



2023 Conference Brochure

Tuesday, September 26

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

Wednesday, September 27

7:00 am - 8:00 am - Morning Snacks & Refreshments - Sponsored by Colorado Pool Design



**8:00 am - 10:00 am - Welcome and Opening Keynote - Rooftop Terrace
Sponsored by Altitude Recreation**



Opening Keynote - Dr. Jon Kedrowski

Storms Can Weaken Us, or They Can Strengthen Us

It's a choice and a mindset. No matter where we live or what we do, we all face storms in life. They can be literal storms, like a hurricane, or they can be figurative, like an organization struggling financially or a family member experiencing significant health issues.

How do we stay positive and productive while we get through these storms, which no matter how bad they can be, will eventually end? How can we embrace the uncertainty that comes along with storms and learn to dominate in adverse times?

After experiencing so many literal and figurative storms in his own life, keynote speaker Jon Kedrowski has developed a mindset and strategy to weather these storms and stay prepared for upcoming opportunities. Eventually, no matter how bad the storm, blue skies will eventually prevail.

10:00 am - 10:15 am - Refresher Break - Sponsored by Ground Solutions



10:15 am - 11:30 am - Breakout Sessions (Round 1)

Aquatic Operations: How To Do More With Less

Independence Auditorium




Leading aquatic facilities are installing supplemental sanitation to save time and money spent on today's tedious operational challenges, like staff shortages, rising chemical costs and water quality. Yet, aquatic facilities haven't implemented supplemental sanitation – like Advanced Oxidation Process (AOP) and medium-pressure UV – due to the lack of real-world validation, decision maker buy-in and struggling to select a solution. This session will showcase data from real-world deployments that illustrate the operational impacts supplemental sanitation has on cost savings, air quality, water quality and patron experience. Attendees will leave with a clear understanding of the ways supplemental sanitation can help or hinder the time, money and guesswork spent on day-to-day operational efficiency, staff training, facility wear-and-tear, chemical costs, energy use and the bottom line.

Presented by Tom Schaefer, Technical Director, Clear Comfort




Uplevel Your Leadership

Rooftop Terrace



In this engaging workshop, discover tips to unlock your full leadership potential. Gain a new understanding of your communication and leadership preferences and how they influence your interactions with team members and colleagues. This interactive workshop introduces you to the transformative power of Insights® Discovery. This proven method for enhancing leadership abilities will help you understand your unique communication style and how you can refresh your approach to cultivate more productive and positive relationships via techniques, including: · Build self-awareness of your leadership style and gain understanding of others · Motivate and coach your team members to unlock their full potential · Foster a work environment where every individual feels valued and respected. Don't miss this opportunity to uplevel your leadership skills!





Presented by Tracy Stayton, MA, CPC, CPRP, Leadership & Development Consultant & Coach | Tracy Graf, Speaker




Powering up Recreation Center Design: Embracing Electrification for a Sustainable Future

Salon E



For decades, we have relied on natural gas as the fuel source to heat air and water in recreation and aquatic centers. However, the rapid depletion of fossil fuels and climate change are causing many communities to move towards a more sustainable energy source for buildings. This trend is called "electrification", and it has particular relevance to recreation and aquatic center design. This presentation will identify the challenges associated with designing for electrification, as well as potential solutions that can be incorporated into the design to overcome these challenges. Case studies of real-world examples will be used to demonstrate how the future of energy use will be for the parks and recreation sector.





Presented by Bob McDonald, Interiors and Aquatics CEO/Senior Principal - OLC Architecture | Jacob Goodman, Team Lead - Energy Modeling and Field Services - Bowman Consulting Group | Peter Failla, Principal HVAC Engineer - The Ballard Group



How Choosing the Right Water Management System Will Make Your Spray Park a Success

Vista



Over the last decade, there has been an important increase in the addition of aquatic solutions to municipal parks. These water attractions are highly beneficial for early childhood development, and for encouraging movement and socialization within communities with increasingly sedentary lifestyles. A well-chosen water management system is a crucial part of every aquatic solution, as it ensures water quality, community health, safety and sustainability. With this presentation, we explore the different types of water management systems and the important role they play in the health, safety and welfare of families and communities. We discuss the technical specifications and venue requirements of each system, to enable you to carefully choose the most adequate system for your client.





Presented by Michelle Lynn, Sales Executive - Vortex Aquatic Structures International




Loneliness is an Epidemic?!? What the...How Parks and Recreation Can Take Action to Bring Social Connection to Our Communities

Wanderlust



I'm not lonely, you're lonely – the difficult reality that loneliness and isolation negatively impacts our health and reduces lifespan. The Surgeon General shared "Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community" in May. The good news – we're uniquely equipped to improve social infrastructure and build a culture of connection with our communities. Want to learn more? Join us for this cutting-edge discussion.






Presented by Jo Burns, MS, CTRS, Chief Connection & Collaboration Officer - Jo Burns Connects, LLC



Whistle-Worthy Marketing: Taking the Plunge into Storytelling Campaigns

Ziegler



In a highly competitive job market, it has become harder to fill the lifeguard positions needed to meet the public's demand for community aquatics facilities. In a sea of generic "we're hiring" advertisements, storytelling is the one of the best ways to break the surface and differentiate your organization's value from the competition. In this session, you'll learn how the city of Aurora redefined what it means to be a lifeguard by sharing the stories of individuals who make up our diverse aquatics team and how you can utilize your greatest asset – "your people" – to create a hiring campaign that stands out from the crowd.

Presented by Shanna Farley, Marketing Coordinator - City of Aurora





1:30 pm – 2:45 pm – Breakout Sessions (Round 2)




Recreation and Cultural Programming Under One Roof: Using Special Events to Reach a New Audience





Independence Auditorium



Historically, parks and recreation has operated without a direct relationship to cultural programming. Rarely are recreation centers designed with specific amenities and spaces for special events and cultural activities. Since both departments offer complementary activities and community events, it's important to design and utilize recreation facilities with these important events in mind. Combining these two uses within a single adaptable facility will save considerable dollars and avoid needless duplication of infrastructure. With thoughtful planning, both recreation and cultural programming can accommodate many community special events under one roof.





Presented by Jamie Benallo, Architect & Senior Associate - Populous Architects | Jim Cleveland, Recreation Consultant - Populous Architects




Unlocking Potential: Maximizing Growth, Development, and Employee Retention





Rooftop Terrace



How is your recruitment going? How is your retention? Is there much growth from within? Is it known by staff and the steps to get there? How do you evaluate staff pay structures and reward based on span of control and responsibility? We might not have it all figured out but we are proud of the work we have done to "level up" as an organization and want to share with you – and also learn from you.





Presented by Ally Flanagan, Human Resources Manager - Carbon Valley Parks and Recreation District | Dean Rummel, Executive Director - Carbon Valley Parks and Recreation District | Whitney Wilmes, CPRP, Guest Service Coordinator - Carbon Valley Parks and Recreation District




Creating a Culture of FUN in Your Aquatics Team







Salon E



It is no secret that finding good lifeguards is a challenge for many recreation agencies. Between in-services, certifications, and a willingness to take on a lot of responsibility, recruiting and retaining good lifeguards is a challenge. In this session participants will learn the components of creating a culture of fun while still being committed to safety.



Presented by Hillary Roemersberger, CPRP, AFO, Director of Recreation Services - Apex Park and Recreation District | Tyler Daly, Recreation Coordinator - Aquatics - Apex Park and Recreation District | Maggie Sherrill, Aquatics Coordinator - Apex Park and Recreation District



Swinging into Safety

Vista

It is estimated that last year over 200,000 injuries required emergency room treatment due to injuries on public playgrounds. Public agencies understand the importance of ensuring that playgrounds are safe and meet the needs of playground users and the community, now and into the future.

To ensure the highest level of safety for playground users, you need a methodical approach to maintaining playground assets. A condition assessment approach, prioritizing safety and equity needs, can be tailored to match program needs and provide the assessment data that helps create defensible, data-driven decisions for the funding of the asset life cycle.

Through a case study of a public-school playground assessment, we will show how we applied tailored strategies to allow them to forecast optimal funding needs. All while emphasizing safety and equity priority factors to meet the needs of the community.

Presented by Rich Merrill, PE, FMP, Project Manager - Facility Engineering Associates | Brian Pille, PLA - StudioCPG

Beyond Recreation: A Bold Future of Innovative Community Services

Wanderlust

Communities are changing, and the new generation users are seeking programs in innovation, creation, arts and culture beyond the traditional recreation uses. Not only are new programs envisioned, but the ways in which these programs are advertised, offered and accessed are changing. This session will delve into new opportunities, show program examples, and pose salient questions that challenge the current thinking in community recreation. It will also evaluate the blurred lines where school districts, library services and the private sector overlap with Parks & Recreation.

Presented by Mira Theisen, AIA, LEED AP, Senior Project Manager, Senior Associate - Perkins&Will | Miranda Dooley, , NCIDQ, LEED GA, WELL AP, Interior Project Designer - Perkins&Will

Developing & Implementing a Recreation General Security Plan

Ziegler

Are your recreation facilities prepared for an emergency? A fine tuned, frequently rehearsed General Security plan is considered best practice in the Recreation Industry, many agencies have one, but is it consistently reviewed, updated and trained on? This session will explore the development, implementation and evolution of the Parker Recreation General Security Plan, tips for getting started and lessons learned.

Presented by Bryan Gentilini, NREMT, CPRP, AqP, Recreation Manager - Facility Operations - Town of Parker

2:45 pm - 3:15 pm - Ice Cream Social with Exhibitors - Sponsored by Star Playgrounds



3:15 pm – 4:30 pm – Breakout Sessions (Round 3)

Aging Recreation Centers...Repair, Renovate, or Replace?

Independence Auditorium


Many communities emerging from the post-COVID era with new energy, new life, and new ideas for strengthening their blueprint are also financially limited in their ability to fund and construct new projects. This directly affects parks and recreations districts and departments, and for those communities where a new center is not feasible, repair or renovation of their existing center is an option to consider. This session will take a look at several examples of each and attendees will walk away with a simple checklist to help them assess whether they should repair, renovate or replace their aging facility.

Presented by Zach Bisek, Partner - BRS | Kent Fawcett, Project Manager - BRS | Jenna Katsaros, Facility Performance Advisor, BRS




Mind the Gap

Rooftop Terrace



“Mind the Gap” – a British term used in train/tube stations to warn people of the danger should they not avoid the gap between the platform and the train. But, gaps in our mind are something to be “minded” too! When we do not receive all of the information, we often begin filling these mental gaps in with less than solid, accurate information. The result is that we find ourselves, our customers, and our colleagues at a destination far from intended: Frustration Station. During this fun and interactive session, we will identify 3 communication gaps we can “mind” as well as tools to prevent and/or mend them. Participants will leave better equip to avoid communication pitfalls resulting in better interactions personally and professionally.




Presented by Tracy Stayton, MA, CPC, CPRP, Leadership & Development Consultant & Coach




Passive Spaces into Pollinator Places: Creating Restorative Environments

Salon E



Small changes can have big impacts on pollinator habitats. We welcome you to dive into the world of pollinators as we explore the critical components of their habitat and the important role we play between pollinator habitats and resource conservation. The interactive portion of our presentation will explore some common pollinator myths and perceptions. The end goal is to equip you with a rubric to prioritize spaces that will deliver the most value for pollinator places within your community. We will also share success stories for a variety of project types and sizes showing how the rubric can provide real-world insights across a variety of project types.




Presented by Matt Small, Director of Landscape Architecture - RVi Planning + Landscape Architecture | Nicoletta Garda, PLA, Senior Landscape Architect - RVi Planning + Landscape Architecture | Ashley White, Community Habitats Manager- Butterfly Pavilion




Opportunities and Challenges of Creating an Amenity Rich Park


Vista



The Town of Berthoud is navigating the opportunities and challenges of significant residential growth and demands for modern recreational and park facilities. Richardson Park is a 100+/- acre historical agricultural land adjacent a 60+-acre reservoir. In 2018 a town-wide park master plan determined Richardson Park would become the primary sports field and outdoor recreation complex for the growing community. This session explores the visioning, goal setting, and steps for implementation to accommodate this need.




Presented by James Palmer, PLA, Senior Landscape Architect - DTJ DESIGN | Zach Earhart, Associate, Senior Designer and Project Manager - DTJ DESIGN




YOU are the Solution: A Park Operations Roundtable Discussion

Wanderlust



Skate park graffiti got you down? Banging your head against the wall trying to deter vandalism? Project Managers and Maintenance Teams struggling to communicate during design? Homelessness issues? Thinking about a division reorganization? These are just some of the Parks Maintenance and Operations issues we hear about from Park Professionals across the state. Many of us are plagued by the same issues. This roundtable style, group discussion will create a space for all of us to discuss reoccurring issues and how we have tried, failed, or overcome specific challenges in Park Operations. Come to this session ready to collaborate with your colleagues from across the state through sharing stories and examples of what has worked to solve the issues we all face.




Presented by John Weaver, CPRP, CPSI, Skilled Maintenance Supervisor - City of Colorado Springs Parks, Recreation & Cultural Services | Brent Delehoy, CPRP, Superintendent Park Operations - City of Aurora Parks, Recreation, and Open Spaces | Abby McNeal, CSFM, CPRP, Parks Superintendent - City of Louisville Parks, Recreation & Open Space



Putting the 5 Languages of Employee Appreciation into Practice at Work


Ziegler



In a time when almost 60% of employees feel unappreciated at work, your ability to show authentic employee appreciation may be a determining factor in your ability to retain employees. Explore the 5 languages of appreciation at work and learn how to create a values-based recognition program that will keep your team happy and thriving.



Presented by Becky Kuiper, MPA, AFO, CPRE, Recreation Superintendent - City of Chandler | Hillary Roemersberger, CPRP, AFO, Director of Recreation Services - Apex Park and Recreation District



Thursday, September 28



7:30 am - 8:30 am - Morning Snacks & Refreshments - Sponsored by Essenza




8:30 am – 9:45 am – Breakout Sessions (Round 1)



A Flexible Approach to Community Building Through Service & Facility Expansion

Independence Auditorium



Take a quick peek into the Montrose Recreation District's recent expansion / opening of its third facility, which serves as a model of community and capacity building, staff/board/community and partnership engagement, and which showcases Montrose's abilities to grow and thrive within a changing environment. The presentation will include an overview of the process and dynamics that led to the Montrose Recreation District successfully opening its third community facility.




Presented by Mari Steinbach, CPRP, MPA, Executive Director, Montrose Recreation District



Is Your Facility as Prepared as It Could Be? Addressing Some Key Aquatic Facility Policies & Procedures That Create Vulnerability

Salon D



Within the aquatic industry there are many operational policies or procedures that are often either overlooked, poorly managed, or there is not a strong consensus about what is the "standard". In this session we will discuss many of these areas and provide key considerations facility operators should be thinking about when defining their own policies and procedures. The session will focus on several primary topics including: minimum age of entry, management of summer camps using aquatic facilities, hosting special events and more. The session will also address other common areas that impact almost all aquatic facility operators.




Presented by SJ Idel, Client Partner - StarGuard ELITE | Joel Riker, Vice President of Training & Operations - StarGuard ELITE




EQ: How to Lead With Your Heart


Salon E



Emotional Intelligence can help boost employee morale, productivity, and build stronger relationships with those around you. This session will dive into who you are as a leader, who you want to become as a leader, and steps to become the greatness you are. Learn the importance and definition of what Emotional Intelligence is, as well as organizational applications to create better relationships.



Presented by Erin Hutchings, MPA, CPM, CPRP, LGI-IT, WSI-IT, AFO, Operations Manager - City of Aspen Parks & Recreation Department | Michelle Stout, ACSM CPT, CPRP, Recreation Manager - Apex Park & Recreation District



Making Sure Your Whole Community Can Afford Parks and Recreation Services

Vista

Providing fee assistance support for programming and facilities usage is one of the most effective ways to increase inclusive access to parks and recreation. Affordability is one of the largest barriers to access service, and because it disproportionately impacts excluded demographics, focusing on economic inclusivity allows you to address broader concerns about equitable access. However, setting prices affordable for the whole community is complicated by needing to also cover costs. Fee assistance programs allow you to make services affordable and sustainable; however, they can be practically difficult to implement. The Montrose Recreation District gives out over \$16,000 a year in fee assistance programs, with the amount growing every year. This session describes how we have implemented our fee assistance program and helps attendees plan their own fee assistance programs.

Presented by Astro Ball, Data Analyst and Grant Specialist - Montrose Recreation District | Justin Mashburn, CPRP, Facilities Manager - Montrose Recreation District

Park Maintenance Basics

Wanderlust

An overview of Parks Maintenance Basics and Best Management Practices to further understand the maintenance needed to provide safe parks and athletic field spaces for all users. This talk is geared towards those that are new to parks and/or attendees wanting to have a better understanding of Park Maintenance and Operations.

Presented by Abby McNeal, CSFM, CPRP, Parks Superintendent - City of Louisville Parks, Recreation & Open Space

Who Works for Who in 2023?

Ziegler

Whether you like it or not, the paradigm of management has changed since the pandemic. In this session, we will explore two different management styles: the boss and the leader. You will learn which manager style you need to adopt in order to recruit and retain the best talent and combat the current worker shortage. We will provide you with scenarios relevant to parks & recreation and work together to come up with solutions the leadership way.

Presented by Lexi Bulich, Fitness Coordinator - City of Lafayette | Kevin Demchak, Guest Services Supervisor - City of Lafayette

9:45 am - 10:00 am - Refresher Break - Sponsored by Mac Equipment, Inc.



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10:00 am – 11:15 am – Breakout Sessions (Round 2)

10 Park Design Essentials to Maximize Visitation and Broaden Appeal

Rooftop Terrace

Explore how to improve park visitation through simple design techniques that make parks more inviting, appeal to a broader range of users and encourage longer stays. Parks should be an extension of the home – a sanctuary for respite, recreation and renewal. A good indicator of a well-designed park is the frequency, volume and diversity of return visitors. Is there something in the park that attracts all ages and a variety of interests, including teens and seniors? Do park visitors linger, or are visits typically succinct, associated only with a planned activity such as a team practice or taking children to the playground? Is a park visit a part of a regular routine, and viewed as essential to the health and well-being by those who visit it? These are good questions to consider when evaluating how effectively a park is meeting the needs of residents. Utilizing examples of parks from the City of Fort Collins and across Colorado, this session outlines 10 ways to increase park visitation and broaden appeal.

Presented by Kurt Friesen, Principal - Norris Design | Megan Testin, Principal - Norris Design

Culture: "Internally Strong - Externally Focused." Building a Plan and Actually Doing It - But What the Heck Do We Know...

Salon D

"Buying" into someone else's idea of culture feels forced and is not always well received – "Believing" in a culture is powerful and empowering. A strong culture is essential to the success of an organization and requires commitment from all levels within. If we are not strong and healthy on the inside, then are we performing at our best each day? Creating a mindset of "us" helps step away from the daily "busyness" and takes focus on leveling up and examining if we are on the top of our game. Learn some successes (and failures) of the creation of a Cultural Plan from creation, implementation, re-creation, and ongoing development.

Presented by Dean Rummel, Executive Director - Carbon Valley Parks and Recreation District | Ally Flanagan, Human Resources Manager - Carbon Valley Parks and Recreation District | Kelly Gray, Programs Coordinator - Carbon Valley Parks and Recreation District

Who Runs the World?! Supporting Women in Parks and Recreation

Salon E

Data shows that, in comparison to men, women hold fewer high level leadership positions in the Parks and Recreation field. This session will outline the current state of women as it pertains to leadership roles in Government as well as the Parks and Recreation field specifically. We will identify the contributing factors as to why this is the case and encourage discussion amongst the attendees to share their own personal experience. We will discuss the benefits of having women leaders in our organizations and the importance of diversifying across an administration team. Participants will leave having heard practical examples of ways their organizations can show support and empower the women in their agency. In addition, participants will gain an understanding of how empowering women can positively impact all individuals on their team. This session is applicable to any parks and recreation professional looking to be a great team member and contribute to a positive work culture.

Presented by Mollie Gunter, Recreation Coordinator - Sports- Town of Erie Parks & Recreation | Courtney Wallace, Recreation Coordinator - Facility Operations - Town of Erie Parks & Recreation

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The P's of Programming

Vista

Are you sick of coming up with programming ideas, only to not reach your minimum enrollment and be forced to cancel? In this session, you'll learn what the P's of Programming are, and how they helped increase programming revenue 554% in a 24 month period. We'll discuss a simple formula that can be used for any programming department, some real-life examples of this formula in action, and a chance to put a pen to paper so you'll be ready to hit the ground running when you get back. Although the content of this session will be specific to fitness programming, you can use the methods for any programming department- aquatics, youth programs, athletics, active adults, etc.

Presented by Lexi Bulich, Fitness Coordinator - City of Lafayette

Taking Mission Statements from Meh to Memorable

Wanderlust

Mission statements that aren't memorable aren't effective. Most staff, especially those who have the most interaction with customers, can't recite the mission or vision statement of their organization. In this session, we will discover how to create mission and vision statements that will guide your organization and inspire staff to action. We will share practical steps to engage staff and leadership in a collaborative process and share components of effective statements.

Presented by Becky Kuiper, MPA, AFO, CPRE, Recreation Superintendent - City of Chandler & Mark Foote, CPRP, AFO, Aquatics Manager - City of Avondale, AZ

AI: Next Employee or Future Boss?

Ziegler

Artificial Intelligence is mainstream and evolving rapidly. What does this mean for your job, for local government, and for our future? This session will demonstrate artificial intelligence tools that can enhance your productivity now, discuss exciting capabilities that may revolutionize the workplace in the near future, and explore the dark side of AI and whether it may lead to a dystopian future.

Presented by Ryan Hergness - Hergness Consulting

1:45 pm – 3:00 pm – Breakout Sessions (Round 3)

















A Recipe for Pairing Nature's Benefits for Your Health: Part One

Hotel Lobby

You've likely read about the benefits of improving your mental health while being in nature. So, when was the last time you personally experienced those benefits? With a blend of concepts from nature therapy, forest bathing and outdoor education, this session will elicit all your senses from sight to sound and smell to taste! This OUTDOOR, interactive, session will enable you to personally learn how your brain positively reacts to nature and identify ways to incorporate it back in the office much to the delight of your brain and body.


Presented by Jo Burns, MS, CTRS, Chief Connection & Collaboration Officer - Jo Burns Connects, LLC

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Keep It Simple Stupid - Programming for 50+

Independence Auditorium



As the industry advances, sometimes it's best to go back to the basics of what actually works for programming for older adults. In this session, we will focus on modalities that engage the 50+ population, integrate old school methods in a new school world, and focus on what's trending and what's to come.




Presented by Michelle Stout, ACSM CPT, CPRP, Recreation Manager - Apex Park & Recreation District | Amy Hodge, CTRS, CPT, RYT500, Senior Recreation Program Supervisor – City of Longmont






MAKE it 'til You Make it: Finding Success in Your Role

Salon D



We've all heard it or said it: "Fake it 'til you make it!" In the face of a new situation, job, or task, it's believed that we need to just limp along until it is over. But this concept relies on your ability to act (like you are doing your job), not your ability to solve problems (and do your job). Sure, acting has its place (in soccer and Broadway), but there's a better way: MAKE it 'til you make it. In this session, Mark will reflect on his stumblings and successes in his first year as a Recreation Manager, promoted from inside his organization, overseeing seasoned staff and former coworkers, and expectations for him to excel out of the gate. Learn from his challenges and pick up tips on how you can focus on your strengths to Get the "F" out!




Presented by Mark Snow, CPRP, Community Recreation Manager - City of Colorado Springs Parks, Recreation and Cultural Services





Unleash Your Creativity: Part One

Salon E



Whenever you hear about an innovative program or creative event, do you ever ask yourself, "Why didn't I think of that?" This interactive, hands-on workshop will guide you through various wacky, thought-provoking exercises guaranteed to inspire you and your teammates. Arm yourself with the practical tools and techniques necessary to be a creative leader—not just a follower!




Presented by Ryan Hegreness, CPRE, Deputy Director of Business Services - South Suburban Parks & Recreation District



Supporting your Pool Peeps

Vista



The world of commercial aquatics can be intimidating and overwhelming, especially for those who end up supporting full time aquatics personnel. This session is geared towards Managers, Directors, Supervisors etc. who oversee aquatics personnel and hopes to knock down barriers to support and provide resources to help your aquatics team succeed.



Presented by Bryan Gentilini, NREMT, CPRP, AqP, Recreation Manager - Facility Operations - Town of Parker



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What's New in Marketing: Learning the Digital Dance and More

Wanderlust

When it comes to Marketing, pivoting and being ready to change on a dime is the name of the game. Moving forward after covid, organizations must reach deep into their creative banks to find ways to bring the community together. Marketing Departments have various tools at their fingertips, but which is the best? How do you know what will work, what will sink, and who will respond positively to your efforts? We have tried it, have data to back it up, and want to share our successes, growth, and learning with you! Our motto in the Apex Marketing Department is "Throw everything at the wall and see what sticks." Learning is our goal, and being better than we were yesterday is what we strive for in pushing our programs out to our community. We want to pull alongside our coordinators and present the most fun, energetic, and unique content; we are here to show you all of it!

Presented by Katie Groke, MPA, CPRP, Director of Community Services - Apex Park and Recreation District / Monica Bowser, Marketing Administrator - Apex Park and Recreation District

Why a Goldfish is the Happiest Animal on Earth and Other Leadership Lessons from Ted Lasso

Ziegler

"Takin' on a challenge is a lot like riding a horse. If you're comfortable while you're doin' it, you're probably doin' it wrong." Sometimes the challenge of leadership can be quite agonizing however, a leader's ability to lean into that discomfort can be fundamental in defining their success. Emmy winning series Ted Lasso may be an entertaining comedy but a deeper dive into Coach Lasso's unique methods to motivate and lead his team reveals a series of critical and relevant leadership lessons. These leadership lessons will help recreation professionals engage, develop, and retain high performance work groups and teams. In this session we will explore Lasso's most applicable leadership lessons and how to transform your organizational culture by implementing them.

Presented by Becky Kuiper, MPA, AFO, CPRE, Recreation Superintendent - City of Chandler & Mark Foote, CPRP, AFO, Aquatics Manager - City of Avondale, AZ

3:00 pm - 3:15 pm - Refresher Break - Sponsored by Fitness Gallery



3:15 pm – 4:30 pm – Breakout Sessions (Round 4)

A Recipe for Pairing Nature's Benefits for Your Health: Part Two

Hotel Lobby

You've likely read about the benefits of improving your mental health while being in nature. So, when was the last time you personally experienced those benefits? With a blend of concepts from nature therapy, forest bathing and outdoor education, this session will elicit all your senses from sight to sound and smell to taste! This OUTDOOR, interactive, session will enable you to personally learn how your brain positively reacts to nature and identify ways to incorporate it back in the office much to the delight of your brain and body.

Presented by Jo Burns, MS, CTRS, Chief Connection & Collaboration Officer - Jo Burns Connects, LLC



Ageism: How Parks & Recreation Can Make a Difference

Independence Auditorium

There is another ism, ageism, which is defined by the World Health Organization as prejudice, stereotyping, and discrimination based on age. It's not any more important than the other isms. However, it can affect everyone, regardless of race, gender, ethnicity, sexual identity, ability or religion. When it comes to older adults, ageism can have far reaching impacts on their health, and it can take a heavy economic toll on older adults and society. In this presentation, you will learn that the programs and services we offer in parks and recreation can positively influence society's and the older adult's own perception on aging. You will also walk away with program ideas that can be applied immediately.

This presentation is appropriate for any professional in the field of parks and recreation.

Presented by Cindy Hickman, CPRP, Recreation Coordinator- Active Adults- Town of Erie Parks & Recreation

Creating, Designing and Utilizing an Online Interactive Employee Manual Your Staff Will Actually Want to Use!

Salon D

It's not an easy task to get employees onboarded and keep organizational knowledge up to date or front and center for everyone to access easily. In reality, who actually reads an Employee Manual or reaches for one when you have a question or don't know how to lock a door or where the water shut off is? Why not use current technology trends and collaborate with different departments to create an on-line interactive manual your employees will want to use.

Presented by Clint Dudley, Executive Director - Thompson Rivers Parks & Recreation District | Katie Rummel, Communications Director - Thompson Rivers Parks & Recreation District | Shae Lind, Human Resource Manager - Thompson Rivers Parks & Recreation District

Unleash Your Creativity: Part Two

Salon E

Whenever you hear about an innovative program or creative event, do you ever ask yourself, "Why didn't I think of that?" This interactive, hands-on workshop will guide you through various wacky, thought-provoking exercises guaranteed to inspire you and your teammates. Arm yourself with the practical tools and techniques necessary to be a creative leader—not just a follower!

Presented by Ryan Hegreness, CPRE, Deputy Director of Business Services - South Suburban Parks & Recreation District

Building Youth Sports into the Future

Vista

Evidence based tools to help leaders & coaches create positive environments for youth sports. We'll also look at best practices in parental expectations, training youth coaches, and raising retention.

Presented by Tyler Johnson, Partner Development, Rocky Mountains - Positive Coaching Alliance

Revitalizing Underutilized Spaces for Inclusive Sports Participation

Wanderlust

This session will feature perspectives from the public, private, and nonprofit sectors sharing best practices for transforming underutilized public spaces into safe and inclusive venues for sports participation. Musco, the global leader in sports lighting from 1976, will engage the conference attendees in conversations that touch on key considerations and tips for common topics including:

- Evaluating community needs for sports and recreation
- Identifying appropriate spaces for revitalization
- Designing for optimal usage, durability, and energy efficiency

Presented by Stephen Baker, Sales Representative - Musco Lighting | Kirby Van Der Kamp, Soccer Market Representative - Musco Lighting | Manny Meraz, Program Associate - U.S. Soccer Foundation

Servant Leadership: Serving the Greater Good for Greater Results

Ziegler

Join this team to learn about the style of leadership known as “Servant Leadership”, you’ll hear from three emerging and established leaders how this style works for them, how it is different from other leadership styles, and how it leads to great outcomes for teammates and your agency. You’ll leave with a plan to enhance your own leadership style.

Presented by Jaclynn Alvarez, CPRP, Recreation Administrator - Hyland Hills Park & Recreation District | Ali Rhodes, Director - City of Boulder Parks and Recreation | John Weaver, CPRP, CPSI, Skilled Maintenance Supervisor - City of Colorado Springs Parks, Recreation & Cultural Services

Friday, September 29

8:00 am - 9:00 am - Breakfast - Sponsored by Altitude Recreation

**8:00 am – 10:15 am – Closing Keynote - Viewline Ballroom
Sponsored by Altitude Recreation**



Closing Keynote Speaker Sponsored by Landscape Structures



Closing Keynote - Leaving a Legacy, Chad Hymas, CSP, CPAE

A motivating presentation must be accompanied by solutions that change and inspire lives. Today more than ever, people are looking not simply for entertainment, but for direction and solid answers. Chad Hymas has spent the last twenty three years developing solutions that transformed his life. His stories are moving, his courage unprecedented, and his insights profound. His accomplishments provide a powerful litmus test to the validity of these dynamic principles!

In this presentation, Chad will teach your group to . . .

- Conquer the emotional paralysis that robs vision and momentum
- Turn obstacles into incredible opportunities
- Harness the power of change and rise above to progress
- Tap into unseen personal power and inner strength to accomplish seemingly impossible dreams