



Conference Brochure

Tuesday, October 4

1:00 pm – 6:00 pm – Registration Desk Open

8:00 pm – 11:00 pm – Evening Meet Up at Coppertop III

Wednesday, October 5

7:00 am – 8:00 am – Coffee & Grab n' Go Breakfast – Foyer

Stop by and meet the Emerging Leaders Network (ELN) Leadership Team

Sponsored by



8:00 am – 10:00 am – Welcome and Opening Keynote – Colorado Ballroom

The Future Leader IS the Renaissance Leader

Our world shifted overnight. And so did our workplaces. It's human nature to want to go back, but if we keep looking back, we miss out on one of the most powerful opportunities that lay front of us today - The opportunity to create a new future NOW. We are in a time of rebirth and reinvention.

These times demand a new way of leading, motivating and engaging our people. Jean Marie DiGiovanna, International speaker, author and executive coach will energize your mind and heart as she shares with you the vital skill set needed to engage your people, expand your thinking and harness the power of Renaissance Leadership.

In this Opening Keynote, participants will experience:

The #1 Quality Renaissance Leaders possess and why it is critical to your organization's success.

How Renaissance Leaders acknowledge & inspire others to reach their full potential.

The Essential Tool Renaissance Leaders use to engage, motivate and innovate.

10:00 am – 10:15 am – Refresher Break – Foyer

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10:15 am – 11:30 am – Breakout Sessions

Thriving as an Introvert in an Extroverted Industry

Public meetings, politicians, presentations, community engagement, conferences, and social activities--Let's face it, there's a lot to overcome for an introvert in municipal parks and recreation. The profession needs the introvert's perceptive, sensitive, analytical, and reflective characteristics. In fact, research demonstrates they can be better decision-makers and more effective leaders. So how does the introvert thrive in a field filled with outgoing, Type A personalities and the responsibilities of countless events, meetings, and presentations? We will discuss strategies for quiet leaders navigating these waters and finding their voice.

*Ryan Hegreness, South Suburban Parks and Recreation District
Peaks 6-8*

Paving the Path for Young Leaders - Leadership and Internship Programs

"Your company is only as extraordinary as your people." The future of a Parks and Recreation organization's success relies on solid full-time and part-time staff. Creating a quality leadership and internship program that fosters our young leader's growth and development within the Parks and Recreation field is essential for organization's continued flourishing. In this session you will learn to create and facilitate a "leadership in training" and internship program to enhance professional growth and development of youth and young professionals.

*Jaclynn Alvarez, Assistant Recreation Manager - Apex Park and Recreation District;
Viola (Vee) Duran, Recreation Coordinator, Apex Park and Recreation District
Peaks 9 & 10*

Let's Get Political

Parks and Recreation professionals can no longer stand on the sideline of politics. Join me for a fun and engaging session and learn ways to get more involved politically. Learn how to better engage with political leaders to support funding opportunities, lobby officials and elevate Parks and Recreation in our communities.

*Katie Groke, MPA, CPRP, Director of Community Services, Apex Park and Recreation
Peaks 11-12*

A Custodian's Tale

When designing and planning for a new recreation center, it's easy to get caught up in form over function or focus solely on the guest experience. What would be helpful is changing your viewpoint to consider ALL users of the space to design the most efficient center possible. Join us as we lift the design blinders by putting yourself in the often forgotten shoes of a recreation center custodian. We will go room by room, completing a custodian's check-list to get an empathetic look at how design can positively impact every user!

*Jenna Katsaros, Facility Performance Advisor, Barker Rinker Seacat Architecture
Jason Ringdahl, Principal, Barker Rinker Seacat Architecture
Imperial Ballroom*

Esports in Parks & Recreation

An overview of our experience at South Suburban with regards to starting and operating a successful eSports Program at the Parks & Rec level. We'd like to help define a standard across the state and country for how the integration of this type of program can be realized inside of an industry that is usually more focused on getting kids OUTSIDE. While we know that this is a large hindrance for some parents, there is a bevy of benefits that guests gain from our camps, workshops, community nights, and competitive series. Not everyone may be as well suited for physical activities and/or the social experiences that come with "traditional" sports, but that doesn't mean that they don't have a creative or competitive bone in their body! By creating an inclusive environment that helps to promote growth and learning in an uncharacteristic way, we're able to create a space that guests can use to foster their unique interests and goals. We aim to have a curriculum that creates opportunities inside of gaming that isn't your run of the mill "senseless violence" stereotype that most games have. Instead, we can use these platforms to help kids learn team building skills & leadership, problem solving, design, time management, and of course good "mechanical" knowledge operating a PC which can always translate into early STEM skills.

*Tyler McIntosh, eSports Coordinator - South Suburban Parks & Recreation District
Coppertop II*

Turning Research into Practice through the CPRA Statewide Healthy Play & Recreation Initiative: Celebrating Leadership Examples

*Russ Carson, PlayCORE
Coppertop III*

11:30 am – 1:30 pm – Lunch on Your Own, Explore Breck!

1:30 pm – 2:45 pm – Breakout Sessions

Colorado: The New California? Managing a Public Landscape During Drought Conditions

Hear the lessons learned from a Landscape Manager who managed a university landscape around drought restrictions over the course of 5 years. Learn irrigation management strategies, plant selection criteria, soil management and resource development.

*Joshua Koss, CSFM, Sales Representative, Wilbur-Ellis, Inc
Peaks 6-8*

Equity Guidebook: Building Individual Awareness & Competence

This session introduces "Equity: From Interest to Action for Colorado Local Governments", a guidebook sponsored by the Department of Local Affairs to help build up individual's awareness, competence, and confidence to take on matters of equity, diversity, inclusion, and more. The session helps break down complex themes and concepts into approachable, user-friendly ways and helps participants build up a strong foundation before taking the first steps.

*Matt Hirschinger,
Peaks 9 & 10*

Thanks For The Feedback – The Art of Giving and Receiving Feedback

Giving and receiving feedback as a Parks and Recreation professional is crucial to encourage a healthy internal culture and a positive reputation within your community. Not only is it important to learn to give proper feedback to employees, but it's equally important to learn how to receive feedback from supervisors, staff, and patrons to continue to grow as a professional and maintain positive relationships. This session will focus on developing tools to properly respond to internal and external feedback.

Jaclynn Alvarez, Assistant Recreation Manager - Apex Park and Recreation District
Katie Groke, Director of Community Services - Apex Park and Recreation District
Peaks 11 & 12

Operation Treadmill: Examining Market Impact of Health and Fitness in the Private and Public Sectors

The age-old myth that recreation centers eliminate private fitness has been BUSTED! Thanks to a new explorative study released by the University of North Texas, we now have facts, figures, and first-hand accounts that demonstrate how recreation centers are catalysts for private fitness and healthy communities. Come to get a deep dive into the report and new talking points to educate your city council or the general public.

Jenna Katsaros, Facility Performance Advisor, Barker Rinker Seacat Architecture
Kevin Armstrong, Principal, Barker Rinker Seacat Architecture
Coppertop II

Cultivating your Unique Culture

In today's competitive labor market, it's more important than ever to establish a positive work culture that both attracts and retains employees. This session will discuss the benefits of a defined work culture as well as provide you with the tools to begin creating your own culture academy at your agency! We'll discuss how to identify your unique selling proposition as it relates to your culture, various implementation strategies, and innovative approaches to ensure your culture is thriving on a daily basis. Participants will walk away with tools to keep their staff accountable to their culture. This session is applicable to any professional looking build a positive culture academy for their team.

Charlene LeRoy, Recreation Supervisor , Facility Operations, Town of Erie
Rachel Wysuph, Recreation Division Manager, Town of Erie
Coppertop III

Must have Leadership Skills for Up and Coming Leaders

Learning how to be an effective leader is difficult and takes time. Leadership, or lack thereof, can greatly impact the success of your team, your organization and your career. Most people strive to be improve as a leader, yet it is common to overlook the fact that leadership skills require continuous development and practice. Whether you're an new professional, first-time supervisor, experienced manager, or anywhere in between, there are must-have skills you need to learn and master. Attendees will be guided by three professionals of varying ages, careers, and leadership opportunities to explore ways to standout and grow as a leader in their position, organization, and community.

Hillary Roemersberger, Director of Recreation Services, Apex Park and Recreation District
Imperial Ballroom

2:45 pm – 3:15 pm – Exhibit Hall Grand Opening – Ice Cream Social

Sponsored by



3:15 pm – 4:30 pm – Breakout Sessions

Leave No Trace in Your City

The public took to the outdoors when COVID hit and many natural places were overwhelmed. Leave No Trace offers an approach for public space managers and visitors to enjoy open and engineered spaces while conserving this limited resource for future generations. “We are all the solutions to conservation,” states the Leave No Trace website. Leave No Trace in Your City will introduce participants to the seven principles of Leave No Trace. Connections between a few of these principles and use of natural places in the urban environment will be highlighted and participants will have the opportunity to engage in how we can best navigate the urban wilderness with care and compassion.

Susan Bennett, Environmental Interpreter, City of Wheat Ridge

Karen Keeney, Park Ranger, City of Northglenn

Peaks 6-8

Hype Team – Collaboration between Marketing and Programming to offer quality services

Create your “Hype Team” through collaboration with various departments and marketing to enhance your programs. In this session we will teach you the process to coordinate, fill, and run successful programs through marketing, engagement with a variety of staff, employee connections, and community outreach. Learn to perfect your marketing timeline through various marketing tools and FOMO marketing tactics to encourage continued participation in programs and services.

Jaclynn Alvarez, Assistant Recreation Manager, Apex Park and Recreation District

Monica Bowser, Marketing Administrator, Apex Park and Recreation District

Peaks 11 & 12

Release Your Niche: Pursuing Success in your Parks and Recreation Career

Success is a concept defined differently for every person yet something everyone aims to achieve to some degree. Regardless of how you define success, you cannot reach the noun without the verb. Success requires you to set and accomplish goals; to take a leap of faith and jump into new challenges that push you personally and professionally. The journey requires hard work, humility, risk and even failure. In this session, explore the journey of three recreation professionals who, despite starting in very specialized areas, decided to break away from their niche to achieve individualized levels of career success.

Hillary Roemersberger, Director of Recreation Services, Apex Park and Recreation District

Errin Koon, Recreation Manager - Programs, Parker Parks and Recreation

Mark Snow, Community Recreation Manager, Colorado Springs Parks, Recreation and Cultural Services

Peaks 9 & 10

How to Plan an Effective Outdoor Fitness Space

During this session we will discuss all the variables to consider when designing and planning for an outdoor fitness space. We will discuss the 'why' behind the outdoor fitness trend, learn the key elements in designing the space, and how to effectively program and activate the space.

Laura Emrich, Commercial Fitness Design Consultant and Regional Manager

*Katie McGarvey, Commercial Fitness Design Consultant
Coppertop II*

Master Planning - What is it and Why do I Care?

Master plans, city-speak for a Strategic Plan, should inform every decision made in a parks and recreation department. All too often, a plan is developed by leadership and then does not trickle across the organization or worse – sits on a shelf and is not implemented. This session will help parks and recreational professionals of all levels better understand the basics of master planning, its purpose, and why master planning is important for all aspects of operations and service delivery. This session will also help participants support implementation of a master plan in their own agency.

Ali Rhodes, Director, Boulder Parks and Recreation

*Megann Lohman, Recreation Senior Manager, Boulder Parks and Recreation
Coppertop III*

Aquatic Recreation in the West

Where are we headed with pools? Water safety learning opportunities are necessary, and swimming is a much-loved outlet for fun and competitive athletics. However, with the West facing an ongoing drought, pressure is on for municipalities to conserve water and adopt best practices in pool operations to be as efficient as possible. As we see the delay of pool projects in our State, the challenge of water stewardship while providing aquatic recreation is more prominent than ever.

Whether you are going for a vote for a new facility, renovating an existing one, or looking for the best practices in water conservation, this session will provide you with an understanding of how to gain community and stakeholder support. Sharing information with voters on the water consumption for indoor and outdoor aquatic facilities helps dismiss doubts and instill confidence. In addition, providing Parks and Maintenance Facility staff with the latest knowledge equips them to safeguard resources. This session will provide information on water efficiency and best practices.

Christa Plaza, President, Essenza Architecture

Scott Hickman, Director of Facilities, Carbon Valley Parks and Recreation

*Carol Cosby, Director, Pueblo West Parks and Recreation District
Imperial Ballroom*

4:30 pm – 7:00 pm – Schmoozapalooza – Colorado Ballroom

Trade Show, door prizes, fun and fun!

Sponsored by

PlayWell

Arkansas - Colorado - New Mexico - Oklahoma - Texas

8:00 pm – 10:30 pm – Evening Social brought to you by the ELN Team! – Breckenridge Ballroom

Karaoke, dancing, photobooth and games!

Thursday, October 6

7:30 am – 8:30 am – Coffee & Grab n’ Go Breakfast – Foyer

Sponsored by



8:30 am – 9:45 am – Breakout Sessions

MythBusters: Fighting Misinformation in the Aquatics Industry

Bring your smartphones, attendees will compete with other guests and “buzz-in” during this interactive presentation that uses science, logic, experience, and common sense to get to the truth.

A few examples of topics that will be covered include: Is it safe to swim indoors during a thunderstorm? What exactly is causing that “pool smell”? Are hydroxyl radicals the future of sanitation? Are learn-to-swim programs the best way to increase attendance? Attendees will study real-world case studies on how misinformation jeopardized renovations and new programming in aquatic facilities. Attendees will learn critical thinking skills and questions to quickly spot misinformation. Most importantly, attendees will learn how to proactively communicate to different audiences addressing misinformation before it becomes an issue.

Ryan Nachreiner, Water Technology, Inc.

Peaks 6-8

From Grant Funding to Grand Opening: Community Engagement for Parks and Recreation Projects

You’ve secured funding for the next big project – but where do you go from there? Members of the City of Aurora’s Parks, Recreation & Open Space special events and marketing team share insights on their process and tips from the field. Topics include how to activate the community’s voice for public input, building and maintaining momentum throughout the process, updating stakeholders and best practices for preparing for the grand opening. Target audience: Staff from any size organization that are involved at any point in the process of new projects or renovations, including public input, marketing, programming and event planning.

Sara Van Holbeck, City of Aurora – Parks, Recreation & Open Space

Peaks 9 & 10

“Not Just Picking Up Trash” – Building or Expanding Your Volunteer Park Adoption or Cleanup Programs

In this session individuals will have the opportunity to explore ways to build or expand their park adoption or clean up volunteer program. By starting with a foundation of strong volunteer engagement practices, volunteer program coordinators will be able to increase volunteer satisfaction, while simultaneously increasing the positive impact volunteers are able to have within the program. Key elements of this session include: identifying expectations and benefits, regular program evaluation, and offering a manageable variety of opportunities to accommodate episodic and long term volunteers, youth, and community groups with varying abilities.

Brianna Cronin, Volunteer and Permitting Coordinator City of Aurora, Parks, Recreation and Open Space Peaks 11 & 12

BINGO! Youth Sports is More than a Game!

Youth sports is more than a game and this session is more than a roundtable! Recreation and athletics staff are challenged by a variety of topics that affect the implementation of youth sports in their communities. This interactive session using a fun game of BINGO will explore an array of topics to arm administrators with practical information to ensure that youth sports is a positive experience for all!

*Lisa Licata, Senior Director, NAYS
Errin Koon, Recreation Manager - Programs at the Town of Parker
Coppertop II*

Say More Without Saying More

One skill that remains as valuable on the first day of your career as it does on your last is communication. And while the number of communication methods are increasing, making it easier than ever to reach out to someone, our audiences' attention spans are shrinking, making effectively sharing the meaning behind your messages a constant challenge. Get a an insightful, quick primer into how we process information and see how the ways we typically share information actually works against us. Then, whether it's sharing data, writing a report, creating a presentation, or even just writing an email, discover simple ways to increase the impact of your message without increasing your word count. We'll also discuss the most effective ways to project to address the double-standard that women and persons of color often face when communicating and how to replace common words and phrases with ones that project more influence and confidence.

*Bobbi Nance, President, Recreation Results
Coppertop III*

Training Lifeguards to Scan in a Digital World

In this session attendees will learn how to use current technology, including Virtual Reality, and Video Editing Software to take lifeguard training to a new level. Attendees will also learn how to train their lifeguards to scan in a way that allows them to TARGET & ASSESS what they are seeing. These two skills are vital to lifeguard surveillance, and often there is not enough time spent in a lifeguarding course on mastering TARGETING and ASSESSING. We will show you how to use technology to further develop your lifeguards during and after the lifeguarding course is over.

*SJ Idel, StarGuard ELITE
Imperial Ballroom*

9:45 am – 10:00 am – Refresher Break – Foyer

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10:00 am – 11:15 am – Breakout Sessions

Great Expectations - Can Revenue and Social Equity Co-Exisit?

The roots of the Recreation Profession lie in the Playground Movement of the 1880's. We were a social service created to keep children safe, but today we are asked to be a service that recovers its cost- can both of these co-exist??? In this session, will review how to identify and address community need, address cost recovery goals and meet the mandate for equity in services. These two mandates can co-exist if a relevant service is provided based on planning, market segmentation, competition analysis and financial performance monitoring.

*Chris Nunes, The Woodlands Township
Coppertop II*

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Diversity, Equity and Inclusion in Marketing

What's your demographic look like nowadays? Members of the City of Aurora's Parks, Recreation & Open Space share insights on their process, initiative and ongoing work surrounding DEI within the field. Topics include how to begin evaluating your departments DEI knowledge and level, strategies and initiatives to bring to your department and how to maintain momentum. Target audience: Staff from any size organization that are looking for ways in which to bring diversity, equity and inclusion into their workplace and/or make a forefront in their programming and communications efforts.

*Erin Pulliam, Superintendent of Marketing & Special Events; City of Aurora
Jessica Bixenman, Manager of Marketing & Special Events; City of Aurora
Peaks 6-8*

Athletic Field Maintenance in Parks- new and best practices

Attendees will learn about best management practices to provide athletic fields on a medium to reduce budget. New technologies and maintenance concepts will be shared.

*Abby McNeal, City of Louisville Parks, Forestry, and Cemetery
Peaks 11-12*

Youth Sports Compliance – Setting Standards and Enforcing Requirements

A young athlete's experience in sports is directly influenced by their coach. Coaching requirements like background checks, child abuse prevention trainings, concussion certificates, sport skills clinics, and code of ethics pledges exist to create a safe and positive environment for children. Whether your requirements for youth sports coaches come from local, state, and national legislation or from your agency's policies, tracking compliance with imposed requirements does not have to be a headache.

In this session, we will review industry standards for youth sports coaches, share tools and tactics to maintain compliance with coach related policies, and we will review examples of successful agencies, including one large agency that set strict coaching standards and oversees thousands of coaches from nearly 60 youth sports user groups. Plus, we will discuss requirements for other youth sports volunteers, staff, officials, and parents.

*Lisa Licata, Senior Director, NAYS
Coppertop III*

Creative Collaborations: Finding and Cultivating Unique Partnerships

How strong is your collaboration game? Do you keep squeezing current and past partners for help? Have you ever wanted to partner with a unique (or typical!) resource but were not sure where to start? Are you or your agency 'silosed' or 'compartmentalized,' keeping an 'us and them' mentality? In this session, we will look at partnerships and collaboration and review ways to set them up for success. We will cover how to start conversations, identify value, address pros and cons, and capitalize on partnerships and collaboration. This session will get you thinking outside the box!

*Mark Snow, Community Recreation Manager, City of Colorado Springs Parks, Recreation and Cultural Services
Peaks 9 & 10*

Statewide Partner Updates and Initiatives Impacting Colorado Parks & Recreation Agencies

Hosted by the Directors Section. Come and hear updates from the Colorado Lottery, Care for Colorado and GOCO.

Imperial Ballroom

11:15 am - Directors Section Annual Meeting and Luncheon

Imperial Ballroom, ticket required.

Sponsored by



11:15 am – 1:45 pm – Lunch on Your Own, Explore Breck!

1:45 pm – 3:00 pm – Breakout Sessions

Solving... I Got 99 Problems

Parks and recreation professionals are challenged on an almost hourly basis to solve problems for the benefit of the community. These problems may range from how to provide services to an underserved community (without any additional resources) to developing a plan for implementing a new park design. All of these “problems” present challenges to the professional. Using problem solving techniques and creativity will allow the professional to develop solutions on behalf of their community. This session will detail problem solving techniques and how to implement this process in their daily workflow.

*Chris Nunes, The Woodlands Township
Coppertop II*

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Hosting Volunteers: The Great, The Bad, The Worst

Volunteers bring immense value to our organizations. They coach our youth sports, they teach our classes, they help run our events, they keep our parks clean, they serve on advisory boards. And while great volunteers enhance our programs, bad volunteers consume our time, energy, and effort. How do you set volunteers up for success? Weed out the bad ones? Cultivate and keep around the good ones? This session will review ways to find, screen, engage and grow volunteers in your program. We will also review ways to reset or divest volunteers that detract from our mission and services.

*Mark Snow, Community Recreation Manager, City of Colorado Springs Parks, Recreation and Cultural Services
Coppertop III*

Navigating the Complexities of Growing Demand for Open Space and Trails

The Town of Breckenridge is amid significant opportunities as well as challenges, including increased demand on trails and open space resources, climate change impacts, increasing land value, and development pressures. Since 1997, the Town has acquired, maintained, and protected a wide variety of resources and community amenities. As a result, interest in these amenities has increased over the years. This presentation explores the development of a Master Plan to prepare for a well-balanced approach to land stewardship and recreational access.

*Bill Campie, ASLA, CLARB, President, DTJ Design
Francois de Kock, AICP, ASLA, CLARB, LEED, AP, Director of Urban Planning + Design, DTJ Design
Anne Lowe, Open Space and Trails manager, Town of Breckenridge
Peaks 9 & 10*

Become a Mind Reader by Harnessing the Power of Assessment

This session will provide a brief overview of the many ways you can use assessment to better know your organization and audience. It will also include strategies and guidance for you to use assessment in relevant ways to improve outcomes and perception.

*Heidi Mallon, Marketing Supervisor, Boulder Parks & Recreation
Peaks 6-8*

The Five W's of Mandatory (and Voluntary) Child Abuse Reporting

Many park & recreation districts and departments have employees and volunteers who are legally mandated reporters of suspected child abuse. Other employees and volunteers may also make voluntary reports of suspected child abuse, even if they are not mandatory reporters. This seminar will help park & recreation employees and volunteers understand their reporting obligations through an examination of who is a mandatory reporter, what is required to be reported, when to make a report, where suspected child abuse is reported, and, most importantly, why to call in a report, including addressing frequent concerns of accuracy, anonymity, and liability.

*Emily Powell, Attorney, Ireland Stapleton
Peaks 11 & 12*

Turning Failure on Its Head: How to Stop What's Stopping You From Moving Forward

We all know deep down that failure is inevitable when we try something new, and that it can even help us produce better outcomes in the end, but despite this, we all work hard to avoid it (or even worse, ignore it), instead of embracing it. Learn easy tricks to get psychology on your side when it comes to motivating yourself past uncertainty and a fear of failure and helping those around you navigate it as well. Through a series of simple, but powerful reflections and exercises that you can use anytime you're feeling stuck, learn how to turn failure on its head and in order to move past avoidance and move forward.

*Bobbi Nance, President, Recreation Results
Imperial Ballroom*

3:00 pm – 3:15 pm – Refresher Break – Foyer

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3:15 pm – 4:30 pm – Breakout Sessions

Crisis Communication in the Age of What Feels Like Perpetual Crisis

COVID, homelessness, staffing shortages, facility closures - whether dealing with a natural disaster, a global pandemic, or just really prickly issues, crises will undoubtedly find their way to your community. While crises are hard to predict, being prepared will help you respond in an effective and efficient manner. In this session, we'll talk about communication best practices to apply before, during and after a crisis.

*Kim Newcomer, CEO, Slate Communications
Coppertop III*

Recruitment and Retention - Today and Tomorrow's Challenge

In the post pandemic world recruitment and retention for all employees has become a huge challenge for parks and recreation professionals. This session will explore a number of methods in which to find applicants, develop a streamline approach to interviewing and establishing a culture to retain high quality employees.

*Chris Nunes, The Woodlands Township
Coppertop II*

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Fostering Regenerative Agriculture throughout a Community

Wheat Ridge Parks and Recreation and the Jefferson Conservation District recently wrapped up the 2nd year of the Regenerate Wheat Ridge program, which provides education and resources on regenerative agricultural practices. These programs, initiatives, and events are applicable to those living in apartments, cultivating a backyard garden, or even running a small farm. Learn about promoting regenerative agriculture in your community!

*Susan Bennett, Environmental Interpreter, City of Wheat Ridge Parks and Recreation
Brandon Altenburg, Grant and Special Project Administrator, City of Wheat Ridge Parks and Recreation
Peaks 6-8*

Will Your Program Be a Fit, Fad, or Flop?

When it's time to add new recreation programs to your offerings each season, how confident are you that they will be successful? Instead of launching new programs and waiting to see what sticks, we'll explore a set of exercises and techniques you can use to brainstorm, test, and evaluate new program ideas before you even start writing that brochure description. In this workshop, you'll have the opportunity to take a more thoughtful approach to expanding your program offerings and understand some of the drivers and trends influencing today's consumers - all with the goal of increasing your new programs' potential for success.

*Bobbi Nance, President, Recreation Results
Imperial Ballroom*

Building Community Events from the Ground Up!

The City of Aurora's Special Event Coordinators will provide an in-depth explanation on how to create an event for Parks and Recreation professionals who (1) may have been assigned an event due to limited staff, (2) have recently transitioned to a new position that coordinates events, or (3) are existing event coordinators that would like to brush up on their event coordination skills. Community events are a fantastic way to enhance your brand, engage the community, and encourage economic growth – by hosting an event, you can put your city's name on the map! Regardless of the size of your city, you can walk away from this session with valuable information you can bring back to your team.

*Erin Pulliam, City of Aurora Parks, Recreation & Open Space
Jessica Bixenman, City of Aurora Parks, Recreation & Open Space
Peaks 11 & 12*

Connecting the Dots for Health Equity

Parks and Recreation is an essential dot in the big picture of Health Equity for communities. Are you ready to consider Parks and Recreation's role in the health system? We are in a prime position to promote health through physical activity, access to spaces and place, connection with nature, and bringing community members together both virtually and in person. By discussing our roles, acknowledging our ability to make an impact and identifying potential partners in our communities we can make the healthy choice the equitable choice. In this workshop we'll take a close look at what health really is, gain an understanding of health equity, and consider our role in the public's health. Join us for a candid and interactive discussion to try and answer these compelling and complex questions.

*Jo Burns, Chief Connection & Collaboration Officer, Jo Burns Connect
Peaks 9 & 10*

6:00 pm – 7:00 pm - Awards Pre-Banquet Reception & Agency Photos – Breckenridge Ballroom

Grab a drink, network, and get ready for some celebrating!

7:00 pm – 9:00 pm - CPRA Annual Awards Banquet (ticket required) – Breckenridge Ballroom

Sponsored by



Join us as we celebrate our OUTSTANDING Columbine Award recipients and Fellow Professionals. Dinner will be served. Formal dress is requested. Ticket required.

9:00 pm – 11:00 pm – Evening Meet Up – Coppertop III

Friday, October 7

7:30 am – 8:30 am - Breakfast

8:30 am – 10:00 am – Closing Keynote

Embrace Your Awesomeness – Brad Montgomery

Your people know what needs to be done, and mostly they know how to do it. But they are not doing it. What's the problem? It's motivation. They don't have it. Your people are capable of so much more than what you are seeing. They are capable of more than they can guess. But they need a bit of help to let that awesomeness out. Your people are sometimes afraid and fearful. They are anxious and worried. They need some help to access their potential. In this program, motivational keynote speaker Brad doesn't motivate them...he simply helps to remove some of the factors that prevent them from motivating themselves. We all have amazing surprises within us. Brad helps us to let them out to share with the world. After Brad reminds your team just how awesome they are, they'll leave the event ready to rock the world. To take responsibility. To excel. To make things happen.

Save the Date! 2023 Annual Conference will be September 26-29 at the Viewline Resort in Snowmass Village.