



Creating Michigan's Places

Michigan Recreation and Park Association

CONFERENCE
& TRADE SHOW

Presented By:



OFFICIAL PROGRAM & EXHIBIT GUIDE

Hyatt Regency Dearborn www.mrpaconference.com

FEBRUARY 8-10, 2012



BEST BUSINESS PRACTICE

- 9:15 am - 10:30 am** (.1 CEU)
 - Appreciation Marketing · Regency A
- 10:45 am - Noon** (.1 CEU)
 - Marketing and Promotions · Regency C
- 12:15 pm - 2:00 pm**
 - Exhibit Hall Lunch · Great Lakes
- 2:15 pm - 3:30 pm** (.1 CEU)
 - DNR State Outdoor Recreation Plan (SCORP) Development · Stanley Suite
- 3:45 pm - 5:00 pm** (.1 CEU)
 - Legal Issues 101 · Regency B
 - Working with Equipment Vendors - The Inside Story · Regency J
- 5:15 pm - 7:00 pm**
 - Exhibit Hall Reception · Great Lakes
- 5:45 pm - 6:30 pm**
 - First-Time Attendee & Student Welcome · Desoto Foyer
- 7:30 pm - 11:30 pm**
 - Scholarship Networking Event · Post Bar

PROFESSIONAL DEVELOPMENT

- 9:15 am - 10:30 am** (.1 CEU)
 - Bullying in the Workplace · Regency C
- 10:45 am - Noon** (.1 CEU)
 - Advanced Networking Skills · Regency A
 - Recruiting and Interviewing for Seasonal Employees · Regency B
- 12:15 pm - 2:00 pm**
 - Exhibit Hall Lunch · Great Lakes
- 2:30 pm - 4:45 pm** (.2 CEU)
 - Sweaty Palms: The Neglected Art of Public Speaking · Regency C
- 3:45 pm - 5:00 pm** (.1 CEU)
 - Becoming a CPRP / CPRE · Bugatti
 - Difficult Conversations: Why They Matter & How to Make the Best of Them · Stanley Suite
- 5:15 pm - 7:00 pm**
 - Exhibit Hall Reception · Great Lakes
- 5:45 pm - 6:30 pm**
 - First-Time Attendee & Student Welcome · Desoto Foyer
- 7:30 pm - 11:30 pm**
 - Scholarship Networking Event · Post Bar

PROGRAMMING

- 9:30 am - 11:45 am** (.2 CEU)
 - What Do Your Participants Expect from Your Special Event or Festival? · Rolls Suite
- 10:45 am - Noon** (.1 CEU)
 - 10 and Under Tennis: It's a Whole New Ball Game · Bugatti Suite
 - Big Green Gym – Coming to a Park Near You! · Regency G
- 12:15 pm - 2:00 pm**
 - Exhibit Hall Lunch · Great Lakes
- 2:15 pm - 3:30 pm** (.1 CEU)
 - Why Host a Festival in Your Community? · Rolls Suite
- 3:45 pm - 5:00 pm** (.1 CEU)
 - Rec 101: Intro to New Partnership Opportunities · Desoto A
 - The Ins and Outs of Planning for Inclusion · Regency G
- 5:15 pm - 7:00 pm**
 - Exhibit Hall Reception · Great Lakes
- 5:45 pm - 6:30 pm**
 - First-Time Attendee & Student Welcome · Desoto Foyer
- 7:30 pm - 11:30 pm**
 - Scholarship Networking Event · Post Bar

COMMUNICATION

- 9:15 am - 10:30 am** (.1 CEU)
 - Web Based Applications · Regency D
- 10:45 am - Noon** (.1 CEU)
 - SmartPhone Apps for Productivity · Regency D
- 12:15 pm - 2:00 pm**
 - Exhibit Hall Lunch · Great Lakes
- 2:15 pm - 3:30 pm** (.1 CEU)
 - Pure Michigan Marketing · Regency A
 - User Experience: Designing Usable and Accessible Websites · Regency D
- 3:45 pm - 5:00 pm** (.1 CEU)
 - The Ripple Effect of Marketing · Regency A
- 5:15 pm - 7:00 pm**
 - Exhibit Hall Reception · Great Lakes
- 5:45 pm - 6:30 pm**
 - First-Time Attendee & Student Welcome · Desoto Foyer
- 7:30 pm - 11:30 pm**
 - Scholarship Networking Event · Post Bar

GENERAL EDUCATION

- 9:15 am - 10:30 am** (.1 CEU)
 - The “Hospitaltree”: A Look at Customer Service in Michigan State Parks · Regency B
 - Incorporating Public Art into Our Parks, Cityscapes and City Halls · Stanley Suite
 - What is Your H.O.R.S.E. Sense? · Bugatti Suite
- 9:30 am - 11:45 am** (.2 CEU)
 - DNR Outdoor Recreation Grant Programs · Knight Suite
- 10:45 am - Noon** (.1 CEU)
 - Creative Approaches for Communicating Community Assets for Physical Activity · Regency K
 - Flint Riverfront Restoration Plan · Stanley Suite
- 12:15 pm - 2:00 pm**
 - Exhibit Hall Lunch · Great Lakes
- 2:15 pm - 3:30 pm** (.1 CEU)
 - Creating Community through Farmers Markets · Bugatti Suite
 - Partnering with the Michigan DNR on the First State Park Spray Park · Knight Suite
 - To Privatize or Not – That is the Question! · Desoto B
 - Check “YES!” for the Recreation Passport Grant Program · Desoto A
- 3:45 pm - 5:00 pm** (.1 CEU)
 - How Dreams Are Made: Translating Your Ideas Into Designs · Knight Suite
 - The Role of the Natural Resources Commission · Desoto B
- 5:15 pm - 7:00 pm**
 - Exhibit Hall Reception · Great Lakes
- 5:45 pm - 6:30 pm**
 - First-Time Attendee & Student Welcome · Desoto Foyer
- 7:30 pm - 11:30 pm**
 - Scholarship Networking Event · Post Bar

SPECIAL TRACK - PARK RESOURCES

- Park Resources**
- 10:15 am - 11:10 am** (1 MDA Pesticide CEU)
 - Zero Phosphorus – Michigan’s New Fertilizer Law · Regency J
 - 11:15 am - 12:10 pm** (1 MDA Pesticide CEU)
 - Applying Pesticides in a Municipal Environment · Regency J
 - 12:15 pm - 2:00 pm**
 - Exhibit Hall Lunch · Great Lakes
 - 2:15 pm - 3:30 pm** (.1 CEU)
 - Events Recycling R3: Taking Recycling on the Road · Regency G
 - War and Peace: How to Effectively Battle Germs & Bugs in a Parks and Recreation Environment · Regency B
 - 2:30 pm - 3:15 pm**
 - Fireworks 411 · Regency K - Presented by American Fireworks
 - Look, See and DO! · Regency J - Presented by Miracle Recreation of MI
 - 3:30 pm - 4:15 pm**
 - Sinclair Recreation Session · Regency K - Presented by Sinclair Recreation
- While the Wednesday Park Resource sessions are designed for park resource and maintenance staff (and are part of the one-day “Park Resources Registration Package), MRPA Conference & Trade Show Delegates are also invited to participate in sessions.

BEST BUSINESS PRACTICE	PROFESSIONAL DEVELOPMENT	PROGRAMMING
<p>7:30 am</p> <ul style="list-style-type: none"> Placemaking Breakfast · Grand Ballroom <p>9:30 am – 11:00 am</p> <ul style="list-style-type: none"> Final Exhibit Hall Hours · Great Lakes <p>11:00 am - 12:15 pm (.1 CEU)</p> <ul style="list-style-type: none"> Creating A Sense of Place · Regency A Insurance and Liability Issues as Part of Your Daily Routine · Bugatti Suite Accreditation and Your Agency · Regency J <p>12:30 pm – 2:00 pm (meet at lobby in 12:15 pm)</p> <ul style="list-style-type: none"> Take A Student to Lunch · Dearborn Hills Golf Course (or lunch on own) <p>2:15 pm – 3:30 pm (.1 CEU)</p> <ul style="list-style-type: none"> Ghost Protocol: Parks and Recreation Comes Clean (and Green) · Regency C Native Habitats: The New Frontier in Park Design · Rolls Suite <p>2:15 pm – 4:30 pm (.2 CEU)</p> <ul style="list-style-type: none"> Planning Your Sponsorship Success · Stanley Suite <p>3:45 pm – 5:00 pm (.1 CEU)</p> <ul style="list-style-type: none"> Natural Play Environments: Design for Participation · Regency G Work Place Wellness Programs · Bugatti Suite <p>5:30 pm – 6:30 pm • Awards Banquet Reception · Grand Foyer</p> <p>6:30 pm – 9:00 pm • Awards Banquet · Grand Ballroom</p> <p>Following Awards Banquet</p> <ul style="list-style-type: none"> Foundation Afterglow · Rotunda 	<p>7:30 am</p> <ul style="list-style-type: none"> Placemaking Breakfast · Grand Ballroom <p>9:30 am – 11:00 am</p> <ul style="list-style-type: none"> Final Exhibit Hall Hours · Great Lakes <p>11:00 am - 12:15 pm (.1 CEU)</p> <ul style="list-style-type: none"> Managing Stress for Success · Knight Suite <p>12:30 pm – 2:00 pm (meet at lobby in 12:15 pm)</p> <ul style="list-style-type: none"> Take A Student to Lunch · Dearborn Hills Golf Course (or lunch on own) <p>2:15 pm – 4:30 pm (.2 CEU)</p> <ul style="list-style-type: none"> Managing Your Customer Service Delivery and Loyalty · Knight Suite <p>3:45 pm – 5:00 pm (.1 CEU)</p> <ul style="list-style-type: none"> PRORAGIS: Work Smarter, Plan Faster, Compare Better · Regency B <p>5:30 pm – 6:30 pm</p> <ul style="list-style-type: none"> Award Banquet Reception · Grand Foyer <p>6:30 pm – 9:00 pm</p> <ul style="list-style-type: none"> Awards Banquet · Grand Ballroom <p>Following Awards Banquet</p> <ul style="list-style-type: none"> Foundation Afterglow · Rotunda 	<p>7:30 am</p> <ul style="list-style-type: none"> Placemaking Breakfast · Grand Ballroom <p>9:30 am – 11:00 am</p> <ul style="list-style-type: none"> Final Exhibit Hall Hours · Great Lakes <p>11:00 am - 12:15 pm (.1 CEU)</p> <ul style="list-style-type: none"> I'm Stuck and I Need More Money · Stanley Suite <p>12:30 pm – 2:00 pm (meet at lobby in 12:15 pm)</p> <ul style="list-style-type: none"> Take A Student to Lunch · Dearborn Hills Golf Course (or lunch on own) <p>2:15 pm – 3:30 pm (.1 CEU)</p> <ul style="list-style-type: none"> Hey Mama! Parents, Preschool & Program Participants for Life · Bugatti Suite <p>3:45 pm – 5:00 pm (.1 CEU)</p> <ul style="list-style-type: none"> Ice Soccer · Regency K The Future of Arts Programming in Your Community · Rolls Suite <p>5:30 pm – 6:30 pm • Awards Banquet Reception · Grand Foyer</p> <p>6:30 pm – 9:00 pm • Awards Banquet · Grand Ballroom</p> <p>Following Awards Banquet</p> <ul style="list-style-type: none"> Foundation Afterglow · Rotunda
COMMUNICATION	GENERAL EDUCATION	SPECIAL TRACK - LOCAL GOVERNMENT LEADERS
<p>7:30 am</p> <ul style="list-style-type: none"> Placemaking Breakfast · Grand Ballroom <p>9:30 am – 11:00 am</p> <ul style="list-style-type: none"> Final Exhibit Hall Hours · Great Lakes <p>11:00 am - 12:15 pm (.1 CEU)</p> <ul style="list-style-type: none"> Hands on Facebook · Regency D <p>12:30 pm – 2:00 pm (meet at lobby in 12:15 pm)</p> <ul style="list-style-type: none"> Take A Student to Lunch · Dearborn Hills Golf Course (or lunch on own) <p>2:15 pm – 3:30 pm (.1 CEU)</p> <ul style="list-style-type: none"> Social Media Marketing · Regency D <p>3:45 pm – 5:00 pm (.1 CEU)</p> <ul style="list-style-type: none"> Telling Your Parks and Recreation Story the Pure Michigan Way · Regency D <p>5:30 pm – 6:30 pm</p> <ul style="list-style-type: none"> Award Banquet Reception · Grand Foyer <p>6:30 pm – 9:00 pm</p> <ul style="list-style-type: none"> Awards Banquet · Grand Ballroom <p>Following Awards Banquet</p> <ul style="list-style-type: none"> Foundation Afterglow · Rotunda 	<p>7:30 am</p> <ul style="list-style-type: none"> Placemaking Breakfast · Grand Ballroom <p>9:30 am – 11:00 am</p> <ul style="list-style-type: none"> Final Exhibit Hall Hours · Great Lakes <p>11:00 am - 12:15 pm (.1 CEU)</p> <ul style="list-style-type: none"> Greater Achievement Through Connections: People, Parks and Places · Regency G Mission Possible: ULTIMATE Collaboration · Regency C From Collaboration to Consolidation: Rethinking the Boundaries of Our Organizations · Regency B <p>12:30 pm – 2:00 pm (meet at lobby in 12:15 pm)</p> <ul style="list-style-type: none"> Take A Student to Lunch · Dearborn Hills Golf Course (or lunch on own) <p>2:15 pm – 3:30 pm (.1 CEU)</p> <ul style="list-style-type: none"> How Do I Start to Collaborate? Tools for Providing Parks and Recreation Services across Jurisdictional Boundaries · Regency B Creating Better Places through Parks: Leveraging Partnerships and Grants · Regency A Designing Fitness Focused Playgrounds · Regency G Softball Summit: State of the Game · Room TBD <p>3:45 pm – 5:00 pm (.1 CEU)</p> <ul style="list-style-type: none"> Creating Great Parks through Placemaking · Regency A Developing a Recreation Authority in Your Community · Regency C <p>5:30 pm – 6:30 pm • Awards Banquet Reception · Grand Foyer</p> <p>6:30 pm – 9:00 pm • Awards Banquet · Grand Ballroom</p> <p>Following Awards Banquet</p> <ul style="list-style-type: none"> Foundation Afterglow · Rotunda 	<p>Local Government Leaders</p> <p>7:30 am</p> <ul style="list-style-type: none"> Placemaking Breakfast · Grand Ballroom <p>9:30 am – 11:00 am</p> <ul style="list-style-type: none"> Final Exhibit Hall Hours · Great Lakes <p>Local Government Leaders are invited to participate in all Thursday sessions. Events that may be of particular interest are highlighted below:</p> <p>11:00 am - 12:15 pm (.1 CEU)</p> <ul style="list-style-type: none"> Creating A Sense of Place · Regency A From Collaboration to Consolidation: Rethinking the Boundaries of Our Organizations · Regency B Mission Possible: ULTIMATE Collaboration · Regency C <p>2:15 pm – 3:30 pm (.1 CEU)</p> <ul style="list-style-type: none"> How Do I Start to Collaborate? Tools for Providing Parks and Recreation Services across Jurisdictional Boundaries · Regency B Creating Better Places through Parks: Leveraging Partnerships and Grants · Regency A Ghost Protocol: Parks and Recreation Comes Clean (and Green) · Regency C <p>3:45 pm – 5:00 pm (.1 CEU)</p> <ul style="list-style-type: none"> Creating Great Parks through Placemaking · Regency A Developing a Recreation Authority in Your Community · Regency C The Future for Arts Programming in Your Community · Rolls Suite

BEST BUSINESS PRACTICE	PROFESSIONAL DEVELOPMENT	PROGRAMMING
<p>7:30 am</p> <ul style="list-style-type: none"> • Past Presidents' Meeting · Desoto A <p>8:00 am – 9:15 am (.1 CEU)</p> <ul style="list-style-type: none"> • Implementing Best Practices in Strategic Planning and Continuous Improvement · Regency A <p>9:30 am – 10:45 am (.1 CEU)</p> <ul style="list-style-type: none"> • Assuming Responsibility for School Sports · Royale <p>11:00 am – 12:15 pm</p> <ul style="list-style-type: none"> • State of the Association Address · Great Lakes A <p>12:30 pm – 2:45 pm (.2 CEU)</p> <ul style="list-style-type: none"> • Basic Conflict Resolution Training · Knight • Director's Summit · Regency C <p>2:00 pm – 3:15 pm (.2 CEU)</p> <ul style="list-style-type: none"> • Segways, Service Animals and the New ADA – Are You Ready? · Regency G 	<p>7:30 am</p> <ul style="list-style-type: none"> • Past Presidents' Meeting · Desoto A <p>8:00 am – 9:15 am (.1 CEU)</p> <ul style="list-style-type: none"> • Developing a Way Cool Organization · Regency B <p>9:30 am – 10:45 am (.1 CEU)</p> <ul style="list-style-type: none"> • Three C's to Improving Your Agency · Regency C <p>11:00 am – 12:15 pm</p> <ul style="list-style-type: none"> • State of the Association Address · Great Lakes A <p>12:30 pm – 1:45 pm (.1 CEU)</p> <ul style="list-style-type: none"> • Customer Service and Informal Visitor Contact · Regency D <p>12:30 pm – 2:45 pm (.2 CEU)</p> <ul style="list-style-type: none"> • Basic Conflict Resolution Training · Bugatti 	<p>7:30 am</p> <ul style="list-style-type: none"> • Past Presidents' Meeting · Desoto A <p>8:00 am – 9:15 am (.1 CEU)</p> <ul style="list-style-type: none"> • Let's Go Fishing – Utilizing Fishing Events/Activities · Rolls <p>8:30 am – 10:45 am (.2 CEU)</p> <ul style="list-style-type: none"> • Programming Summit · Desoto B • Senior Summit · Knight <p>11:00 am – 12:15 pm</p> <ul style="list-style-type: none"> • State of the Association Address · Great Lakes A <p>12:30 pm – 1:45 pm (.1 CEU)</p> <ul style="list-style-type: none"> • The Silver Tsunami – a WAVE of Opportunity for Recreation Professionals · Regency A
COMMUNICATION	GENERAL EDUCATION	SPECIAL INTEREST SUMMITS
<p>7:30 am</p> <ul style="list-style-type: none"> • Past Presidents' Meeting · Desoto A <p>8:30 am – 10:45am (.2 CEU)</p> <ul style="list-style-type: none"> • Communications Summit · Bugatti <p>11:00 am – 12:15 pm</p> <ul style="list-style-type: none"> • State of the Association Address · Great Lakes A <p>2:00 pm – 3:15 pm (.1 CEU)</p> <ul style="list-style-type: none"> • Social Media and the Collaborative Web · Regency J 	<p>7:30 am</p> <ul style="list-style-type: none"> • Past Presidents' Meeting · Desoto A <p>9:30 am – 10:45 am (.1 CEU)</p> <ul style="list-style-type: none"> • Michigan Natural Resources Trust Fund 1976-2011 · Sterns • The ABC's of ADA Transition Plans · Regency D <p>11:00 am – 12:15 pm</p> <ul style="list-style-type: none"> • State of the Association Address · Great Lakes A <p>12:30 pm – 1:45 pm (.1 CEU)</p> <ul style="list-style-type: none"> • Beyond Accessibility – A Higher Level of Inclusive Play · Steamer <p>2:00 pm – 3:15 pm (.2 CEU)</p> <ul style="list-style-type: none"> • Segways, Service Animals and the New ADA – Are You Ready? · Rolls Suite 	<p>8:30 am – 10:45 am (.2 CEU)</p> <ul style="list-style-type: none"> • Programming Summit · Desoto B • Senior Summit · Knight • Park Resources Summit · Steamer • Communications Summit · Bugatti • Facilities Summit · Stanley • Students Summit · Regency G <p>9:00 am – 10:30 am (.2 CEU)</p> <ul style="list-style-type: none"> • Public Policy Committee Meeting · Royce <p>11:00 am – 12:15 pm</p> <ul style="list-style-type: none"> • State of the Association Address · Great Lakes A <p>12:30 pm – 2:45 pm (.2 CEU)</p> <ul style="list-style-type: none"> • Aquatics Summit · Stanley • Athletics Summit · Regency B • Director's Summit · Regency C

12:15 pm – 2:00 pm **Exhibit Hall Opening & Lunch**
(details page 19)

5:15 pm – 7:00 pm **Exhibit Hall Reception**
(details page 21)

5:45 pm - 6:30 pm **First-Time Attendee & Student Welcome**
(details page 21)

7:30 pm – 11:30 **Scholarship Networking Event**
(details page 21)

Welcome Park Resources Package Attendees

MRPA extends a special welcome to all attendees taking advantage of the Park Resources Package – a new registration option for 2012. Your reduced registration rate provides access to the following sessions and events:

10:15 am - 11:10 am
Zero Phosphorus – Michigan's New Fertilizer Law
Regency J 1- MDA Pesticide CEU (3A or 6)

11:15 am – 12:10 pm
Applying Pesticides in a Municipal Environment
Regency J 1-MDA Pesticide CEU (Commercial CORE)

12:15 pm – 2:00 pm
Trade Show Exhibit Hall Lunch
Great Lakes

2:15 pm – 3:30 pm
Events Recycling: Taking Events on the Road
Regency G (0.1 NRP A CEU)

War and Peace: How to Effectively Battle Germs and Bugs in the Parks and Recreation Environment
Regency B (0.1 NRP A CEU)

2:30 pm – 3:15 pm
Fireworks 411
Regency K
Presented by Exhibitor American Fireworks

Look, See and DO!
Regency J
Presented by Exhibitor Miracle Recreation of Michigan

3:30 pm – 4:15 pm
Session from Sinclair Recreation
Regency K
Presented by Exhibitor Sinclair Recreation

These sessions are designed specifically for Park Resource attendees, however all Conference & Trade Show delegates are welcome to attend as well.

EDUCATIONAL SESSIONS

9:15am - 10:30am

● Appreciation Marketing

Regency A (0.1 CEUs)

It used to be that great customer service was enough. Not anymore. Organizations intent on thriving in the new economy must focus on building extreme customer loyalty - the easiest, most cost-effective way to do that is with “Appreciation Marketing.” Appreciation Marketing is the personal touch that sets you and your organization apart from the competition. It’s the key to creating loyal, lifelong customers that will ensure repeat business and endless referrals. If Appreciation Marketing has not been a part of your business plan, it’s time to make a powerful change. Join us and learn how!

Colleen Kilpatrick – Marketing Coach and Customer Retention Specialist, Colleen & Company

● Bullying in the Workplace

Regency C (0.1 CEUs)

Bullying is a hot topic today and it is not limited to schools and playgrounds! Workplace bullying is real and happening today. Learn the factors that increase the risk for bullying behavior with examples of bullying and the signs to watch for. Learn the positive steps to confront and eliminate bullying in the workplace.

Julienne Hefter – Aquatic Consultant and Founder, Safety First Aquatics

● Incorporating Public Art into our Parks, Cityscapes and City Halls

Stanley Suite (0.1 CEUs)

Join a panel of arts and cultural experts for a discussion of current public art innovations, including an environmental art park, citywide public art experiences and setting up permanent and temporary art exhibits. This session covers everything you need to know, from artist applications to project implementation and everything in between.

Deb Mikula - Director, Howell Area Parks & Recreation Authority
John Sauvé - Founder, Sauvé Art Foundation

Renee Hintz - Executive Director, Michigan Legacy Art Park
Nancy Coumoundouros – Cultural Arts Supervisor, City of Farmington Hills
Cultural Arts Division

● The “Hospitalitree”: A Look at Customer Service at Michigan State Parks

Regency B (0.1 CEUs)

Participate in the hospitality training program that was rolled out by the Michigan Department of Natural Resources in 2011. Get an additional sneak peek at their Hospitality 2.0, a two-part training focused on diversity and serving customers when outside of park borders. An idea share will be included to expand the list of best practices for all participants.

Maia Stephens – Recreation Programmer, Michigan Department of Natural Resources

● Web Based Applications

Regency D (0.1 CEUs)

There are great, FREE websites and web-based applications that can make you more productive on the job! Do you feel overwhelmed by the web-based apps and services available today? Wondering where to begin? We'll share information about Prezi, Doodle, Evernote, Google Apps and much more!

Heather Kellstrom – Director of Instructional Technology, Saline Area Schools
Troy Wissink – Network Administrator, Saline Area Schools

● What is your H.O.R.S.E. Sense?

Bugatti Suite (0.1 CEUs)

Horses are herd animals demonstrating hierarchy, protection, distinct patterns and communication. As individuals, we find ourselves in many roles and places throughout the day: work, play, school, family, sports, professional groups and affiliations. Your H.O.R.S.E. sense comes from “Honesty” with “Outcomes” based on your “Reactions” leading to “Self awareness” through an “Experiential learning process.

Lee Ann Hull, Dianne Galbavi and Christine Smith, Sierra Rose Farms
Joan Lenhard, CTRS

9:30am - 11:45am

● DNR Outdoor Recreation Grant Programs

Knight Suite (0.2 CEUs)

Workshop on developing grant applications for the Michigan Natural Resources Trust Fund, Land and Water Conservation Fund and Recreation Passport Local Grant Programs. Attendees will be able to identify public outdoor grant opportunities, determine applicant eligibility, and will learn details of the scoring system used by the DNR to evaluate grant applications.

Steve DeBrabander – Grants Management Supervisor, Michigan DNR

9:30am - 11:45am CONT.

● **What Do Your Participants Expect from Your Special Event or Festival?**

Rolls Suite (0.2 CEUs)

You have planned every aspect of your festival or event. But have you ever looked at the programming from the participant's point of view? What are they looking for? Learn from contractors and vendors (who have seen it all), as well as the public participants your event serves.

Ron Reinke – Owner, The Leisure Resource Group, Inc.
Roberto Sorgi – Owner, American Fireworks

10:45am - Noon

● **10 and Under Tennis, It's a Whole New Ball Game**

Bugatti Suite (0.1 CEUs)

The game of tennis is now more kid-friendly! 10 and Under Tennis helps kids get in the game and stay in the game. This session will provide an overview of the changes in tennis for players 10 and under. Find out how to enhance your youth tennis programming and get more kids on your courts! At last, children's tennis that is just their size.

George Lowe – Michigan Tennis Service Representative, USTA Midwest Section

● **Advanced Networking Skills**

Regency A (0.1 CEUs)

Discover the secrets of savvy networkers in this class designed for both the novice and the veteran; the introvert and the extrovert. Learn how to: avoid the biggest networking mistakes that cost you business; build rapport and put yourself and others at ease and turn networking leads into friendships, support and new business after an event.

Colleen Kilpatrick – Marketing Coach and Customer Retention Specialist, Colleen & Company

● **Big Green Gym - Coming to a Park Near You!**

Regency G (0.1 CEUs)

It's heating up and we're heading out - to the great outdoors, that is! We'll teach you easy ways to incorporate self-directed and organized fitness programs into your local parks.

Jeannette Williams, CPRE – Recreation Specialist, Canton Leisure Services
Kathy McCarthy - Health and Wellness Coordinator and Weight Loss Consultant, Canton Leisure Services

● **Creative Approaches to Communicating Community Assets for Physical Activity**

Regency K (0.1 CEUs)

Want to expand your reach? Learn how you can apply statewide initiatives and innovative outreach to highlight community-based physical activity assets and reach multiple audiences.

Sarah R. Cullen, R.D., Michigan Nutrition Network Project Manager, Michigan Fitness Foundation
Sarah Panken, Active Communities Manager, Michigan Fitness Foundation
Gretchen Mensing, APR, Communications Manager, Michigan Fitness Foundation

● **Flint Riverfront Restoration Plan**

Stanley Suite (0.1 CEUs)

The focus of this presentation will be to demonstrate how an interdisciplinary approach allowed the City of Flint and the large project stakeholder group to see the riverfront opportunities more clearly and with greater energy to implement the plan. The riverfront restoration plan fuses the technical elements for flood control with ecological restoration, public open space design, recreational boating and redevelopment of underutilized land. The presentation will provide an overview on the collaborative process and strategic thinking that brought together a plan to address the multiple objectives noted above. The presentation will also discuss the park-related design issues unique to this urban riverfront corridor.

David Anthony – Wade Trim
Jamison W. Brown - livingLAB

● **Marketing and Promotions**

Regency C (0.1 CEUs)

Marketing is the process of demonstrating the value of your organization's programs and services to the potential users of those programs and services. Promotions are utilized to further the growth or establishment of those programs and services. This session will discuss the four ways that marketing enables you to serve your clients better, including: relevant services, efficient service delivery, enhanced program awareness/better communication and fairer pricing. Also covered will be the following promotional steps: needs determination, strengths and weaknesses of other program providers in the area, development of a strategy for offering services that yield the optimum facility and program mix with the appropriate pricing structure and what promotional steps should be taken.

Juliene Hefter – Aquatic Consultant and Founder, Safety First Aquatics

● **Recruiting and Interviewing for Seasonal Employees**

Regency B (0.1 CEUs)

Seasonal employees...we all need them, but sometimes it can be hard to find, hire AND keep great seasonal help! This program will discuss the following topics: what to do before the job is posted, timesavers involved in recruiting, writing the questions, interviewing standards, do's and don'ts, differences and similarities involved in interviewing for full-time staff and seasonal staff, and what to do after the interview.

Jon Keith, CPRP – Superintendent of Recreation, Washtenaw County Parks and Recreation Commission

● **SmartPhone Applications for Productivity**

Regency D (0.1 CEUs)

Do you own a SmartPhone? Want to become more productive on the job? There is a universe of SmartPhone applications available for your use! Learn about great SmartPhone apps and how they can be used as your personal assistant.

Heather Kellstrom – Director of Instructional Technology, Saline Area Schools
Troy Wissink – Network Administrator, Saline Area Schools

Exhibit Hall Opening & Lunch

12:15 pm – 2:00 pm Great Lakes

Join us for the grand opening of the 2012 Trade Show Exhibit Hall! The MRPA Trade Show draws vendors from a variety of sectors within the parks and recreation industry. From playground manufacturers to court surfacing experts, recreation software providers to aquatic suppliers (and everything in between!), the Exhibit Hall will showcase the products that will help streamline operations and save your community money.

Please note that entrance to the Exhibit Hall is free; however a ticket is required for meals. An Exhibit Hall Lunch meal ticket is included in the Deluxe, Full, Daily and Park Resources Registration Packages. Attendees who selected other registration options may purchase a meal ticket at the registration desk in the rear area of the lobby.



**Thank you Exhibit Hall Lunch Sponsor
Musco Sports Lighting!**

2:15pm - 3:30pm

● **Check “YES!” for the Recreation Passport Grant Program**
Desoto A (0.1 CEUs)

The first round of Recreation Passport grants have been awarded, and the deadline for the next grant cycle is May 1, 2012. Learn more about the Recreation Passport program and the grants available for local communities during an informal panel discussion with representatives from the Michigan DNR and some of the 2011 Recreation Passport grant recipients.

Maia Stephens – Recreation Programmer, Michigan Department of Natural Resources
John Cherry, Jr. – Recreation Passport Grant Coordinator, Michigan Department of Natural Resources

● **Creating Community through Farmers Markets**

Bugatti Suite (0.1 CEUs)

“Creating Community through Farmers Markets” highlights how parks and recreation professionals can be involved in building successful farmers markets throughout the state. Learn best practices that relate to creating and maintaining a successful farmers market in local Michigan communities.

Maggie Smith – Administrative Assistant, Michigan Farmers Market Association
Vince Paris – Fenton Farmers Market
Tina Lloyd – Manager, Canton Farmers Market
Casey Reed – Recreation Coordinator, Springfield Township Parks and Recreation

● **DNR State Comprehensive Outdoor Recreation Plan (SCORP) Development**

Stanley Suite (0.1 CEUs)

Session provides information on the development, purpose and content of the State Comprehensive Outdoor Recreation Plan and solicits key input from participants.

Steve DeBrabander – Grants Management Supervisor, Michigan DNR

● **Events Recycling R3: Taking Recycling on the Road**

Regency G (0.1 CEUs)

Trash is the bane of every park or festival event! Learn top strategies to begin or maintain a successful recycling program in your parks and at your special events that will minimize the challenges for your department.

Roger Cargill – Manager, Schupan Recycling

● **Partnering with the Michigan DNR on the First Spray Park at a State Park**

Knight Suite (0.1 CEUs)

This program outlines the process that the Friends of Bay City State Recreation Area (BCSRA) followed to raise more than \$300,000 for the first spray park at a State Park. This collaborative project discusses the importance of building and maintaining relationships. Learn about the hurdles faced by the Friends of BCSRA and strategies to overcome these hurdles. The importance of working with Community Foundations and establishing an endowment fund will also be discussed.

Catherine Washabaugh – Vice President, Friends of Bay City State Recreation Area

● **Pure Michigan Marketing**

Regency A (0.1 CEUs)

This training session instructs attendees on how to obtain free listings on the Travel Michigan website, also known as “Pure Michigan” (www.michigan.org). The session provides step-by-step instruction on how to submit Michigan-based travel and tourism industry property information, as well as how to add events and deals, images and videos to help promote your property. If you have your laptop, bring it with you and follow along during this interactive, hands-on session!

Carol Royle – Web Administrator, Travel Michigan

● **To Privatize or Not – That is the Question!**

Desoto B (0.1 CEUs)

A panel of agency case studies focusing on the pros and cons of privatizing parks and recreation services, with a focus on golf course operations and / or maintenance.

Dan Stencil, CPRE – Executive Officer, Oakland County Parks and Recreation
Paul Simpson – Recreation Program Supervisor - Golf and Field Sports, Oakland County Parks and Recreation

Jeff Biegler, CPRP – Director, City of Troy Recreation Department

● **User Experience: Evaluation Techniques for Designing Usable and Accessible Websites**

Regency D (0.1 CEUs)

Is your website user friendly? Can people find what they are looking for without calling for assistance? Learn how to incorporate user-centered design into website development process, which is critical for deploying usable, cost-effective systems. This session has a specific focus on usability and accessibility evaluation.

Sarah Swierenga, Ph.D – Director, Michigan State University Usability/ Accessibility Research and Consulting

Dennis Propst, Ph.D – Professor, Forest Recreation and Forest Psychology, Michigan State University

● **War and Peace, How to Effectively Battle Germs and Bugs in a Parks and Recreation Environment**

Regency B (0.1 CEUs)

Influenza, MRSA, Lice, Bed Bugs, NoroVirus are the current “bugs” we battle when servicing the public. Learn effective methods to hold the enemy at bay.

Karin Wysocki - President, GRBS, Inc (Grand Rapids Building Services)

● **Why Host a Festival in Your Community?**

Rolls Suite (0.1 CEUs)

Thinking about hosting a festival or expanding on an existing one? Our panel members have decades of experience hosting, supervising and implementing community festivals and events. They will discuss the components of a festival and demonstrate the economic impact and benefits of hosting a festival in your community.

Jon LaFever – Recreation Supervisor, Canton Leisure Services
Ron Reinke – Owner, The Leisure Resource Group, Inc.

2:30pm - 4:45pm

● **Sweaty Palms: The Neglected Art of Public Speaking**

Regency C (0.2 CEUs)

Do you get sweaty palms just thinking about having to speak in front of people? Does the thought of having to get up and give a presentation make you want to faint? Do you want to improve your ability to give presentations at your city council or department-wide meetings, or submit sessions to present at conferences, workshops or seminars? If you answered yes to any of the above questions, then this workshop is just for you! Join us as we provide you with a hands-on workshop that provides you the opportunity to practice speaking in front of various sized groups. A group of talented presenters will work with you on various presentation techniques to make the thought of presenting in public less dreadful!

Julienne Hefter – Aquatic Consultant and Founder, Safety First Aquatics

3:45pm - 5:00pm

● **Becoming a CPRP / CPRE**

Bugatti Suite

This session provides an overview of the process of becoming a Certified Park and Recreation Professional (CPRP) and a Certified Park and Recreation Executive (CPRE), including qualifications, the application process, preparation for the exam, the exam process, continuing education requirements and of course, the benefits of certification.

Al Ellard, CPRP, PhD – Professor, Central Michigan University Department of Recreation, Parks and Leisure

Lori Irwin, CPRP – Instructor, Central Michigan University Department of Recreation, Parks and Leisure

● **Difficult Conversations: Why They Matter and How to Make the Best of Them**

Stanley Suite (0.1 CEUs)

We all dread those uncomfortable moments. Wouldn't it be great to handle them with poise and confidence? Learn how to excel during stressful conversations and how to navigate difficult situations with maximum effectiveness.

Linda Walter, CPRP – Director, Clinton Township Parks & Recreation

● **How Dreams Are Made – Translating Your Ideas Into Designs**

Knight Suite (0.1 CEUs)

Frank Lloyd Wright called ideas “salvation by imagination.” As designers and architects develop concepts, their “salvation” comes in large part from the “imagination” of staff and administrators participating in the design development. This session focuses on how ideas are translated into the most imaginative, creative and valuable designs. Various case studies will be shared, to demonstrate how “dreams are made.”

Timothy Casai, FAIA – President, TMP Architecture

David Larson, AIA – Senior Vice President / Chief Design Officer, TMP Architecture

● **Legal Issues 101**

Regency B (0.1 CEUs)

Join this educational session to learn about various legal issues, including liability waivers and their basic key components, contracts and permits related to rentals, special events and vendors. Additional topics include what to do when threatened with a lawsuit, free speech amendment as it pertains to parks and recreation events, documentation of accidents/incidents and how to effectively communicate with your attorney to save your department time and money.

Bryan Monaghan – Attorney, Law Office of Bryan Monaghan

● **Role of the Natural Resources Commission**

Desoto B

Natural Resources Commission Chairman Tim Nichols presents a brief background of the commission and an overview of what its role is within the Michigan Department of Natural Resources.

Tim Nichols – Chair, Natural Resources Commission

● **Rec 101: Intro to New Partnership Opportunities**

Desoto A (0.1 CEUs)

The DNR opened the front door to the outdoors and has welcomed thousands of first-timers through its Recreation 101 program. This free program provides all the gear, guides and outdoor good times with the help of community volunteers, local businesses and Merrell, a Michigan-based clothing and footwear company. Learn how your agency can work with the DNR to host, provide, and promote Rec 101 programs, and explore partnership opportunities for Rec 202, rolling out in 2012.

Ann Conklin, CPRP – Chief Operating Officer, Michigan Recreation and Park Association
Maia Stephens – Recreation Programmer, Michigan Department of Natural Resources

● **The In's and Out's of Planning for Inclusion**

Regency G (0.1 CEUs)

Learn basic steps and tricks to help make your programs more inclusive.

Stella Husch – President, Strive Recreational Therapy

● **The Ripple Effect of Marketing**

Regency A (0.1 CEUs)

Learn how basic marketing techniques can have a ripple effect on your parks marketing, customer communication and overall bottom line. Learn how customer data can help develop your organization's marketing business model, identify ways to leverage the physical and marketing assets of your parks to build equitable partnerships, and realize the benefits of using the state of Michigan's services to assist in your organization's marketing and business efforts.

Hilda McShane – Marketing Specialist, Genesee County Parks and Recreation Commission

● **Working with Equipment Vendors: The Inside Story**

Regency J (0.1 CEUs)

What you need to know about fitness equipment and your facilities – purchasing equipment vs. leasing, the how-to's of trading equipment in, how often to switch out fitness equipment, trends in popular fitness machines, as well as additional best practices and strategies for success.

Mark Kwiatkowski – Regional Sales Manager, Direct Fitness Solutions

Exhibit Hall Reception

5:15 pm – 7:00 pm

Great Lakes

Take advantage of the final hours of the 2012 MRPA Trade Show. This is your opportunity to learn about the latest trends, services and products that can enhance your department's productivity and help meet your bottom line.

Please note that entrance to the Exhibit Hall is free; however a ticket is required for meals. An Exhibit Hall Reception meal ticket is included in the Deluxe, Full and Daily Registration Packages. Attendees who selected other registration options may purchase a meal ticket at the MRPA Registration Desk in the rear area of the lobby.

First-Time Attendee & Student Welcome

5:45 pm - 6:30 pm

Desoto Foyer

If this is your first time attending the MRPA Conference & Trade Show, you're invited to attend this social gathering to meet other new attendees and learn how to get the most from your Conference experience.

New and returning student volunteers are also invited to join the party! Learn how to maximize your time at Conference, network with attending professionals and meet other students enrolled in park and recreation programs throughout the state!

Scholarship Networking Event

7:30 pm – 11:30

Post Bar (shuttle from Hyatt)

The Wednesday Social will take place at the Post Bar in Dearborn. Included in the fun: DJ, dancing, pool, darts, and outdoor bonfire and games! The annual, fully-sanctioned Connect Four Tournament will also take place - perhaps YOU will take the gold belt from the current Tournament Champion Chad Stevens!

Your attendance at the Conference Scholarship Social Networking Event benefits the MRPA Scholarship Committee. The proceeds generated from events including the Conference Scholarship Networking Events and the annual Scholarship Golf Outing make it possible for the Committee to provide more than \$10,000 in scholarships to MRPA student members pursuing degrees in parks, recreation and leisure services.

Ticket Cost: \$15. A ticket to the event is included in the Deluxe Registration Package. Attendees who selected other registration options may pay at the door.

A shuttle is available from the lobby doors of the Hyatt Regency Dearborn – it will take attendees to the Post Bar and back. The shuttle runs approximately every half hour beginning at 7:15 pm.



**Thank you Sponsor
Sinclair Recreation!**

7:30 am **Placemaking Breakfast**
(details at right)

Following Breakfast **Parks & Recreation Town Hall Meeting**
(details at right)

9:15 am – 11:00 am **Final Trade Show Exhibit Hall Hours**
(details at right)

12:15 pm – 2:00 pm **Take a Student to Lunch**
(details on following page)

5:30 **Awards Reception**
(details on page 27)

6:30 **Annual Awards Banquet**
(details on page 27)

MRPA Foundation Afterglow, following Rewards Banquet
(details on page 27)

Natural Resources Commission (NRC) Meetings **TBD**
MI State Parks Advisory Committee Meeting 9:30 am
NRC Policy Committee - Wildlife & Fisheries 11:30 am
NRC Committee of the Whole 2:00 pm

Welcome Local Government Leaders

MRPA extends a special welcome to all attendees taking advantage of the Local Government One-Day Package – a new registration option for 2012. Your registration provides access to the Placemaking Breakfast, the Exhibit Hall and all educational sessions held on Thursday, February 9. To view an At-a-Glance Calendar that outlines sessions that may be of a particular interest, see page 14.

Any Local Government Leader Package delegates interested in attending the MRPA Awards Banquet may purchase a ticket at the MRPA Registration Desk between 7:00am – 4:30pm.

Placemaking Breakfast

7:30 am **Grand Ballroom**
The role of parks, recreation and leisure services in placemaking is undeniable – our programs, services and facilities truly create Michigan's great places. Join at the Placemaking Breakfast to learn more about the importance of parks and recreation from Mayors Dave Bing and John O'Reilly, County Executives Robert Ficano, Mark Hackel and L. Brooks Patterson and emcee Dan Gilmartin. Believe us, it's an event you do not want to miss.

A ticket to the breakfast is included in Deluxe, Full, Daily Delegates and Local Government Leader Packages – visit the MRPA Registration Desk to purchase additional tickets.



Thank you sponsor
Landscape Structures!

Peter Nielsen's Parks & Recreation Town Hall Meeting

Following Breakfast **Great Lakes**
Peter Nielsen is the author of numerous books and videos on health and fitness; he is also a frequent contributing writer for local and national health publications. Nielsen has hosted the nationally syndicated Peter's Principles TV and radio shows for more than 15 years; Peter's Principles is syndicated in more than 200 stations across the country.

Join Peter Nielsen in the Trade Show Exhibit Hall following the Placemaking Breakfast for a town-hall regarding the impact and importance of parks, recreation and leisure services.

Final Exhibit Hall Hours

9:15 am – 11:00 am **Great Lakes**
Your final opportunity to visit the 2012 Trade Show Exhibit Hall! Don't miss your chance to meet vendors, suppliers and partner organizations who can enhance and streamline the services provided by your agency! A complete listing of Trade Show Exhibitors can be found beginning on page 33.

The MRPA Trade Show Exhibit Hall will be held in the Great Lakes Center. Entrance to the Trade Show Exhibit Hall is free.

EDUCATIONAL SESSIONS

11:00am - 12:15pm

● Accreditation and Your Agency Regency J (0.1 CEUs)

Gain an understanding of agency accreditation and what resources and strategies will be necessary to attain accreditation. Learn about how agency accreditation can positively impact the organization's culture and provide additional benefits. Leaders from two accredited agencies will provide insight into how accreditation can be attained and clarify any assumptions about the process and allay any fears.

Greg Hohenberger – Manager of Operators, Canton Leisure Services
Sean Fletcher, CPRP – Recreation Supervisor, Canton Leisure Services

● Creating a Sense of Place Regency A (0.1 CEUs)

What is place? Experts from around the world—in academic, business, and public sectors alike—have shown that strategically investing in communities is a critical element to long-term economic development and quality of life in the 21st century. The future of communities in Michigan and elsewhere depends on their abilities to attract and retain knowledge-based workers, entrepreneurs and growing industries. Central to attracting these important commodities is the concept of PLACE.

During this session, you'll learn strategies to communicate and improve how parks and recreation contribute toward creating a sense of place in your community.

Daniel P. Gilmartin – Executive Director and CEO, Michigan Municipal League

● From Collaboration to Consolidation: Rethinking the Boundaries of Our Organizations Regency B (0.1 CEUs)

Harsh economic realities are forcing many parks and recreation agencies to look seriously at collaborating and even consolidating with other agencies. This session looks at several examples of intergovernmental cooperation in Michigan, examining the challenges and benefits of this important and complicated trend.

Kerry Laycock, CMC – Management Consultant, Laycock LLC

11:00am - 12:15pm CONT.

● **Greater Achievements through Connections: People, Parks, and Places**

Regency G (0.1 CEUs)

The value of Parks and Recreation in creating great places in Michigan is significant and has never been more important or so prominent. As the new Michigan is created, parks at all levels, with their natural beauty, recreation opportunities and economic power will enhance every corner of the state. Initiatives are underway to connect people across the state to our natural resources. Whether it's a trail linking a local park to a state park, educational programs in our schools and communities, regional collaborations exploring innovative models; or, creating a vision for Michigan's great outdoors, the connections are vital to creating great places.

The panel assembled for this session discusses many of the initiatives underway in both the public and private sector to connect the people of Michigan to parks and open space. Additional discussion on how collaborative initiatives represent opportunities to leverage limited local resource, add in a variety of new partners (and audiences), and expand services.

Nancy Krupiarz - Executive Director, Michigan Trails and Greenways Alliance
Erin McDonough - Co-Chair, State Park Blue Ribbon Panel and Executive Director, Michigan United Conservation Clubs (MUCC)
Amy McMillan, CPRP - Director, Genesee County Parks and Recreation Commission and MRPA representative on the State Park Blue Ribbon Panel
Mary Whitmore - Coordinator, Great Lakes Stewardship Initiative

● **Hands-On Facebook**

Regency D (0.1 CEUs)

Learn about Facebook pages versus private profiles, understand the pros and cons of Facebook usage and learn tips & techniques to successfully build a Facebook following. Learn how to leverage groups and gain visibility for Facebook pages through other social networks.

Nipa Shah - Founder and President, Jenesys Group

● **I'm Stuck and I Need More Money**

Stanley Suite (0.1 CEUs)

The days of the traditional sponsorship packages are long gone. Sponsors want you to create memories and provide a positive experience with their brand. Creative programming helps add more partners to your event. This session shares innovative ways to increase revenue while attracting patrons, creating memories and activating your sponsorships.

Deb Johnson - Director of External Relations, University of Nebraska-Lincoln Campus Recreation

● **Insurance and Liability Issues as Part of Your Daily Routine**
Bugatti Suite (0.1 CEUs)

This session identifies the various liability issues related to parks and recreation that can occur during your daily work-day routine. Learn about potential liability issues related to parks and recreation activities and how to manage and prepare for them.

Craig Manser - Owner, Ibox Insurance Agency

● **Managing Stress for Success**

Knight Suite (0.1 CEUs)

Stress can be a good thing, believe it or not! In this session, learn to identify both positive and negative stressors in your personal and professional life. Learn how to apply concepts and tools to make the most out of each day, so that you feel fulfilled instead of frazzled. This session helps attendees uncover ways to manage their stress in order to better serve their organization, employees and themselves.

Eileen Soisson - President and Founder, The Meeting Institute

● **Mission Possible - ULTIMATE Collaboration**

Regency C (0.1 CEUs)

Community leaders are holding a place at their tables for Parks and Recreation professionals. National initiatives, such as the Convergence Partnership and HUD Sustainable Communities, and local initiatives such as Community Health Needs Assessments are just a few examples of ways that Parks and Recreation need to be responding to and seeking out collaborative opportunities.

Cynthia Cameron, PhD - Director of Corporate Planning, Michigan Public Health Institute
Julie Hales Smith - Senior Project Coordinator, Michigan Public Health Institute

Take a Student to Lunch

12:15 pm - 2:00 pm Dearborn Hills Golf Course

Want to be a mentor to future parks and recreation leaders? Here is your chance to take a student to lunch and give them an inside view of life in the profession!

Cost is \$34 and covers lunch for both you and a student. All student participants in the lunch event are 2012 Conference & Trade Show volunteers.

Please meet in the lobby at 12:15pm.

2:15pm - 3:30pm

● **Creating Better Places through Parks: Leveraging Partnerships and Grants**

Regency A (0.1 CEUs)

Learn how to create a stronger sense of place in their communities by leveraging partnerships and funding resources to support park improvements.

Rachel Kuntzsch - Owner Kuntzsch Business Services, Inc. and Director, Heart of the Lakes Center for Land Conservation Policy

● **Designing Fitness-Focused Playgrounds**

Regency G (0.1 CEUs)

Learn about the physical fitness benefits gained by kids using a playground and how to design playgrounds to get and keep kids active.

John McConkey - Director of Marketing Insights, Landscape Structures, Inc.
Eric Sheffer - President, Superior Play LLC

● **Ghost Protocol: Parks and Recreation Comes Clean (and Green)**

Regency C (0.1 CEUs)

The goal of this session is to help Parks and Recreation professionals better understand the role that they can play in creating places that will attract talent and ultimately enhance Michigan's economic bottom line.

Julie Hales Smith - Senior Project Coordinator, Michigan Public Health Institute

● **Hey Mama! Parents, Preschool & Program Participants for Life**

Bugatti Suite (0.1 CEUs)

Learn and share ideas about how to create a feeder program that aims to teach and support moms-to-be and new parents...simultaneously filling your pool of potential preschool candidates and lifelong recreation participants!

Jennifer Provenzano - Recreation Specialist, Canton Leisure Services

● **How Do I Start to Collaborate? Tools for Providing for Parks and Recreation Across Jurisdictional Boundaries**

Regency B (0.1 CEUs)

Learn how to use state enabling legislation, common sense and new opportunities for collaboration to manage and provide parks and recreation services across jurisdictional boundaries.

Harry Burkholder - Community Planner II, Land Information Access Association (LIAA)

2:15pm - 3:30pm CONT.

● **Native Habitats: The New Frontier in Park Design**

Rolls Suite (0.1 CEUs)

“Sustainable” projects are all the rage in today’s landscapes. But just what does that mean, and how does it change park design and management processes? This session follows Hawk Nest Park through design development, construction and management, sharing knowledge of the impact the sustainable trend has on local parks.

Robert Ford – Principal, Landscape Architects and Planners
 Jerry Stewart – President and Operations Director, Native Connections
 Wendy Wilmers-Longpre – Assistant Director, City of East Lansing Parks, Recreation & Arts

● **Social Media Marketing**

Regency D (0.1 CEUs)

Social media tools such as Twitter, Facebook and LinkedIn are free for users, but are they really “free”? Learn the importance of quality and quantity, as well as a variety of effective strategies for maintaining a robust online presence.

Nipa Shah – Founder and President, Jenesys Group

● **Softball Summit: State of the Game**

TBD (0.1 CEUs)

This session reviews some of the major factors influencing adult softball league and tournament directors as they face their upcoming seasons. Learn from a panel of MASA (Michigan Amateur Softball Association) and MDASA (Metro Detroit Amateur Softball Association) Members as they address issues such as bat doctoring, umpires, choice of softballs, sponsorships, tournaments and ways for leagues and teams to save money.

Troy Stowell – Coordinator of Lifetime Sports, Lansing Parks and Recreation;
 Vice President-Elect, MASA

2:15pm - 4:30pm

● **Managing Your Customer Service Delivery and Loyalty**

Knight Suite (0.2 CEUs)
 Great service naturally yields greater profits. Even just a 5% increase in customer retention can boost revenues between 25 - 125%. Learn how to keep your customers coming back for more by effectively managing your organization’s service delivery and product promotion. This session reviews management strategies such as establishing service standards, offering staff training and recognition and measuring service delivery. Target key ways to prepare your staff for top-notch service delivery through standards and skills such as listening and seeking out customer feedback via comment cards, audits and secret shopping.

Eileen Soisson – President and Founder, The Meeting Institute

● **Planning Your Sponsorship Success**

Stanley Suite (0.2 CEUs)

The fundamentals of sponsorship can be used for festivals, events, sports and recreation. We all have one thing in common – we must find more resources to help reach our vision. This workshop explores the key steps to sponsorship success, such as finding the right sponsors, building your pipeline, sales strategies, implementation and follow through. Learn why organizations choose to sponsor and what decision-makers want for their sponsorship dollars. Bring the next idea you want to sponsor with you. Attendees have an opportunity to work through your ideas and begin to create your sponsorship success during this session.

Deb Johnson – Director of External Relations, Univ. of Nebraska-Lincoln Campus Recreation

3:45pm - 5:00 pm

● **Creating Great Parks through Placemaking**

Regency A (0.1 CEUs)

Great parks are lively places where people want to be again and again. Discover how to use placemaking to create successful parks and public space. Placemaking is different from traditional park and facility planning because its goal is to put people first and emphasize experiences over design.

Leon Younger – President, PROS Consulting

● **Developing a Recreation Authority in your Community**

Regency C (0.1 CEUs)

This session identifies the steps necessary to develop a Recreation Authority as defined in Michigan Public Act 321 of 2000. Determine if your community should consider working with nearby agencies or municipalities to develop a recreation authority. This session discusses the entire process of creating a recreation authority, from determining feasibility and completing necessary legal steps, to executing a successful campaign to educate residents and pass a recreation authority ballot initiative.

Anthony Lipinski – Director, Roseville Parks and Recreation (soon to be Eastpointe – Roseville Recreation Authority)

Bobbie Wilson – Assistant Director, Roseville Parks and Recreation (soon to be Eastpointe – Roseville Recreation Authority)

Tim Tomlinson – City Attorney, City of Roseville

● **Ice Soccer**

Regency K (0.1 CEUs)

This new, fast-action, non-contact team sport uses broomball shoes, protective gear and the patented Boot’r for controllable, sustainable play on ice. Learn how to bring this exciting new sport to your community!

Doug Taylor, Taylor Sports LLC

● **Natural Play Environments: Design for Participation, Education and Safety Compliance**

Regency G (0.1 CEUs)

This session explores the range of natural play and learning environments. Identify the characteristics of various natural play options, including programming opportunities and what safety and accessibility standards apply.

John McConkey – Director of Marketing Insights, Landscape Structures, Inc.
 Eric Sheffer – President, Superior Play LLC

● **PRORAGIS – Work Smarter, Plan Faster, Compare Better**

Regency B (0.1 CEUs)

PRORAGIS, short for Park and Recreation Operating Ratio and Geographic Information System, is the cutting-edge online management tool designed specifically for public park and recreation agencies, available through the National Recreation and Park Association. The national database allows park and recreation agencies to benchmark with others, create budgets and enhance their overall community operations and services. This session trains personnel who plan to lead their agency’s involvement in PRORAGIS. Learn the steps to completing a profile and utilizing the unique reporting functions.

Phil Castonia – Business Development Representative for Information Management, Oakland County Parks and Recreation

Greg Hohenberger – Business Manager, Canton Leisure Services

Hayley Jackson – Research Assistant, National Recreation and Park Association

● **Telling Your Parks and Recreation Story the Pure Michigan Way**

Regency D

Join Pure Michigan Spokesman Dave Lorenz as he shares a behind the scenes look of the “making of Pure Michigan” the wildly successful tourism campaign administered by Travel Michigan. Learn how your stakeholders can be part of telling your parks and recreation story - the Pure Michigan way! Walk away with techniques to help promote your parks, facilities, department and community.

Dave Lorenz – Public and Industry Relations Manager, Travel Michigan

3:45pm - 5:00 pm CONT.

● **Work Place Wellness Programs**

Bugatti Suite (0.1 CEUs)

Are you interested in creating a workplace where your employees have more energy and a more positive attitude? Consider creating a workplace wholeness program. This past year we focused on helping our employees become healthier physically, mentally, emotionally, spiritually, financially and nutritionally. See how the program worked for us.

Julie Bouma – Administrator, Oak Crest Manors of Jenison
 Jeremy Knoester – Life Enrichment Coordinator, Oak Crest Manors of Jenison

● **The Future for Arts Programming in Your Community**

Rolls Suite (0.1 CEUs)

This session will outline how high-quality arts programming is an essential part of a progressive community. Learn how arts professionals can create programming that is not only desirable, but also provides new revenue sources for your agency or community. Successful local models and resources will be discussed and valuable information will be included for directors and future directors.

Nancy Coumoundouros – Cultural Arts Supervisor, City of Farmington Hills Services /Cultural Arts Division
 Jennifer Tobin – Cultural Arts Coordinator, Canton Leisure Services
 Rachel Timlin –Cultural Arts Coordinator, City of Farmington Hills Special Services/ Cultural Arts Division

Annual Awards Reception and Banquet

5:30 pm Grand Foyer (Reception)

6:30 pm Grand Ballroom (Banquet)

MRPA honors exemplary park and recreation professionals, agencies and citizen advocates through the Association's annual awards. Award winners serve as an inspiration to our membership and embody the core values of the profession. Please join us as we honor individual award winners at the Annual Awards Banquet. Awards include Fellowship, Recreation Leadership, Park Resource Leadership and New Professional.

A Cocktail Reception for delegates will begin at 5:30 in the Grand Foyer; cash bar will be available.

A VIP Reception for Individual Award winners will take place in the Rotunda beginning at 5:30 pm. MRPA Conference Photographer John Stewart will be taking photos at this time.

Awards Banquet will begin at 6:30 in the Grand Ballroom. Please note that the Annual Awards Banquet is a ticketed event, included in the Deluxe, Full, and Daily delegate packages. All delegates selecting the Educational or Local Government Leader packages may purchase a ticket for the Awards Banquet at the MRPA Registration Desk prior to 4:30pm.



**Thank you Awards Banquet Sponsor
 Grand Hotel!**

MRPA Foundation Afterglow

Following Awards Banquet

Rotunda

Join the MRPA Foundation as we keep the celebration going! An Awards Banquet Afterglow event will take place immediately following the Awards Banquet.

The MRPA Foundation provides financial support to people and programs that work to enrich the health and well-being of all Michigan citizens through increased access to recreation and outdoor experiences. In addition, the Foundation supports ongoing professional development opportunities and recognition of parks and recreation practitioners. All proceeds of the Afterglow event will benefit the MRPA Foundation.

Learn more about the MRPA Foundation at www.mrpafoundation.org



The Michigan Department of Natural Resources earned the 2011 National Gold Medal Award of Excellence in Parks and Recreation Management – congratulations from MRPA! The Gold Medal Awards are presented by the National Recreation and Park Association and the American Academy for Park and Recreation Administration. The award will be re-presented to the MDNR during the Thursday morning Placemaking Breakfast.



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FRIDAY FEBRUARY 10TH

8:00 am - 10:30 am MRPA Registration Desk Hours

11:00 am – 12:15 pm **State of the Association Address:
Catching the Winds of Change**
(details on following page)

EDUCATIONAL SESSIONS

7:30am - 8:15am

● Past Presidents' Meeting

Desoto A

Meeting for Past Presidents of the Michigan Recreation and Park Association to discuss current trends, as well as opportunities for leadership within the Association.

Facilitated by Stu Alderman, CPRP – Chairman, Past Presidents' Committee and Executive Director, Grosse Pointe Neighborhood Club

8:00am - 9:15am

● Developing A Way-Cool Organization

Regency B (0.1 CEUs)

An innovative and dynamic work environment creates a more satisfying employee experience and results in a productive and motivated workforce. There are key elements common to all way-cool organizations: great leadership, a culture that supports innovation, being mission and value-oriented, having a clear sense of direction and executing team-based approaches. Develop a culture that allows employees the opportunity to reach their potential and produce excellent organizational performance by utilizing the strategies highlighted in this session.

Barbara Heller – President, Heller and Heller Consulting Inc.

● Implementing Best Practices in Strategic Planning and Continuous Improvement

Regency A (0.1 CEUs)

Best practices are referred to frequently in agencies and organizations, but what exactly are they? How can they help (or hurt) an agency? This session reviews best practices as a management concept and in actual implementation. The session outlines how the results of parks and recreation research can be incorporated into best practices - to be used in strategic planning and the continuous improvement of parks, recreation and leisure service providers. The session also discusses the key performance indicators (KPIs) suggested by research that agencies should consider.

Stephen Wolter – Executive Director, Eppley Institute for Parks and Public Lands
Jeff Bransford – Associate Director, Eppley Institute for Parks and Public Lands

● Let's Go Fishing – Utilizing Fishing Events/Activities

Rolls (0.1 CEUs)
Obtain recreational fishing ideas and activities that local park and recreation departments can implement year-round in locations throughout Michigan. Learn about free and low-cost resources available for your department. Start planning fishing events and opportunities for your residents today!

Elyse Walter – Communications Specialist, Michigan Department of Natural Resources Fisheries Division

8:30am - 10:45am

● Communications Summit + Marketing Awards

Bugatti (0.2 CEUs)

Join P&R communicators from across the state during the MRPA Communications Summit! We'll review the 2011 MRPA Marketing Award winner and speakers discussing how to turn your annual report into a marketing piece to tell your parks and recreation story, tactics for sharing the placemaking message in your seasonal brochure and mobile phone marketing opportunities for your community.

Sean Fletcher, CPRP – Recreation & Facilities Operations Supervisor, Canton Leisure Services and MRPA Communications Committee Chair

Derek Smith, CPRP – Director, Southeastern Livingston County Recreation Authority (SELCRA)

Desiree Stanfield – Communications and Marketing Supervisor, Oakland County Parks and Recreation

Melissa Wagner – Graphic Designer, Oakland County Parks and Recreation

● Facilities Summit + Design Awards

Stanley (0.2 CEUs)

The Facilities Summit focuses on current trends effecting the operation of public and private recreation and athletic facilities. Learn effective methods and strategies to lower operation costs and increase revenue, as well as best practices for dealing with security and safety issues.

Jason Spiller, CPRP – Facility Supervisor, Macomb Township Parks and Recreation

● Park Resources Summit – Burn, Baby Burn, and Other Stewardship Management Tools

Steamer (0.2 CEUs)

Join the Park Resource Summit as we discuss ecological stewardship and conservation practices. Learn the benefits and challenges faced by a natural areas land manager when dealing with invasive species and land management techniques. A round-table discussion with learning-based exchange finishes the Park Resources Summit.

Brittany Bird – Natural Resources Planner, Oakland County Parks and Recreation

Jennifer Tucker, CPRP – Director, Springfield Township Parks and Recreation and MRPA Park Resources Chair

● Programming Summit + Programming Awards

Desoto B (0.2 CEUs)

The PROGrammy Awards recognize the best in recreation programming! Join the MRPA Programming Committee and recreation programmers from across the state as the MRPA ProGrammy Awards are presented. Join us as we discuss the award-winning programs in detail, and participated in a round-table discussion to identify current trends and share a variety of great programming ideas. The 2011 Innovative Recreation Programming Award winners will also be highlighted.

Lisa Christensen – Recreation Coordinator, Independence Township Parks and Recreation and MRPA Programming Chair

● Senior Summit

Knight (0.2 CEUs)

Join senior leaders from across the state for an interactive session sharing tried and true programs for seniors that will impact your programs without impacting your budget. Ideas to be presented include programs for social interaction, mental exercise, educational opportunities, and some fundraising ideas. Become an active participant in the activities - each session participant receives a resource packet for future reference. The Michigan Senior Olympics will also be presenting information on the games for residents 50+ and ways to get involved in your community.

Becky Paquin – Senior Citizen Coordinator, Oxford Township Parks and Recreation
Ann Anderson – Owner and Operator, Ann's Adventures
Becky Ridky, Michigan Senior Olympics

● Students Summit

Regency G

Join students from eight different colleges and universities to share ideas about student organizations, internships, jobs, volunteer opportunities, scholarships and much, much more. Round-table discussions, question and answers, presentations and a MRPA Student Committee Meeting are all part of the Student Summit.

Brandy Boyd – Chair, MRPA Student Committee and Recreation Supervisor, Rochester Avon Recreation Authority (RARA)

9:00am - 10:30am

● **Public Policy Committee Meeting**

Royce

Join the MRPA Public Policy Committee for a regular committee meeting. All interested MRPA members are encouraged to attend. The Public Policy Committee stays up to date on legislation that affects Parks and Recreation and advocates on behalf of MRPA on legislative and other Public Policy matters at the state and national levels.

Tim McCaffrey, CPRP – Chair, MRPA Public Policy Committee and Director, East Lansing Parks, Recreation & Arts

9:30am - 10:45am

● **3 C's to Improving Your Agency**

Regency C (0.1 CEUs)

Agency credibility is directly tied to the people who work in your organization. Multiple perspectives make improving an agency a complex process. Leaders must focus on capacity, while individuals focus on competencies. But when the two synergize? Bottom line: workforce productivity increases and agency credibility improves. This session allows individuals to understand how to plan for their individual professional development using competency guidelines and individual development planning (IDP), while agency leaders can clearly link this effort to increasing organizational capacity.

Stephen Wolter – Executive Director, Eppley Institute for Parks and Public Lands

● **Assuming Responsibility for School Sports**

Royale (0.1 CEUs)

Join staff from the Michigan High School Athletic Association (MHSAA) as they review the structure, philosophy, eligibility and contest regulations which MHSAA member middle schools agree to follow, even when their school athletic programs are administered by local recreation departments. Join the discussion regarding potential challenges and benefits of connecting schools and recreation departments. The first 50 attendees at this session receive a 2011-12 MHSAA Handbook.

Thomas Rashid – Associate Director, Michigan High School Athletic Association (MHSAA)

● **Michigan Natural Resources Trust Fund 1976-2011**

Sterns (0.1 CEUs)

Created in 1976, the Michigan Natural Resources Trust Fund (MNRTF) made Michigan the first state to dedicate oil and gas revenues to a fund specifically designed to support the acquisition and development of public recreation lands. The fund has provided \$816 million and more than 16,000 grants made in all 83 of Michigan's counties. Join author Jack R. Westbrook for a PowerPoint review of 35 years of the MNRTF.

Jack R. Westbrook – Author, ORSB Publishing

● **The ABC's of ADA Transition Plans**

Regency D (0.1 CEUs)

The Americans with Disabilities Act requires all state and local governments to complete an ADA Transition Plan. This session reviews the basic transition plan requirements and helps identify the next steps for your agency.

Mark Trieglaff – President, ACT Services, Inc.

**State of the Association Address:
Catching the Winds of Change**

11:00am – 12:15pm Great Lakes A

This year, the MRPA Business Breakfast has been replaced by the State of the Association Address. Join us to learn about the new initiatives, member services, partnership opportunities, resources and programs being unveiled by MRPA in 2012. Brunch is included. This is an event you do not want to miss!

Please note that the State of the Association Address is a ticketed event included in the Deluxe, Full and Friday Daily delegate packages. All delegates selecting the Educational package may purchase a ticket at the registration desk prior to 10:30 am.

All attendees will be entered to win a Kindle Fire and other great prizes! Must be present to win.

12:30pm - 1:45pm

● **Beyond Accessibility, A Higher Level of Inclusive Play**

Steamer (0.1 CEUs)

By understanding the needs of a wider range of playground users, MRPA professionals are able to operate on the latest evidence-based practices in Inclusive Playground Design.

John McConkey – Director of Marketing Insights, Landscape Structures, Inc.
Eric Sheffer – President, Superior Play LLC

● **Customer Service and Informal Visitor Contact**

Regency D (0.1 CEUs)

Customer service is rated annually as poor and getting worse in the U.S. Yet research shows that exceptional customer service creates loyalty, support and broader understanding from guest and customers. Leaders in customer service provide their 'guests' with exceptional experiences, positive visitor contacts and memorable events keep them coming back. This session reviews the best practices in customer service, the requirements for quality service and visitor contact.

Christy McCormick – Deputy Director, Eppley Institute for Parks and Public Lands
Andrea Mercantante – Research Associate, Eppley Institute for Parks and Public Lands

● **"The Silver Tsunami"- A WAVE of Opportunity for Recreation Professionals**

Regency A (0.1 CEUs)

In 2012, the first BABY BOOMERS will reach full retirement age! Does your rec department know who these people are, what they want and why we should care?

Kathy Crawford – Chief Executive Operator, Kathy Crawford Communications

12:30pm - 2:45pm

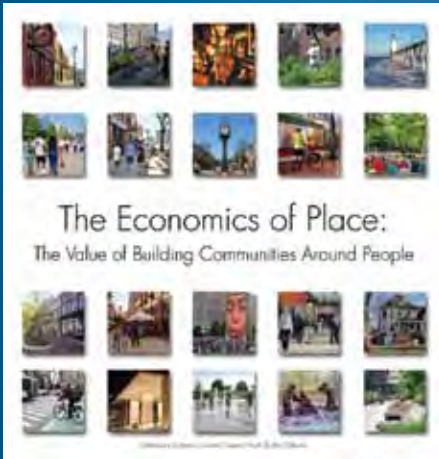
● **Aquatics Summit**

Stanley

Learn about the new 2012 Lifeguarding Program from the American Red Cross. An introduction to the new materials, videos and recertification processes will be presented along with online resources available to American Red Cross Instructors. Join other aquatic leaders from Michigan to learn about the new Red Cross program and have a roundtable discussion on various aquatic topics.

Brandon Munoz and Julie Sigda - Aquatic Specialists, American Red Cross

Economics of Place Book



The Michigan Municipal League has published a book on placemaking as an economic development tool. Learn more at the MRPA registration desk or MML exhibit booth.



Available from Amazon.com

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FRIDAY FEBRUARY 10TH CONT.

12:30pm - 2:45pm CONT.

- **Athletics Summit**

Regency B (0.2 CEUs)

Join MRPA Athletic Committee members, MHSAA Staff and session attendees in discussions regarding a variety of topical issues including policies regarding concussions, weather related problems and sportsmanship disqualifications.

Mike Henegar – Recreation Coordinator, Dearborn Heights Parks and Recreation and MRPA Athletics Committee Chair
Thomas Rashid – Associate Director, Michigan High School Athletic Association (MHSAA)

- **Basic Conflict Resolution Training**

Knight (0.2 CEUs)

This highly-interactive training is designed to equip individuals with the skills to prevent and manage conflict from escalating.

Camelia Ureche – General Manager, Oakland Mediation Center

- **Director's Summit**

Regency C (0.2 CEUs)

The Director's Summit will assist attendees in creating Cost of Services Models for their programs, facilities and parks. Work together in groups with other participants (split up by department size) to complete actual Cost of Service Models; the models discussed and created at the Summit will be provided as resources for departments to use in their own communities.

Derek Smith, CRPR – Director, Southeastern Livingston County Recreation Association and MRPA Director's Committee Chair
Leon Younger – Founder and President, PROS Consulting

Thank you Director's Summit Sponsor **Qualite Sports Lighting**



2:00pm - 3:15pm

- **Segways, Service Animals and the New ADA, Are You Ready?**

Regency G (0.1 CEUs)

The Americans with Disabilities Act (ADA) has been revised and a new version will be going into effect on March 15, 2012. The new standards require a policy for service animals, other power-driven mobility devices (such as Segways) and an update of your transition plan using the new ADA accessibility standards. This session provides additional information to help with becoming compliant with the new regulations.

Mark Trieglaff – President, ACT Services, Inc.

- **Social Media and the Collaborative Web**

Regency J (0.1 CEUs)

Learn how to create, plan and implement a social media strategy to improve your organizational effectiveness. Learn social media best practices for use in the parks and recreation field and review examples of campaigns that have been successfully implemented. Complete small group work to determine what strategies and implementations may work best in your community!

Matthew Wolf – Technology Manager, Eppley Institute for Parks and Public Lands

- Best Business Practice (blue)
- Professional Development (red)
- Programming (purple)
- Communications (orange)
- Other (green)