the State and IRS to be considered for non-profit and tax exempt status; 2) be able to define and understand "non-profit status" and "tax exempt status"; 3) have "take away" notes on how to build or strengthen various areas of Foundation structure and management.

### 134 Employment Law Update: What You Don't Know Can Hurt You

**Topic Track:** Governance/Legal  
**Location:** Columbus IJ, East Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**CLEs Awarded:** 1.0  
**Speaker(s):** Durga M. Bharam, Attorney, Tressler LLP

If you make any employment decisions, this session is for you. This session will provide a primer on the new employment laws and inform you of what you may not know but should about the latest decisions and actions by agencies such as the EEOC, NLRB and DOL. It will also address hot topics in the workplace such as BYOD policies, do's and don'ts in the hiring process, and misclassification of employees.

**Learning Outcomes:** Participants will: 1) learn about new employment laws and issues facing employers in 2015; 2) discover practical tips for avoiding traps and how to implement best practices in dealing with matters most critical to employers.

### 136 IMRF: Are You Ready for Retirement?

**Topic Track:** Finance/IT  
**Location:** Gold Coast, West Tower, Bronze Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Tecya Anderson, Kate Setchell, and Paul Parise, Field Representatives, Illinois Municipal Retirement Fund

Meeting with IMRF staff is only one step toward retirement. Learn the other steps necessary to retire to meet your financial and medical needs.

**Learning Outcomes:** Participants will: 1) gain an understanding of how their IMRF retirement benefits will be calculated, what and when applications and forms should be submitted; 2) learn what to expect before, during and after retirement benefits begin.

### 138 Commissioner's Roundtable Part II

**Topic Track:** Boardmanship  
**Location:** Columbus GH, East Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Libby Baker, Vice President, Gurnee Park District; Tom Barz, Vice President, Frankfort Park District; Mary Ann Chambers, Commissioner, Northbrook Park District; Robert Johnson, Trustee, Peoria Park District; Larry Reiner, Commissioner, Buffalo Grove Park District

What issues are you facing as a commissioner? Are you encountering speed bumps dealing with one of your fellow board members? Is there a commissioner who has tunnel vision? Are there micro-managers? Do you have a "know it all" or "it is my way or the highway" or one that doesn't say anything? Come attend this roundtable and hear from a panel of experts...they have years of experience and odds are they have encountered the challenge or obstacle you are currently facing! And if they haven't, perhaps someone in the audience has! Come prepared to share, ask questions and engage with other commissioners.

**Learning Outcomes:** Participants will: 1) be able ask questions, share stories and connect with other commissioners; 2) have the opportunity to network with fellow commissioners.



### 139 Staying Out of Litigation: When to Require Liability Waivers

**Topic Track:** Governance/Legal  
**Location:** Plaza A, East Tower, Green Level  
**Time:** 10:15 AM-11:30 AM  
**CLEs Awarded:** 1.0  
**Speaker(s):** Mark J. McClenathan, Partner/Shareholder, Heyl, Royster, Voelker & Allen

Gain an understanding of liability waivers, and when to use and require them to protect your park district and avoid litigation. Includes a case study of liability waivers.

**Learning Outcomes:** Participants will: 1) learn ways to reduce exposure to potential litigation, especially due to third party use of park district facilities; 2) take away suggested liability waiver forms.

### 207 Burning in the Burbs

**Topic Track:** Parks  
**Location:** Michigan A, East Tower, Bronze Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Denis Kania, Manager of Natural Areas, St. Charles Park District



Conducting prescribed burns in an urban environment presents some unique challenges. Come to hear how the St. Charles Park District has met these challenges and has been successfully conducting burns for many years.  
**Learning Outcomes:** Participants will: 1) understand best practices for communicating with other local agencies and the public regarding a prescribed burn; 2) understand how to set up implementation procedures for their own agency for conducting prescribed burns in an urban environment.

### 210 Primer on Procurement

**Topic Track:** Governance/Legal  
**Location:** Columbus CD, East Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Derke J. Price, Partner and Adam B. Simon, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

This session will provide a review of the procurement process and issues involved in contracting for various goods and services. The session will review statutory requirements and practice tips for stretching the budget.

**Learning Outcomes:** Participants will: 1) gain an understanding of the statutory requirements concerning purchasing; 2) practice tips for staff to address unusual situations and to stretch the dollar.

## SATURDAY MORNING CONFERENCE SESSIONS

10:15 AM – 11:30 AM

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

### 211 Affordable and Fun Inclusive Playground Design

**Topic Track:** Parks  
**Location:** Roosevelt, East Tower, Bronze Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Ginny McDougal, Play Advocate, Playworld Systems

This session will provide an overview of inclusive playground design basics, followed by examples of how to incorporate these principles in an exciting and engaging manner. We will discuss how product selection and layout can contribute to the inclusive goals of a playground and associated costs.

**Learning Outcomes:** Participants will: 1) identify how playground design can move beyond basic compliance to create an outdoor environment for all; 2) identify ways to increase inclusion without increasing cost.

### 317 Affordable Care Act: The Current State of Law

**Topic Track:** HR/Risk Management  
**Location:** Columbus KL, East Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**CLEs Awarded:** 1.0  
**Speaker(s):** Donald W. Anderson, Attorney and Brent O. Denzin, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Now that the Affordable Care Act (aka Obamacare) implementation is underway, it is time to revisit the requirements that affect park districts and their employees. Notably, in 2015, the ACA's employer shared responsibility requirements go into effect. This session will review the ACA requirements for employers, outline relevant changes since the rollout and discuss permissible and impermissible alternatives to providing health insurance for all employees and dependents (such as cash in lieu of insurance coverage).  
**Learning Outcomes:** Participants will: 1) be able to identify ACA requirements for park district employees; 2) learn strategies for meeting these requirements within a limited budget.

### 320 Smart Moves for Successful Projects

**Topic Track:** Leadership/Management  
**Location:** Toronto, West Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Bobbi Nance, Project Manager, Park District of Oak Park

Even when excitement about a project is high, balancing the role of "Project Manager" with an already full plate is tough, making it easy for a project and its team to veer off track. Whether you will be leading a team through a planning process, new technology initiative, a construction project, a special event, or even an accreditation, learn how to keep your project and your team on course, and hold on to your sanity in the process.  
**Learning Outcomes:** Participants will: 1) learn to recognize key points that derail most projects and how to address them; 2) learn how to develop important project planning documents needed to ensure a project's success.

### 411 Forest Preserves & Conservation Districts: Natural Partners with Park Districts

**Topic Track:** Recreation  
**Location:** Wrigley, West Tower, Bronze Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Marcella DeMauro, Executive Director and Ralph Schultz, Director of Planning & Operations, Will County Forest Preserve; David Guritz, Director, Office of Education, Forest Preserves of DuPage County; Elizabeth Kessler, Executive Director, McHenry County Conservation District; Cynthia Moreno, Director, Department of Conservation & Experiential Programming, Forest Preserves of Cook County

Forest preserve and conservation districts working in partnerships with park districts can be a win-win for everyone. Whether it's shared programming, land use, staff expertise or grant writing opportunities the two very different kinds of districts should be working together to serve their shared tax payer base. Members of IACFPC will share information about their districts and examples of good partnerships with parks.

**Learning Outcomes:** Participants will: 1) have a better idea of how parks and park districts can work with and partner with their forest preserves and conservation district neighbors; 2) learn about successful partnerships between IACFPC members and park districts in their communities and how projects like these can be replicated.



## SATURDAY MORNING CONFERENCE SESSIONS 10:15 AM – 11:30 AM

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.



### 433 Designing Innovative Youth Sport Programs

**Topic Track:** Recreation

**Location:** Grand Suite 2, East Tower, Gold Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Dr. Laurence Chalip, Department Head and Raquel Hutchinson, Operations Director, University of Illinois at Champaign-Urbana, Department of Recreation, Sport & Tourism

As a result of the Illinois Youth Sport Summit it became clear that while practitioners are interested in embracing the principles of long term athlete development and incorporating free play into their programming, there is a lack of understanding on how best to do this. This session will discuss the benefits of free play and sampling to early sport experiences as well as strategies and tactics to include these elements into youth sport programs.

**Learning Outcomes:** Participants will: 1) understand the stages of physical literacy; 2) design youth sport programs that incorporate free play.

### 507 A Positive, Proactive and Preventative Approach to Behavior Management

**Topic Track:** Therapeutic Recreation

**Location:** Michigan B, East Tower, Bronze Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Becky Simpson, Special Education Teacher, M.A.T., LBS-I

This session will provide attendees with proactive and preventative ways to approach behavior management. The strategies presented are designed to help build a respectful, cooperative atmosphere that also seeks to promote social-emotional learning through the development of essential life and social skills.

**Learning Outcomes:** Participants will: 1) learn how to prevent or decrease unwanted inappropriate behavior, as well as how to avoid or minimize power struggles and instead gain the cooperation of difficult youth; 2) learn how to maximize their effectiveness in behavior management through learning to manage him/herself.

### 605 The Million Dollar Gamble: Sports Complexes for Small Agencies

**Topic Track:** Facilities

**Location:** Columbus AB, East Tower, Gold Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Tod Stanton, President, Design Perspectives; Jennifer Yuska, Superintendent of Recreation, Midlothian Park District

This session will explore the decision to invest money into a sports complex designed to make money for a small district. We will discuss the need for complexes and how you can build your own on a tight budget. We will also discuss how it will pay off with increased play and revenues.

**Learning Outcomes:** Participants will: 1) learn how to build a profitable sports complex on a tight budget; 2) learn how to gain the most profit out of a newly constructed complex.

### 615 Model Aquatic Health Code

**Topic Track:** Facilities

**Location:** Michigan C, East Tower, Bronze Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Joe Stefanyak, Director, Jeff Ellis & Associates, Inc.

This session will begin with a brief overview of the Model Aquatic Health Code beginning with how/why it was developed, its general layout and what to expect moving forward as it relates to content. A discussion of terminology/definitions used throughout the Code, as well as several of the key Code entries that may/will have an impact on how organizations currently train, staff, supervise, design, construct and operate their aquatic facility(s) will also be included. This session will conclude with a question and answer period to discuss particular items of interest that participants may have.

**Learning Outcomes:** Participants will: 1) be able to appraise their level of compliance with the Code and begin to formulate a plan to respond to deficiencies; 2) be able to recognize and identify Code entries that are applicable to their facility/operation.

### 622 Public Art in Parks

**Topic Track:** Parks

**Location:** Buckingham, West Tower, Bronze Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Andrej Dajnowski, President and Conservator, CSOS, Inc.; Michael Fus, Preservation Architect, Chicago Park District

Park districts throughout Illinois are owners and managers of collections of public artworks. These include historic monuments, sculptures, fountains, murals, and mosaics. This session will highlight conservation treatments, maintenance practices of existing art and procedures for reviewing new public art proposals.

**Learning Outcomes:** Participants will: 1) learn about Chicago Park District's process for reviewing, accepting and installing new public artworks; 2) learn about best practices for maintaining and conserving public art.

### 802 Mock Interviews/Resume Review

**Topic Track:** Students

**Location:** Skyway 265/269/273, East Tower, Blue Level

**Time:** 10:15 AM-11:30 AM

**Speaker(s):** Bret Fahnstrom, Executive Director, River Trails Park District; Kevin Romejko, Director of Administrative Services, Wheeling Park District

This session is a repeat from the previous day for those students who were unable to attend the session held at 3:30 PM on Friday.

**Learning Outcomes:** Participants will: 1) have a better understanding of what they need to do to be prepared for an interview; 2) have an opportunity for one-on-one networking and become more comfortable with the interview process.



## SATURDAY MORNING CONFERENCE SESSIONS 10:15 AM – 11:30 AM

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

### 919 Creating a Successful Sponsorship Program

**Topic Track:** Marketing/Communications  
**Location:** Acapulco, West Tower, Gold Level  
**Time:** 10:15 AM-11:30 AM  
**Speaker(s):** Mike Terson, Marketing and Public Relations Manager, Buffalo Grove Park District

Generating sponsorship dollars for your park district isn't always as easy as it may seem. There is a lot of competition out there for those community donation dollars; and sometimes that competition might be coming from within your own agency. Find out how to create a successful sponsorship program from the ground up; or rebuild your current program if it is in need of an overhaul. You'll leave this session with some sales skills, tricks on how to not leave any money on the table, and how to use all of the benefits of your agency to maximize your sponsorship agreements.

**Learning Outcomes:** Participants will: 1) learn useful sales strategies and techniques to increase success with your sponsorship program; 2) learn how to leverage the benefits of your agency's programs and services to maximize your sponsorship agreements.

## SATURDAY AFTERNOON CONFERENCE SESSIONS 12:30 pm – 1:45 pm

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

### 14 Keys to the Corner Office: How to Successfully Transition Into a Leadership Position

**Topic Track:** Leadership/Management  
**Location:** Grand Suite 5, East Tower, Gold Level  
**Time:** 12:30 PM-1:45 PM  
**Speaker(s):** Mike Clark, Executive Director, Palatine Park District; Matt Ellmann, Executive Director, Wood Dale Park District; Bill McAdam, Executive Director, Downers Grove Park District; Mark McKinnon, Executive Administrator, Addison Park District

Now that you've landed your dream job as an agency leader, what next? This session will help new executives learn how to successfully transition into a leadership role. Tips and strategies for building trust with staff, establishing authority and communicating your leadership style will be covered. The importance of peer contacts and maintaining a trusted advisor/mentor relationship will also be explored.

**Learning Outcomes:** Participants will: 1) learn how to establish a work culture that supports your leadership style; 2) be able to set realistic, achievable goals for your first 90 days on the job; 3) learn the importance of a strong peer network and/or mentor relationship to facilitate growth and success.

### 18 The Next Chapter: Life After Parks and Recreation

**Topic Track:** HR/Risk Management  
**Location:** Toronto, West Tower, Gold Level  
**Time:** 12:30 PM-1:45 PM  
**Speaker(s):** Mark Badasch, Principal, M.E. Badasch & Associates, LLC; Ray Ochromowicz, Principal, Executive Decisions

Whether by chance or by choice, someday you will face life after parks and recreation. Will you retire from work for good or remain active and engaged in the parks and rec field? Or perhaps choose a new line of work? The presenters will discuss options and considerations for post park and recreation work, as well as mental, emotional and financial considerations. Potential opportunities to be discussed will include consulting, mentoring, teaching, short term vs. long term projects and paid vs. volunteer opportunities.

**Learning Outcomes:** Participants will: 1) learn what opportunities are available for post park and recreation work; 2) gain an understanding of the time commitment required for each option.

### 20 Got Stress? Let's Deal With It!

**Topic Track:** Leadership/Management  
**Location:** Comiskey, West Tower, Bronze Level  
**Time:** 12:30 PM-1:45 PM  
**Speaker(s):** Scott Chovanec, President, Scott Chovanec & Associates



Let's face it...we all have varying levels of stress. We LEARN stress through life's experiences. Sometimes, with family, work and personal issues, it feels like it'll never go away. Stress can be an intensely destructive force unless we learn how to deal effectively with it. Through this interactive workshop, we'll learn more about recognizing stress symptoms, as well as both explore and practice proven "stress busters". Visualization techniques, progressive relaxation, diaphragmatic breathing and certain cardio related exercises will be introduced to help you gain control over this powerful feeling. You will walk away feeling "in charge". Come on...game on!

**Learning Outcomes:** Participants will: 1) learn how to differentiate between good and bad stress as well as learn how to recognize when there are physical signs that signal "attention needed"; 2) explore techniques to reduce stress conditions and practice specific methods that reduce the negative effects.

### 32 Leadership for the 21st Century

**Topic Track:** Leadership/Management  
**Location:** Columbus AB, East Tower, Gold Level  
**Time:** 12:30 PM-1:45 PM  
**Speaker(s):** Megan Owen, Graduate Student and LoriKay Paden, Consultant/Trainer/Advisor, University of Illinois

People lead, learn, and follow differently. Industry leaders need to be aware of and understand the styles and expectations of their community, peers, staff and supervisors. They also need to have the resources and information available for them to be effective and transformative in the modern workplace. Are you using leadership knowledge, skills and abilities to lead and succeed personally and professionally? Come learn the tools you need to take action in ways that you haven't considered before.

**Learning Outcomes:** Participants will: 1) discover what transformational leadership looks like in the 21st century; 2) learn what skills it takes to succeed personally as well as professionally.

## SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm – 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.



120

### Navigating Your Project Through the Zoning Process in Your Municipality

**Topic Track:** Governance/Legal

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Derke J. Price, Partner and Scott A. Puma, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

This session will provide a review of the process and issues involved in securing zoning approval from the county or municipality with jurisdiction over your park property. The presenters will review the key milestones and strategies for bringing the project from concept through final approval.

**Learning Outcomes:** Participants will: 1) gain an understanding of the jurisdictional issues, players and expenses involved in the zoning process; 2) be able to practice tips to be performed by staff for a successful zoning application.

125

### Hot Topics in Employment Litigation - Ways to Reduce Your Exposure

**Topic Track:** Governance/Legal

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**CLEs Awarded:** 1.0

**Speaker(s):** Lucy Bednarek, Attorney and Darcy L. Proctor, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Attend this session to hear from two seasoned litigators who have successfully defended public employers in employment discrimination, harassment and related litigation, as well as before the Illinois Human Rights Commission and the EEOC. The program is designed to update park officials and administrators on the hottest topics in employment litigation and related areas.

**Learning Outcomes:** Participants will: 1) learn procedures in park operations that will reduce or eliminate employment litigation exposures; 2) learn about employment litigation trends impacting park districts, loss prevention tips and other practical suggestions for keeping the district and employees out of court.

130

### Playing Nice in the Sandbox: Tips and Strategies for Reducing Board Conflict and Improving Board Outcomes

**Topic Track:** Boardmanship

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Steven B. Adams, Partner, Tressler LLP

As an elected or appointed official of your agency, you are a leader. How do you lead with professionalism? This entertaining session will provide specific tips and strategies for achieving constructive debate and getting consistent results while minimizing unhealthy conflict.

**Learning Outcomes:** Participants will: 1) learn how to use structure, rules and processes to curb disruptive behaviors, tactics and conflict; 2) learn how to establish board credibility and achieve board objectives consistently.

135

### Ethics for Illinois Park District Commissioners

**Topic Track:** Governance/Legal

**Location:** Columbus KL, East Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** John O'Driscoll, Partner and Jeff Stein, Partner, Tressler LLP

Ethics laws: A primer on what local government employees and officers must know, Integrity? Ethics? Public confidence in park district leadership? This presentation will provide local officers or employees with information on how to deal with the Gift Ban Act, prohibited transactions and possible conflicts of interest that might arise while conducting your public duties.

**Learning Outcomes:** Participants will: 1) learn what actions can be considered criminal under the various ethics laws of the state; 2) learn best practices for ethical boardmanship.

144

### Moving To Mobile

**Topic Track:** Marketing/Communications

**Location:** Water Tower, West Tower, Bronze Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Thomas Mannix, Founder, Elect Systems, Inc., Emily McMahon, Project Coordinator and Andrew Todd, Chief Operating Officer, Constituent Outreach Consultants, Inc.

This session will aim to provide participants with a better understanding of mobile technology. Topics will include a brief history highlighting how mobile technology came to be, a discussion of why it is vital that your organization utilizes mobile technology to its benefit, and an explanation of what differentiates true mobile technology from the mobile-optimized web. An in-depth look at smartphone application features will be given, with specific attention given to how these features could be used to serve park district organizations. Common worries associated with participating in the mobile sphere will be discussed, and participants will be given ample time for Q & A.

**Learning Outcomes:** Participants will: 1) leave with a better understanding of and comfort level in regards to mobile technology and why it is vital that their organization participates in the mobile sphere; 2) learn how to leverage mobile technology to best serve his/her specific organization.

209

### Sports Field Seed Selection and New Cultivars

**Topic Track:** Parks

**Location:** Plaza A, East Tower, Green Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Mark Grundman, Senior Technical Manager, Jacklin Seed Company

In this session, the presenters will explore an in depth look at purchasing the newest species and varieties of grasses for your facilities and what to expect.

**Learning Outcomes:** Participants will: 1) learn how to evaluate what the best species and varieties for one's situation; 2) learn how to purchase species and grasses wisely, and save money in the process.



## SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm – 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

216

### When, Why and How to Select a Construction Manager for Projects

**Topic Track:** Parks

**Location:** Michigan C, East Tower, Bronze Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Jim Clair, Project Executive, Turner Construction Company

In this session, the presenters will discuss when and how to use construction management deliveries to add value to projects and promote success.

**Learning Outcomes:** Participants will: 1) understand project delivery options, advantages/disadvantages of each and how to evaluate which delivery will best serve their projects; 2) understand when and how to utilize construction management delivery systems to add value to their project planning and execution.

309

### Internal Marketing Campaign: Keep Your Talent Engaged

**Topic Track:** HR/Risk Management

**Location:** Michigan A, East Tower, Bronze Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Brian Everhart, Athletic Supervisor, Laura Finch, Marketing Manager, Abbie Moore, Athletic Program Coordinator, Kristie Vest, Special Events Supervisor and Cori Veverka, Cultural Arts Supervisor, Oswegoland Park District

Learn a process for turning your pockets of dissatisfaction, scarcity and disappointment back to a culture of engaged, inspired and appreciated staff. Listen to an agency who led an active search to examine their environment and devised a plan to make sure they weren't standing in their own way of success.

**Learning Outcomes:** Participants will: 1) be introduced to a way of assessing the climate of their agency; 2) plan ways to move from the results of a climate assessment to a bold action plan that challenges.

314

### Help! I Need to do a Tax Levy

**Topic Track:** Finance/IT

**Location:** Acapulco, West Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**CLEs Awarded:** 1.0

**Speaker(s):** James D. Rock, Attorney and Adam B. Simon, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

This session is designed for attendees that have experience with preparing a tax levy. Learn to unlock the mystery of how to calculate the limiting rate, estimate your assessed value and maximize your spending flexibility. In addition, learn how to choose between the various forms of referenda to make the most of a successful campaign.

**Learning Outcomes:** Participants will: 1) accurately estimate your tax levy; 2) better prepare for your budget process; 3) exploit taxing flexibility to avoid tax objections; 4) learn which tax levy referendum is better for your district.

414

### How Are You Impacting the Youth In Your Programs?

**Topic Track:** Recreation

**Location:** Michigan B, East Tower, Bronze Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Lauren Jochem Kabrick, Recreation Manager, Streamwood Park District

With the numerous challenges facing our youth today, we can learn to guide them through their participation in recreation programming using coaching, counseling and mentoring methodologies. Session attendees will learn and discuss the differences between the methods associated with coaching, counseling and mentoring; and identify situations in which one format is more appropriate or more effective over another. Further, we will discuss the leadership knowledge, skills and abilities associated with each methodology.

**Learning Outcomes:** Participants will: 1) be able to identify the difference between effective coaching, counseling and mentoring methodologies, and the skill sets associated with the effective implementation of each, in addition to goals and outcomes associated with the successful program design when incorporating a coaching, counseling or mentoring objective; 2) be able to implement effective training strategies when educating staff serving in the capacity of youth leaders, camp counselors and group care workers regarding the successful application of coaching, counseling and mentoring skills.

417

### Developing Budget-Friendly Fitness Events

**Topic Track:** Recreation

**Location:** Gold Coast, West Tower, Bronze Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Jimmy Gleason, Special Events & Volunteer Coordinator, Hsiung Marler, Facility & Events Manager and Tony Oligney-Estill, Sports Manager, Champaign Park District

Participants in this high energy multi-media presentation will learn how the Champaign Park District Fitness Events staff went from one event to over six successful revenue generating events in just three years. We will discuss obstacle races, zombie runs, St. Patrick's Day runs, childrens races, and bike races within the context of event development, planning, promotion, sponsorship and logistics. All of the events we'll be discussing are affordable for any sized park district.

**Learning Outcomes:** Participants will: 1) gain the knowledge necessary to plan at least one innovative fitness event tailor made to their area and clientele; 2) walk away from this session with a sample fitness event outline that includes everything from planning to post-race.

503

### The ADHD Factor: Competing with Executive Functioning Challenges

**Topic Track:** Therapeutic Recreation

**Location:** Randolph, East Tower, Bronze Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Eric Tivers, LCSW, MSW, Psychotherapist/Coach, Tivers Clinical Specialties

This session will explore brain science, behavior modification, ADHD research and treatments through case examples and through the personal stories of a therapist who specializes in ADHD (and also has it himself). We will explore the importance of utilizing a multi-modal treatment approach. You will walk away with unique insights, a renewed sense of hope and a few great tips that will help you and your clients, students or children soar to new heights.

**Learning Outcomes:** Participants will: 1) learn about what the science says about ADHD and the importance of the multi-modal treatment model; 2) learn strategies for individuals with executive functioning challenges.

## SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm – 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

616

### AOAP's R.E.S.P.E.C.T. the Water Campaign

**Topic Track:** Facilities

**Location:** Roosevelt, East Tower, Bronze Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Ethan Williams, Leisure Services Supervisor, Northbrook Park District

One of the main goals of the Association of Aquatic Professionals is to provide drowning prevention education to aquatic professionals, operators of all types of swimming pools and aquatic facilities/bodies of water (commercial and residential) as well as the general public. As aquatics professionals, we have a duty to our communities to promote water safety and drowning prevention practices. A tool to help protect our children and our lives.....greatest asset!

**Learning Outcomes:** Participants will: 1) understand what the R.E.S.P.E.C.T. acronym stands for; 2) gain tips and ideas to bring to their facilities to help in drowning prevention.

626

### Save Money with Energy Efficient Mechanical & Lighting Retrofits

**Topic Track:** Facilities

**Location:** Grand Suite 2, East Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Tim McKenna, President, Enerlight, Inc.; Scott Schnurr, President, DRF Trusted Property Solutions

Energy efficiency is crucial to maintaining comfort levels, conserving resources, saving money and protecting facilities against rising utility costs. The efficient management of your utilities can produce real dollar savings that will go back into your operating budget.

**Learning Outcomes:** Participants will: 1) receive strategies on how to be more energy efficient, which will eventually lead to a substantial cost savings; 2) learn about efficient equipment and available rebates.



628

### Effective Emergency Planning

**Topic Track:** Facilities

**Location:** Grand Suite 3, East Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Paul Timm, President, RETA Security

Active shooter! This term strikes fear into the hearts of all facility managers and customers. How can you and your staff prepare for emergencies? This workshop will examine the evolution of emergency response procedures for both acts of violence and environmental incidents such as tornadoes. We will outline important emergency plan components that can be taken back and used to train staff.

**Learning Outcomes:** Participants will: 1) be made aware of the most helpful tools and resources available for emergency planning; 2) be equipped to test and perform emergency procedure drills.

920

### In Service, There is No Finish Line

**Topic Track:** Marketing/Communications

**Location:** Columbus CD, East Tower, Gold Level

**Time:** 12:30 PM-1:45 PM

**Speaker(s):** Stephanie Leese Emrich, Chief Service Officer and Founder, ServiceSpeaks

Be our guest! De-mystify the 5-star hotel approach, with the hospitality industry as the model of matchless service. In a "give & take" audience dialogue, run (not walk) out with tips and tools of seamless language of service. The way they make it look easy at the Ritz-Carlton.

**Learning Outcomes:** Participants will: 1) formulate an escalated service vocabulary immediately relevant to their organization. Participants will own a customized, shareable one page take-away to motivate leadership and staff to communicate with ease and finesse; 2) understand the train-the-trainer approach to be effective communicators. Adapt to your team strategies for 2015, use as training module in weekly/monthly huddles as a jumping off point.

## SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm – 3:15 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

19

### Executive Director Roundtable

**Topic Track:** Leadership/Management

**Location:** Buckingham, West Tower, Bronze Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Tracey Crawford, Executive Director, NWSRA; Jim Reuter, Executive Director, Carol Stream Park District; Kevin Yates, Executive Director, Chillocothe Park District

Whether you are a new executive director or a seasoned veteran, this session will provide a confidential, peer-to-peer forum for exchanging ideas, problem-solving, and crowd-sourcing answers to some of your toughest agency challenges. Led by a panel of enthusiastic executive directors, who will assist in guiding discussion, this highly interactive session will offer participants an opportunity to seek advice, share stories, highlight accomplishments and learn tips and strategies for leadership success. **Learning Outcomes:** Participants will: 1) be able to share freely amongst other directors and discuss topics and issues sensitive to being a director; 2) have the opportunity to bring questions for open discussion on important organizational matters, and 3) gain new perspectives, tips and strategies from others' shared experiences.

42

### iLearn: Top 5 in 75

**Topic Track:** Leadership/Management

**Location:** Michigan C, East Tower, Bronze Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Colleen Palmer, Superintendent of Recreation, Romeoville Recreation Department

In partnership with the Professional Services Committee's iLEARN program, this year's Leadership Academy students are proud to present five trending topics in parks and recreation. Each group will discuss the background, case studies, research and solutions for each of the topics. Participants will walk away with ways to address these situations, best practices and policy templates to take back to your agency. Ask us how you can get involved in the iLEARN program and be in the speaker's seat next year!

**Learning Outcomes:** Participants will: 1) learn about five different hot topics in parks and recreation and how to handle them at your agency; 2) walk away with best practices and policy templates for addressing these issues; 3) find out how you can get involved with iLEARN.



## SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm – 3:15 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

43

### Learning Landscapes: Reconnecting to Parks

**Topic Track:** Parks

**Location:** Water Tower, West Tower, Bronze Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Andrew Howard, Senior Associate, Hitchcock Design Group; Jessica Reyes, Naturalist, Park District of Highland Park, Heller Nature Center

Getting families outside to re-connect with nature and parks is a primary goal for park and recreation providers. Research indicates that children and families re-connect more deeply and effectively with the outdoor surroundings when all of their senses are engaged. This session will explore how nature provides the essential cues and tools to enrich interpretation opportunities within your park. Built-work examples from several parks featuring multi-sensory nature learning with creative use of natural materials will be highlighted.

**Learning Outcomes:** Participants will: 1) learn innovative ways to implement interpretive layers with their park systems, playgrounds and trails; 2) gain knowledge of using natural materials in hands-on, interactive ways so they can expand interpretive opportunities at their facilities.

121

### Board Wars Continued

**Topic Track:** Boardmanship

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Robert K. Bush, Partner and Scott A. Puma, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Is your board dysfunctional? This session will discuss the successes and failures of a park board. We will continue the dialogue we started at last year's conference and add the latest tales of boards behaving badly with strategies to improve board relationships.

**Learning Outcomes:** Participants will: 1) learn ideas to keep their board on track, reduce the drama and tensions and meet goals and objectives with success; 2) learn how to reduce litigation issues, deal with the troublesome board member, handle friction amongst the board and manage board audiences.

126

### Budget and Levies: The Fundamentals

**Topic Track:** Governance/Legal

**Location:** Columbus CD, East Tower, Gold Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** James D. Rock, Attorney and Adam B. Simon, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Come learn from experienced professionals the best practices for maximizing your tax levy, enhancing your spending flexibility, avoiding tax objections and preparing your budget and appropriation ordinance. In this session you will find out how to estimate how much tax revenue you are entitled to collect; learn how to allocate more money to your corporate and recreation funds; discover how to explain tax rate increases to the public in a manner that won't result in mob action; and uncover new ways to engage your constituent groups in the budget process.

**Learning Outcomes:** Participants will: 1) learn the process for preparing and approving a tax levy; 2) discover the basics of the Tax Cap; 3) find out why you get tax objections; 4) learn why the Truth in Taxation Act is not the Tax Cap; and 5) learn the process for preparing a Budget & Appropriation Ordinance.

140

### Tort Immunity Act: Decisions and Developments

**Topic Track:** Governance/Legal

**Location:** Columbus IJ, East Tower, Gold Level

**Time:** 2:00 PM-3:15 PM

**CLEs Awarded:** 1.0

**Speaker(s):** Andrew J. Keyt, Attorney, Heyl, Royster, Voelker & Allen

This session will cover the Illinois Tort Immunity Act, including a brief overview of the application to park districts, as well as recent decisions and developments.

**Learning Outcomes:** Participants will: 1) be better prepared to spot legal liability issues; 2) be better prepared to prevent legal liability.

217

### Growing Your Community Garden With Only a Little Green

**Topic Track:** Parks

**Location:** Plaza A, East Tower, Green Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Kristen Bernier, Graphic Designer/Garden Coordinator and Dominic Egizio, CEO, Joliet Park District



Interested in starting a community garden? Learn how to build a garden from the ground up based on the Joliet Park District's experience in creating a successful organic community garden with very little money. **Learning Outcomes:** Participants will: 1) have the tools and confidence to start their own community garden; 2) learn ideas on how to engage gardeners and how to continue to attract new ones.

219

### GIS and Stormwater Best Management Practices

**Topic Track:** Parks

**Location:** Michigan B, East Tower, Bronze Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Brian Valleskey, Senior Water Resources Specialist, Manhard Consulting

In this session, the presenters will cover topics and data used by stormwater management professionals in numerous projects related to stormwater planning, inventory, modeling and management.

**Learning Outcomes:** Participants will: 1) understand the nature of working with GIS data vs. actual data needed to complete engineering based projects; 2) understand the multiple data sets of information available from public use.

303

### Your New Employee: Is the New Hire Paperwork Done Correctly?

**Topic Track:** HR/Risk Management

**Location:** Roosevelt, East Tower, Bronze Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Laila Bashia, HR Manager, Glenview Park District

Did you know you cannot have any cross-outs on a tax withholding form? Or that errors on the I-9 Form can result in huge monetary penalties for your agency? In this informative session, you will learn the most common errors that occur on new hire paperwork, and we will review the correct ways for both employers and employees to fill out these very important forms.

**Learning Outcomes:** Participants will: 1) be able to identify the most common errors that employers and employees make when filling out new hire paperwork; 2) understand the importance of filling out new hire paperwork accurately and correctly.

## SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm – 3:15 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs. .



318

### Tax Assessment Appeals, Tax Objectives & Tax Exemptions

**Topic Track:** Finance/IT

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 2:00 PM-3:15 PM

**CLEs Awarded:** 1.0

**Speaker(s):** Steven D. Mahrt, Partner and Derke J. Price, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

This session will provide a review of the process and issues involved in Tax Assessment Appeals, Tax Objections and Tax Exemptions. The session will also review strategies for handling assessment appeals in an efficient manner; strategies for meeting Tax Objections; and the information required for obtaining and keeping exempt status for park district property.

**Learning Outcomes:** Participants will: 1) gain an understanding of the elements of Assessment Appeals, Tax Objections and Tax Exemptions; 2) learn strategies for handling Appeals and Objections and for maintaining Exemptions.

321

### Counting What Counts: Using Data to Drive Real Change

**Topic Track:** Leadership/Management

**Location:** Toronto, West Tower, Gold Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Bobbi Nance, Project Manager, Park District of Oak Park

Data is often seen as the quickest way to drive innovation, increase productivity and gain a competitive advantage. While all of that is true, without a sound strategy, data collection and measurement can also paralyze staff, waste time and cause leaders to make poor decisions. Learn how to make sure your team is really measuring what matters and see examples of successful implementation.

**Learning Outcomes:** Participants will: 1) learn a process to narrow down the most important measures their agency should be tracking; 2) learn how to best utilize and display data so that staff can make the best decisions possible.

327

### Creating Customer Service Standards: One Agency's Path

**Topic Track:** Leadership/Management

**Location:** Grand Suite 5, East Tower, Gold Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Mel Robson, Superintendent of Recreation, and Becca Zajler, Manager of Operations, NSSRA

Who are your customers? How high are your standards? In our field, great service is important to gain and retain both internal and external customers. During this session, you will learn how to build a customer service program or enhance your current customer service standards. You don't have to start from scratch; we will share how our agency changed the expectation of customer service and identified four standards that are embraced by staff at all levels. With these standards in place, you will be prepared to propel your agency beyond the competition.

**Learning Outcomes:** Participants will: 1) be able to identify several methods of introducing customer service activities to co-workers; 2) be able to describe the steps one agency took to develop and implement customer service standards.

329

### Problems and Risk at Special Facilities

**Topic Track:** HR/Risk Management

**Location:** Michigan A, East Tower, Bronze Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Jesse Kinsland, Risk Management Consultant, PDRMA

Explore the unique problems with operating facilities such as bowling alleys, water parks, ice rinks, skate parks, beaches, zoos and other special facilities.

**Learning Outcomes:** Participants will: 1) learn to identify risks associated with unique facilities; 2) learn the proper procedures to reduce or avoid risks associated with these facilities.

407

### Weather Forecasting for Rec Professionals

**Topic Track:** Recreation

**Location:** Columbus KL, East Tower, Gold Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Ed Bjes, Recreation Supervisor, Roselle Park District; Candice King, First Warn Chief Meteorologist, WTVO-Rockford

This session will cover the challenges of weather forecasting and what it takes to put a forecast together presented by Candice King - First Warn Chief Meteorologist for WTVO Rockford. Candice will cover storm spotting, the basics of understanding weather and some helpful tips to help you be better prepared for your facility or outdoor event. This presentation is relevant for golf courses, pools and any outdoor facilities or events.

**Learning Outcomes:** Participants will: 1) learn how to properly spot potentially threatening weather; 2) understand how a forecast is made; 3) learn a basic understanding of weather; 4) leave with tips for how to be better prepared for your facility or your outdoor event.

421

### Anti-Bullying: Words Can Hurt - The Kindness Crusade!

**Topic Track:** Recreation

**Location:** Gold Coast, West Tower, Bronze Level

**Time:** 2:00 PM-3:15 PM

**Speaker(s):** Angela Summers, Aquatics Supervisor, City of Henderson

Cyber/social media bullying and adolescent violence is on the rise and needs our attention. As parks and recreation professionals we are responsible for providing positive, fun and safe environments that must also be "bullying free." This session focuses on the importance of creating bully free environments, and also teaches innovative ways to reach out to those who are being bullied, and those who do the bullying. It's time that we speak up and speak out about the harmful effects of hate. By leading your organizations in bullying prevention efforts, you can help create a safer, more positive recreational experience for all participants involved.

**Learning Outcomes:** Participants will: 1) identify patterns of behaviors and areas of concern (bullying - workplace, school, community center); 2) implement strategies to stop or discuss bullying amongst children/teens and adults in the school, workplace and/or community center; 3) establish, where absent, consistent, enforceable rules/policies pertaining to bullying.

## SATURDAY AFTERNOON CONFERENCE SESSIONS

### 2:00 pm – 3:15 pm

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

429

### The Better Business Model

**Topic Track:** Marketing/Communications  
**Location:** Grand Suite 3, East Tower, Gold Level  
**Time:** 2:00 PM-3:15 PM  
**Speaker(s):** Jeff Price, Trainer/Consultant, Resources to Help

Let's face it. We are in a new economy where the general fund is shrinking. We need creative, but proven strategies to improve the customer experience and an agency's bottom line. This session will provide no-cost proven strategies to do just that. Topics include business planning, donations, improving the customer experience, incentivized instructor contract, differentiated pricing and much, much more.

**Learning Outcomes:** Participants will: 1) be able to describe no cost strategies for improving the bottom line; 2) be able to recite ways of improving the customer service experience.

620

### Development of an Aquatic Zoo Water Park

**Topic Track:** Facilities  
**Location:** Acapulco, West Tower, Gold Level  
**Time:** 2:00 PM-3:15 PM  
**Speaker(s):** George Bryant, Parks and Public Facilities Director, Mt. Vernon Parks and Recreation Department; John Dzarnowski, Principal, FGM Architects; Scott W. Hesler, President, Counsilman-Hunsaker

Looking for something unique? Try building a waterpark with talking jungle animals. This session will provide a road map to help direct a community as they travel toward the construction of a new outdoor aquatic facility. See how one community was able to use the public support gained through the use of an aquatics feasibility study as they determined aquatic program offerings, reviewed multiple site considerations, developed facility design and construction documents, and implemented a successful facility operation plan.

**Learning Outcomes:** Participants will: 1) understand the value of integrating public input through a feasibility study process and how this can set the tone for your project's success; 2) learn how to develop an aquatic facility that maintains focus on aquatic programming priorities while not losing creativity and fun.

638

### Busting the Myths of LED Lighting in Park Buildings

**Topic Track:** Facilities  
**Location:** Comiskey, West Tower, Bronze Level  
**Time:** 2:00 PM-3:15 PM  
**Speaker(s):** Doug Kettel, Superintendent of Facility Services, Schaumburg Park District; Michael Stanch, Energy Solutions Manager, 360 Energy Group

Imagine lighting that is fully controllable, long lasting and adaptable to different uses. The future is here with LED lighting and a park district director will describe how they overcame the myths, misconceptions and objections from nearly everyone to get it into their park buildings!

**Learning Outcomes:** Participants will: 1) learn about the basic principles of LED lighting technology including dimming, controls and product choice; 2) learn the benefits of LED lighting including cost and maintenance savings.



910

### Signage: Enhancing the Customer Experience

**Topic Track:** Marketing/Communications  
**Location:** Randolph, East Tower, Bronze Level  
**Time:** 2:00 PM-3:15 PM  
**Speaker(s):** Adam Acosta, General Manager, Divine Signs

Don't underestimate the value of an attractive, well-placed sign! Learn how to design signs for success by focusing on size, color, fonts and negative space. You will gain knowledge about sign terminology, ADA & State regulations for signage, QR codes with digital links and branding your park district via your signs. After this class, you will look at facility and park signs in a whole different way.

**Learning Outcomes:** Participants will: 1) learn and understand the ADA & State Regulations for Signage; 2) look at signage in their facilities in a whole new way. Reinforce park brand, while improving the look and feel of their facilities.

## SATURDAY AFTERNOON CONFERENCE SESSIONS

### 3:30 pm – 4:45 pm

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.

16

### Leading Optimistically

**Topic Track:** Leadership/Management  
**Location:** Grand Suite 3, East Tower, Gold Level  
**Time:** 3:30 PM-4:45 PM  
**Speaker(s):** Jeff Price, Trainer/Consultant, Resources to Help

Rigorous research has been conducted into optimism. Optimism is something you cultivate; not something you are born with. This session will focus on five case studies into optimism on business leaders and athletes. The results may shock you. One's level of optimism shapes our success, impacts the teams we are part of, and the teams we lead. A path to developing a more optimistic outlook will be introduced.

**Learning Outcomes:** Participants will: 1) be able to describe how optimism impacts our teams we are part of and lead; 2) be able to recite and practice an approach to cultivating optimism.

22

### Building Your Own Green Team

**Topic Track:** Leadership/Management  
**Location:** Buckingham, West Tower, Bronze Level  
**Time:** 3:30 PM-4:45 PM  
**Speaker(s):** Brendan Daley, Director of Strategy & Sustainability and Sarah Unz, Center Director, Chicago Women's Park & Gardens, Chicago Park District

Trying to go green and need a helping hand? Learn how at this innovative session. We'll discuss ways to make your agency a better environmental steward, how to get buy in, and the do's and don'ts of establishing a green team to help out.

**Learning Outcomes:** Participants will: 1) learn strategies for making an organization more sustainable; 2) know how to create a green team and keep it going.





## SATURDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm – 4:45 pm

Pre-Registration is not required to attend Saturday sessions.  
All conference sessions award 0.1 CEUs.  
Attorneys: note sessions that award CLEs.



### 44 Partner with your Peers! Collaborative Purchasing Saves Time and Money

**Topic Track:** Finance/IT  
**Location:** Comiskey, West Tower, Bronze Level  
**Time:** 3:30 PM-4:45 PM  
**Speaker(s):** Jennifer Sulentic, Program Manager, U.S. Communities

With limited staff and even fewer dollars available, your State provides relief in the form of a statute that allows you to collaborate with other agencies when making purchases. This allows all agencies to aggregate spend and lower costs. Learn what cooperative purchasing is, where to find legal statutes, and how to access contracts that are available to you at no cost. Find out how to differentiate between programs that are available to make sure you are compliant. Additional topics such as green purchasing and online purchasing will be highlighted. Don't leave money on the table, take advantage of these free resources.  
**Learning Outcomes:** Participants will: 1) learn how to easily access free competitively bid contracts to save money and time; 2) explain cooperative purchasing to your boards/supervisors to encourage approval to use this method.

### 46 Making Meaningful Connections Between In- School and Out-of-School Time: Homework Strategies in Action!

**Topic Track:** Leadership/Management  
**Location:** Grand Suite 5, East Tower, Gold Level  
**Time:** 3:30 PM-4:45 PM  
**Speaker(s):** Curtis Peace, Jr., Executive Director, Illinois Afterschool Network

New solutions to typical homework help barriers will be discussed. This session will place emphasis on the importance of homework along with tips and resources on homework assistance with the children/youth in your After School Youth Development Program. We will discuss creative ways to transform your homework time and space into a time for building independent learning skills, time management along with having the appropriate supplies (homework kit), on hand. We will also discuss making meaningful connections between in-school and out-of-school time. Come prepared to share your successes and concerns all while having fun during this interactive session.  
**Learning Outcomes:** Participants will: 1) learn the importance and role of homework being offered in an After School setting; 2) learn the importance of setting up the environment, developmentally appropriately for children/youth after school; 3) gain tips/resources for successful implementation of homework in the After School setting; and 4) learn strategic ways to connect with the in-school community to build positive and lifelong relationships with teachers/administrators in attempt to help support homework in the After School setting.

### 47 The Art of W.A.R. – Winning Admiration and Respect from Your Employees and Customers

**Topic Track:** Leadership/Management  
**Location:** Gold Coast, West Tower, Bronze Level  
**Time:** 3:30 PM-4:45 PM  
**Speaker(s):** Angela Summers, Aquatics Supervisor, City of Henderson

In order to be a great leader, you must first learn to follow. Discover how to win the admiration and respect of your employees by learning how to trust them, empower them and how to gain knowledge from them! This session not only focuses on the importance of leadership, but also on the power of positivity. Participants will learn valuable tools to improve their communication style and build better relationships with their staff and customers. Throughout this session, participants will be asked to examine their own unique leadership path as they embark on a journey of self discovery, personal growth and endless possibility!

**Learning Outcomes:** Participants will: 1) learn valuable tools to help you improve your leadership communication style; 2) discover the endless possibility you create; 3) learn how to empower your staff by giving them the proper "tools" and strong foundation they need to succeed.

### 212 Invigorating Aquatic Designs from Beginning to End

**Topic Track:** Parks  
**Location:** Michigan B, East Tower, Bronze Level  
**Time:** 3:30 PM-4:45 PM  
**Speaker(s):** Kurt Crow, Western Region Sales Manager, Water Odyssey by Fountain People

This session will concentrate on installing a spray park next to an existing park, or aquatic center. Also discussed will be how to determine which water supply to use whether it be potable, water harvesting, or using a recirculation and treatment system. The presenter will discuss the Illinois Department of Public Health requirements for implementing a recirculation system and Certified Playground Safety Standards and ASTM Standards.

**Learning Outcomes:** Participants will: 1) learn the difference between various types of water supply and how to apply this knowledge to the design and budgeting process for their project; 2) learn critical information to develop a realistic budget for their spray park project and how the Illinois Department of Public Health plays a role.





## 221 More Than Chips and Firewood; Wood Utilization

**Topic Track:** Parks

**Location:** Randolph B,  
East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Jesse Felix, Superintendent of Parks and Gary Major, Executive Director, West Chicago Park District; Edith Makra, Chair, Illinois Wood Utilization Team, Jeff Perkis, Architect, Story Wood



Urban trees that are storm damaged or infected with an insect are still valuable. The West Chicago Park District transformed their urban trees, which had to be removed, into useful products and work of arts. Their work with wood utilization also lead to a children's book.

**Learning Outcomes:** Participants will: 1) learn that urban tree management begins with a tree inventory; 2) learn the benefits of wood utilization.

## 305 Designing Effective Surveys

**Topic Track:** HR/Risk Management

**Location:** Michigan A, East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Patricia Klawittter, Training & Safety Specialist, Arlington Heights Park District



Surveys are an excellent way to quickly gather information and are efficient if done properly. Learn how to use informal surveys in your agency to gather the information necessary to make effective decisions with positive outcomes.

**Learning Outcomes:** Participants will: 1) learn how to determine what type of survey is appropriate in a variety of situations; 2) learn how to develop surveys that get the desired information.

## SATURDAY AFTERNOON CONFERENCE SESSIONS 3:30 pm – 4:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: note sessions that award CLEs.

## 316 Maneuvering Through the Disability Triangle: Workers Comp, ADA & FMLA

**Topic Track:** HR/Risk Management

**Location:** Columbus GH, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**CLEs Awarded:** 1.0

**Speaker(s):** Robert K. Bush, Partner and W. Britt Isaly, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer

Park district officials have always struggles with managing their workers' compensation claims: Monitoring an injured employee's medical treatment and lost time can hassle the most seasoned benefits' administrator or human resource officer, especially when also dealing with insurance companies and third-party administrators. And the U.S. Congress only complicated the situation by passing the Americans with Disabilities Act and the Family Medical Leave Act, each new federal law changing the rules for handling workers'-compensation claims.

**Learning Outcomes:** Participants will: 1) learn effective and efficient coordination of an employees' rights under the FMLA and the Illinois Workers' Compensation Act, without also running afoul of the ADA; 2) lean basic knowledge of potential ADA and FMLA issues whenever an employee injured in a work-related accident takes a leave from work or is provided a light duty/transitional duty job by the park district.

## 403 Making Powerful Allies: Engaging Millennials

**Topic Track:** Leadership/Management

**Location:** Columbus EF, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Debra Kerr, Executive Director, YouthMuse

Millenials: what motivates them to participate in cultural experiences, how they influence conservation awareness, and how to equip them with tools to take action. In this interactive session, hear results and make them actionable. We'll talk best practices for engaging teens and meeting young adults' expectations...laying the groundwork for how to activate Millenials as park advocates and conservation activists.

**Learning Outcomes:** Participants will: 1) learn about and consider implementation of specific techniques for engaging teen and adult Millenials; 2) understand the benefits of involving teens and young adults in park activities and advocacy.

## 431 Game Officials: The Overlooked Employee

**Topic Track:** Recreation

**Location:** Roosevelt, East Tower, Bronze Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Ed Bjes, Recreation Supervisor, Roselle Park District

Your athletic programs attract some of the biggest crowds that your agency will see, yet many districts entrust responsibility of these events to game officials and don't even know who they are. This session will cover the impact your game officials have on your agency and just why exactly they are the overlooked employees.

**Learning Outcomes:** Participants will: 1) understand who game officials are; 2) develop a clear understanding of the impact game officials have on district reputation; 3) discover how various districts pay and treat their game officials; and 4) understand why game officials don't want to work for you.

## 904 You Down With Adobe? Yeah You Know Me!

**Topic Track:** Marketing/Communications

**Location:** Columbus CD, East Tower, Gold Level

**Time:** 3:30 PM-4:45 PM

**Speaker(s):** Justin Miller, Graphic Designer, Northbrook Park District

Graphic designers of all levels can learn new tips and ideas as Justin tackles several facets of a designer's workload. Discussions include effects, photography, seasonal guides and writing.

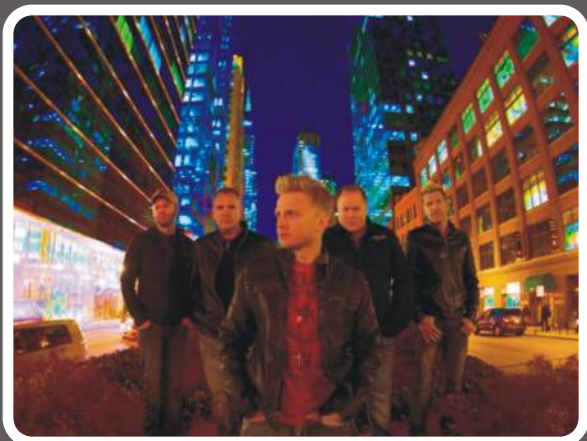
**Learning Outcomes:** Participants will: 1) be able to implement new InDesign techniques that save time and quality; 2) have a more intricate outlook on word usage and photo specifics in their ads.

# 7th heaven



## THURSDAY WELCOME SOCIAL

7th heaven is an experience you just have to see and hear! Playing over 250 shows a year, with an average of 100 outdoor events, 7th heaven has earned the right to say ...  
"We've seen a million faces and rocked them all!"



Thursday, January 22  
9:00 pm – 12:00 am

Hyatt Regency Chicago,  
Grand Ballroom, East Tower, Gold Level

This is not a ticketed event... everyone is welcome!

## Closing General Session with Kevin Brown

Saturday, January 24, 2015

5:00 pm – 6:00 pm

Grand Ballroom AB, East Tower/Gold Level



### Apple Pancakes: A Simple Recipe for Everyday Excellence

How do you create a culture where people show up every day with enthusiasm, joy and passion for their work? How do you create meaningful relationships that promote transparency, trust and loyalty? How do you build an organization that defies comparison and defines world class service? The answer...Apple Pancakes!

In a fresh and entertaining style, Kevin shares ideas, strategies and principles from his most requested keynote presentation that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. Your team will be motivated to move beyond what is required and do something remarkable!

#### About the Speaker

Kevin's unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. He has been learning and earning since he was a teenager growing up on the streets of Muskegon, Michigan. His resume includes working in a funeral home, washing oil drums, selling household appliances door to door and buying a franchise at the age of seventeen.

With a *"street-wise aptitude"* and a *"never quit attitude"* he worked his way from the front lines in business to the executive boardroom of a company that is ranked in the top ten of all franchisors and #1 in their industry. For the past sixteen years he has been part of a leadership team that has grown a little known brand into an industry giant with annual revenues exceeding one billion dollars.

Kevin has overcome personal tragedy, self-sabotage and a lack of resources to create a life that not only makes him proud, but inspires him to want to help others. He is passionate about helping people expand their vision, develop their potential and grow their results. And, as the father of an autistic child he knows firsthand how the principles of true success reach beyond the boardroom and into the lives of real people facing the challenges of everyday life.

Kevin is the Assistant Vice President of Marketing for SERVPRO, an international franchise system with nearly 1700 franchise locations specializing in fire and water cleanup and restoration. In addition to his corporate responsibilities, he is a highly sought-after speaker that has entertained and inspired audiences for organizations that include Siemens, State Farm, Bristol-Myers Squibb, Delta Airlines and The Boy Scouts of America to name just a few.

Kevin challenges people to show up every day and make a positive difference at work and in life!

HOUSE OF BLUES

## SATURDAY CLOSING SOCIAL

### THIS IS A TICKETED EVENT!

Ticket includes roundtrip shuttle service from the Hyatt Regency Chicago, admission to the House of Blues, a reception including food and beer/wine/soft drinks and a great night of fun and entertainment with *Tributosaurus!*

### TICKET INFORMATION:

- Delegates who register for the Full Package or the Saturday Only Package will receive one adult ticket.
- Tickets for adults are \$90
- Additional tickets may be purchased through the pre-registration process or onsite from Conference Registration.
- Tickets **will not be sold** onsite at the House of Blues.

Saturday, January 24

7:30 pm – 10:30 pm

House of Blues

329 N. Dearborn St., Chicago, Illinois

**Featuring Entertainment  
by Tributosaurus!**



Buses will depart from the Hyatt Regency Chicago beginning at 7:15 pm at the main entrance of the West Tower located on Stetson St. (In front of the Crystal Ballroom).



## EXHIBIT HALL INFORMATION

The IAPD/IPRA Soaring to New Heights exhibit hall is the largest exhibit show for Illinois' park and recreation field.



Open Thursday and Friday (see times noted), the exhibit hall is located in the Riverside Center, East Tower, Purple Level of the Hyatt Regency Chicago. Visit over 325 commercial vendors as they showcase their latest products and services.

While perusing the hall, don't forget to look for the roaming raffle drum and complete an entry form for the drawings to win a mini iPad or a Fitbit Charge. Drawings will take place Thursday afternoon and throughout the day on Friday. Entry forms will be in the registration materials that you pick up at Conference Registration. You must be present to win. Additional rules and regulations apply.

The locations of the raffle drum are random. Volunteers working Conference Registration, Conference Headquarters and Exhibitor Registration **do not** know the locations of the drum.

### EXHIBIT HALL HOURS

#### Thursday, January 22

1:00 pm – 6:00 pm, Grand Opening

*Prize drawings will take place at 3:00 pm, 3:30 pm, 4:00 pm, 4:30 pm, 5:00 pm and 5:45 pm*

#### Friday, January 23

8:30 am - 12:30 pm

10:45 am - 12:15 pm Dedicated Hours

2:00 pm - 4:00 pm

2:30 pm - 3:15 pm Dessert in the Exhibit Hall\*

2:30 pm - 3:30 pm Dedicated Hours

*Prize drawings will take place at 9:00 am, 10:00 am, 11:00 am, 11:30 am, 2:00 pm, 2:30 pm, 3:00 pm, 3:15 pm, 3:30 pm and 3:45 pm*

\*Ticketed Event

### CONTEST RULES

Prizes must be claimed the same day as the drawing. At the end of the day, any unclaimed prizes will go back into the drum for the next day's raffle. Prizes may only be claimed during exhibit hall hours.

- Only official entry forms will be accepted.
- You may win only once during the conference.
- Only one entry per delegate is allowed.
- The delegate must claim his/her prize in person from Exhibitor Registration
- A picture ID may be requested for winner verification



**DON'T FORGET TO  
TAKE THIS ISSUE TO THE CONFERENCE!**



# IAPD/IPRA SOARING TO NEW HEIGHTS CONFERENCE





JANUARY 22-23, 2015  
 HYATT REGENCY CHICAGO  
 RIVERSIDE CENTER





# 2015 IAPD/IPRA Soaring to New Heights Conference Exhibitors

(AS OF DECEMBER 22, 2014)

COMPANY	BOOTH#	COMPANY	BOOTH#
3D Design Studio	522	Direct Fitness Solutions	707, 709, 711, 808, 810, 812
9 Square in the Air	809	Discount Playground Supply	834
Active Network, Inc. (The)	340	Divine Signs Inc.	905
Adolph Kiefer & Associates	122, 124	DLA Architects, Ltd.	525
Airborn Media	706	Doty & Sons Concrete Products, Inc.	215
All Inclusive Rec LLC	248	Drop Zone Portable Services, Inc.	200, 201
American Carnival Mart	630	Dynamo Playgrounds	210
American Express Geometry Global	828	ENCAP, Inc.	104
American Ramp Company	137	Enchanted Castle - Haunted Trails	800
American Red Cross	413	Engineering Resource Associates, Inc.	308
Ameron Pole Products	110	Entertainment Concepts	300
AMI Communications	628	ePACT Network Ltd.	913
Amplivox Sound Systems	208	Eriksson Engineering Associates, Ltd.	305
Aqua Pure Enterprises, Inc.	534, 536	Executive Service Corps of Chicago	347
Aquatic Development Group, Inc.	454	FacilityDude	348
AstroTurf	627	Farnsworth Group, Inc.	316
Awesome Amusement Party Rentals	118	FGM Architects, Inc.	600
Bagspot Pet Waste Solutions	819	FieldTurf	613
Battle Balls	922	Finishing Solutions Network	213
BCI Burke	131	Fleet US Athletic Field Paint and Equipment	450
Beacon Athletics	404	Fountain Technologies	319, 420
Best Bus Sales	921, 923, 925	Frederick Quinn Corp.	804
Big Cat Goalkeeping	125	Frontline Technologies LLC	311
BioSeal Systems	936	Gen Power	312
BirdStoppers.com	605	Gold Medal Products, Co.	313, 315, 414, 416
Bounce Houses R Us LLC	609	Graf Tree Care, Inc.	814
Brian Wismer Entertainment	801	Green Source, Inc.	429
Bronze Memorial Company	228	Greenfields Outdoor Fitness	813
 <b>Brusseau Design Group, LLC</b>	734	Haldeman-Homme, Inc.	638
BS&A Software	705	Halogen Supply Company, Inc.	620, 622
BSN Sports	235	Harris Local Government	419
Cabela's	805	Henry Bros. Co.	333
Call One	412	Heritage Corridor Convention & Visitors Bureau	906
Camosy Construction	606	Herkowski Stickler & Associates	143, 145
Central Sod Farms Inc.	108	Hey and Associates, Inc.	223
Challenger Sports	123	Hitchcock Design Group	303
Chapman and Cutler LLP	523	 <b>Homer Industries, LLC</b>	139
Charles Vincent George Architects	733	Howard L. White & Associates, Inc.	619, 720
Chicago Bulls/White Sox Training Academy	240	Hunter Industries	731
Chicago's North Shore Convention & Visitors Bureau	252	I.D. EDGE Inc.	532
CityReporter	632	Illinois Association of Park Districts	503
Clowning Around Entertainment	233	Illinois Department of Central Management Services/Local Government Health Plan	234
Cody/Braun & Associates, Inc.	616	Illinois Energy Now	449
 <b>Colonial Life</b>	149	Illinois Footgolf Association, LLC	920
Colorado Time Systems	904	Illinois Girls Lacrosse Association (IGLA)	703
Columbia Cascade Company	701	Illinois Metropolitan Investment Fund	738
Commeg Systems, Inc. (TimePro)	350	Illinois Municipal Retirement Fund	219
Commercial Recreation Specialists, Inc.	224, 226	Illinois Park and Recreation Association	500
Connor Sports	121	Illinois State Board of Education	151
Conservation Design Forum	127	INNOVA Disc Golf	636
Constituent Outreach Consultants, Inc.	729	Intertrav Corp.	811
Cordogan Clark & Associates, Inc.	540	IPARKS	527, 529
Corporate Construction Services	539	IPRM Construction Management	339
Councilman-Hunsaker	434	Jeff Ellis & Associates, Inc.	231
Creative Promotional Products	722	John Deere Company	719, 721, 723, 725, 820, 822, 824, 826
Crown Trophy	321	Kafka Granite, LLC	106
CSI Software	727	Kay Park Rec Corp	821
 <b>Cunningham Recreation/GameTime</b>	424, 426, 428, 430	Keeper Goals	406
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Custom Manufacturing, Inc.	336	Kiefer USA	445, 447
Custom Playgrounds Inc.	528, 530	Kirby Built Products	713
CXT, Inc.	116	Knutte and Associates, P.C.	604
DASH Platform	314	Lake Country Corporation	425
Design Perspectives, Inc.	611	Lands' End Business Outfitters	105
Dewberry Architects Inc.	243	LandTech Design, Ltd.	338
Dewitt Company	712		







**COMPANY**

**BOOTH#**

**COMPANY**

**BOOTH#**

Life Fitness	452
Lifeguard Store, The/Swim Team Store, The	212
Lincoln Aquatics	343
 <b>Links Technology Solutions, Inc.</b>	607
Lock 16 & the LaSalle Canal Boat	915
Lohmann Companies	700
Lord & Murphy, Inc.	329
Mad Bomber Fireworks Productions	538
Management Association	111
Martin Implement Sales	930
Matrix	708
Maul Asphalt & Sealcoating	119
Maximum Solutions	349
Medieval Times Dinner & Tournament	335
Melrose Pyrotechnics, Inc.	526
Midwest Commercial Fitness	157
Midwest Sales Company	332
Midwest Transit Equipment, Inc.	451
Mity-Lite, Inc.	304
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Murdock Manufacturing	202
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National Association of Park Foundations	626
Neptune-Benson, Inc.	634
NiceRink	238
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NSN Employer Services	120
NuStep, Inc.	907
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Pizzo & Associates, Ltd.	115
Planning Resources, Inc.	325
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Play-Well TEKnologies	132
PMA Financial Network, Inc.	211
PMI Sports Photography	230
Porous Pave Inc.	113
Porter Athletic	740
Possibility Place Nursery	732
Prairie Forge Group	739
Prime Turf, Inc.	337
Primera Engineers Ltd.	222
Qualite Sports Lighting, LLC	730
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Rainout Line (Status Share LLC)	908
RAMUC Pool Paint	624
RATIO Architects, Inc.	221
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Recreonics, Inc.	237
Reese Recreation Products, Inc.	519, 520, 521
Reinders, Inc.	400, 401
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Rettler Corporation	249
RGC Design	726
Robert Juris & Associates Architects, LTD.	147

Safariland	825
SCORE Sports	204, 206
SCW Fitness/Les Mills	603
Midwest/WATERinMOTION	
Shade Creations by Waterloo	310
Sikich LLP	203
Sink Combs Dethlefs	345
Six Flags Great America	831
SkyLogix, LLC	423
Smart Industry Products, LLC	323
Soccer Made in America	309
Sod Solutions, Inc.	109
 <b>SOS Technologies</b>	625
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Spear Corporation	602
Speer Financial, Inc.	216
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Sportsfields, Inc.	239
SSCI - Background Checks	836
Stantec	436
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Starved Rock Lodge & Conference Center	205
Stickersandmore.com	640
Strider Sports International, Inc.	129
Sundek of Illinois, Inc.	438, 440
Tallgrass Restoration, LLC	232
Team REIL, Inc.	715, 816
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The Interlocal Purchasing Systems (TIPS)	135
The Park Catalog	839, 840
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Trane	702
TSS Photography	524
Tyler Technologies	328
U.S. Arbor Products, Inc.	614
U.S. Tennis Court Construction Company	407
Ultimate RB, Inc.	334
Unilock Chicago	728
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Vermont Systems, Inc.	531, 533
Vernon and Maz, Inc.	134
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W.B. Olson, Inc.	327
Water Technology, Inc.	344
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Wapaca Sand & Solutions	209
WDA	112
Weblinx, Inc.	919
WhiteWater West	427
Wight & Company	621
Williams Architects/Aquatics	601
 <b>W-T Engineering, Inc.</b>	633
Zenon Company	444, 446
ZOPPÉ: An Italian Family Circus	917

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**2016 IAPD/IPRA Soaring to New Heights Conference, January 28-30 at the Hyatt Regency Chicago  
SESSION SUGGESTION FORM - DUE MONDAY, MARCH 6, 2015**

Please be specific in describing your suggestion and speaker information and forward your completed form **NO LATER THAN MARCH 6, 2015** to:

**Leesa Johnson, IPRA Meetings and Conference Director**  
**E: leesa@ILipra.org, F: 708-354-0535, W: www.ILparksconference.com**

**TITLE:** \_\_\_\_\_

**PLEASE INDICATE A TOPIC TRACK FOR THE SESSION (SELECT ONLY ONE):**

<input type="checkbox"/> BOARDSMANSHIP	<input type="checkbox"/> FACILITIES	<input type="checkbox"/> FINANCE/IT	<input type="checkbox"/> GOVERNANCE/LEGAL
<input type="checkbox"/> HR/RISK MANAGEMENT	<input type="checkbox"/> LEADERSHIP/MANAGEMENT	<input type="checkbox"/> MARKETING/COMMUNICATIONS	<input type="checkbox"/> PARKS
<input type="checkbox"/> RECREATION	<input type="checkbox"/> THERAPEUTIC RECREATION		

**DESCRIPTION:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**ESTIMATED LENGTH OF SESSION:**     75 minutes     3 hours

**SUBMITTED BY:**

Name \_\_\_\_\_ Agency \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**ARE YOU WILLING TO CHAIR THIS SESSION?**     YES     NO    (NOTE: You must be an IAPD or IPRA member.)

<p><b>SUGGESTED SPEAKER #1</b></p> <p>Name: _____</p> <p>Title: _____</p> <p>Agency: _____</p> <p>Phone: _____</p> <p>Email: _____</p>	<p><b>SUGGESTED SPEAKER #2</b></p> <p>Name: _____</p> <p>Title: _____</p> <p>Agency: _____</p> <p>Phone: _____</p> <p>Email: _____</p>
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**NOTE:** The Program Committee may not be able to accommodate all suggestions. **Speakers at the IAPD/IPRA Soaring to New Heights Conference are not permitted to mention or sell their products/services during the session(s).** IAPD/IPRA members, exhibitors and those working in the field of parks and recreation are not eligible to receive an honorarium, expense reimbursement, complimentary registration, sleeping room or parking.

FOR OFFICE USE ONLY - SUGGESTION ROUTED TO:

<input type="checkbox"/> AF	<input type="checkbox"/> CM	<input type="checkbox"/> EMS	<input type="checkbox"/> FM	<input type="checkbox"/> IAPD	<input type="checkbox"/> IPRA	<input type="checkbox"/> PARKS	<input type="checkbox"/> REC	<input type="checkbox"/> STUDENT	<input type="checkbox"/> TR
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IAPD/IPRA  
**SOARING** to  
**NEW HEIGHTS**  
CONFERENCE

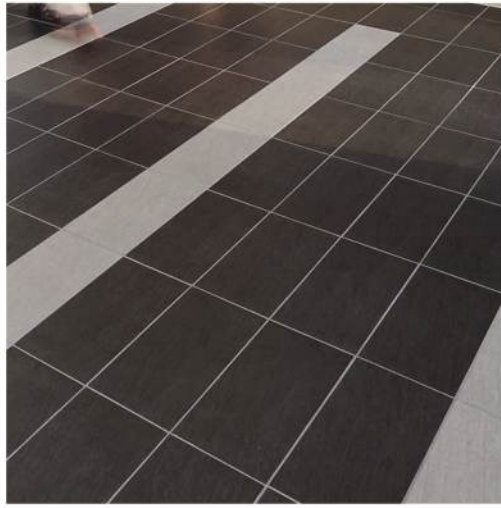
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**DON'T FORGET TO  
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