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PARKS AND RECREATION

The magazine of the Illinois Association of Park Districts and the Illinois Park and Recreation Association



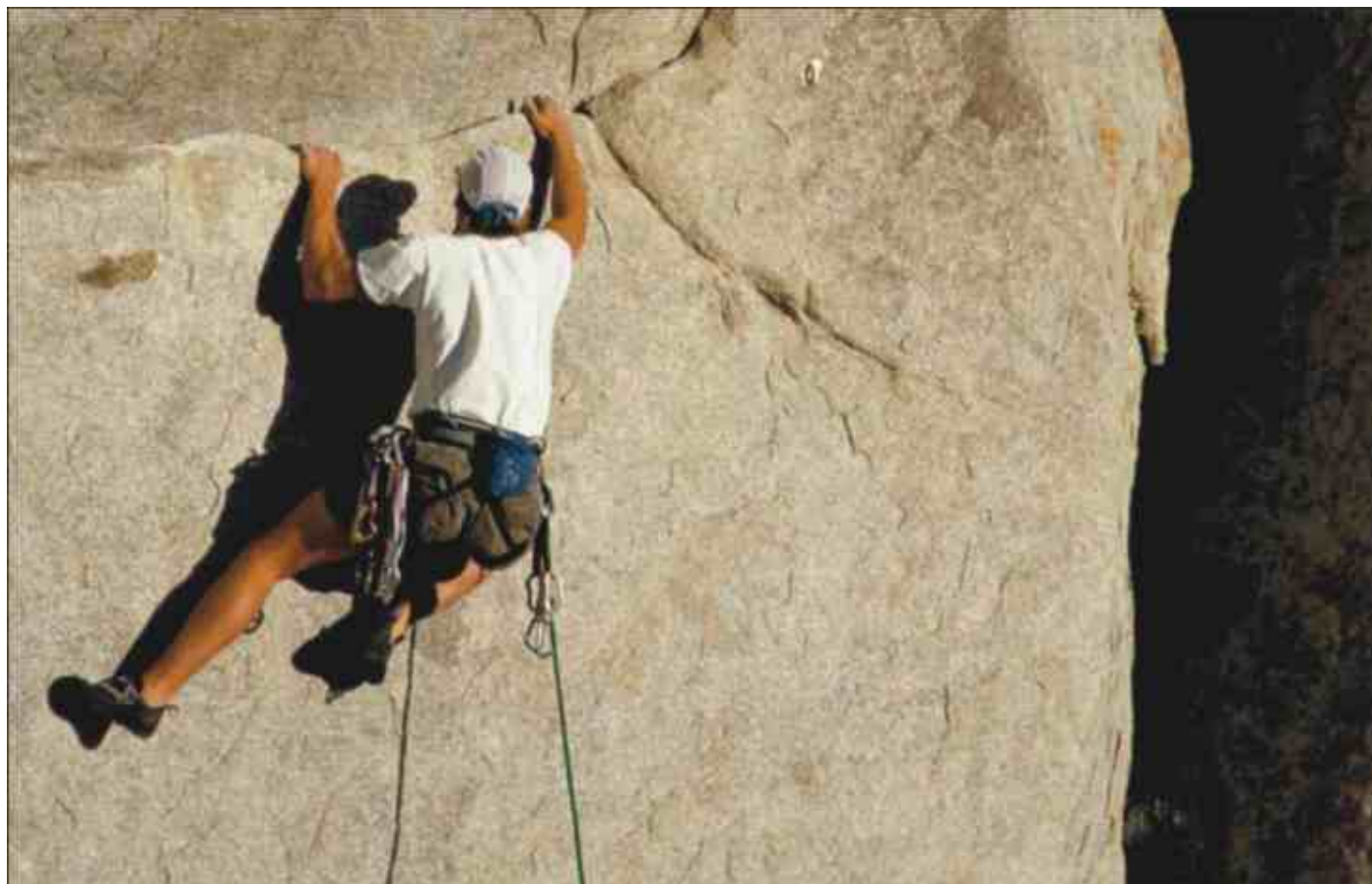
working with volunteers

PLUS Cost Recovery Issues for Park and Recreation Programs

IAPD/IPRA Annual Soaring to New Heights

Conference Registration and Preview Inside!





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FROM THE EDITOR

Since our nation's military became an all-volunteer force in 1973, we've perhaps become a more forgiving, or maybe just a more discerning, nation. We still hold soldiers responsible for any personal atrocities, but we're increasingly reluctant to criticize them for carrying out political agendas with which we may not agree. Today, you're more likely than ever to hear peace activists contend that they "oppose the war, but support the troops."



The impetus behind this emotional hair splitting is simple: We love volunteers. We respect and admire the young women and men whose devotion to the country is such that they are willing to risk everything for it.

If we feel that those young passions are misdirected, it's an administrative fault. We will not blame the boots on the ground.

To some extent, that thinking trickles down and attaches itself to volunteers everywhere.

If the parent-coach of a mighty mites basketball team spends the season running sloppy practices, I don't blame her. I fault the agency that didn't give her the tools to do a better job.

Park, recreation and conservation agencies, SRAs and municipal park departments are often blessed with an abundance of volunteers. These agencies can never be – and frankly don't need to be – the training juggernauts the U.S. armed forces are. But, agencies that improve how they train and manage their volunteers will certainly gain efficiencies, make their programs safer and win the respect of their communities.

Toward that end, this issue of *Illinois Parks & Recreation* presents two focus articles on volunteer management.

D. Michael Pfahl (page 50) calls volunteers our most valuable – yet neglected – asset. He is the founder of Operation TLC², a National Recreation and Park Association initiative to provide agencies with resources to help manage volunteers and ensure safety. He recommends building a firm volunteer management system on three critical pillars: qualification, identification and education.

Batavia Park District Executive Director Michael Clark provides another take on volunteer management (page 56). He relates how his agency solved the dilemma of too many volunteer organizations seeking to use the district's resources at the same time. Perhaps you can adapt Batavia's Partners, Affiliates and Friends program to solve similar issues at your agency.

Yes, we love our volunteers. And when they are well managed and working for a good cause, we love them even more.

— RODD WHELPLEY
Editor

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GET ON BOARD



Dr. Ted Flickinger
IAPD President and Chief
Executive Officer

Can You Pass the Commissioner Challenge?

I've always said that learning – and board service – should be fun. So, let's have some fun with a little pop quiz called the Commissioner Challenge.

The Rules

As we used to say in school, this is an open-book test.

I suggest that you consult such IAPD-published texts as *Get on Board*, *The Illinois Park District Law Handbook*, the newly released version of *The Park District Code* or the *Financial Procedures for Illinois Park Districts* booklet. (If you or your agency is lacking any of these vital resources, now would be a good time to order them. You can find out about them at IAPD's Web site, www.ILparks.org, by clicking into the "IAPD Store" section of the site.)

By all means, don't be afraid to ask your executive director or your agency counsel. This endeavor isn't just some lark. Sure, finding the answers to these quiz questions is a bit of a game right now, but actually knowing the answers to these questions is your duty as a responsible public servant.

Outside of this exercise, I also recommend that when you have questions or face situations similar to those described in the Commissioner Challenge, call the IAPD. The staff is your resource. Don't be shy about calling us.

The Rewards

Unlike college, a bad score on this quiz won't kill your GPA or possibly endanger your scholarship. But, since this is real life, an outstanding score will reap real benefits.

All commissioners and trustees who earn 100% on the quiz will be entered into a pool from which three will be drawn to win their choice of a free pass to an IAPD educational seminar – a boot camp or the legal symposium – or \$100 worth of IAPD books. IAPD will also award a prize to the first commissioner or trustee to send in a perfect answer sheet.

Beyond this, you'll gain – and likely use – useful knowledge just by completing the quiz.

The Commissioner Challenge

The questions for this quiz come from a list of the most common questions that we have been asked at IAPD workshops, seminars and telephone calls over the past ten years. I have plenty more. So, if this exercise proves useful, look for more quizzes in the future.

Here goes:

1. When can the board put a referendum question on the ballot?
2. Can a city own a road that runs through a park?
3. Under the Truth in Taxation Act, must notice be given after a referendum has been passed? If so, must the Truth in Taxation notice include language mentioning a tax increase?
4. When must an appointed board member run for office?
5. Is it a conflict for a park district board member to run for a school board, city council or county board? Is it a conflict for a forest preserve board member to be appointed or elected to the park district board?
6. Is it legal for a park district to refuse cash payments and only accept credit cards or money orders?

Commissioners and trustees who earn 100% on the quiz will be entered into a pool to win a free pass to an IAPD educational seminar or \$100 worth of IAPD books.



7. Is it legal for a park district to form an agreement with a municipality to share sales tax receipts?
8. Can the agency budget be discussed in a closed session?
9. Can a board member serve as a paid secretary for the district and still stay on the board?
10. Can dogs be prohibited in parks?
11. How does the Freedom of Information Act apply to closed session minutes?
12. Is it legal for the board to vote out the president?
13. Are there a required number of meetings a park district must have annually?
14. What is the law involving board resignations?
15. What is the proper format for the treasurer's report?

"Knowing the answers to these questions is your duty as a responsible public servant."

16. Who determines board meeting dates?
17. What is the Gift Ban Act?
18. Can a registered sex offender participate in park district programs?
19. Can the board president make a motion?
20. A park district wants to expand its board. Can the board appoint new members?
21. Does a board member have the right to request to listen to the tape of a closed meeting?
22. Can a park district pay a board member's rotary club membership fee?
23. If an existing member loses an election, can the board appoint that member to an existing vacancy before swearing in new members?
24. Can a member of the public legally videotape a board meeting?
25. Can a park board or any other governmental body give money to charitable or religious organizations?
26. Is a voice vote sufficient to go into closed executive sessions?
27. Are you required to audiotape or videotape regular board meetings?
28. Can items be added to the agenda at the beginning of the meeting?
29. Can a board member vote by proxy?

Pass Your Papers to the Front Please

Put your answers in a Word document or an e-mail and get them to IAPD on or before November 1. Send your answers to me at tflickinger@ILparks.org or fax to 217-523-4273. Good luck!

IAPD Calendar

September 25-29
NRPA Congress
Indianapolis, Indiana

September 29
World Wide Day of Play

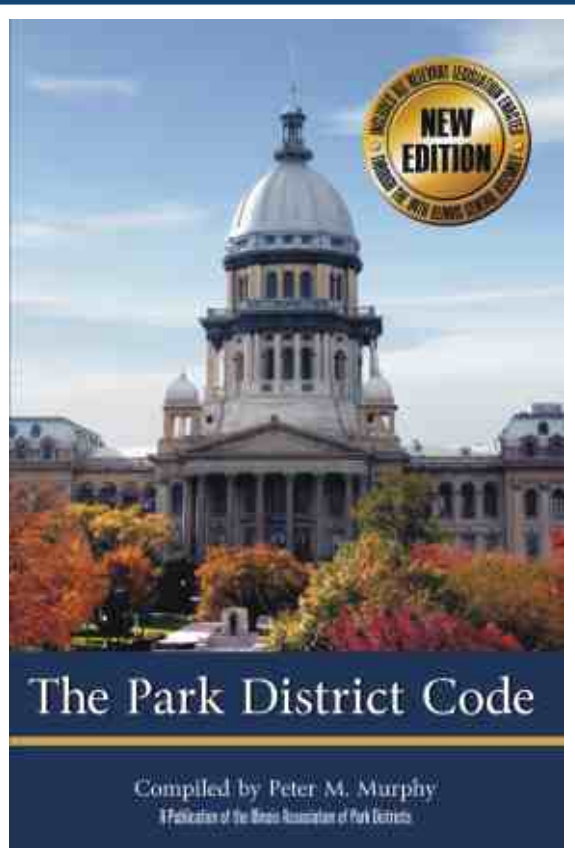
October 3
IAPD Boot Camp
Rockford Park District

October 4
Summer Golf Tour #4
Traditions at Chevy Chase,
Wheeling Park District

November 8
Legal Symposium
Hamburger University,
Oak Brook

2008

January 24-26
IAPD/IPRA Soaring to New
Heights Conference
Hyatt Regency – Chicago



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As an elected official or a parks and recreation professional, you need to know the laws that govern the operations of your agency. The latest edition of IAPD's Park District Code contains not only the latest updates to the complete Park District Code, it also **zeros in on the relevant passages of 37 other state statutes that affect you every day.**



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William J. M. Wald
IPRA Chief Executive Officer

The Ultimate Volunteering Machine

The Illinois Park & Recreation Association is proud to honor the nearly 500 volunteers throughout the state who assisted with this year's BMW Championship the week of September 3 through 9. The professional members of IPRA, along with their friends, family and other supporters, should be applauded for continually being one of the largest volunteer machines on hand at the prestigious golf tournament.

Beaming with Pride for Our Tournament Volunteers

The "Ultimate Volunteering Machine," assembled by the IPRA could be seen everywhere around the tournament: From the main gates collecting and selling tickets; to the clubhouse and hospitality tents, where fun and safety were ensured; to the player shuttles and the cart barn and the "Wee Beemer," where the players' children were looked after and shown a good time while in the suburbs of Chicago.

Not only do these volunteers serve the communities where you live, but during their free time they join together to show their park and recreation pride and assist others in having a good time. A sincere thanks to everyone who volunteered at this year's tournament.

The IPRA IS Its Volunteers

But the IPRA "Volunteer Machine" is not just limited to the golf course and the BMW Championship. The association was built on the foundation of volunteerism. We are, in large part, a volunteer-driven association, and we could not do it without the dedicated professionals who have stepped up to make a difference.

I give great credit to my staff, but I realize they cannot possibly manage and coordinate everything that the association does. We rely on our membership to volunteer their time to build the association – one part at a time.

Whether a member takes the time to volunteer within a

section, a committee, a task-force group, the board of directors, the Great Lakes Regional Council or the National Recreation and Park Association, the association would not be what it is today without the volunteerism of the IPRA membership.

What it Means to Say 'Yes' to Volunteering

What comes to mind when you hear the word "volunteer"? More work. More time constraints. No payment.

All true. But think of the positive aspects of volunteering.

"The association was built on the foundation of volunteerism."



Volunteering allows you to:

- make important networking contacts,
- learn or develop new skills,
- gain work experience,
- build self-esteem and self-confidence,
- feel needed and valued,
- make a difference in someone's life,
- and express gratitude for help you may have received in the past from an organization.

"Don't think of volunteering with your state association as a chore. Think of volunteering your time as a way to further your professional career."

Don't think of volunteering with your state association as a chore. Think of volunteering your time as a way to further your professional career.

What You Give and What You Get

There is no shame in looking to others for advise, guidance or help in your professional career. Joining a professional association like the IPRA is one way to get involved with other professionals like you. Learn from one another. Share your experiences. Get involved.

Too many people try to go it on their own. Take advantage of the opportunities you have been given as a member of the IPRA.

With nearly 3,000 members – eight special interest sections, numerous committees, sub-committees and task forces and involvement in regional and national groups – there is always something you can get involved with to help further your professional career. The IPRA volunteering opportunities are abundant. It's up to you to take advantage of them.

It starts with making a decision to make a personal and professional difference.

That's right. Take advantage of the volunteering opportunities. Don't be burdened by getting involved with your professional association.

As with so many things in life, the more you give, the more you gain.

I challenge you to challenge yourself and make volunteerism one of your goals this year. Start small. Don't take on too much. Just get involved.

You will be amazed by the camaraderie of our members. You'll gain lifelong friends. You'll learn lifelong lessons and skills.

Test drive the "Ultimate Volunteering Machine." You'll be glad you did.


Learn more about the Illinois Park & Recreation Association and our volunteering opportunities by going online to ILipra.org.



MARC rewards me.

MARC is a token of our appreciation for your commitment and involvement in IPRA.

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- membership ID card
- discounts on education
- reward points for activity



Learn more about the Membership Activity Rewards Card at ILipra.org/MARC



Peter M. Murphy
IAPD General Counsel

Governor Signs Open Meetings Act Amendment, Cuts Budget

As a member of a five-person board do you worry about violating the Open Meetings Act when a fellow board member talks to you about the park district at a social event or at a chance meeting at the grocery store? Situations such as these and the Act's vague definition of "business of the public body" have for years put a chilling effect on board member communications and interactions. In some districts, board members simply do not talk with each other outside the boardroom. We have seen first hand how this can lead to mistrust fostered by the inability of board members to clear the air in private. This year, the Illinois General Assembly provided an answer to this problem by the passing **House Bill 1670**. The governor approved the bill, which became effective on August 17, as **Public Act 95-245**.

The amendment is significant because it permits two members of a five-person board to discuss public business. This will have a huge impact on the abilities of boards not only to deliberate effectively, but it will also remove the concern associated with a possible violation of the Open Meetings Act.

Previously a "meeting" was defined as any gathering of a majority of a quorum of the members of the public body held for the purpose of discussing public business. Under the new law, the definition of "meeting" for five-member public bodies has been amended so that a meeting is now a quorum of the board, instead of a majority of a quorum.

The amendment also now requires a three-person majority vote in order to pass business items (e.g., motions, resolutions and ordinances) coming before the board for consideration.

State Budget

On August 23, the governor approved the Illinois State Budget totaling approximately \$59 billion. In doing so, he also line-item vetoed or reduced appropriation items totaling \$463 million. The cuts included \$3 million for park district museums, which is generated through off track betting receipts

The Governor did not veto or reduce the Open Space Land Acquisition and Development fund (OSLAD), which is appropriated at \$34 million, the highest level in the fund's history. Nor did he veto the Natural Areas Acquisition Fund

(NAAF) appropriation of \$15 million. These critical programs will provide important funding to park districts, forest preserves, conservation districts and municipal and recreation agency projects throughout the state.

Bill Watch

In addition to amending the Open Meetings Act as it relates to the business of five-member boards, legislators took action on several measures of interest to park, recreation, conservation, municipal and special recreation agencies. Among them are the following.

Public Act 95-245 will have a huge impact on the abilities of boards not only to deliberate effectively, but it will also remove the concern associated with a possible violation of the Open Meetings Act.



Museum Park Funding

House Bill 117, which increases the museum tax from .07% to .15%, was added to **House Bill 405** and was sent to the governor on June 29. At press time, the legislation was expected to be signed into law within the next several days.

Bid Limits

House Bill 553, which amends the bid limit authority set forth in the Park District Code to provide that no district shall be required to accept a bid that does not meet established specification terms of delivery, quality and serviceability requirements, was signed into law as **Public Act 95-67**. This law will go into effect on June 1, 2008.

The proposed i-SPACE open lands funding plan will help meet the tremendous backlog in acquisition of open space by the Illinois Department of Natural Resources and local governments throughout Illinois.

Open Space Acquisition

At press time, the Illinois General Assembly had not passed a capital bill, although it is expected to before year's end. Such legislation offers a good opportunity to provide additional funding for open space acquisition. As I have reported to you over a number of months in this column, the proposed i-SPACE open lands funding plan will help meet the tremendous backlog in acquisition of open space by the Illinois Department of Natural Resources and local governments throughout Illinois.

For more information on bills of importance, please see the Public Policy section of the IAPD Web site at ILparks.org.

Veto Powers of the Governor and the General Assembly's Possible Responses

In late August, Governor Blagojevich used his veto power to cut nearly \$500 million from the budget that the Illinois General Assembly crafted during the longest overtime session in history.

Unlike the president of the United States, who can only accept or reject a piece of legislation in its entirety, the Illinois governor has veto powers that allow him or her to make specific types of changes to a measure without rejecting the entire measure.

In this case, the governor cut the budget bill in order to free up money for health insurance initiatives that he favors. Constitutionally, however, the governor does not have the authority to write those appropriations into a budget bill. Thus, the governor's veto makes the cuts, and, presumably, the governor hopes to bolster the insurance programs through legislation or through a series of limited, discretionary appropriations that he does have the authority to make.

In reducing line items in the state budget, Blagojevich exercised one of the five alternatives granted to the governor when considering a bill that has been passed by the General Assembly. Here is a short explanation of the governor's veto powers.

Under the Constitution of the State of Illinois, a governor may:

- Sign the bill into law;
- Take no action, and after 60 days the bill becomes law without the governor's signature;
- Amendatorily veto the bill, suggesting specific changes in it to the General Assembly;
- Execute a line-item veto or reduction veto on an appropriation bill; or
- Veto the entire bill.

When the governor uses an amendatory, line-item reduction or a total veto, the General Assembly then can accept the governor's alterations, or it can try to override a veto.

If the governor executes a line-item or reduction veto on an appropriations bill, any portion of the bill not reduced or vetoed becomes law when signed by the governor. In response to such a veto, the General Assembly may do any of the following:

- Vote to restore (override) a reduced appropriations item by a constitutional majority vote of both chambers. If this happens, the bill becomes law with the original amount restored.
- Vote to replace (override) a vetoed line item by a three-fifths, super-majority vote of the membership of both chambers (36 votes in the Senate and 71 votes in the House). If this happens, the bill becomes law as the General Assembly originally passed it.
- Fail to override the reduction or line-item veto in which case the bill becomes law without the vetoed item or with the reduced appropriations.

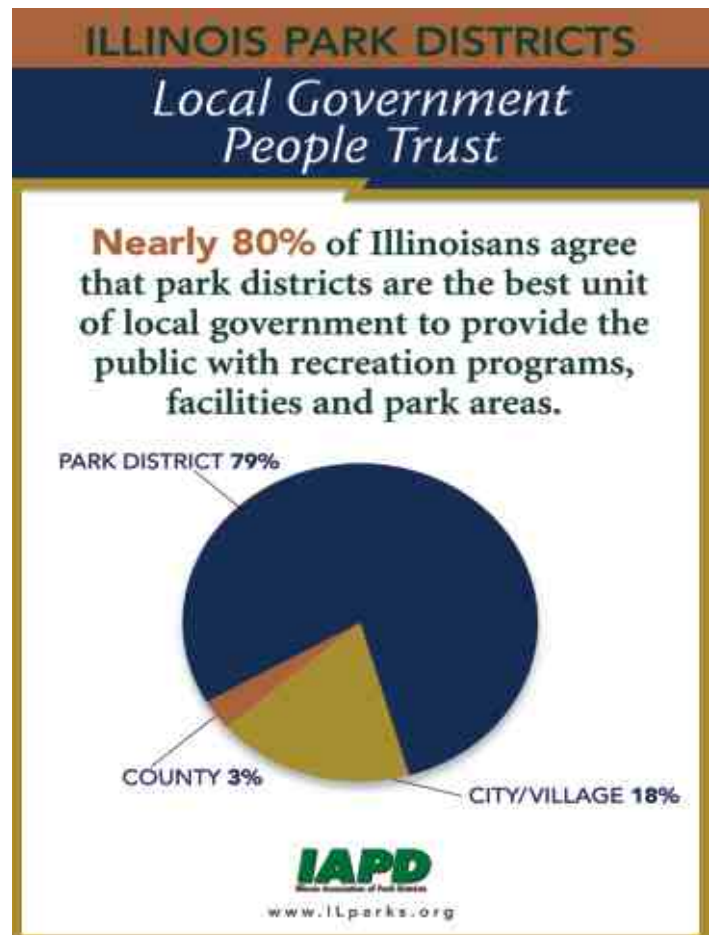
Note that the reduction veto requires only a majority vote, not a super-majority vote, to be overridden.

When the governor amendatorily vetoes a bill, the governor's recommendations are contained in a veto message that is sent to the originating chamber. In response to an amendatory veto, the General Assembly may do any of the following:

- Override the governor's amendatory veto and reject the recommended changes with a three-fifths, super-majority vote of both chambers. If this happens, the bill becomes law in the form passed by the General Assembly.
- Accept the governor's recommended changes with the appropriate number of votes, generally a simple constitutional majority of the membership of both chambers. If this happens, the bill becomes law in the form recommended by the governor.
- Fail to override the amendatory veto or to accept the recommended changes. If this happens, the bill dies.

When the governor vetoes an entire bill, the governor will return it to the General Assembly with a veto message outlining the objections. In response, the General Assembly may do either of the following:

- Override the governor's veto by a three-fifths, super-majority vote of the members of both chambers. If this happens, the bill becomes law in the form originally sent to the governor by the General Assembly.
- Fail to override the veto by getting less than a three-fifths vote in either chamber. In this case, the bill dies.



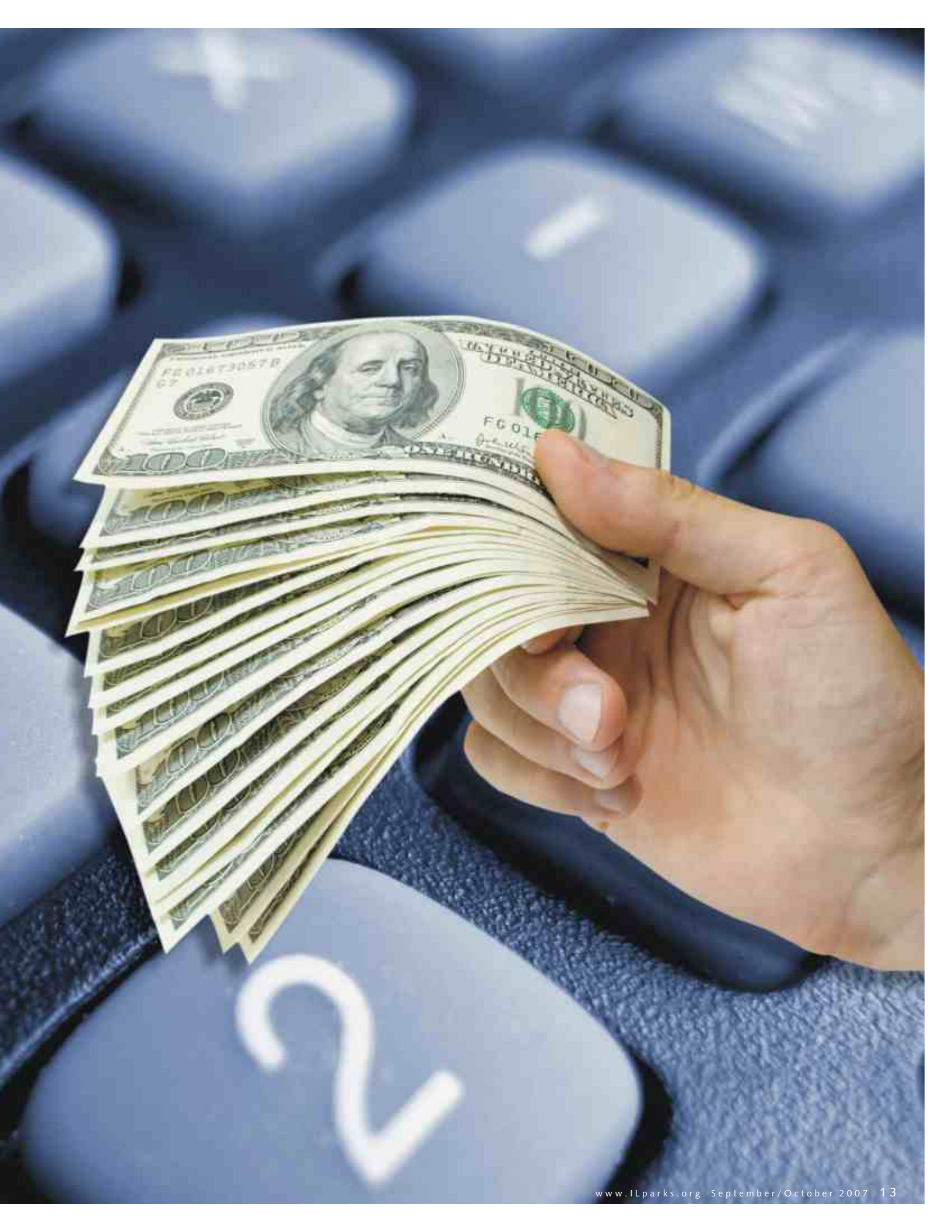


by Chris Dropinski, CPRP

cost recovery

in public parks and recreation

Any way you look at it, cost recovery is a complex subject. Essentially, it represents a park, recreation or conservation agency's decision to generate revenues by charging fees for some, or all, of its programs and services in order to offset the expenses of providing those programs or services. Cost recovery does not imply that the target is total cost recovery; an agency establishes the target according to a variety of considerations, from 0 percent to more than 100 percent of direct costs.



Among the challenges to cost recovery is explaining and justifying the fees to a board of trustees, or to other municipal officials or to members of the community. Two other challenges are assessing appropriate fees and identifying the right target of cost to recover.

Cost recovery through fees and charges means that the cost of the program is not being borne completely by the tax resource and that individuals taking advantage of that particular service or opportunity pay for at least a portion of it.

The public is demanding specific programs; cost recovery is the means by which parks and recreation can meet that demand, says

In this manner, residents' collective taxes do not bear the full costs of all programs; tax dollars can be applied more specifically to broad community services; and specialized programs can be augmented by the residents who participate in them.

Barron noted that in Lisle, as in many communities, there are groups (albeit sometimes small) for almost any interest. "For each, we look at the number of users and how we can accommodate those users. We determine if a program's costs are based on a small group, or if the program is something from which a large number of people can benefit."



Laura Barron, director of parks and recreation for the Oakbrook Terrace Park District in Illinois and formerly the superintendent of recreation for the Lisle Park District.

"[At Lisle] we changed our philosophy in this competitive marketplace: to offer more to a more sophisticated resident," Barron said. It was a matter of balance, she said.

Why Cost Recovery Matters

Cost recovery signifies an agency's responsibility to use its budget wisely, points out Daniel Betts, deputy manager of recreation and facility services for the Denver Department of Parks and Recreation. Agencies are simultaneously accountable for maintaining a functional, sustainable system that attracts the overall community and one that also responds to the interests of the individuals. Park and recreation professionals have a broad mission to provide opportunities and services that will improve the quality of their residents' lives.

Revenues have an obvious impact on their ability to do this.

"In city government, we're not in business to generate a profit. We're only in business to be more efficient with the limited resources we have and to be equitable with our programs, structures and fees," Betts said. "The balance is not giving it away, but also making our services attractive so that folks want to come and play with us."

One philosophy holds that there should be a relationship between the way tax revenues are spent and the extent to which the community as a whole benefits from the resulting opportunity. If some individuals receive greater benefit from a specialized program or service, the opportunity exists to charge them for part, or a bulk of, the operational costs.

Controversy

Public recreation programs were initiated in the United States primarily for social reasons and were supported by taxes. Early programs were free, and there wasn't originally a thought about collecting money. Some parks and recreation professionals hold to that ideal.

As Harvey Feldman notes, "I started in this business because parks and recreation was a public good. I felt that we had a responsibility to provide at least a basic set of recreation services for all of our community members." Feldman is the former superintendent of administration for the Minneapolis Park and Recreation Board and director of the Recreation Facilities Management Institute at the University of Minnesota.

Feldman's concerns relate to community centers that are called enterprise fund operations. For example, he says, some groups convince local communities to build specialized recreation facilities with assurances that they will achieve full cost recovery. "To me, cost recovery becomes an issue mainly when it comes to facilities like golf courses, ice arenas and water parks."

Oftentimes city councils and park boards tell their citizens that facilities of this nature ultimately will not use any tax dollars. But when the facilities are unable to generate the expected revenues, city officials or park boards may blame park agency personnel, said Feldman. "There are directors of parks and recreation, there are community directors and there are ice arena managers being fired because the council and the mayor have suggested to the public that they'll have full cost recovery in these facilities," he said.

Effective Application of Cost Recovery

Reliable cost recovery analysis helps an agency make decisions and discern if it is on track with its own goals and standards. Analysis also provides the means by which an agency can, over time, recognize and respond to changes in the community and in the programs.

"In order for park districts to survive now, they have to adopt a cost recovery philosophy," Barron said. "They need to be run as a government agency that does provide services, but more in a current business fashion, the ways businesses operate today." This does not mean generating a "profit," but being accountable and maximizing resources.

Resources are limited and government agencies have to justify their decisions, expenditures and fees. Effective cost recovery analysis builds credibility with stakeholders. Denver uses its analysis to improve its programs and to explain its pricing, said Betts. "[Our residents] get a better product, because we can invest more into it," he said. "And cost recovery analysis provides the details we need to inform the public and our key stakeholders why we price the way we do."

When parks and recreation professionals want to add programs or services, they try to assess value based on what the outcome is going to be. They match the outcome with the input of resources. But in order to know how costs stack up to benefits, they have to have a clear understanding of what to count as a cost and what revenues can be reasonably expected.

Furthermore, by having a clear understanding of who is benefiting from a particular program, fees can be explained. Being able to explain a pricing structure to community leaders, staff and the residents is empowering for parks and recreation professionals. It raises morale and confidence with all audiences. People are willing to pay for a program when they understand where their tax dollars are going and why it takes a combination of both taxes and fees to offer the caliber of program those patrons say they want.

Counting Costs and Benefits

One way to develop a cost-benefit analysis model and pricing philosophy is to break services into various categories based on the balance of community benefit with individual benefit. The breakdown can be represented in a pyramid shape, because, based on the public parks and recreation mission, the greatest quantity of service goes to the community at large, with less service, comparatively, going to specialized programs.

The foundation level of the model represents the mainstay of a public park, recreation or conservation agency's programming. Programs that serve smaller segments of the population are appropriate to higher levels of the model and should be offered only when the preceding levels are carried out well enough to provide a platform for the next level.

A pyramid structure that graphically represents cost-benefit and pricing – having a foundation with upward progression – can demonstrate both the agency's core mission and the maturity of the organization as it enhances its program and facility offerings.

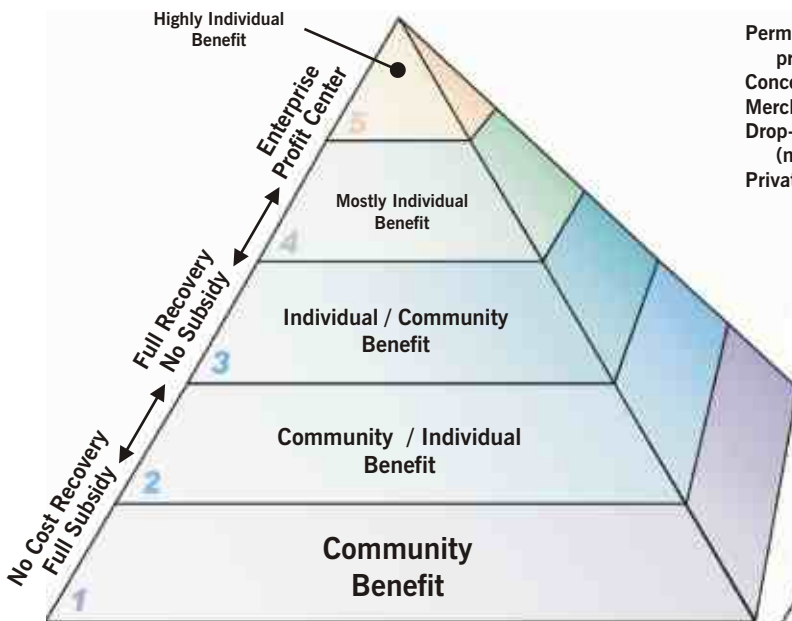
This approach provides perspectives for discussion and requires an agency to determine which programs and services belong on each level. Those determinations will depend largely on the agency's circumstances and history. Cultural, regional, geographical and resource differences play a large role. Each agency that applies this methodology will come up with unique results.

Among the figures that cost recovery analysis will consider are:

- the number of participants,
- fees,
- revenues,
- direct costs and, possibly,
- indirect costs.

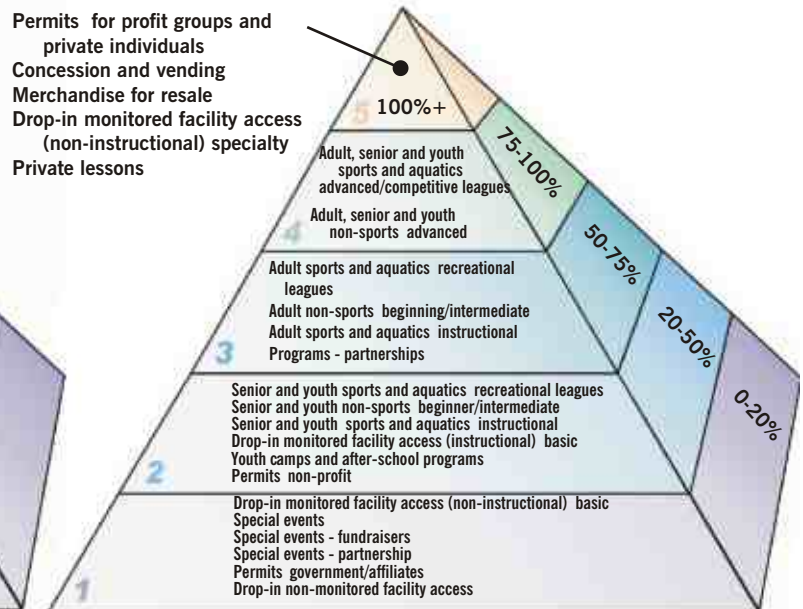
For existing programs, history should provide data regarding

Cost Recovery Pyramid



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Denver Parks & Recreation Department Cost-Benefit Analysis Pyramid / DRAFT



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The cost recovery pyramid is a method that allows agencies to look at their programs from the point-of-view of the breadth of the community served. Generally, agency programs that serve a select segment of the community should recover more – or all – of their costs. The figure on the left is a model cost-recovery pyramid. The figure on the right represents a draft version of how the Denver Parks and Recreation Department is putting the model to use.

participation numbers and revenues. For new programs or services, similar programs or area benchmarks can be used to estimate usage and income.

But a good starting point for any analysis is counting the costs, a task that is more challenging than it may first appear.

Direct Costs

Among the direct costs are the instructors hired to lead a program, the supplies and materials used only in that program and, perhaps, the room rented. In a cost recovery analysis, direct costs are commonly counted and people try to recover all or part of those costs.



Indirect Costs

While some of the costs are obviously and solely associated with a program, the percentage of other costs stemming from a program are less easy to quantify. Indirect expenses – which include the percentage of wages paid to the instructors' superior, who did the legwork to launch the new program, for example – can be difficult to determine. Some costs, such as the administrators' time, are split across several programs, making them difficult to delineate and measure by function or program. As a result, the sincere question for many institutions is: 'Do we invest the energy in calculating those costs?'

In Betts' opinion, it is necessary to calculate the indirect costs. "I made the decision to count as much as I can to show a more accurate picture of what our cost recovery actually is," he said. "For all of our programs, we do a business cost-benefit analysis. This gives us insight to assess current programs and to consider prospective programs."

According to Barron, the Lisle Park District does program analyses each season, looking at how the fees and charges are affecting the programs' performance. The agency uses the information not only to make decisions about adding or eliminating programs, but also to make changes to the fees, if necessary.

Obstacles: Educating Decision-makers

In most cases, administrators understand the premise for considering, and possibly implementing, a cost recovery philosophy. However, local governments and staff throughout the organization may not grasp the justification and potential importance of the subject.

This may be particularly true in a municipal setting. In Betts' opinion, the biggest obstacle is "the political wheel, city government," which he attributes to a lack of education around the significance of cost recovery and poor communication with the upper ranks. This makes the analysis of program costs, tax revenues and fee income important, he says. "If you haven't done the analysis around where

you are and where you want to be, it's hard to even have those conversations," Betts said.

The other big obstacle is determining the fees. "Once you do the analysis, it becomes easier to associate fees to what you do," he said. Betts maintains that letting the abilities of low-income residents define fee amounts is the wrong approach and one that undermines the sustainability of the department. "It's really about pricing our programs to the 80 percent who can afford to pay and subsidizing those who can't," said Betts. "Historically the parks and recreation sector has directed fees for programs to the 20 percent of the community that can't afford to pay. In this scenario, 80 percent get a great bargain and our cost recovery stays in the basement. We're changing that focus, and that's the right thing to do."

It's not uncommon for a community to set up scholarship programs for low-income families and individuals who can't afford to pay, making their access to parks and recreation programs less of a defining issue.

Obstacles: Educating Staff and the Public

The staff interfaces directly with the residents. Their clarity about the subject, conviction in its justification and buy-in to the cost recovery plan influences morale within the organization and understanding from the community.

Cost recovery analysis allows the staff to recognize the needs of the organization as a whole, Barron says. In order to survive, the individual programs depend on the health of the entire organism; they don't exist in a vacuum. The agency's vitality is influenced by its overall ability to satisfy community demand, use tax revenues equitably and provide specialized, high-quality services when they are justified by community participation.

"The staff needs to be educated," Barron said. "When they see the big picture, agency-wide breakdowns, rather than individual program breakdowns, they understand the justification for cost recovery."

One of the biggest dilemmas across the country is that people try to compare their programs and costs to those of other communities. This stems from a perspective of 'shoulds.' For example, the question, "What should our cost recovery percentage be?"

Little work has been done to determine a national average for cost recovery for park and recreation agencies for a variety of reasons. One reason is because agencies do not calculate their percentages the same way; what is, and is not, counted on the cost side varies widely. This obviously undermines the value of comparing cost recovery data from one agency to another.

The breadth of the services under consideration also varies. Some wish to compare an entire park and recreation agency budget, or

"The more inclusive that you can be, the better," Betts said. "It's about informing the people who don't deal with this every day. What we're doing with the cost-benefit analysis is involving key stakeholders – city council, user groups and staff. They've been at the table almost from the beginning, and, by involving them in the conversation, we have given them a broad understanding of the fees and the need for the fees. Our strategy is to communicate with our public and elected officials on a monthly basis. We update them on these kinds of initiatives through a communication that goes strictly to city council. Also, we get on their calendar to present our initiatives in person. Our department is constantly in front of them with issues."

Internally, Denver has created a Fees and Charges Committee devoted to related issues, such as the costs of its programs, pricing them and relevant trends. Additionally, Denver has earned the support of its staff by positioning the subject in slightly different way. "We changed the conversation with our staff by changing the language," Betts said. "We moved from 'cost recovery' to 'cost-benefit.' People can associate spending money if they're benefiting from something. Quality is the driving piece."

Barron notes that when communicating with the public, the possibility exists to provide too much information. At Lisle, her staff generally explained simply that the tax dollars do not support

"We educated the public broadly with annual reports and electronic newsletters, letting them know which portion came from tax dollars and educating them on the big picture."

perhaps just the recreation division. It is more common to consider a single facility such as a recreation center. However, there are also a variety of "cost centers" within a single facility with a wide range of potential cost recovery targets. For example, a senior services wing may have very low cost recovery potential, while a fitness center may experience high cost recovery, making it difficult to compare facilities offering different activities. It may be more beneficial for an agency to set its own cost recovery targets and work to hold that line, modifying the target as circumstances change.

Two other factors that influence a program's cost recovery potential, and also challenge the notion of standards, are the size and type of community. Different economies have different needs. Residents of rural communities have different expectations of a recreation center than residents of affluent suburban communities. The same is true of other demographics, such as age.

National averages do not reflect the nuances of individual communities and they do not reflect a number of decisions that distinct agencies will make in conducting a cost recovery analysis.

Betts considers standards helpful but doesn't apply them to his own process unless he knows what has actually gone into the calculations. "It's easy for the folks to say, 'We did 50 percent cost recovery,' but what are you counting as indirect costs?" Betts said. "Often, that changes the conversation. Some folks who are at a higher cost recovery are not counting the same things I'm counting. I can show on paper a 50 percent or 60 percent cost recovery, but it wouldn't be the real story."

Overcoming the Challenges

Communication is essential to overcoming challenges to implementing a cost recovery approach. The form of communication and frequency will vary by community. Each organization chooses the best means for educating its stakeholders.

everything the agency provides and so the agency relies on user fees to support those services. "We educated the public broadly with annual reports and electronic newsletters, letting them know which portion came from tax dollars and educating them on the big picture," Barron said. "By doing this, they saw that we were funded minimally in comparison to other governmental bodies, such as schools or the fire department."

Cost-Benefit and the Balanced Use of Tax and Fee Revenues

Cost recovery reserves tax revenues for those things that really should be supported by the entire local population. As Barron says, public park, recreation and conservation agencies are entrusted with taxpayer dollars. As such, they are responsible for providing as many high quality services as possible, without placing an exceptional burden on the taxpayers.

By determining the appropriate balance of tax and fee revenues, recreation managers can decide confidently how to broaden participation and serve the expectations of their constituents.

Chris Dropinski, CPRP, has more than 30 years of experience in the public parks, recreation and open space industry. She is currently a management consultant with GreenPlay, LLC. Her career has focused on management, facility development, public and alternative funding, as well as open space and park planning, public process facilitation, board/council relations, analysis and policy research and development. She is a fellow of the American Academy for Park and Recreation Administration and currently serves as chair of the Rocky Mountain Revenue Management School. She is a frequent speaker in the industry.



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JANUARY 24-26, 2008 HYATT REGENCY CHICAGO - CHICAGO, ILLINOIS



GENERAL INFORMATION

WELCOME AND GREETINGS TO ALL!

It's that time of year again! It's time to come together in a collaborative environment to celebrate the wonderful field of parks and recreation.

The conference has been branded as the "IAPD/IPRA Soaring to New Heights Conference" because that is what each and every one of you does each and every day in your park districts, forest preserves and conservation and recreation agencies. You soar to new heights with such amazing passion, and it is that passion that we celebrate and honor at the annual conference.

At the IAPD/IPRA Soaring to New Heights Conference, thousands of elected officials, park and recreation professionals and students participate in more than two hundred sessions. We are extremely proud of the diverse array of educational opportunities this year's conference will boast. There will be something for everyone!

In addition to top-notch education, the conference also offers delegates numerous chances to visit with more than three hundred exhibitors who are thrilled to share their newest equipment, supplies, ideas and services.

And, if all of that isn't enough – there are a number of social events to be enjoyed as well! Don't miss out on visiting with old friends and making new ones.

We can't wait to see you at the 2008 IAPD/IPRA Soaring to New Heights Conference in beautiful downtown Chicago!

MARY ANN CHAMBERS

Commissioner
Northbrook Park District
IPRA Conference Co-Chair

MIKE LEONARD

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GENERAL INFORMATION



ACCESSIBILITY

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

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

Meeting Rooms: All meeting rooms are accessible except for the Buckingham Room at the Hyatt Regency Chicago. Restaurants: All restaurants are accessible.

Sleeping Rooms: The Hyatt Regency Chicago and the Swissôtel Chicago have accessible rooms located on lower floors for easy access from the elevators. The Fairmont Chicago also has accessible rooms beginning on the fifth floor. These floors have been designed for individuals with special needs. If you are in need of an accessible room, please be sure to notify the respective hotel when making your reservation.

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

In compliance with the Americans with Disabilities Act, the IAPD/IPRA Joint Conference Committee will make all reasonable efforts to accommodate persons with disabilities. Please indicate any special needs on your registration form, or call IPRA at 630-376-1911 no later than December 17, 2007. If you have special needs regarding hotel accommodations, please contact the Hyatt Regency Chicago at 312-565-1234, the Swissôtel Chicago at 312-565-0565, or the Fairmont Chicago at 312-565-8000. Hearing impaired individuals who require TTDs may call 800-526-0844 and the Illinois Relay Center will transmit the message to IAPD or IPRA.

ADMISSION

Admission to the Exhibit Hall, all education sessions, and CEU workshops will be by badge only for the duration of the conference. Security guards will be stationed at the entrance to the Exhibit Hall, all education sessions, and CEU workshops.

ALL-CONFERENCE AWARDS LUNCHEON

This year, the IAPD/IPRA delegation will experience a phenomenal show. The "Full Package" delegate receives a ticket for this event. Sit back, enjoy and honor the leaders and volunteers of park districts, forest preserves, conservation, recreation, and special recreation agencies.

ANNUAL MEETINGS FOR IAPD AND IPRA

The Illinois Park and Recreation Association (IPRA) Annual Meeting will be held on Friday, January 25, 2008 at 5:00 pm in the Grand A & B Ballroom, East Tower/Gold Level. The Illinois Association of Park Districts (IAPD) Annual Meeting will be held on Saturday, January 26, 2008 at 3:30 pm in the Grand A & B Ballroom, East Tower/Gold Level.

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

AGENCY SHOWCASE 2008

The Agency Showcase Competition is the premier communications and marketing competition for park and recreation agencies. Submit your best print and electronic marketing and communication materials from 2007 for judging and display at the 2008 IAPD/IPRA Soaring to New Heights Conference. For more information about the Agency Showcase Competition go to ILparksconference.com/awards.



Important Details:

- All entries shall be submitted electronically using the online forms found on the new conference Web site at ILparksconference.com/awards.
- Only one entry may be submitted per category.
- All entries are \$25.
- All entries must be submitted no later than Friday, November 30.
- Optional: If you wish to have your entry displayed at the Agency Showcase Competition area at Conference, please mail a hard copy of your entry to IPRA no later than Friday, November 30.

Award Categories:

There are nine award categories judged:

- Single Catalog Cover
- Catalog Cover Series
- Single Catalog Content
- Annual Report Content
- Specific Facility/Program/Event Brochure
- Logo Design
- Web site Design
- Printed Newsletter
- Electronic Newsletter

Divisions:

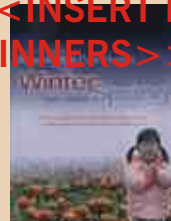
All entries will be judged based on the following criteria:

- Work is completed by a contracted designer.
- Work is completed by in-house staff.

Judging:

- The judges, respected individuals working in marketing and communication roles outside the park and recreation field, will award first, second, and third place plaques for each division in each of the judging categories.
- Attendees of the 2008 IAPD/IPRA Soaring to New Heights Conference will be able to vote for their favorite entries in the People's Choice Award category. Note: entries must be submitted in hard-copy to be eligible for the People's Choice Award.
- Winners will also be announced at the All-Conference Awards Luncheon.

<< INSERT LAST YEAR'S COVER WINNERS >>





GENERAL INFORMATION

BOARDWALK/PARK PLACE



You won't want to miss the opportunity to network with your fellow commissioners, professionals and colleagues from across the state in the Boardwalk/Park Place. This networking lounge is located adjacent to Conference Registration, East Tower/Gold Level.

COMMISSIONER RECEPTION

Attention all IAPD members!

Please join us on Friday, January 25, 2008 at 5:00 pm. This reception will be an excellent opportunity for commissioners to exchange ideas, network and socialize. The IAPD board and staff will be present to answer questions and visit with commissioners. Invitations will be sent in the near future.

CONFERENCE MERCHANDISE

Back again by popular demand IAPD/IPRA Soaring to New Heights conference wear will be available for purchase. Stop by Silent Auction, located right next to Conference Registration, East Tower/Gold Level to pick up your favorite sweatshirt or windshirt and show your support of the conference and of Illinois' parks and recreation community!

CONTINUING EDUCATION UNITS (CEUs)

The 2008 IAPD/IPRA Joint Conference Committee and the Illinois Park and Recreation Certification Board are very pleased to announce that all sessions offered at the 2008 conference will award CEUs. All sessions scheduled for an hour and fifteen minutes will award 0.1 CEUs; all sessions scheduled for two hours will award 0.2 CEUs; and all pre-conference workshops will award 0.3 CEUs. If you are a professional and would like to apply for CEUs, please indicate so in your conference registration (see page 45). No additional CEU fees for Friday and Saturday sessions will be charged this year. However, you must request CEUs on your registration. CEU fees for pre-conference workshops will still be charged at \$5 per workshop.

EVENT LOCATIONS

Conference Registration: East Tower/Gold Level (outside Grand Ballroom)

Conference Information Center/Headquarters: East Tower/Gold Level (Across from Conference Registration)

Exhibit Hall: Riverside Center in the East Tower/Purple Level (Lower Level)

Thursday Evening Social: Grand Ballroom East Tower/Gold Level

Education Sessions/CEU Workshops: Columbus Hall East Tower/Gold Level, Regency Ballroom West Tower/Gold Level and other meeting space throughout the hotel.

All-Conference Awards Luncheon: Grand Ballroom East Tower/Gold Level

Saturday Evening Social: The Field Museum (Shuttle service will be available to and from the Hyatt Regency Chicago).

CYBER CAFÉ



You won't want to miss the new and improved Cyber Café area! Keeping up with technology, the Cyber Café is back. You will be able to check your e-mail, navigate park and recreation agency Web sites and learn more about your state associations' sites.

Location: Boardwalk/Park Place, adjacent to Conference Registration, East Tower/Gold Level.

Hours Available:

Thursday, January 24 1:00 pm – 6:00 pm
Friday, January 25 9:00 am – 5:00 pm
Saturday, January 26 9:00 am – 12:00 pm

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GENERAL INFORMATION



EXHIBIT HALL INFORMATION

The 2008 IAPD/IPRA Exhibit Hall will open at 2:00 pm on Thursday, January 24, 2008. Refreshments will be available on a cash basis in the exhibit hall between 2:00 pm and 6:00 pm.

Come visit more than 300 commercial manufacturers, distributors, designers and educational booths. The exhibits will showcase the newest equipment, supplies, ideas and services available to park, recreation, forest preserve, conservation and therapeutic agencies. Plan to spend several hours in the exhibit hall viewing the displays and visiting with exhibitors. All exhibits will be located in the Riverside Hall located on the lower level of the East Tower.

At this year's exhibition, you could win a variety of travel packages, weekend trips to various Illinois state parks and many other fabulous prizes. Cash prizes will be awarded to delegates at various times during the conference. Entry blanks will be in the ticket packets you receive when you check in at Conference Registration. You must be present to win. Rules and regulations will apply.

EXHIBIT HALL HOURS

Thursday, January 24:

2:00 pm – 6:00 pm, Grand Opening

Friday, January 25:

9:00 am – 11:30 am and 1:30 pm – 5:00 pm

*Dessert served from 2:00 pm – 3:15 pm. This is a ticketed event.

Saturday, January 26:

8:30 am – 11:00 am

*Breakfast available from 8:30 am – 10:00 am. This is a ticketed event.

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

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Housing also available at the **Swissôtel Chicago**, 323 E. Wacker Drive, Chicago

312-565-0565

<https://www.trustinternational.com/mBooker/swissotel/2B?LANGUAGE=en&i=I9D&property=TXL-SL-HSLCHISW>

Rates: \$115/Single; \$125/Double; \$135/Triple; \$145/Quad

Housing also available at the **Fairmont Chicago**, 200 N. Columbus Drive, Chicago

312-565-8000

http://www.fairmont.com/EN_FA/Reservations/ReservationAvailability?hc=CHI&pc=GRILL1

Rates: \$125/Single; \$135/Double

One (1) night's room and tax advance deposit by check or credit card must accompany each reservation. This deposit is fully refundable before December 21, 2007. After December 21, 2007 there will be no refunds for cancelled rooms. The Joint Conference Committee implemented this policy in 1999 due to the high rate of rooms cancelled at the last minute.

Rooms are reserved on a first-come, first-served basis.

The cut-off date for reservations is January 2, 2008. After this date, room reservations may pay a higher hotel rate and are subject to availability.

Suites: IAPD member agencies or IPRA members interested in reserving a suite must contact IPRA first at 630-376-1911. Forty-eight hours after IPRA has given approval, you must contact the Hyatt, Swissôtel or Fairmont directly. Exhibitors interested in reserving a suite must contact IAPD first at 847-496-4449. Forty-eight hours after IAPD has given approval, you must contact the Hyatt, Swissôtel or Fairmont directly.

PARKING

Delegates who are registered guests at the Hyatt Regency Chicago will receive a discounted parking rate of \$22.50 per day at the Hyatt parking garage. No in/out privileges will be allowed. The parking rate for delegates who are registered guests at the Swissôtel Chicago is \$45 with in/out privileges. The valet parking rate for delegates who are registered guests at the Fairmont Chicago is \$45 with in/out privileges.

Delegates not staying at the hotels can park at the Illinois Center at the current standard parking rate at the time of the conference (no in/out privileges). Once this is filled, delegates can park in any of the downtown garages at regular rates. All delegates are encouraged to take public transportation.

POLICY ON CHILDREN

To preserve the professional business environment and ensure a quality educational atmosphere at the IAPD/IPRA Soaring to New Heights Conference, education sessions, CEU workshops, social events and the exhibit hall, no one under the age of 18 years will be allowed to participate in these functions or areas unless the person is a speaker or a registered full- or part-time student in a college or university and is attending the conference for the purpose of professional development and networking opportunities. Children are welcome to attend the Saturday Evening Social at The Field Museum.





GENERAL INFORMATION

POLICY ON MEMBERS AND NONMEMBERS

The following persons will be allowed to register at the member rate:

- Members of the Illinois Park and Recreation Association
- Commissioners/park board members, attorneys, board treasurers and board secretaries of agencies that are members of the Illinois Association of Park Districts
- A maximum of six **support** staff from IAPD member agencies (**"Support staff" is defined as clerical and maintenance personnel only.**)

Requests from other persons or agencies asking for member rates will be presented to the Joint Conference Committee for approval prior to conference.

SPECIAL THANKS TO RECREATION CONCEPTS

Proud sponsor of the portfolios given to all delegates.



SPECIAL THANKS TO ILLINOIS PARK DISTRICT LIQUID ASSET FUND+ (IPDLAF+) AND THE PFM GROUP

Proud sponsor of the badge holders given to all delegates for their nametags.



REGISTRATION INFORMATION

Early Bird Registration Deadline is Friday, December 21, 2007. Register online at www.ilparksconference.com and save \$5 per registration.

Register online at www.ilparksconference.com. Registration online **must be** accompanied by credit card for payment.

Or complete the registration form and mail it with a check to:
Illinois Association of Park Districts
211 East Monroe Street
Springfield, IL 62701

Or complete the registration form and fax it with credit card information to:
217-523-4273
Registration by fax **must be** accompanied by credit card for payment.

PLEASE NOTE:

Faxed or mailed registrations will be accepted until December 21, 2007. After December 21, 2007 registrations will only be accepted online at www.ilparksconference.com. Register online at www.ilparksconference.com for a \$5 per registration discount!

MasterCard, Visa and Discover credit cards only accepted.

IAPD/IPRA will not invoice agencies or individuals for conference registrations.

Registrations will not be accepted in the IAPD office after December 21, 2007. Registration will, however, be taken online at www.ilparksconference.com and on site at the conference, but at a higher rate.

Conference Registration at the Hyatt Regency Chicago will be open during the following hours:

- Thursday, January 24, 2008 7:30 am – 6:00 pm
- Friday, January 25, 2008 7:30 am – 4:30 pm
- Saturday, January 26, 2008 7:30 am – 11:30 am

Delegates who register in advance may pick up their special computerized badges at Conference Registration. Registration will open on Thursday, January 24, 2007 at 7:30 am.

SATISFACTION GUARANTEED

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



GENERAL INFORMATION



SPECIAL THANKS TO OUR HOST AGENCIES:

Thanks goes to the Hoffman Estates Park District and the Schaumburg Park District for providing the volunteers to help make this conference such a great success. IAPD and IPRA could not do it without your assistance!



SILENT AUCTION

The Illinois Park and Recreation Foundation, in conjunction with the IPRA College and University Relations Committee, once again will conduct the Silent Auction located right next to Conference Registration, East Tower/Gold Level. Conference delegates will have the opportunity to bid on such items as weekend get-a-ways, tickets to sporting events and golf packages. The auction is an easy way to purchase valuable services and products for yourself and your agency. Proceeds from the auction will support student scholarships in Illinois.

SPECIAL DIETS

Persons with special dietary needs may make special arrangements by calling Dina Kartch at IPRA at 630-376-1911 x200 no later than December 17, 2007.

SPOUSE/GUEST PROGRAM AND REGISTRATION

All spouses or guests must register in order to participate in the conference, visit the exhibit hall and attend special programs. **Spouses or guests must have no affiliation with or be employed by a park and recreation agency.** Registration will include a name badge for admission to the Exhibit Hall, Thursday Evening Social, Opening General Session, educational sessions and CEU workshops scheduled on Friday and Saturday. Tickets for the All-Conference Awards Luncheon, Saturday breakfast in the Exhibit Hall and the Saturday Evening Social at The Field Museum will be available for purchase. See page 45 for registration.

Museums In the Park has generously donated passes to five of Chicago's most popular museums. Passes to the Adler Planetarium and Astronomy Museum, The Art Institute of Chicago, The Field Museum, The Museum of Science and Industry and The John G. Shedd Aquarium will be available at Conference Registration for spouses and guests only on a first-come, first-served basis. A big thank you to Museums In the Park for providing an opportunity for our guests to enjoy these lakefront gems!

STUDENT EVENTS

Professional Connection

Thursday, January 24, 2008 from 5:30 pm – 6:30 pm
See page 44 for details and registration.

Student Luncheon

Friday, January 25, 2008 from 12:00 pm – 1:30 pm

Officers Meeting

Saturday, January 26, 2008 from 12:00 pm – 1:30 pm

STUDENT CONFERENCE ORIENTATION

Thursday, January 24, 2008, 3:30 PM – 4:45 PM
Columbus K/L, East Tower/Gold Level

This will be an overall orientation to the 2008 conference for all students in attendance. Students will learn about all of the opportunities to learn from fellow students and professionals at the conference (educational sessions, Professional Connection, Student Luncheon, Speed Mentoring, Student Poster Sessions, Take a Student to Lunch). In addition, they will get to know one another and several professionals in attendance from the Professional Services Committee through ice breaker games and activities.

Join your peers for this informative orientation and stay for the Professional Connection!

TABLE RESERVATION SYSTEM FOR THE ALL-CONFERENCE AWARDS LUNCHEON

Delegates who opt to reserve a table for the Friday All-Conference Awards Luncheon, must complete the table reservation section on the advance registration form on page 45. The table reservation fee is \$50 and is nonrefundable. The person who is designated the table contact/coordinator will receive, as part of his or her registration confirmation, written instructions concerning the table registration process. Each contact/coordinator will be assigned a time to report to the Table Registration Booth adjacent to Conference Headquarters in the East Tower/Gold Level. Appointments at the Table Reservation Booth will be scheduled in order of receipt of registration. Register early to ensure the best possible table selection. All reserved tables will be tables of 12. **You must have a full table.**

WHAT TO WEAR

Exhibit Hall Grand Opening: Casual business attire
Thursday Evening Social: Comfortable, casual clothes
Friday All-Conference Awards Luncheon: Business attire
Saturday Evening Social: Casual attire

AND... DON'T FORGET TO GO GREEN AT CONFERENCE AND EVERY DAY!

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

Be sure to visit the IPRA Environmental Committee booth located near Conference Registration. We'll be sharing some valuable resources and highlighting our current projects. As parks and recreation professionals it is our responsibility to set a green example and the committee has the tools necessary to help agencies be environmental leaders. We can't wait to meet you!

Please join us in participating in several environmental initiatives during conference and "get caught" being green. You'll be rewarded by a member of IPRA's Environmental Committee. Receptacles for recycling paper will be located in the conference registration area and be sure to bring along a reusable water bottle and mug.



CONFERENCE - AT - A - GLANCE

Thursday, January 24

7:30 a.m. – 6:00 p.m.
8:30 a.m. – Noon
12:15 p.m. – 4:15 p.m.
1:00 p.m. – 4:30 p.m.
2:00 p.m. – 6:00 p.m.

Conference Registration Open
Pre-Conference Workshops (.3 CEUs)
Office Support Luncheon and Workshop
Pre-Conference Workshops (.3 CEUs)
Grand Opening of the Exhibit Hall

Visit more than 300 exhibitors and educational booths displaying the most recent products and services for the parks, recreation, forest preserve and conservation industry.

5:30 p.m. – 6:30 p.m.
9:00 p.m. – Midnight

Professional Connection – Students and Professionals
Thursday Evening Social with Libido Funk Circus

Enjoy visiting with new and old friends, music and dancing!
Sponsored By: Volleyball Professionals

Friday, January 25

7:30 a.m. – 4:30 p.m.
7:45 a.m. – 9:00 a.m.
8:30 a.m. – 10:30 a.m.
9:00 a.m. – 11:30 a.m.
9:30 a.m. – 10:45 a.m.
11:00 a.m. – 11:45 a.m.
12:00 p.m. – 1:30 p.m.
12:15 p.m. - 2:15 p.m.

Conference Registration Open
Education Sessions (.1 CEUs)
CEU Workshops (.2 CEUs)
Exhibit Hall Open
Education Sessions (.1 CEUs)
Opening General Session with Richard Louv
Student Luncheon
All-Conference Awards Luncheon*

IAPD and IPRA will present top awards to elected officials, legislators and professionals. After the luncheon, take a trip to the Exhibit Hall to visit with exhibitors and enjoy dessert and stop by the Illinois Park and Recreation Foundation's Silent Auction, located next to Conference Registration.

1:30 p.m. – 5:00 p.m.
2:00 p.m. – 3:15 p.m.
2:45 p.m. – 4:45 p.m.
3:00 p.m. - 4:15 p.m.
5:00 p.m. – 6:30 p.m.

Exhibit Hall Open
Desserts in the Exhibit Hall*
CEU Workshops (.2 CEUs)
Education Sessions (.1 CEUs)
IPRA Annual Business Meeting

Saturday, January 26

8:30 a.m. – 11:00 a.m.
8:30 a.m. – 10:00 a.m.

10:15 a.m. – 11:30 a.m.
10:15 a.m. – 12:15 a.m.
12:30 p.m. – 1:45 p.m.
1:00 p.m. – 3:00 p.m.
2:00 p.m. - 3:15 p.m.
3:30 p.m. – 5:00 p.m.
7:00 p.m. – 9:30 p.m.

Exhibit Hall Open
Breakfast in the Exhibit Hall*
Sponsored By: W-T Engineering, Inc.
Education Sessions (.1 CEUs)
CEU Workshops (.2 CEUs)
Education Sessions (.1 CEUs)
CEU Workshops (.2 CEUs)
Education Sessions (.1 CEUs)
IAPD Annual Business Meeting
Saturday Evening Social at The Field Museum*

*Ticketed event



Pre-Conference Workshops

8:30 AM - 12:00 PM

All pre-conference workshops award 0.3 CEUs, pending approval. Pre-registration is mandatory; register online at www.ilparksconference.com or see page 45.

13

Running the 2007 Boston Marathon: Lessons For Leading People, Projects and Programs

Thursday
8:30 AM - 12:00 PM
Price: \$75

Presenter(s): Anthony Mersino, President, Project Advisors Group

Chair: Dean Comber

Anthony Mersino spent 16 months on a quest to qualify for and run the 2007 Boston Marathon. To reach this monster goal, he found it necessary to apply all of his talents as a project and program manager. During his quest he pushed himself physically and was injured three times running countless training miles and four qualification marathons. In the process, he gained a new appreciation for human potential and began to understand the limits that he had previously placed on himself. But what really surprised him were the leadership lessons he gained from this marathon "project." This workshop will show how the lessons learned from running the 2007 Boston Marathon are applicable to effectively leading people, projects and programs.

Learning Outcomes: Participants will: (1) Learn the importance of setting really big goals; (2) Learn how to use setbacks to energize yourself; (3) Unlock the secrets of enrolling others to support your success; (4) Learn how to use inch-pebble goals to create momentum

131

Maximizing Your Leadership Opportunities

Thursday
8:30 AM - 12:00 PM
Price: \$75

Presenter(s): Eileen Soisson, President, The Meeting Institute

Chair:

Leaders possess a vision, listen, earn trust, uplift others, maintain humility, serve others and have fun. If we learn how to develop these traits, we will be confident to make the

right choices in leading others. This workshop will define leadership through current day leadership examples, identify positive leadership traits and motivate the leaders in the room to make the best choices within their current leadership roles. This session will challenge participants to see if they are truly maximizing their current leadership opportunities or in the need of new strategies to become a better leader.

Learning Outcomes: Participants will: (1) Define leadership through group discussion and current day leaders and discuss seven winning traits that are vital to being an effective leader; (2) Identify effective strategies to maximize the leadership opportunities that exist within the upcoming season.

200

Cutting Edge Marketing & Public Awareness for the Digital Age

Thursday
8:30 AM - 12:00 PM
Price: \$75

Presenter(s): Jodi Rudick, Professional Speaker, The Advisors Marketing Group

Chair:

From blogs and podcasts to social networking sites such as MySpace, FaceBooks and YouTube – it's no secret that new public awareness and communication tools are rapidly replacing "old school" tactics. So, whether you already have your own space or are feeling a bit intimidated by all this new technology, this is a workshop not to be missed. You will learn how to use the power of Web 2.0 to raise awareness, money, support and participation for your park and recreation agency, programs or cause. Web Logs or "Blogs" may be the single best public awareness tool – ever. Some predict that, someday, everyone, everywhere will be part of this ritual conversation. Discover why every park and recreation agency should launch some type of blog before it's too late ... don't get left behind!

Learning Outcomes: Participants will: (1) Learn how to enhance your current marketing campaigns with fresh, new cutting edge technologies; (2) Discuss ethical and legal issues related to blogs and social networking sites; (3) Discover how to plan and launch a blog in less than 15 minutes;



(4) Identify nine essential ingredient for a successful blog and six simple ways to drive traffic to your site.

302

HR Things That Make You Go Hmmm...

Thursday
8:30 AM - 12:00 PM
Price: \$65

Presenter(s): Nancy Aldrich, Superintendent of Human Resources, Arlington Heights Park District

Chair: Beverly Wolf

Employees present the most time-consuming, challenging, and sometimes funniest situations you have to deal with. From the job applicant who, for some reason, makes your skin crawl, to the employee who constantly steals his coworkers' lunches, to those hovering helicopter parents of your teen-aged staff, it's no wonder you find yourself wishing these irksome employee problems would just disappear! In this interactive session, we'll explore and work through those vexing employee and HR problems that make you go, "Hmmm!"

Learning Outcomes: Participants will: (1) Identify the most vexing HR problems that park and recreation professionals face; (2) Discuss the best ways to handle challenging employee-related problems.





Pre-Conference Workshops 8:30 AM - 12:00 PM

All pre-conference workshops award 0.3 CEUs, pending approval. Pre-registration is mandatory; register online at www.ilparksconference.com or see page 45.

303 Achieving Extraordinary Results Through Your People!

Thursday

1:00 PM - 4:30 PM

Price: \$65

Presenter(s): Ramon Benedetto, Retired Colonel, USAF

Chair: Mike Brottman

Imagine your agency being recognized as a well-oiled machine, where departments work together, there is no wasted energy, people are happy and inspired to come to work, and employees take great pride in your agency's contribution to the prosperity of the community. Imagine that the positive attitudes that permeate the work environment carry over to successful and enriched personal lives and happier families. This interactive session will help participants envision what success looks like to their organizations and learn how to achieve truly extraordinary results through their people.

Learning Outcomes: Participants will: (1) Learn how achieving extraordinary results through people is built on sound leadership practices; (2) Learn how to identify and align employee behavior toward a shared purpose.

423 What Are Your Residents Thirsty For? The Customer Service Program You Can Start Next Week

Thursday

8:30 AM - 12:00 PM

Price: \$75

Presenter(s): Bill Guertin, The 800-Pound Gorilla

Chair: Kelly LaMore

The standards for customer service are rising everywhere, yet it's a challenge to train and sustain these basics of customer care in parks and recreation. How do you get the message to your staff that your customers need to be treated well all the time? Bill Guertin and Andrew Corbus have developed a customer service message that is simple to grasp, easy to implement, and hard to forget. The concept is simple: your residents are thirsty and your goal is to refresh them at

every opportunity. You'll leave with a powerful analogy that you can use right away with your staff to reinforce the message that serving others is what parks and recreation is all about.

Learning Outcomes: Participants will: (1) Learn why customer service is more important than ever in parks and recreation; (2) Understand why most internal programs fail and what you can do about it; (3) Discover that "Customer Refreshment" is a concept and a program that has a high probability of success in your park district.

501 Problem Behavior Solutions: A Functional Behavioral Approach

Thursday

8:30 AM - 12:00 PM

Price: \$75

Presenter(s): Todd Streff, Board Certified Behavior Analyst, Great Strides Behavioral Consulting, Inc.

Chair: Jennifer Bruecks

This workshop is for individuals who want to develop new skills for problem solving and finding solutions. Strategies for reducing behaviors at home, in the community, and at programs will be presented. New strategies will be discussed that focus on positive-based behavioral approaches.

Learning Outcomes: Participants will: (1) Learn strategies for assessing and analyzing behavior problems; (2) Have knowledge of the principles of behavior so they can identify why key skills are not being learned or why behavior problems are occurring.

601 R.A.M.P. Up Your Agency: Infusing Your Organization with Employee Buy-In & Customer Loyalty

Thursday

8:30 AM - 12:00 PM

Price: \$75

Presenter(s): Michael McCarty, Director of Parks & Recreation, City of Fairfax

Chair: Mike Toohey

Does your agency need a new sense of purpose? Are your staff just going through the motions? Are customers truly excited about what you do? Get your customers to recognize, articulate, and memorize what you do so they prefer you over the competition. Build a culture within your staff that is vision-driven!

Learning Outcomes: Participants will: (1) Learn the four areas of creating and implementing a vision-driven organization; (2) Develop a plan for branding their organization's vision through the R.A.M.P. method.

Pre-Conference Workshops 1:00 PM - 4:30 PM

All pre-conference workshops award 0.3 CEUs, pending approval. Pre-registration is mandatory; register online at www.ilparksconference.com or see page 45.

12 The Winning Supervisor

Thursday

1:00 PM - 4:30 PM

Price: \$75

Presenter(s): Roy Ellis Moody, Professional Speaker, Roy Moody & Associates

Chair: Diane Frandsen

Management studies have shown that supervisors spend more than 85% of their time on people issues and less than 15% of their day on the technical aspect of their jobs. Yet, in most cases, the vast majority of their formal training specifically relates to the technical area. This program gives you the tools to effectively supervise people, projects, and teams in today's changing environment. You will gain practical new skills and ideas that you can use immediately. It will provide "how to" methods you can confidently apply to your particular situation.

Learning Outcomes: Participants will: (1) Identify the emotional requirements of being a supervisor; (2) Explore four coaching skills that will enhance employee performance.

130 Choose Your Attitude

Thursday

1:00 PM - 4:30 PM

Price: \$75

Presenter(s): Eileen Soisson, President, The Meeting Institute

Chair:

Our attitude determines the approach to our jobs, our relationships with others and is truly the difference between our success and failures.

This session will define attitude and its impact within the workplace. We will identify positive and negative attitudes- our Positive Polls and our Negative Nellys, while recognizing the impact of choosing the right attitude. Guidelines to overcome negativity such as leading by example, effective communication and confronting the negativity will be discussed and issued as a challenge to all participants. We will identify ways to grow to your potential through





choosing the right attitude. This session will provide you with the tools and motivation to want to change your attitude for the better in both your personal and professional life.

Learning Outcomes: Participants will: (1) Acknowledge the role attitude plays within any parks and recreation workplace and identify positive and negative attitudes within the workplace; (2) Recognize how a positive attitude can greatly affect the workplace, its goals and your personal and professional life.

201

Talking 'Bout My Generation

Thursday

1:00 PM - 4:30 PM

Price: \$75

Presenter(s): Jodi Rudick, Professional Speaker, The Advisors Marketing Group

Chair:

Whether you grew up watching Ozzie Nelson or Ozzie Osbourne, Leave it to Beaver or Beavis and Butthead, it's clear that times have definitely changed over the past 50 years. Learn how to tune in, assess, communicate and motivate staff, customers and city leaders no matter what their age and life experience. In this fast-paced, interactive workshop you'll learn how to improve your overall marketing strategy as well as specific written, verbal and electronic communication tools.

Learning Outcomes: Participants will: (1) Identify five generations as identified by demographers as well as motivation techniques to best communicate with these populations; (2) Differentiate between fact and fiction when it comes to age-related stereotypes; (3) Enhance existing programs to meet the needs of active older adults; (4) Demonstrate a new tolerance and understanding for people who are both younger and older than them through interpersonal role reversal exercises.

301

Supervisory Essentials: Getting the Most Out of Yourself & Others

Thursday

1:00 PM - 4:30 PM

Price: \$65

Presenter(s): Julius Rhodes, Management Consultant, MPR Group

Chair: Patrick Ryan

No matter how well you think you supervise your staff, or how strong you think your relationship is with your employees, there's always room for improvement. Building strong, effective work teams and cultivating a

culture that strives for creativity and productivity is vital to our success. Supervisory Essentials examines the reciprocal relationship between supervisors and members of their team and it is designed to show the commonalities they share and how to get the most out of each other.

Learning Outcomes: Participants will: (1) Better understand and be able to implement supervisory methods that will improve their ability to lead; (2) Understand and be able to appropriately respond to how they are viewed by members of their team.

424

How to Polish Your Assets: The "Reality Sells" Workshop for Parks and Recreation

Thursday

1:00 PM - 4:30 PM

Price: \$75

Presenter(s): Bill Guertin, The 800-Pound Gorilla

Chair: Kelly LaMore

What should you be focusing on as a park district? What elements of your overall program should you be working on to achieve the maximum value for your residents, your staff, and your board? Bill Guertin and Andrew Corbus are co-authors of Reality Sells: How to Bring Customers Back Again and Again by Marketing Your Genuine Story (WBusiness Books, 2007). Be prepared for lots of interactive discussion and sharing of ideas!

Learning Outcomes: Participants will: (1) Discover where your park district's natural strengths lie in the marketplace; (2) Learn to how ethically exploit your genuine story without hype or exaggeration; (3) Understand the Four Laws of Authenticity and what you can do to produce breakthrough results in marketing your programs and services.

502

Do I Really Have to Use Reinforcers?

Thursday

1:00 PM - 4:30 PM

Price: \$75

Presenter(s): Todd Streff, Board Certified Behavior Analyst, Great Strides Behavioral Consulting, Inc.

Chair: Jennifer Bruecks

As professionals we must identify, develop, and utilize items that children find motivating to complete the request we have placed on them. This workshop will identify what a reinforcer is, how to use it, and common misconceptions. Guidelines for utilizing reinforcers effectively will be discussed.

Learning Outcomes: Participants will: (1) Identify and develop effective reinforcers and set guidelines for the effective use of reinforcers; (2) Learn the difference between bribery and reinforcement and how to evaluate what to do next when a reinforcement appears not to work.

602

Customer Service Going Above & Beyond for a Star Performance

Thursday

1:00 PM - 4:30 PM

Price: \$75

Presenter(s): Joe DeLuca, Director of Recreation, Champaign Park District; LoriKay Paden, Community & Education Services Coordinator

Chair: Mike Bachio

Do you and your staff have what it takes to be the best? We need to be at our best-from front-line to maintenance to administration ... we are all responsible! Providing good customer service requires a unique combination of skills and desire! To list would be exhaustive. As park and recreation providers, great service needs to be our number one goal. We know that our customers (internal and external) can be challenging and frustrating at times, but they're why we are here. It is time to revisit the good old standbys and learn new ways for you and your staff to deliver a star performance.

Learning Outcomes: Participants will: (1) Learn the importance of delivering high quality customer service through identifying, creating, and implementing customer service standards; (2) Learn important service skills that when implemented and supported will improve customer service delivery.





OFFICE SUPPORT LUNCHEON AND WORKSHOP

625

LEEDing the Way to Platinum Design

Thursday

1:00 PM - 4:30 PM

Price: \$75

Presenter(s): Alice Eastman, Superintendent of Natural Resources, Bolingbrook Park District

Chair: Kristine Wahlgren, Romeoville Recreation Department

Do you have a building project that can “go green?” Whether it’s a community center or a concession stand, find out how easy it can be to design green as well as how to accomplish Leadership in Energy and Environmental Design (LEED) certification at any level. Your agency will benefit most if there are at least three agency representatives working together in this session. Your team will walk through a LEED scorecard and engage in a project workshop from site-design to building materials and costs.

Learning Outcomes: Participants will: (1) Discover what LEED is, how it can be used and who is using it; (2) Brainstorm ways to incorporate green design strategies including materials into your project, determine cost benefits and detriments and learn from case studies of projects in progress and built work.

NEW FORMAT!

Office Support Luncheon and Workshop:

Thursday, January 24, 2008, 12:15 PM - 4:15 PM

Pre-registration is mandatory; registration form on page 45.

Price: \$75??

This fee includes lunch.

This session is perfect for your office support or administrative staff!

12:15 PM - 1:30 PM

Luncheon/Registration, Crystal C Ballroom, West Tower/Green Level

1:40 PM - 4:15 PM

Workshop, Crystal B Ballroom, West Tower/Green Level

4:30 PM

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

IAPD and IPRA are excited to bring you the Office Support Workshop in a new format this year! It is designed with quality professional development tracks delivered in a format that encourages discourse, networking, and relationship building. Following lunch, attendees will spend 45 minutes at each “station” and dive into the timely topics listed below.

Building Positive Relationships with Your Co-Workers

Much of our time at work is spent interacting with our co-workers. Whether it’s your Board of Directors, Executive Director, immediate supervisor or the co-worker who shares your cubicle, you must be able to communicate, relate to, and problem-solve with these individuals. Are you doing so as effectively as you could? Tracey Crawford, Superintendent of Recreation with the Northwest Suburban Special Recreation Association, will help you explore the key aspects of building positive workplace relationships and discuss the skills needed to help you foster more harmonious, productive working relationships within your department and agency.

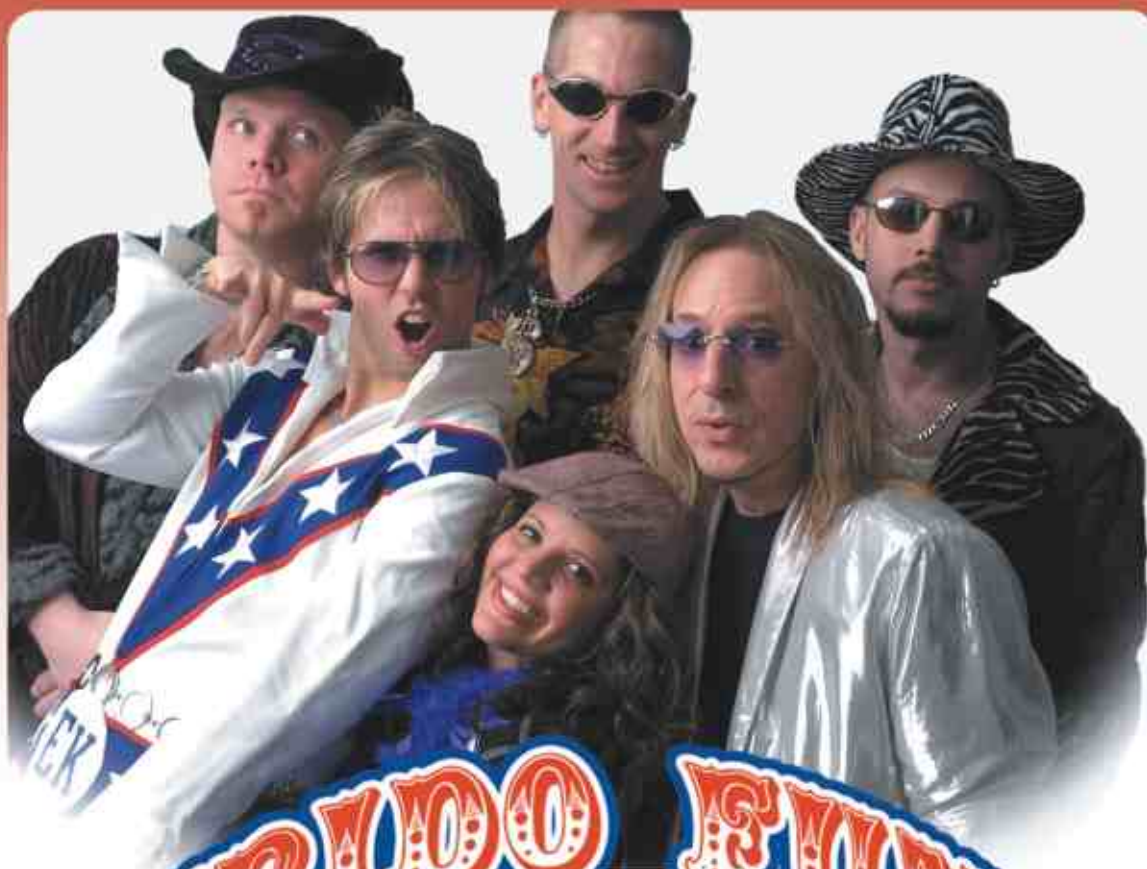
Learn How to Manage Your Work Day Productively – Efficient Work Areas Make Sense!

In our hectic, fast-paced world, the time we have available to get our work done, and the office space we have in which to do it, seems to be shrinking! More than ever, busy administrative professionals must understand how their time is spent (and wasted) and how their work areas should be arranged for greater efficiency. Nancy Aldrich, Superintendent of HR with the Arlington Heights Park District, will show you that you can create the time you need to get things done, and she’ll share important tips to help you better organize your work space.

Tips in the Delivery of Exceptional Customer Service

Providing excellent customer service has become an extremely difficult and sometimes quite challenging endeavor. Customers’ expectations are exceedingly high and their demands can challenge even the most skilled administrative professional; yet not just meeting but exceeding our customers’ expectations is key to the success of our agencies. In this session, Scott Chovanec, President of Scott Chovanec and Associates, will explore the dynamics of providing exceptional customer service and help you create a “culture of service” approach that sets you – and your agency – apart from rest.





LIBIDO FUNK CIRCUS

THURSDAY EVENING SOCIAL

Kick off the 2008 IAPD/IPRA Soaring to New Heights Conference
with a night of dancing to the Libido Funk Circus.

Catch up with old friends and meet some new ones at this great event!

--- Thursday from 9:00 pm to Midnight ---

This is not a ticketed event – all are welcome!

Event Sponsor:

VolleyballPros.com



FRIDAY EDUCATION SESSIONS

7:45 AM - 9:00 AM

- 29 Strategic Planning Made Simple!
- 34 Health Benefits of Parks & Recreation
- 108 Retirement Contracts: How Not to Bankrupt Your Agency
- 110 Legal/Legislative Part I
- 112 The Go Healthy Challenge: Helping Kids Tackle Childhood Obesity
- 133 SRAs: Recognition Program & Medicaid Waiver
- 208 Identity Theft - Don't Let It Happen to You!
- 211 Coyotes in Urban Areas
- 310 TIF Districts: To Oppose or Not Oppose?
- 313 Understanding the New Auditing Standards
- 323 Appliances vs. Servers: What's Best for Your Agency
- 406 Renovating Your Athletic Fields
- 413 Tales from the Teen Front
- 416 Day Camp Open Forum
- 518 The Changing Dynamics of Inclusion
- 611 Assembling Aquatic Attractions: Creating Inviting, Exciting & Adaptable Pool Complexes
- 615 Should Part-Time Motivation Be Full-Time Work?
- 623 Design on a Dime
- 804 Students! Is Grad School in Your Future?
- 910 Goodbye Snail Mail, Hello Email

9:30 AM - 10:45 AM

- 22 Speed Mentoring
- 35 Become a Results-Driven Organization
- 101 Who's Guarding the Henhouse - Are Your Employees Misusing Agency Property?
- 103 TIFs that Work...The Rest of the Story!
- 107 Hazardous Materials: Are They Being Dumped on Your Agency's Properties?
- 120 Legal Services & Administrative Advice for Small Park Districts
- 122 Foundation Development: How to Start a 501 © (3)
- 205 The Boomer Invasion - Ready or Not, Here They Come!
- 315 The How Tos of Debt Management
- 316 What Are Taxable Benefits & What Should Employers Do About Them?
- 317 Put Time on Your Side: Implementing an Automated Time & Attendance System
- 402 Child Abuse - Detection & Mandated Reporting Issues
- 405 Developmental Issues for Coaching Youth Sports

- 420 Athletic Roundtable for Youth & Adult
- 433 Senior Programming from A to Z
- 515 Portable Initiatives - Team Building Activities
- 520 Why Form a Special Recreation Association? Guideposts, Suggestions, & Governance Issues
- 608 Create the Appropriate Request for Proposals for Aquatic Facility Projects
- 619 Welcome Home! Park Districts & Home Schooling
- 626 Energy Management Strategies Implementation
- 801 What I Learned the First Six Months on the Job
- 906 Brochures From Start to Finish

3:00 PM - 4:15 PM

- 33 Maximize Your Performance
- 109 How Your Agency Can Get a Fitness Checkup
- 111 Legal/Legislative Part II
- 126 Today's Teens
- 128 Borrowing Options for Illinois Park Districts
- 132 Green Park Design - Principles to Practice
- 206 Climate Change (AKA Global Warming)
- 309 Budgeting Made Fun and Easy!
- 311 Employee Dishonesty & Theft Prevention
- 321 Voice-Over Internet Protocol (VOIP) Telephone Systems
- 403 Early Childhood Chat
- 408 Athletic Facility Management for Recreation Supervisors
- 412 It Takes a Team to Deliver Great Service
- 419 Hands-On Games
- 512 After School Programming in SRAs
- 519 Teaching Adaptive Equipment to Agency Staff
- 618 Golf: How to Survive the Season
- 621 Mentoring Young Professionals
- 622 Facility Flexibility: Facilitating Changing Program Needs Through Accommodating Space Options
- 901 The Valuation Process

***ALL EDUCATIONAL SESSIONS AWARD 0.1 CEUs PENDING APPROVAL**

FRIDAY CEU WORKSHOPS

8:30 AM - 10:30 AM

All workshops award 0.2 CEUs, pending approval.

15

Creating a Strategically Focused Organization

Presenter(s): Barbara Heller, Senior Manager, PROS Consulting

Session Chair: Debbie Carlson, River Trails Park District

As a leader, the ability to develop strategy is one of the most important leadership competencies. Yet, so few leaders successfully create a strategic environment. In fact, about 80% of all strategic initiatives end up failing. This session explores the development and deployment of a strategic planning framework, one that has proved successful in many organizations. Learn how to engage employees in the process, as well. Strategy doesn't have to be complicated; it just takes knowing how to develop a process that works.

Learning Outcomes: Participants will: (1) Explore the components needed to develop a strategic planning process.

19

Putting It All Together

Presenter(s): Paul Amundsen, CFRE, Principal, Paul W. Amundsen, Inc.; Jerry Handlon, Retired Executive Director, Schaumburg Park District

Session Chair: Mike Baiardo, Alsip Park District

This session is a presentation and discussion of pulling all aspects of a park and recreation operation together including board relations, image in the community, sponsorship efforts, staff morale, community relations, and the importance of all this to your community.

Learning Outcomes: Participants will: (1) Develop an outline plan of operational techniques; (2) Share with each other successes and failures of their agencies operational techniques.

26

Tools for Greening Your Agency

Presenter(s): Dave Brooks, Manager of Nature & Conservation Services, Schaumburg Park District; Bill Donnell, Superintendent of Parks, Fox Valley Park District; Cheryl Toohey, School-Age Program Coordinator, Skokie Park District

Session Chair: Cameron Bettin, Plainfield Park District

IPRA's Environmental Committee will present current projects intended to help agencies assess environmental practices and plan out future



environmental initiatives. IPRA's Environmental Committee strives to prove "It's Easy to be Green!"

Learning Outcomes: Participants will: (1) Learn about the current tools that exist to help agencies "go green" and will hear first-hand about how these tools have been utilized by agencies; (2) Understand the internal and external benefits of greening their agencies.

106
Projecting What FUTURE Residents Will Want in Parks & Recreation

Presenter(s): Chris Brewer, Principal and Dan Martin, Vice President, Economics Research Associates

Session Chair: Mickey Macholl, Hanover Park District

This session will focus on how changes in technology, household structures, consumer tastes, competition and other factors may influence the demand for parks and recreation in the future within your community.

Learning Outcomes: Participants will: (1) Understand ways in which demand could shift; (2) Learn tools and approaches to better understand and prepare for these shifts and trends.

113
Preserving Bio-Diversity Utilizing a Regional Network

Presenter(s): Steve Swanson, Director, National Historic Landmark, Glenview Park District; Laurel Ross, Regional Director for Environment and Conservation Programs, The Field Museum; Chris Mulvaney, Science and Natural Resources Coordinator, Chicago Wilderness

Session Chair: Steve Swanson, Glenview Park District

The ten-year old successful Chicago Wilderness Regional Network will be presented. This model has been presented around Lake Michigan and the country. This NE Illinois regional membership network has provided ways to do research, share information and develop biodiversity blueprints and implementation plans.

Learning Outcomes: Participants will: (1) Be presented a national model that began in NE Illinois for regional cooperation utilizing a membership network; (2) Be presented ways to research, share and develop a biodiversity blueprint and implantation plan.

117
Heavy Weight Title - Levy Ordinance Versus Budget & Appropriation Ordinance

Presenter(s): Tara Griffin, Assistant Vice President of Public Finance, Harris N.A.; Stephanie Posey, Attorney and Robert A. Porter, Director of Special Projects, Ancel, Glink, Diamond, Bush, DiCianni & Krafthefer, P.C.

Session Chair: Tim Sutton, Glencoe Park District

You don't want to miss this boxing match. Come see the heavy weight title. Learn about the Truth-in Taxation Act, PTELL and bonds. Also in the ring will be the procedures for successful applications of levy and budget and appropriation ordinances. From requirements to calculations, from planning to presentation – you want to miss this match up.

Learning Outcomes: Participants will: (1) Obtain a strong understanding on how their levy, budget and appropriation ordinances work; (2) Master the tips and tricks in getting maximum results from levy, budget and appropriation ordinances and get a complete understanding of bonds.

121
Great Minds Get Motivated

Presenter(s): Eileen Soisson, President, The Meeting Institute
Session Chair: Chris Garry, Barrington Park District



Let's not settle for what we have and instead get motivated for what is ultimately possible within our professional world. We will identify what motivation is defined as, as well as positive and negative motivators. Methods to get motivated include think positively, communicate effectively, act powerfully and lead others. Join our discussion and don't miss the chance to leave a conference session more motivated to make a positive difference in the workplace and therefore more energized to motivate other great minds.

Learning Outcomes: Participants will: (1) Identify what motivation is and discuss personal motivators; (2) Learn how to get motivated within the workplace and then lead by example. Attendees will create motivational "tool kits" to take back to their workplaces.

202
Designing Practical Mixed Border
Presenter(s): Janet Macunovich, INSERT TITLE, INSERT ORGANIZATION

Session Chair:
INSERT DESCRIPTION AND LEARNING OUTCOMES!

212
Estimating Perennial Bed Planting & Maintenance

Presenter(s):
Session Chair:
INSERT DESCRIPTION AND LEARNING OUTCOMES!

306
Getting Your Employees to Commit!

Presenter(s): Julius Rhodes, Management Consultant, MPR Group

Session Chair: Eric Hermonson, Bartlett Park District

Being able to marshal the full resources of your team is essential to achieving an environment that maximizes its potential. Getting your employees to commit provides attendees with needed skills to achieve this objective.

Learning Outcomes: Participants will: (1) Better understand and apply strategic methods that will foster positive group dynamics; (2) Comprehend and apply principles designed to clearly illustrate the impact their choice of language has on others.



318

Creating a Holistic Employee Wellness Program That Works!

Presenter(s): Denise Eaves, Senior Account Manager, Workplace Solutions EAP

Session Chair: Susan Balling, NEDSRA
With employers increasingly concerned about keeping their employees healthy, many agencies are implementing wellness program to promote good nutrition and exercise. But, did you know that a successful wellness program must focus on more than just your employees' physical health? Denise Eaves, LCSW with Workplace Solutions, EAP, will help us explore the many facets of a successful wellness program and will provide valuable information on how to maximize the design of your wellness program to meet your employees' physical, mental, and emotional

health needs while keeping within your agency's budget.

Learning Outcomes: Participants will: (1) Learn the components of a successful workplace wellness program; (2) Discuss how a wellness program can improve employees' physical, mental and emotional wellbeing.

411

Dance Open Forum

Presenter(s): Rebecca Korzyniewski, Recreation Supervisor, Gurnee Park District

Session Chair: Stephanie Simpson, Orland Park Recreation & Parks Department
Join this knowledgeable group of experts as they present information about their successful dance programs. Learn about current trends and great new ideas in dance programming. Participants are encouraged to

bring questions and ideas for roundtable discussions.

Learning Outcomes: Participants will: (1) Learn about current trends in dance programming at local agencies; (2) Share ideas and receive support from other recreation professionals.

425

How to Create Your Masterpiece: The Leadership Secrets of Leonardo DaVinci

Presenter(s): Bill Guertin, The 800-Pound Gorilla

Session Chair: Kelly LaMore, Bourbonnais Township Park District
Buckle up for a rollercoaster ride through the mind of a genius! Bill Guertin, The 800-Pound Gorilla, will lead you through several amazing examples of the life and works of Leonardo DaVinci and the leadership lessons that can be learned and applied to your own work and career. If you're a parks and recreation leader of any kind, you'll want to be at this session!

Learning Outcomes: Participants will: (1) ; (2)

430

Fit & Fun For Preschoolers

Presenter(s): Dawn Gaines, Gymnastic Coach & Jo Witucki, Recreation Supervisor, Bloomingdale Park District

Session Chair: Gina Byrnes, Oak Forest Park District

Come and discover fresh ideas to fully utilize small equipment in your gym or classroom. Dress comfortably to participate and learn new games and activities!

Learning Outcomes: Participants will: (1) Learn new ways to use equipment on-hand or find new equipment that is easily affordable or easy to make; (2) Develop an outstanding children's fitness program that can be passed onto other instructors.

505

Behavior Management: Discipline or Social Skill Training?

Presenter(s): Teresa Montemayor, E/BD Special Education Teacher, Midlothian School District #143

Session Chair: Jennifer Bruecks, Tri County SRA

Learn techniques that are effective in preventing inappropriate behaviors and give an opportunity to "practice" appropriate social skills. We will also answer the

Opening General Session with Richard Louv

Friday, January 25, 2008

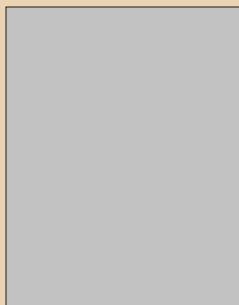
11:00 a.m. – 11:45 a.m.

Location: Regency Ballroom, West Tower/Gold Level

Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder

Richard Louv, author of *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*, and chairman of the Children and Nature Network, speaks about the transformation in the relationship between children and nature and how society is teaching young people to avoid direct experience in nature. That unintended message is delivered by schools, families, even organizations devoted to the outdoors and codified into the legal and regulatory structures of many of our local communities. He also describes the new body of scientific evidence demonstrating just how important direct contact with the outdoors is to healthy child development, touching on such health issues as ADHD, childhood obesity, stress, creativity and cognitive functioning. To stimulate a "Leave No Child Inside" movement, he offers practical suggestions for action by parents, grandparents, government agencies, conservationists, urban planners, educators and others concerned about the future of childhood and the Earth itself.

Richard Louv is the author of seven books about family, nature and community including *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*, which has created a national conversation about the disconnection between children and nature and its implications for human health and the future of the environment. A columnist for the San Diego Union-Tribune from 1984 to 2006, he has written for the New York Times and other newspapers and magazines, and has been a columnist and member of the editorial advisory board for Parents magazine. He is the chairman of the Children and Nature Network (www.cnaturenet.org) and a member of the Citistates Group, an organization of urban observers. He has served as an advisor to the Ford Foundation's Leadership for a Changing World award program and the National Scientific Council on the Developing Child; and as a Visiting Scholar at the Heller School for Social Policy and Management at Brandeis University. He has appeared on Good Morning America, the Today Show, NPR's Fresh Air and Talk of the Nation, and most recently, the CBS Evening News and the NBC Nightly News.





questions of why participants act out and how to prevent behaviors through routines, expectations, and rewards.

Learning Outcomes: Participants will: (1) Learn effective program planning that prevents behaviors; (2) Learn how to utilize leisure/recreation activities as a social skills training for individuals with disabilities.

614

Making Waves: Dealing with an Indoor Aquatic Park Renovation

Presenter(s): Vince Kennedy, Superintendent of Recreation, Schaumburg Park District; Ron Oestrich, Superintendent of Revenue Facilities, Bolingbrook Park District
Session Chair: Laura Gallagher, Schaumburg Park District

There are so many areas to plan for and go through when involved with an indoor aquatic park renovation. Learn the responsibilities through the recreation department's viewpoint. Find out how two different park districts made it work for them.

Learning Outcomes: Participants will: (1) Increase their knowledge of duties and responsibilities required of an indoor aquatic park renovation; (2) Learn how two park districts handled the process and what made it successful.

624

Feasible Forms & Finishes: Planning Practical, Functional, Inviting Recreation Centers

Presenter(s): Tom Poulos, AIA, Principal, Williams Architects, Ltd.; Doreen Redman, Lead For Williams Interiors, Williams Architects, Ltd.
Session Chair: JoAnn Lodine, Park District of LaGrange

This session will outline design and planning guidelines for planning community/recreation centers. Considerations discussed will include overall facility size to meet budget and programming requirements, spatial relationships of program spaces, and inviting lobby spaces. Attention will be given to explaining various options for specific facility components and finishes and tips will be presented for determining space sizes and configurations. Guidance will be offered for specifying facility finishes with a special emphasis on interior design options, including sustainable/green materials.

Learning Outcomes: Participants will: (1) Be able to envision basic sizes for various facilities and identify various finishing options for facilities; (2) Be able to equate different degrees of facility choices and relate it to the general budget considerations.

905

Extreme Teen Marketing Makeover

Presenter(s): Bobbie Nance, Teen Adventure Supervisor, Park District of Oak Park
Session Chair: Connie Cooke, Crystal Lake Park District

Are you frustrated by the planning, promotion, and the lack of response for your teen programs? Do you need to find a way to attract them? During the Extreme Teen Marketing Makeover, Teen Adventure Supervisor, Bobbie Nance will take your current brochure copy, flyers, and press releases and give them a makeover that will have teens and tweens begging to attend your programs. Bring your current marketing examples and she will show you how she applies the magic touches to reel them in.

Learning Outcomes: Participants will: (1) Learn about what attracts teens, motivates them, and what they really spend their money on; (2) Learn how they can apply the newfound knowledge on teens and how they can alter their marketing materials without spending a dime!

FRIDAY CEU WORKSHOPS

2:45 PM - 4:45 PM

All workshops award 0.2 CEUs, pending approval.

16

High Performance When the Heat Is On

Presenter(s): Roy Ellis Moody, Professional Speaker, Roy Moody & Associates
Session Chair: Mike Baiardo, Alsip Park District

High Performance When the Heat Is On is a program based on the belief that we can all improve our performance in ways that help us increase motivation, control stressful situations, remain calm under pressure, and perform more consistently at higher levels. It is designed to assist people in dealing more effectively with the changes, pressures, and demands of their work and life. The emphasis is on the strategies, techniques, and qualities that characterize exceptional performers. The program also explores the connections between creative individual performance and peak performing organizations.

Learning Outcomes: Participants will: (1) Identify the four Cs of high performance; (2) Explore ways to survive and thrive during the chaos of change, stress, and uncertainty.

23

Professional Certification: It's Your Choice

Presenter(s): Panel of Experts
Session Chair: Mike Clark, Batavia Park District

Learn about the benefits of being certified and what certification is all about. Find out what it takes to become certified and how to maintain your certification.

Learning Outcomes: Participants will: (1) Learn the history of professional certification and the development of criteria used for the certification process; (2) Gain an understanding of the exam process and certification maintenance.

115

Directors & the Law

Presenter(s): Robert Bush, Attorney, Ancel, Glink, Diamond, Bush, DiCianni and Krafthefer, P.C.

Session Chair: Lili McGovern, Hoffman Estates Park District

Park directors face a continuing and changing platform of legal challenges and issues in their duties. Legislative changes and court decisions require keeping pace with changes and dealing with these changes. This session will cover legislation and court decisions that affect park districts and provide guideposts.

Learning Outcomes: Participants will: (1) Get an up to date focus on changing legal issues impacting their agencies and job; (2) Learn of changes in labor, personnel, electronic impacts, medical information, criminal background checks and hiring.

124

Employment Law - Hiring, Firing, Suspensions & Dealing with Unions

Presenter(s): Keri-Lyn Krafthefer and Margaret Kostopoulos, Attorneys, Ancel, Glink, Diamond, Bush, DiCianni & Krafthefer, P.C.

Session Chair: Cindy Deiters, IAPD
 Understanding employment law is a must to avoid the expensive legal cost involved with improper procedures in hiring, firing, suspending, employment applications, contracts and sexual harassment. Attend this session to attain the knowledge of the right way to address these situations. What do you do when the union comes knocking at your door? Attend this session and find out.

Learning Outcomes: Participants will: (1) Learn the proper procedures to hire, fire, suspend and other procedures involved with the labor laws; (2) Learn the steps in negotiating and dealing with unions.



136

No Child Left Inside Partnership Opportunities

Presenter(s): Peggy Stewart, No Child Left Inside Coordinator, Chicago Park District; John Elliot, No Child Left Inside Coordinator, Cook County Forest Preserve District; Melinda A. Pruet-Jones, Executive Director, Chicago Wilderness

Session Chair: Chuck Balling, Glenview Park District

Chicago Wilderness is building a regional network of those working on connecting children with nature. Chicago Wilderness has led the regional effort of the national coalition committed to reconnect kids with the outdoors as part of a healthy childhood. Efforts of regional agencies and opportunities to work in a collaborative manner will be explored.

Learning Outcomes: Participants will: (1) Learn about the regional part of a national coalition committed to reconnecting kids with the outdoors as part of a healthy childhood; (2) Learn about efforts of different agencies and opportunities to work in a collaborative manner.

203

Designing for Color

Presenter(s): Janet Macunovich, **INSERT TITLE, INSERT ORGANIZATION**

Session Chair:

INSERT DESCRIPTION AND LEARNING OUTCOMES!

213

Saving Time on Garden Work

Presenter(s):

Session Chair:

INSERT DESCRIPTION AND LEARNING OUTCOMES!

305

Is There a Glass Ceiling in Parks & Recreation?

Presenter(s): Panel of Experts

Session Chair: Nancy Aldrich, Arlington Heights Park District

Do glass ceilings still exist for female parks and recreation professionals in Illinois? Are women able to advance to director positions as quickly, and at the same rates of pay, as their male counterparts? With the coming retirements of so many directors, will there be more opportunities for women to advance in our field, or will agencies turn to individuals from the private sector? In this informative session, we'll discuss the different career paths that five successful female parks and recreation professionals have taken, the various obstacles and challenges they faced in cracking their own glass ceilings, and their thoughts on the future of the field of parks and recreation for female professionals.

Learning Outcomes: Participants will: (1) Understand the different career paths available to parks and recreation professionals; (2) Explore and discuss the challenges women face as they advance their careers in parks and recreation.

418

Legal Issues In Before- & After-School Programs

Presenter(s): Steven J. Kleinman, General Counsel, Park District Risk Management Agency

Session Chair: Melissa Lewis, Buffalo Grove Park District

This session will offer answers to many of your questions regarding legal issues that arise in before- and after-school programs.

Learning Outcomes: Participants will: (1) Have questions answered by an attorney regarding legal issue with before- and after-school programs; (2) Understand how to address legal issues that others have encountered in their before- and after-school programs.

422

Evidence-Based Programming: Needs & Opportunities

Presenter(s): LoriKay Paden, Community & Education Services Coordinator, University of Illinois; Laura Payne, Director of Illinois Senior Wellness Initiative, Assistant Professor, University of Illinois

Session Chair: Laura Payne, University of Illinois

There are many benefits to adopting evidence-based programming in your agency. In this session, we will explore the urgent need to implement more evidence-based programs, discuss ways to feasibly adopt this evidence-based program. This type of programming lends more credibility to our work and helps to connect us to the health and wellness field.

Learning Outcomes: Participants will: (1) Be introduced to several evidence-based programs being offered in public parks and recreation settings, such as Taiji and 'N Balance; (2) Observe and enjoy several examples of evidence-based health and wellness programs.

432

Preschool Gymnastics

Presenter(s): Dawn Gaines, Gymnastic Instructor and Jo Witucki, Recreation Supervisor, Bloomingdale Park District

Session Chair: Gina Byrnes, Oak Forest Park District

Looking for some fresh ideas to fully utilize those small equipment pieces? This session will help you incorporate a fitness program for your preschool classes. You will learn new ways to use equipment you have on hand and learn about new equipment that can be ordered or easily and affordably be made in-house. Attendees will receive a list of supplies and suppliers. Dress comfortably so you can learn and participate in the activities and games. Activities learned will develop fitness in preschool children and can be easily taught to other instructors.

Learning Outcomes: Participants will: (1) Learn what can be done to enhance one's existing equipment; (2) Understand how to teach preschoolers eye and hand coordination while still having fun.

506

Behavior Management Systems: What Are They & How Do They Work in Recreation?

Presenter(s): Teresa Montemayor, E/BD Special Education Teacher, Midlothian School District #143

Session Chair: Jennifer Bruecks, Tri County SRA

Questions about the many management systems that can be utilized to modify behavior will be discussed and answered. We will attempt to prove the value of these systems in recreation as a benefit to the participants and to the program.

Learning Outcomes: Participants will: (1) Gain a clearer understanding of each behavior management system introduced



and identify the difference between them; (2) Choose a system(s) to utilize in their programming and learn how to best implement them.

511

The Network is Behind Us!

Presenter(s): Donna McCauley, Professor/Coordinator Recreation Therapy & Recreation Management, Moraine Valley College; Sandra Wolf Klitzing, Associate Professor, Illinois State University

Session Chair: Trish Niemiec, Tri County SRA
Join us as we discuss how practitioners, educators, and students across the country have gotten the word out about therapeutic recreation and what still needs to be done.

Learning Outcomes: Participants will: (1) Learn what role they play in advocating the therapeutic recreation profession; (2) Learn what has been done and what still needs to be done to get the word out.

620

Team Building: A Fun Way to Get Your Staff to Work Together

Presenter(s): Alice Eastman, Superintendent of Natural Resources, Bolingbrook Park District

Session Chair: Laura Yednock, Park District of LaGrange

An interactive session demonstrating and involving participants in various team building activities and ideas.

Learning Outcomes: Participants will: (1) Create an open forum to discuss how teamwork and cohesion can help your agency; (2) Learn how to facilitate simple interactive team building scenarios, projects and games by participation.

802

Computer Games & Virtual Worlds: Threat or Opportunity?

Presenter(s): Panel of Experts

Session Chair: Dan Yoder, Western Illinois University

Through discussion and demonstration, this session will explore the role and impact of computer games and social worlds. Examples of computer games, programs and competitions will be provided.

Learning Outcomes: Participants will: (1) Learn about the role and impact of computer games on programming at Illinois park and recreation agencies; (2) Learn about examples of computer game programs.

912

What's Your Brand & Does Your Community Embrace It?

Presenter(s): Soni Simpson, Adjunct Professor, Management & Marketing Strategy, IIT

Session Chair: Julie Vogl, Carol Stream Park District

Your agency has a brand whether you know it or not! If you don't proactively and strategically manage your brand, it will manage you or even limit your organization's ability to grow. Brands are the most valuable assets your organization owns. Learn what a brand is, what it can do for your agency, how to identify its core values and use your brand positioning to guide your every day operations and communications to resounding success! This is way more than a marketing communication issue; it is a strategic management philosophy that can increase your organization's effectiveness tenfold.

Learning Outcomes: Participants will: (1) Learn how to position their organization to compete more effectively with other leisure activities and businesses and how to integrate their organization's brand into every aspect of its daily business to dramatically increase marketing efficiency and effectiveness; (2) Learn how to identify their public's core needs, desires and wants and match this up with their organization's core equity values to increase long term, sustainable relationships with the community.

1005

Sigame, Digame, Enseneme: Planning Successful Community Outreach to Hispanic Markets

Presenter(s): Elizabeth Stearns, Public Relations/Marketing Manager, Waukegan Public Library

Session Chair: Elmer Martinez, Northern Suburban Special Recreation Association
Four out of five recent immigrants to the metropolitan area of Chicago are from Mexico. Since government services are often structured differently in Mexico, this community requires very different methods of outreach and information dissemination. Marketing plans must include opportunities to build trust and bonds, as well as bridge them to information about our agencies. Learn more about how to develop these strategies in this two-hour session, which includes successful real world examples of community outreach and structured

brainstorming on how you can apply these principles to your agency.

Learning Outcomes: Participants will: (1) Learn about "culture codes" and how they apply to parks and recreation; (2) Hear real-life examples of successful Hispanic outreach programs by government agencies.



SATURDAY EDUCATION SESSIONS

10:15 AM - 11:30 AM

- 21 It's Your Turn to Be a Star! Get Recognized! The IAPD/IPRA Award Programs
- 28 The Art of Building Partnerships
- 116 How to Keep Your \$25K Capital Project from Becoming \$100K
- 123 Freedom of Information - Dealing with the Crazies & the Law!
- 134 Referendum Session
- 137 New Software for Turf Grass Management of Parks & Golf Courses
- 209 The Money Tree - How to Seed, Sow, and Grow Your Parks
- 304 One Time Card, One Paycheck & One Employee
- 308 Blending Telephone & Mail Surveys to Maximize Public Feedback
- 410 Adding Some Zing to Your Special Events
- 417 Before- And After-School Programs Open Forum
- 421 Youth Sports Planning Committees
- 426 Adventure Programming
- 427 Program Guidelines
- 509 Moving Beyond Physical & Social Inclusion: Creating Friendships
- 516 Consistent Training Practices for Intern Supervisors & NCTRC Guidelines
- 521 How to Start a Variety Show Program
- 606 Fitness Ideas Trends & Topics
- 617 Golf Course "Cents" & Sensibilities
- 629 Green with Envy: Garnering Admiration Through Environmentally Friendly Projects
- 803 Ready or Not, Here Comes the Real World!
- 902 The Future of the Web: What's in Store in Ten More?

12:30 PM - 1:45 PM

- 25 Project Management Pitfalls for Small Capital Projects
- 105 Technology in Golf Operations
- 118 The ABCs of Sports Lighting
- 127 Park Safety: An Eagle Eye's View
- 138 IPM & Low Impact Turf Grass Management Strategies
- 210 Sustainable Communities Through Park Master Planning
- 214 Landscape Bloopers
- 319 What Your Agency Needs to Know About Employment Contracts

- 322 Making Your Website ADA Compliant
- 324 Video Surveillance, Network Security & Wireless Connections
- 414 Behavior Management - Bullying Amongst Teens
- 428 101 Ways to Reward Staff
- 513 Youth at Risk
- 517 Teen Programming/Transition Planning, Sensory Age-Appropriate Activities
- 604 Developing a Fitness Marketing Plan
- 612 Concessions: In-House vs. Contract
- 628 Conserving Water - A Precious Resource
- 903 Marketing From The Inside Out: Customer Service

2:00 PM - 3:15 PM

- 27 Vision & Values: What's It All About?
- 104 Hired a New Director? Do You Need a Contract?
- 114 Nipping NIMBY in the Bud: Strategies to Reduce the NIMBY Effect
- 129 Cash Flow Analysis & Investment Policy Review: Two Steps to Increased Investment Return
- 135 Nurturing Landscapes: Outdoor Stealth Exercise for Seniors
- 207 Six Steps to a Secure Retirement
- 312 The ABCs of Disaster Recovery Planning
- 314 The GFOA Budget Award: Tips for Success!
- 404 You Make the Call: Ins & Outs of Sports Officiating
- 429 Enhancing Your Programs One Song at a Time
- 514 New Games & Adaptations
- 603 Who is Training Your Personal Trainers & Fitness Instructors
- 605 Preventative Maintenance - Keeping Your Fitness Equipment in Shape
- 616 Great Aquatic Events
- 908 Visuals That POP!

***ALL EDUCATIONAL SESSIONS AWARD 0.1 CEUs PENDING APPROVAL**

SATURDAY CEU WORKSHOPS

10:15 AM - 12:15 PM

All workshops award 0.2 CEUs, pending approval.

14

Skate Parks: Community Asset or Future Liability?

Presenter(s): Aaron Spohn, President, Spohn Ranch Skate Parks

Session Chair: Anne Cosentino, SEASPAR
With so many people taking their passion of skateboarding to the streets, it is only logical to create a safe environment within our public parks to accommodate them. The question is how to keep the community safe from future liability. This topic is important because it addresses many issues related to the incredible growth of skateboarding and how communities can manage it positively and effectively.

Learning Outcomes: Participants will: (1) Learn how to properly plan for a skate park and the pitfalls to avoid; (2) Learn about important safety issues and stats; (3) Learn about the benefits of management and programming at the skate park.

18

Thinking Outside the Granola Box: Healthy Lifestyle Choices & Programming for the Non-Health Nut

Presenter(s): Shannon Olison; LoriKay Paden, Community Education & Services Coordinator, University of Illinois

Session Chair: LoriKay Paden, University of Illinois

Attend this workshop to find out what you can do to improve the "health" of your park district as well as your own health! As you know, the health benefits of recreation are incredible. Other industries are turning to us for help and guidance. We provide and promote healthy living and wellness through many different venues. Are we modeling the importance of being healthy? Is it possible? This program will explain what it means to be healthy as well as identify how you can be a healthier person. You will take away easy-to-understand and practical information on the prevention of heart disease, stress management, obesity, and other diseases. Learn how to "sneak in" healthy programming into your agency as well as simple small personal lifestyle changes that



can positively impact your mental and physical health, which in turn will impact your life. A healthier you will be a happier, more productive you!

Learning Outcomes: Participants will: (1) Understand what healthy living is really all about – it does not have to be broccoli, yoga, and running a marathon. You will learn how you can be healthier and create a healthier living environment in a busy world, taking away practical information on why it is important to incorporate healthier lifestyle choices, both personally and for your professional setting; (2) Learn the benefits and drawbacks to including health-related programs throughout your district as well as how to incorporate “sneaky” healthy programming into your district.

102 Master Planning: Creating a Roadmap for Success

Presenter(s): Jeff Nehila, Executive Director, Round Lake Area Park District; Jan Buchs, Executive Director, Wheeling Park District; Joe Brusseau, Principal, Brusseau Design Group, LLC

Session Chair: Bob Newport, Round Lake Area Park District
A quick tour on the roadmap to success. You will learn about the different types of plans and their applications, how to obtain public input and buy in and how to develop, adopt and monitor your agency’s master plan.

Learning Outcomes: Participants will: (1) Learn to identify the different types of plans and their importance; (2) Learn how to involve the public in the development, buy-in, and monitoring of the agency’s master plan.

125 Park District Budgeting 101

Presenter(s): Adam Simon, Attorney and Robert A. Porter, Director of Special Projects, Ancel, Glink, Diamond, Bush, DiCianni & Krafthefer, P.C.

Session Chair: Bobbie Jo Hill, IAPD
This is a must session for those desiring an understanding of the Park District financial process including ordinances and procedures. Procedures and requirements will be presented in laymen terms and also include tips and tricks for mastering the means by which to maximize your tax revenue. This is an excellent session for the newly elected commissioners or not so new and need a refresher course.

Learning Outcomes: Participants will: (1) Learn the different procedural requirements

for Park District finances and how they interact with each other; (2) Learn to maximize their revenue with the levy ordinance and control the money with the budget and appropriation ordinance.

204 The Five Minute Marketing Plan

Presenter(s): Jodi Rudick, Professional Speaker, The Advisors Marketing Group



Session Chair: You know you should have a written marketing plan, but can’t seem to find the time. Problem

solved! In this fast-paced program you will actually create a ready-to-use promotional strategy to increase customers, profits, participation, attendance, sponsorships, volunteers or support for your products, programs, events, services or overall agency. Using the Five Minute Formula, anyone – from amateurs to experts – will glide through the critical marketing planning process.

Learning Outcomes: Participants will: (1) Learn how to find success by committing to short-term micro-marketing objectives; (2) Learn how to put customer needs at the center of marketing decisions; (3) Determine which target audiences are the most valuable and efficient in generating results; (4) Discover how to pull all five facets of the marketing plan in place to better serve your customers and your community.

431 Travel Near, Travel Far

Presenter(s): Laura Gardner, Trip Coordinator, Lisle Park District; Cindy Hendrixson, Rec Coordinator, West Chicago Park District

Session Chair: Diane Lancour, Palatine Township Senior Center
Travel near, with day-excursions by van or bus. Travel far, to destinations nationwide by connecting with tour/travel groups. Travel to exotic locations worldwide with the IPRA Adventure Travel Program. Join us and discover the benefits of a trip program.

Learning Outcomes: Participants will: (1) Learn how to plan trips from start to finish; (2) Learn how to create trips that are above average, through planning, participant perks and program evaluations.

434 Positive Youth Development: Building Asset-Based Programs & Services - Part 1

Presenter(s): Dr. Cari Autry, Assistant Professor, Arizona State University; Dr. Sydney Sklar, Assistant Professor, University of St. Francis

Session Chair: Kelly LaMore, Bourbonnais Township Park District
Developing youth initiative and motivation requires professionals to embrace strength-based approaches and engage youth and parents in community building experiences. Recreation professionals have the tools and knowledge to promote positive youth development (PYD) through recreation. Part 1 reviews the state of the art in PYD practice including the 40 Developmental Assets Model and 10 guiding principles for youth development. It will also include methods for designing youth programs that support initiative building, community engagement, civic participation, mentorship and parental involvement. Finally, an open-mic forum in which participants share their successes and concerns about youth programming will serve as a catalyst for Part 2.

Learning Outcomes: Participants will: (1) Explain the positive youth development framework as an alternative to deficit-based models of practice; (2) Utilize the Developmental Assets model as a guiding framework for designing youth programs and services; (3) Explain the concepts of initiative building, community engagement, civic participation, mentorship and parental involvement and how they relate to recreation programs and services.

507 Providing Successful Transitions in Day Camp for Children with Autism

Presenter(s): Colleen Shinn, Training Specialist, Easter Seals Metropolitan Chicago

Session Chair: Lisa Gates, SSSRA Children, especially those with autism, sometimes have a difficult time with transitions. Whether it is during morning arrival or afternoon departure, a change of events or environment can be a challenge. This session will focus on the cognition and executive function and how some children with disabilities lack the ability to accept and adapt to changes. Practical suggestions and role playing will be a part of this session.

Learning Outcomes: Participants will: (1) Comprehend executive function and how it has a direct effect on the participant’s ability to execute transition and accept change; (2) Identify and implement strategies for successful transitions within recreational programs.



SATURDAY, JANUARY 26, 2008

609

Essentials of Pool Water Treatment

Presenter(s): Douglass Whiteaker, Principal, Water Technology, Inc.

Session Chair: Tom Bower, Winfield Park District

Aquatic facility spaces, with their expanding bodies of water and increasing focus on leisure elements, are more complex than ever before, heightening the challenge of maintaining balanced water. Traditional water treatment systems are often taxed beyond their capability to maintain water quality under these circumstances. A swimmer's aquatic facility experience greatly depends upon these vital behind-the-scenes factors. Get educated on the latest technical advances in pool water treatment.

Learning Outcomes: Participants will: (1) Identify conditions that affect pool water quality; (2) Examine the importance of water treatment as it relates to guest safety and the aquatic facility experience; (3) Examine various elements of water treatment systems available.

807

New to Two

Presenter(s): Panel of Experts

Session Chair: Gail Ito, Chicago State University

This session is for people new to the field or who have been in the field less than five years. Seasoned professionals will be addressing topics for "newbies." Focus will be on how to get respect as the newbie, how to get your ideas heard, what moves to make to further your career, how to survive a "problem boss," etc. Come with questions! We will be in a small-group format, so most of your questions will be addressed!

Learning Outcomes: Participants will: (1) Identify at least three methods to gain respect as a new professional; (2) Find at least one solution to their new job headache; (3) Add at least two new people to their network who can empathize with them ... who are in the same position as they are.

909

How to Write, Implement & Evaluate Your Marketing Plan

Presenter(s): Executive Service Corps of Chicago

Session Chair: Kathleen Talenco, Glen Ellyn Park District

Everyone wants them, but how do you write a marketing plan that is feasible, will be followed by the staff and evaluated for effectiveness? Learn some tried and true methods for writing a plan that keeps you focused and provides guidelines for the district.

Learning Outcomes: Participants will: (1) Come away with examples of how to write a marketing plan that is specific to their needs; (2) Learn how a marketing plan can be implemented to keep you focused and boost the bottom line.

1007

The Demographic Landscape is Changing, Will You Be Ready?

Presenter(s): Catherine Popowits, President, Diversity Training & Consulting, Inc.

Session Chair: Mel Robson, North Suburban Special Recreation Association

The demographics of the United States are rapidly changing and the increasingly cultural diversity of our communities reflects this national trend. Park district staffs are faced with the new challenge of providing services to community members from many different cultural backgrounds. Therefore, this workshop will provide practical ideas for increasing the participation of new cultural groups in your programs and activities.

Learning Outcomes: Participants will: (1) Learn why new ethnic groups are hesitant to come to park district programs; (2) Learn how to get more people from ethnic communities to your programs and activities.

SATURDAY CEU WORKSHOPS

1:00 PM - 3:00 PM

All workshops award 0.2 CEUs, pending approval.

17

Clean Energy - The Future is Now

Presenter(s): William Haas, Illinois Department of Commerce & Economic Opportunity; Robert Romo, Clean Energy Community Foundation

Session Chair: David Brooks, Schaumburg Park District

Wind power, solar, geo-thermal, bio-gas ... clean energy technologies are the way of the future. Learn about currently available technologies, how they work, how they benefit the environment, and how they can demonstrate civic leadership. We'll also look at funding opportunities for retrofits and new construction.

Learning Outcomes: Participants will: (1) Gain a deeper understanding of the economic and environmental benefits of designing or retrofitting facilities with clean energy technology; (2) Learn about funding opportunities available for park districts when converting to clean energy technologies.

20

Online Disaster Recovery: Today's Way of Being Technology Safe

Presenter(s): Matt Johnson, Pre-Sales Engineer, EVault, Inc.

Session Chair: Dean Comber, IPRA

Tired of worrying about your crucial data? Would you like to learn about different ways that you can backup your data besides tape or other digital media? If so, this session will cover the newest technologies available to small- to medium-sized organizations in terms of disaster recovery. This session will detail the past, present and future of disaster recovery methods being used today. If you're looking for an automated and stress-free way to keep you most valuable assets from being lost, this is the session for you.

Learning Outcomes: Participants will: (1) Learn how disaster recovery has moved from physical media to being conducted online and real-time; (2) Learn how to prepare their organization for a disaster and use external vendor services to their benefit - it's much safer and more cost-effective.



24

Remember What You Know

Presenter(s): Panel of Experts

Session Chair: Tracey Crawford, North Suburban Special Recreation Association
This refresher course will help participants review key areas of parks and recreation as they relate to the national certification examination. Speakers will address information in the following areas: leisure administration, therapeutic recreation, parks and natural resources, and recreation programming.

Learning Outcomes: Participants will: (1) Learn how to prepare to take and pass the national certification exam for parks and recreation professionals; (2) Learn about the make-up of the certification exam and the four areas it covers.

119

Open Meetings Act - The Sand Trap!

Presenter(s): Robert Bush, Attorney and Keri-Lyn Krafthefer, Attorney, Ancel, Glink, Diamond, Bush, DiCianni and Krafthefer, P.C.

Session Chair: Jack Schmerer, Buffalo Grove Park District

Don't get caught up in the sand trap. Attend this session and learn how to comply with the Open Meetings Act. Learn the procedures and compliance issues dealing with the Open Meetings Act.

Learning Outcomes: Participants will: (1) Understand what they can and can't do under the Open Meetings Act; (2) Learn about electronic participation, open versus closed meetings, quorums, remote participation, notice of meetings and meeting minutes.

401

Portfolios & Multidimensional Preschool Assessments

Presenter(s): TBA

Session Chair: Sue McDougale, Gurnee Park District

INSERT DESCRIPTION AND LEARNING OUTCOMES!

435

Positive Youth Development: Building Asset-Based Programs & Services - Part 2

Presenter(s): Dr. Cari Autry, Assistant Professor, Arizona State University; Dr. Sydney Sklar, Assistant Professor, University of St. Francis

Session Chair: Kelly LaMore, Bourbonnais Township Park District

Developing youth initiative and motivation requires professionals to embrace strength-based approaches and engage youth and parents in community building experiences. Recreation professionals have the tools and knowledge to promote positive youth development (PYD) through recreation. Part 2 will be a "working session" in which presenters facilitate breakout groups to discuss salient problems in youth programming and create action plans for developing future programs and services. The breakout groups will then share the results of their discussions and recommendations for future practice. Presenters will synthesize and summarize results and share insights from their research.

Learning Outcomes: Participants will: (1) Discuss salient problems in youth programming pertaining to park and recreation agencies in local communities; (2) Develop recommendations for future directions in youth development programming within Illinois; (3) Develop an action plan for enhancing youth development opportunities at the agency level.

508

Critical Characteristics of Autism & How They Impact Behavior

Presenter(s): Toni Rocha, Easter Seals-Metropolitan Chicago

Session Chair: Katie Humphrey, NASR-Belvidere Park District

Come to hear practical and positive interventions from a parent-professional view. Hear what magic can happen when parents and professionals work TOGETHER. Listen to real-life examples of learning, living and laughing with autism. This session will focus on visual communication devices and supports, sensory ideas and strategies used in the home, community and school.

Learning Outcomes: Participants will: (1) Learn practical solutions for providers and parents who work with people on the autism spectrum; (2) Understand the individual needs and supports for individuals with autism.

613

Aquatic Exercise & Therapy Programs

Presenter(s): Panel of Experts

Session Chair: Karen Spandikow, Bartlett Park District

Aquatic fitness is a growing trend! There are many new programs to offer. Expand your options. Learn why your park district may or may not want a therapy pool.

Learning Outcomes: Participants will: (1) Learn new programs for aquatic fitness; (2) Determine whether or not a therapy pool is a good option.

1006

Getting the Park District on Track for a Changing Population

Presenter(s): Jan Buchs, Executive Director, Wheeling Park District; Catherine Popowits, President, Diversity Training & Consulting, Inc.

Session Chair: Naoko Ostermann, Northern Suburban Special Recreation Association
Serving Hispanic and maturing communities requires developing relationships with these communities. This workshop will discuss how to build these relationships and how to work with these communities to tailor your programs and services to their needs.

Learning Outcomes: Participants will: (1) Learn principles and strategies for serving more diverse patrons; (2) Learn how these principles are being applied at the Wheeling Park District to serve Hispanic and maturing populations.

A Night At The Museum!



The **Field**
Museum

1400 S. Lake Shore Dr.

Saturday Evening Social
7:00 pm - 9:30 pm
This is a ticketed event

Delegates who registered for the Full Conference Package receive one adult ticket. Extra adult tickets and children's tickets must be purchased at Conference Registration as they will not be sold at The Field Museum.

Adult tickets are \$85; Child (under 12) tickets are \$25.

Ticket includes round-trip shuttle service, admission to The Field Museum, a reception including food and beverages ...
and, for those who wish, an exciting scavenger hunt!

Shuttles will depart the Hyatt Regency Chicago outside the East Tower on Stetson Drive (in front of the Crystal Ballroom) beginning at 6:30 pm.

HOUSING FORM



CONFERENCE DATES: Thursday, January 24 – Saturday, January 26, 2008

LOCATION: The **Hyatt Regency Chicago** is a 2,019-room, luxury convention hotel located in the Illinois Center, just east of Michigan Avenue on Wacker Drive in downtown Chicago. Additional housing also available at the **Swissôtel Chicago**, a 632-room all-glass triangular hotel wedged into the confluence of the Chicago River and Lake Michigan, with fabulous wrap-around views from Navy Pier to Grant Park, and the **Fairmont Chicago**, which combines classic elegance with contemporary hotel services.

Please complete the following information and mail, call* or fax as soon as possible. You may also make your reservation online.

Hyatt Regency Chicago, Attention: Reservations Department
 151 E. Wacker Drive, Chicago, IL 60601
 P: 312-565-1234 F: 312-239-4418
https://resweb.passkey.com/Resweb.do?mode=welcome_gi_new&groupID=89274

Swissôtel Chicago, Attention: Reservations Department
 323 E. Wacker Drive, Chicago, IL 60601
 P: 312-565-0565 F: 312-565-5975
<https://www.trustinternational.com/mBooker/swissotel/2B?LANGUAGE=en&i=I9D&property=TXL-SL-HSLCHISW>

The Fairmont, Chicago, Attention: Reservations Department
 200 N. Columbus Drive, Chicago, IL 60601
 P: 312-565-8000 F: 312-856-1032
http://www.fairmont.com/EN_FA/Reservations/ReservationAvailability?hc=CHI&pc=GRILL1

*When calling to make your reservation, be sure to indicate you are attending the IAPD/IPRA Conference to ensure you receive the discounted room rate.

NOTE: One night's deposit is due with your reservation. This is nonrefundable after December 21, 2007.

CUT-OFF DATE: January 2, 2008. Reservations made after this date may pay a higher hotel rate.

Guest Name: _____

Sharing With: _____

Company/Home Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____ Fax: _____

Hyatt Gold Passport # (if applicable): _____

A.D.A. Special Request: _____

Check one:	Hyatt/Swissôtel	Fairmont
<input type="checkbox"/> Single Occupancy	\$115	\$125
<input type="checkbox"/> Double Occupancy	\$125	\$135
<input type="checkbox"/> Triple Occupancy	\$135	
<input type="checkbox"/> Quadruple Occupancy	\$145	

Note the above rates do not include tax of 15.4%

Arrival Day/Date:

(Check in time is 3:00 p.m.)

Departure Day/Date:

(Check out time is 12:00 p.m.)

- Reservations must be accompanied by one (1) night's advance deposit using check or credit card.
- Reservations are first-come, first-served.
- Room deposits are refundable if cancellation is made by December 21, 2007. By the decision of the IAPD/IPRA Joint Conference Committee, there will be no room deposits refunded after December 21, 2007.
- When canceling any room, request a cancellation number and the name of reservation person giving you that number.
- Indicate one of the following:

Type of Credit Card _____
 Credit Card Holder Name _____
 Credit Card Number _____ Expiration Date _____
 Signature _____

- First Night Deposit Enclosed

Cut-off date for making sleeping room reservations: January 2, 2008

- **Suites:** IAPD member agencies or IPRA members interested in reserving a suite must contact Dina Kartch of IPRA first at 630-376-1911. Forty-eight hours after IPRA has given approval, you must contact the Hyatt, Swissôtel or the Fairmont directly. Exhibitors interested in reserving a suite must contact Sue Triphahn of IAPD first at 847-496-4449. Forty-eight hours after IPRA has given approval, you must contact the Hyatt, Swissôtel or Fairmont directly.
- When making reservations by phone, please mention IAPD/IPRA Conference.
- In order to prevent reservation duplication, do not send in this form if reservations have been made by phone or online.



PROFESSIONAL CONNECTION

Thursday, January 24, 2008
5:30 p.m. - 6:30 p.m.
Location: Columbus K/L, East Tower/Gold Level

Students and professionals join us before the socials begin and get a head start on your networking weekend!

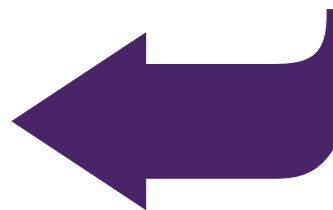
***Students**, you won't want to miss this great opportunity to network with professionals in the field. A relaxed, social atmosphere will provide an informal setting to inquire and talk with professionals in your area of interest.*

***Professionals**, you were a student at one time with quite a few questions. These students are the future professionals in the field, and you can help by sharing your knowledge and experience.*

Everyone who attends will enjoy pizza and beverages.
Students... get there to fill out your free raffle ticket for great prizes!

Simply complete this form and mail or fax a copy to:

Mike Baiardo
Alsip Park District
12521 S. Kostner Ave., Alsip, IL 60803
F: 708-389-1529
E: mbaiardo@alsipparks.org



- Student Professional

Name _____

College or Organization _____

Day Phone Number _____ E-mail _____

Students: Indicate area of interest.

Professionals: Indicate area in which you work.

- | | | |
|--|---|---|
| <input type="checkbox"/> Administration | <input type="checkbox"/> Golf | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Adult Programming | <input type="checkbox"/> Maintenance | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Aquatics | <input type="checkbox"/> Marketing/Communications | <input type="checkbox"/> Teens |
| <input type="checkbox"/> Athletics | <input type="checkbox"/> Parks/Natural Resources | <input type="checkbox"/> Therapeutic Recreation |
| <input type="checkbox"/> Building/Parks | <input type="checkbox"/> Preschool/Tots | <input type="checkbox"/> Trips |
| <input type="checkbox"/> Facilities | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Youth |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Recreation Programs | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Fitness | <input type="checkbox"/> Seniors | |



ADVANCE REGISTRATION FORM

REGISTRATION DEADLINE IS JANUARY 4, 2008

Registration for conference and any pre-conference workshops must be done at the same time.
 Faxed or mailed registrations will be accepted until December 21, 2007.
 After December 21, 2007 registrations will only be accepted online at www.ilparksconference.com.
 Register online at www.ilparksconference.com for a \$5 per registration discount!

PACKAGE	EARLY (BY 12/21/07)		REGULAR (12/21/07-1/4/08)		ONSITE	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	ONSITE MEMBER	ONSITE NONMEMBER
Full	<input type="checkbox"/> \$275	<input type="checkbox"/> \$530	<input type="checkbox"/> \$340	<input type="checkbox"/> \$660	<input type="checkbox"/> \$360	<input type="checkbox"/> \$700
No Frills	<input type="checkbox"/> \$220	<input type="checkbox"/> \$430	<input type="checkbox"/> \$275	<input type="checkbox"/> \$530	<input type="checkbox"/> \$310	<input type="checkbox"/> \$600
Friday Only	<input type="checkbox"/> \$185	<input type="checkbox"/> \$350	<input type="checkbox"/> \$215	<input type="checkbox"/> \$410	<input type="checkbox"/> \$220	<input type="checkbox"/> \$420
Saturday Only	<input type="checkbox"/> \$185	<input type="checkbox"/> \$350	<input type="checkbox"/> \$215	<input type="checkbox"/> \$410	<input type="checkbox"/> \$220	<input type="checkbox"/> \$420
Student	<input type="checkbox"/> \$70	<input type="checkbox"/> \$105	<input type="checkbox"/> \$75	<input type="checkbox"/> \$110	<input type="checkbox"/> \$80	<input type="checkbox"/> \$115
Retiree	<input type="checkbox"/> \$95	<input type="checkbox"/> \$95	<input type="checkbox"/> \$105	<input type="checkbox"/> \$105	<input type="checkbox"/> \$115	<input type="checkbox"/> \$115
Guest/Spouse	<input type="checkbox"/> \$95	<input type="checkbox"/> \$95	<input type="checkbox"/> \$105	<input type="checkbox"/> \$105	<input type="checkbox"/> \$115	<input type="checkbox"/> \$115
Friday All-Conference Awards Luncheon Ticket						<input type="checkbox"/> \$55
Table Reservation for Friday All-Conference Awards Luncheon (Nonrefundable; must have 12 people; see page 25 for details.)						<input type="checkbox"/> \$50
Saturday Breakfast in Exhibit Hall						<input type="checkbox"/> \$40
Saturday Social at the Field Museum Ticket - Adult						<input type="checkbox"/> \$85
Saturday Social at the Field Museum Ticket - Child Under 12						<input type="checkbox"/> \$25
CONFERENCE PACKAGE/TICKET TOTAL						\$

PRE-CONFERENCE WORKSHOPS - THURSDAY, JANUARY 24, 2008 (Workshop enrollment is limited - REGISTER EARLY!)

SESSION #	TITLE	FEE	CEUs
8:30 AM - 12:00 PM			
13	Project Management	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
131	Maximizing Your Leadership Opportunities	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
200	Parks Pre-Conference Workshop #1	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
302	HR Things That Make You Go Hmmm...	<input type="checkbox"/> \$65	<input type="checkbox"/> \$5
303	Achieving Extraordinary Results Through Your People	<input type="checkbox"/> \$65	<input type="checkbox"/> \$5
423	What Are Your Residents Thirsty For? The Customer Service Program You Can Start Next Week	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
501	Problem Behavior Solutions: A Functional Behavior Approach	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
601	R.A.M.P. Up Your Agency: Infusing Your Organization With Employee Buy-In & Customer Loyalty	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
12:15 AM - 4:15 PM			
	Office Support Workshop (Fee includes lunch, workshop, and materials)	<input type="checkbox"/>	<input type="checkbox"/> \$5
1:00 PM - 4:30 PM			
12	The Wining Supervisor	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
130	Choose Your Attitude	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
210	Parks Pre-Conference Workshop #2	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
301	Supervisory Essentials: Getting the Most Out of Yourself and Others	<input type="checkbox"/> \$65	<input type="checkbox"/> \$5
424	How to Polish Your Assets: The "Reality Sells" Workshop for Parks and Recreation	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
502	Do I Really Have to Use Reinforcers?	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
602	Customer Service Going Above and Beyond for a Star Performance	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
625	LEEDing the Way to Platinum Design	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
PRE CONFERENCE WORKSHOP TOTAL			\$

MEMBER RATES: All registrations are checked for membership status. Refer to the Policy on Members and Non-Members on page XXX.

MEMBER: IAPD IPRA ID# _____ NON-MEMBER PPRP APRP CPRP CTRS

I WANT CEUs (No additional CEU fees for Friday & Saturday sessions will be charged.) FRIDAY SATURDAY BOTH FRIDAY & SATURDAY

NAME _____ TITLE _____

NICKNAME FOR BADGE _____ GUEST/SPOUSE _____

AGENCY _____ EMAIL ADDRESS _____ PHONE _____

MAILING ADDRESS, CITY, STATE, ZIP _____

ADA COMPLIANCE: PLEASE CONTACT DINA KARTCH AT IPRA AT 630-376-1911 x200 (NO LATER THAN DECEMBER 17, 2007) IF YOU HAVE ANY SPECIAL ACCESSIBILITY/MEAL REQUIREMENTS.

METHOD OF PAYMENT

* Should you make an error in calculating your card will be charged for the correct amount.

Check # _____ (Please make checks payable to IAPD.) Visa MasterCard Discover * Total \$ _____

Cardholder's Name _____ Credit Card Number _____ Expiration Date _____

Cardholder's Address _____

3-Digit Security Code _____ Signature _____



FAXED OR MAILED REGISTRATIONS WILL BE ACCEPTED UNTIL DECEMBER 21, 2007 AT:

IAPD, 211 E. Monroe St., Springfield, IL 62701 FAX: 217-523-4273

AFTER DECEMBER 21, 2007 REGISTRATIONS WILL ONLY BE ACCEPTED ONLINE AT WWW.ILPARKSCONFERENCE.COM.



IMPORTANT REGISTRATION INFORMATION

REGISTRATION FOR CONFERENCE AND ANY PRE-CONFERENCE WORKSHOPS MUST BE DONE AT THE SAME TIME.

CEU FEES - No additional CEU fees for Friday and Saturday sessions will be charged this year. However, you must request CEUs on your registration. CEU fees for pre-conference workshops will still be charged.

FULL - Includes Friday and Saturday CEU and Educational Sessions; Opening General Session; Admission to the Exhibit Hall; Thursday Social; Friday All-Conference Awards Luncheon Ticket; Saturday Breakfast in Exhibit Hall; Saturday Social at the Field Museum.

NO FRILLS - Includes Friday and Saturday CEU and Educational Session; Opening General Session; Admission to the Exhibit Hall; Thursday Social.

FRIDAY ONLY - Includes Friday CEU and Educational Session; Opening General Session; Admission to the Exhibit Hall.

SATURDAY ONLY - Includes Saturday CEU and Educational Sessions; Admission to the Exhibit Hall.

STUDENTS/RETIREEES - Includes Friday and Saturday CEU and Educational Sessions; Opening General Session; the Professional Connection; Admission to the Exhibit Hall; Thursday Social; Student Luncheon on Friday.

GUEST/SPOUSE/FAMILY/FRIEND (Must not be affiliated with or employed by any park and recreation agency.) - Includes Friday and Saturday CEU and Educational Sessions; Opening General Session; Admission to the Exhibit Hall; Thursday Social; Limited number of passes to various museums on a first-come, first-served basis.

PLEASE NOTE:

- Confirmations will be sent to all those who pre-register.
- IAPD/IPRA will not invoice agencies or individuals for conference registrations.
- Please complete a separate registration form for each individual registering.
- Participants wishing to change workshops must pay the difference for a higher workshop or forfeit the difference for a lesser workshop.
- Cancellations must be submitted in writing and received by January 4, 2008 in order to receive a refund less a processing fee of \$25. **No refunds will be granted for cancellations received after January 4, 2008.**
- Registrations will not be accepted in the IAPD office after December 21, 2007; registrations not postmarked or faxed by December 21 will be returned. After December 21, registrations must be done online at www.ilparksconference.com. Onsite registration begins at 7:30 am on January 24, 2008.
- ADA compliance: Please contact Dina Kartch at IPRA at 630-376-1911, no later than December 17, 2007, if you have any special accessibility/meal requirements.

2008 EXHIBITORS



3D Design Studio
 A-Awesome Amusements
 Action Printing
 Adolph Kiefer & Associates
 Aerial Images Photography
 All-American Aquatics
 American Locker Security Systems
 American Ramp Company
 American Red Cross
 Americana Building Products
 Ameristar Fence Products
 Aqua Pure Enterprises, Inc.
 ARCON Associates, Inc.
 Athletic Floor Systems
 Aurora University - George Williams College
 Baggo, Inc.
 Baum Sign, Inc.
 Beacon Athletics
 Beacon Food Services/City Sales Inc.
 Blick Art Materials
 Bonestroo, Rosene, Anderlik & Associates, Inc.
 Branch-Nicoloff Co.
 Bronze Memorial Company
 Brusseau Design Group, LLC
 BSN Sports/Sport Supply Group Inc.
 Burbach Aquatics, Inc.
 Burnidge Cassell Associates, Inc.
 Carbit Paint Company
 Central Sod Farms
 Challenger Sports
 Cinema Academy/Trails Entertainment
 Clowning Around Entertainment
 Code Blue



Cody/Braun & Associates, Inc.
 Cordogan Clark & Associates, Inc.
 Corporate Construction Services
 Corporation for Open Lands (CorLands)
 Counsilman-Hunsaker & Associates
 Crown Trophy
 Custom Manufacturing, Inc.
 CXT Precast Concrete Products
 Design Perspectives, Inc
 Dippin' Dots, Inc.
 Direct Fitness Solutions
 Doty & Sons Concrete Products
 Drop Zone Portable Services, Inc.
 Edwards & Kelcey Design Services, Inc.
 Executive Service Corps of Chicago

Farnsworth Group
 FGM Architects Engineers
 Field Turf International
 Fitzgerald Lighting
 Floors Incorporated
 Foodservice Solutions, Inc.
 Gen Power
 GL Sports
 Gold Medal Products
 Grins & Sportspage Photography
 GRO Horticultural Enterprises, Inc.
 Halogen Supply Company, Inc.
 Harris Computer
 Hazard, Young & Attea/The Bend Group
 Henry Bros. Co.
 Hitchcock Design Group
 Homer Industries, LLC
 Howard L. White & Assoc., Inc.
 Human Kinetics - Starfish Aquatics
 Hydrologic Water Management
 I.D. EDGE
 Illinois Amateur Softball Association
 Illinois Association of Park Districts
 Illinois At Play
 Illinois Chapter of the American Society
 of Landscape Architects
 Illinois Correctional Industries
 Illinois Municipal Retirement Fund
 Illinois Park and Recreation Association
 Illinois Pump, Inc.
 Illinois Youth Soccer Association
 INNOVA Disc Golf
 Innovative Aquatic Design
 IPARKS
 Jazzercise, Inc.
 JJR, LLC
 John Deere Company
 Keeper Goals
 KI
 Kidstuff Playsystems, Inc.





2008 EXHIBITORS

Kiefer Specialty Flooring
Knutte and Associates, P.C.
Lake Country Corporation
Land Design Collaborative, Inc.
Let's Go Play/Playworld Systems, Inc.
Lifeguard Store, The
Lincoln Equipment, Inc.
Lord & Murphy, Inc.
Mad Bomber Fireworks Productions
Maximum Solutions, Inc.
Medieval Times
Melrose Pyrotechnics, Inc.
Memory Makers, Inc.
Mesirow Financial
Midwest Commercial Fitness
Midwest Sales Company
Midwest Sports Design
Midwest Transit Equipment
Mity-Lite, Inc.
Moose Sports Surfaces, Ltd.
Musco Lighting, Inc.
Neptune Benson, Inc.
Nice Rink
Nutoys Leisure Products
Outdoor Movie Mania
Palatine Oil Company, Inc.
Palos Sports, Inc.
Pannier Graphics
Park & Recreation Products, Inc.
Park District Risk Management Agency
Park Pro From Bockyn
Park Supply Direct, Inc.
Parkreation, Inc.
Parkway Imaging, Inc.
Path Guard Bollard System By Sports
Technology, Inc.
Pepsi-Americas, Inc.
Personalized Awards
PHN Architects
Pizzo & Associates, Ltd.
Planning Resources, Inc.
PMA Financial Network, Inc.
Poolcare Aquatech, Ltd.
Positioning Solutions Co.
Prime Soil
Professional Fitness Concepts, Inc.
Public Restroom Company, The
Rainbow Farms Enterprises, Inc.
Randolph Rose Collection
Record-A-Hit Entertainment
Recreation Concepts, Inc.
Recreonics, Inc.
Reese Recreation Products, Inc.
Riddle & Associates
RTH Processing, Inc.
SCORE, American Soccer Company

Service Sanitation, Inc.
Sidwell Company, The
Siemens Water Technology
Sievert Electric Service & Sales Company
Sikich Group, LLC
Skyhawks Sport Academy
SKYLOGIX
Soccer Made in America
Spargo Group, The
Spear Corporation
Speer Financial, Inc.
Sport Court Midwest
Sports Display
Sports Illinois
Sports R Us
Sportsfields, Inc.
SRBL Architects
Sun Ports a brand of USA Shade
Suncoast Aluminum Furniture
Sundek of Illinois, Inc.
Team Reil
Texacraft, Inc.
Thompson Dyke & Associates, Ltd.
Tom Scholl Paving, Inc.
Trust for Public Land, The
Turf Professionals Equipment Company
U.S. Arbor Products, Inc.

U.S. Tennis Court Construction Company
Undercover Outdoors
Upland Design, Ltd.
URS Corporation
US Cellular
Vermont Systems, Inc.
Visual Image Photography, Inc.
Volleyball Professionals, Inc.
W.B. Olson, Inc.
Water Safety Products, Inc.
Water Technology, Inc.
White Sox/Bulls Training Academy
Wight & Company
Wild Goose Chase
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WRD Environmental, Inc.
W-T Engineering, Inc.
Zenon Company
ZOPP'E: An Italian American Circus



Two Great Associations,
One Great Conference and, Now,

One Great Web Site, Too

Soaring to New Heights Conference
Gets Its Own Spot in Cyberspace



ILparksconference.com

Since 1960, the Illinois Association of Park Districts and the Illinois Park and Recreation Association have combined resources to hold the largest state conference for professionals and officials of park, recreation, conservation, municipal and special recreation agencies.

But, until now, members of the IAPD and the IPRA have often felt they had to toggle between both associations' Web sites to get a complete picture of this annual event. With the unveiling of the Soaring to New Heights Conference Web Site at ILparksconference.com, those days are gone.

The 2008 Soaring to New Heights Conference will be held January 24 to 26 at the Hyatt Regency - Chicago. Each year more 4,500 Illinois park and recreation professionals, elected and appointed officials and students make this conference *the* event to attend.

With more than 200 educational sessions, an exhibit hall featuring 300 exhibitors and a variety of networking opportunities, you'll want to plan your conference experience carefully.

The pre-conference guide in this magazine is a start. But the dynamic ILparksconference.com Web site will likely become your first and best resource for conference information.

On this site, you will be able to:

- Register for conference
- Make hotel accommodations
- Get educational session and workshop details
- Find out what networking opportunities are available
- Learn about exhibitors and sponsors supporting the conference
- Get information about the awards programs
- Download important forms specific to those volunteering
- Comment on items posted to the site (we love feedback!)
- View pictures from last year's conference

You may want to save the conference Web site as one of your favorites and check back often. Or you can let the news come to you by entering your e-mail address into the Subscribe area on the main page to receive updates via e-mail.



The image features four stylized, flat-colored hands reaching upwards against a dark brown background with a repeating floral pattern. From left to right, the hands are light blue, orange, light green, and light yellow. The orange hand is the largest and positioned highest, while the others are smaller and lower. The text is centered in the lower half of the image.

When it comes to volunteers in parks and recreation we have a clear vision of what we need, but do we really know what they need?


by D. Michael Pfahl

{Volunteers}

Our most Valuable, yet Neglected, Asset

When planning a program, event or service that requires volunteer assistance, we oftentimes find ourselves scrambling for bodies at the last minute. We feel uncomfortable having to beg people we don't know to fill the remaining spots necessary to spread the workload and ensure success. So, in a pinch, we go back to the same set of loyal supporters time and again, mostly because these caring individuals offer the path of least resistance, and we are almost guaranteed a 'Yes' response when we ask for their help.





In every sense, volunteers are “unpaid staff,” saving our communities millions of dollars. Through their involvement, we are able to offer programs and services that otherwise would not be attainable or affordable.

WIFM as a Strategy

Volunteers give so much to us, but we seldom consider that our volunteers have needs, too. When asked to do volunteer work they may silently contemplate – yet rarely articulate – the WIFM (What’s in it for me?) question because they don’t want to appear self-centered. Anticipating and answering this question is an excellent recruitment tool that clarifies our intention to create a win-win situation for everyone involved. Consider these benefits of volunteerism:

- Having fun – Volunteers should have a thoroughly enjoyable experience.
- Learning and teaching – Volunteers should be encouraged to share their knowledge and gain wisdom from others. Volunteers can gain new skills for their resumes and potentially learn about a new field or profession.
- Enjoying health and fitness benefits – Volunteering is an opportunity to stay active.
- Making friends – Volunteers find others who share their passions.
- Receiving recognition and acknowledgment – Thank you parties and special events draw volunteers.
- Making a difference in the community – Volunteering is a way to become civically engaged and find a sense of giving and belonging.
- Achieving a sense of accomplishment – Volunteers should see that their work has helped the community or an agency or a cause they believe in. Their efforts can – and do – amount to something that they can point to with pride.
- Leading – Volunteering can be presented as an opportunity for people to learn and demonstrate teambuilding skills.
- Experiencing different points-of-view – A diversified volunteer corps can allow an agency to offer an opportunity for people to interact with people from different generations, cultures and abilities.
- Enriching family life – Volunteering can be an activity for families or other family-like groups, such as workmates, clubs or congregations.

Defining the WIFM can strike a chord and serve as a motivator for a potential volunteer to join in your efforts. The volunteer must understand that the agency wants to make his or her experience personally fulfilling, and the volunteer must feel agency’s gratitude. The result will be a strong volunteer workforce and an expanded grassroots advocacy group that will support what you do as a critical service in the community.

The Value of Volunteers

The parks and recreation profession has depended on volunteerism for more than a century. There are more than 20 million volunteers who serve in so many ways. Typically, many people first think of volunteers as coaches in youth sports. This is partly because volunteer youth coaches are quite visible and serve a large number of children at sports venues.

However, youth coaches are a small portion (approximately 15 percent) of the public park, recreation and conservation agency volunteer workforce. The remaining 85

percent (who may get less recognition but who must be made to feel equally valued) are the volunteers that support parks and programs in such diverse areas as youth development, after-school care, tutoring programs, day camps, special events, aquatics, adult sports, outdoor interpretation, cultural activities, special needs, senior services, museum docent programs, therapeutic recreation centers, and the list goes on.

Best practice recommends building a firm volunteer management system on three critical pillars:

- Qualification,
- Identification, and
- Education.



photo by allison pellegrino, batavia park district



photo by brenda kushner, frankfort square park district

In every sense, volunteers are “unpaid staff,” saving our communities millions of dollars. Through their involvement, we are able to offer programs and services that otherwise would not be attainable or affordable. The question is: Do we invest the same level of time and resources to qualify and train the “unpaid staff” as we do our paid staff? Dick Mueller, the recreation superintendent for the City of Longview, Washington said, “Our motivation to screen and train volunteers was because we wanted quality volunteers to assist and provide programs for our community. It gives our participants a feeling of confidence when volunteers have identifiable name badges and proper training.”

It is prudent to invest in and grow our volunteer asset to secure the many park and recreation programs and services our communities have come to enjoy. Here’s an example: An average youth sports team has one head coach and one assistant coach. A league of 72 teams would then need 144 coaches. What if you had to pay 144 part-time staff members for 80 hours of contact time at \$10.00 per hour? That’s \$115,200 for just this program. Extend this example across the scope of volunteers in every aspect of parks and recreation and the cost for paid staffing would be staggering.

Volunteers and Quality Assurance

Increasing public concern about the qualifications of volunteers working with youth, families, people with disabilities and the elderly in public settings has resulted in greater attention to risk management practices, quality assurance and training for volunteers and staff. It is clear that volunteerism in parks and recreation is an asset that should not be taken for granted. From 2003 to 2005, National Park Service surveys and focus groups have identified volunteer management as an area needing national guidance and best practice recommendations.

Qualification

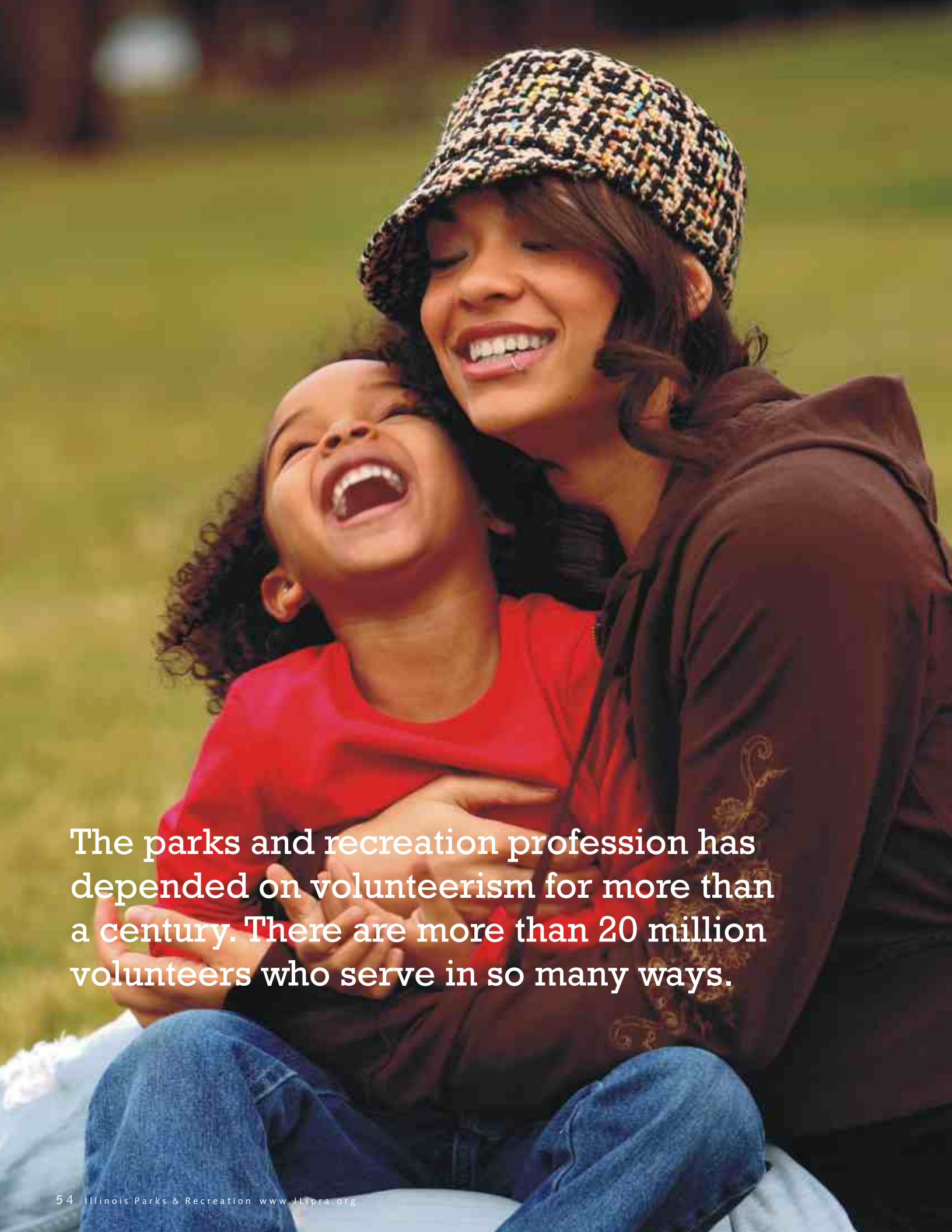
Volunteers should be screened using a nation-wide background check.

This practice demonstrates due diligence in helping to assure that only qualified volunteers are allowed to help with our programs. The scope of the background check must be as comprehensive as available to protect from clearing someone who may have something in his or her background that would cause a risk.

Of course, most volunteers would never consider harming anyone. But it could be a mistake for us to assume that we know all we need to know about a volunteer from a few meetings. We should trust our good instincts and then always verify them. Consider these national statistics:

- According to the FBI, the average child molester victimizes over 120 times.
- Background checks reveal that more than 13 percent of all prior crimes were committed outside the state of the offender’s current residence.
- Approximately 5 percent of volunteers can’t pass a comprehensive criminal background check.

Generally, volunteers themselves accept the necessity of undergoing background checks. “Our volunteers have been pleased to know that safety measures are taken to assure that only qualified individuals are allowed to assist and conduct programs,” said Mueller. And the measure has had a significant impact on ensuring quality volunteerism in his community. “Our first background checks, performed through a partnership with a community sports organization, discovered two individuals that, due to their criminal history, have been disqualified from volunteering with youth.”



The parks and recreation profession has depended on volunteerism for more than a century. There are more than 20 million volunteers who serve in so many ways.

Identification

Credential qualified volunteers with a photo ID on a lanyard. This provides staff and the general public knowledge and comfort at-a-glance that a particular volunteer is authorized to be in a particular area and is qualified to represent the agency. This visible tool also provides the volunteer with a sense of belonging to a unique group qualified to serve the community.

Education

Train volunteers with a standardized orientation.

Orientation and training are essential functions to prepare all volunteers to assume their roles, effectively carry out their responsibilities and maximize the enjoyment of representing your agency. Without relevant training and orientation, those desired outcomes are left to chance.

There is an abundance of categories that could be included in a volunteer training and orientation program; however, the amount of time a volunteer is willing to invest for training governs the preferred length of any adult education program. Consultation with professional trainers reinforces the belief that maximum adult learning and an enjoyable learning experience requires an efficient, to-the-point message with engagement and interaction of the participants.

In a parks and recreation setting, all volunteers should have an orientation that gives them a brief history of the field, so they know they are contributing to a service that has a rich heritage.

It is helpful to review the benefits of being a volunteer in parks and recreation and to take the time to collect (and catalogue) information about each individual. Likely, each volunteer has a range of skills that can benefit the agency. We miss many opportunities by not learning more about each capable volunteer.

Although most people are fine with – and even expect – a criminal background check, it is a good idea to explain the role it plays in providing safety in the parks and programs.

Volunteers represent the agency and serve the park visitors and program participants. Therefore, customer relations training makes sense. Along this line, at some time, volunteers will be working with youth. Providing volunteers with information that will help them better understand today's youth will make them more effective and provide an even more meaningful experience for the youth participants.

Communication skill development, guidance concerning appropriate work interactions and tips to de-escalate conflict are helpful tools for both staff and volunteers. And, we want all people to enjoy the parks and programs regardless of ability or disability. Preparing volunteers with a better understanding of working with people with disabilities will have a positive effect on this desired outcome.

We all are challenged to exercise good risk management practices. Making our volunteers aware of ways in which they can help identify risks and rectify hazards adds to the number of eyes on the lookout for potential problems.

Parks, Recreation and Conservation Leading the Way

As the largest public sector provider of volunteer opportunities, park, recreation and conservation agencies should be the leaders in the effort to ensure that safety is a priority in managing volunteers. The most proactive agencies have embraced the value of effective volunteerism and have carefully crafted their approach using the pillars of qualification, identification and education. The result maximizes the effectiveness of volunteers and increases the safety of park, recreation and conservation programs.

D. Michael Pfahl is president of DMP Consulting, Inc. He has more than 30 years of experience working with park, recreation and conservation agencies to train volunteers for effective public service. He is the founder of Operation TLC², a National Recreation and Park Association initiative to provide agencies with resources to help manage volunteers and ensure safety. For more information on this program, go to www.nrpa.org/tlc2

NRPA Issues National Volunteer Recommendations, Launches New Initiative



To address the public safety concerns associated with volunteer access to vulnerable populations, NRPA has issued a set of national recommendations to qualify, credential and properly train volunteers for public service in park and recreation settings.

Operation TLC² Making Communities Safe is a comprehensive management resource that outlines a quality volunteer management framework and provides affordable and administratively efficient services to implement the national recommendations, particularly for programs serving the most vulnerable individuals.

Participating organizations can obtain the special designation as a Charter Organization and receive premium access to an online volunteer training program and national visibility through NRPA.

For more information on the national recommendations and Operation TLC² Making Communities Safe, visit www.nrpa.org/tlc2 or contact NRPA at programs@nrpa.org.

Partners, Affiliates, Friends –

Working Together to Make a Community



At times do you feel like your agency is trying to be everything to everyone? Welcome to the club.

In the park and recreation industry, we work with special interest groups within our communities on a daily basis. Perhaps because we are public-supported entities, many of these groups assume our impassioned support for their causes and expect us to invest ourselves deeply in their success. Some groups seem to expect priority treatment for field requests, maintenance, meeting room space, use of the agency copier and use of equipment. These may be only the tip of the iceberg. So then, what can you do as the steward of public land, facilities and equipment to ensure that agency resources are being allocated and used efficiently for the good of the overall community and not just for special interest groups? The balance is not easily struck, and, when dealing with these groups, which are almost all volunteers, the challenges can be overwhelming.

What can you do to ensure that agency resources
for the good of the overall com

by Michael Clark, CPRP



are being allocated and used efficiently
community and not just for special interest groups?

In an effort to create balance and reciprocity with special interest groups, the Batavia Park District has developed the Partners, Affiliates and Friends (PAF) Program. PAF creates criteria that agency staff can use when determining whether or not a special interest group should receive your agency's valuable resources, be they staff time, facility space or special privileges. More importantly, PAF provides staff with the rationale and a board-supported policy to say "no" to groups that may be taking more than they are giving back.

The Evolution of Change and Emergence of the PAF Program

The PAF program originated from frustrating experiences dealing with youth sports organizations whose volunteer boards had unrealistic expectations of field and court time allocations.

(Doesn't it seem like all community sport organizations want the same space during prime times and cannot understand why they have to share with others?)

As a youth sports organization's travel program evolves, it seems that "splinter groups" inevitably begin to form. Perhaps a few players don't make a certain travel team or all-star program and a parent takes it upon himself or herself to start a new team or program. Since the leaders of these groups are taxpayers, they tend to believe they should be allowed the same access and rights as the other programs. As a result, a community may end up with several teams or leagues competing for the same public resources. For example, in one community there were four separate girls' softball leagues, with only one affiliated with the main house league. Yet each league expected fields, maintenance and related support from the park district. The Batavia Park District has developed a system to manage how precious park district resources are used and scheduled.

Defining the Relationships

Park and recreation professionals tend to prefer clear expectations on how working relationships are going to operate. The PAF program takes this premise and uses it to define who is aligned with the district versus who is using agency resources without a real value or return to the district. People from

volunteer groups probably rightly assume that public park and recreation agencies would like to help all groups that provide recreational opportunities, but they often forget that park agencies have limited resources. They need to understand that responsible park and recreation agencies need to act in partnership with these outside groups and that any true partnership needs value on both sides of the relationship.

The largest hurdle Batavia faced developing the PAF program (besides gaining board support to adopt it) was that many groups that the park district traditionally assisted without question were now going to be evaluated against a set of criteria points and placed in a hierarchy according to how closely aligned they actually were with the district. Many groups struggled with the notion that we placed the terms of our relationship in writing with clear aspects of a value engineered approach to ensure the relationship was a positive one from both sides of the equation.

It is easy to see how some could feel that this approach seems cold, calculated and not very compassionate to volunteers. But it is just the opposite. Once you get over the history, politics and precedents that have been set, you can begin to set clear expectations about what each party in the relationship is going to do and provide, which, in turn, creates an opportunity for creative and expansive opportunities for both parties. In addition, many special interest groups have extreme levels of turnover in their volunteer leadership base, and the PAF program provides an excellent tool to inform new volunteers and leaders of the special interest groups the expectations that come along with the group's relationship with your agency.

Establishing the Rationale and Hierarchy

The rationale used in setting PAF membership criteria is two fold.

First, the volunteer organizations, regardless of special interest or cause, that are most closely aligned with the mission of your agency get a higher position in the hierarchy, and thus receive higher priority and benefits from your agency. For example, in the case of a youth baseball organization, the "house" program would be more aligned with your agency than a travel or all-star program. Equal access, equal participation and the elements of recreation, fun and sportsmanship are the focus of a house program. Since these are key items to a park and recreation agency's mission, the house program would receive first right to schedule fields in order to meet that community need. This is not to say your agency is against travel programs. (You should acknowledge that travel is a natural progression of a house recreation league.) However, you should make sure the resources you have available to service this community need are satisfied at the house level first, prior to any further use by other groups. In this example, the house recreation league would be a "Partner" and other groups would fall into an "Affiliate" or "Friend" classification.

Second, the relationship begins with a free application, which is processed using a set of criteria to evaluate, on a value engineering basis, the benefit being provided to the special interest group compared to the benefit being realized by the agency. The evaluation process is extended into whether or not the impact and benefit to the community in supporting the special interest group warrants consideration. Based on this evaluation, the group is assigned a corresponding level on the hierarchy. For example, those organizations in your community with which your agency shares facilities or equipment are valued very high by your agency. The implications of not having these types of relationships and agreements would result in your agency having to build additional facilities and purchase major capital items.

In the end, using the hierarchy reduces the reliance of tax dollars, eliminates duplication of services or equipment and creates a contagious spirit of cooperation in the community. The rationale is plain and simple.

Your agency relies on tax dollars to acquire many of the facilities and equipment used, including staff salaries. The PAF program helps justify the use or denial of tax dollars to support special interest groups based on this premise.

After the rationale is benchmarked and the criteria evaluated based on the merits of the application system, the special interest group is then assigned to a classification in the hierarchy of the PAF program. Partners are those highest on the hierarchy and Friends are located on the lower half. One might perceive that this system is selecting second-class citizens or making public statements about

what groups and causes are important. But, in the end, when you have hundreds of volunteer groups to manage, you would much rather have a system in place with clear and supported rationale and expectations that justify your turning down a request rather than just formulating your rationale on the fly.

The hierarchy creates a systematic and organized structure that allows your staff to manage the various requests from each group.



PAF Rational of Hierarchy

The Rational of Hierarchy is the manner in which organizations are designated a level of affiliation with the park district based on a set system of criteria and eligibility. The hierarchy is illustrated on a three-tiered level and is designated by the commitment level by different groups in the Batavia community. Those organizations meeting the criteria that have missions and values in concert with those of the district receive higher designations on the hierarchy. Also, those organizations that provide value to the district and those that eliminate or reduce the need for the district to expend tax dollars on their behalf are eligible for a higher designation within the tiered system.

The district has classified the three levels as Partner, Affiliate and Friend.

A **Partner** is a group in the community that falls under ONE or more of the following:

1. A group or organization that is tax supported with current intergovernmental agreements with the district.
2. A group that currently has a shared land and facilities agreement with the district.
3. A tax-supported group that patrols and protects district assets.
4. An organization that assists with the enforcement of the district ordinances and controls the use and conduct of the parks and facilities.
5. A group that provides substantial support for the development of district land and facilities. This may be in the form of monetary support, material donations, volunteer hours, in-kind services or other non-monetary based activities. Evaluations are based on the previous fiscal year, not past donations.
6. A group that provides a substantial recreational service to the district, which saves the district from hiring other or additional personnel.

An **Affiliate** is a group in the community that assists voluntarily with the promotion and development of district events and meets a recreational and/or open space need on an ongoing and annual basis.

A **Friend** is a group in the community that requests the use of district land or facility space and assists in meeting a recreational and/or open space need on an occasional or isolated basis.

Staff can refer to the membership designation a group has in the PAF program, check to see what level of benefits and resources they are eligible for and then process the request accordingly.

Putting Flexibility and Creativity into Your Program

With hundreds of special interest groups and volunteer organizations coming to your agency for assistance, along with the varied scope of the requests, it is imperative that the PAF program remains flexible and creative to adapt to changes over time.

At any time, volunteer groups know what their PAF status is. But, to their (and your) advantage, special interest groups can take action to add more value to their relationship with your agency and earn a higher place on the PAF rubric, making them eligible for

the park district for our annual Celebration of Lights Festival, where we have a decorated tree walk along the paths of the Batavia Riverwalk. Their expense (because they are purchasing in bulk) is relatively low, and the park district now does not have to expend funds to purchase trees for the festival. Sure, call it bartering if you want, but the bottom line is that the PAF program provides the framework to manage these groups and is flexible and creative enough to evolve into some great opportunities.

Fostering Relationships with PAF Members

Fostering relationships helps keep them vital. Yet many of us rest on our laurels and we end up taking our relationships for granted. Batavia goes a long way to make sure our PAF members feel



additional benefits from your agency. For instance, Batavia had an artist group come forward and apply to the program. In the past, this group received free use of rooms for their meetings and activities, even though space was needed for expanding programming. The group applied to the PAF program and it was determined that it would no longer qualify for free park district meeting space, largely because most of the group's members were not residents of the community. Of course, this did not go over well. However, staff understood the flexibility of the program and suggested that this group offer art classes in our preschool, our before- and after-school programs and possibly at some of our camps. Then, we could move the group to a higher level in PAF, and the group would once again be eligible for free space at our park district. Even though, in the end, the group declined our offer, the intent was positive, and the opportunity to keep the benefit they used to receive was there.

Another example concerns one of Batavia's local Boy Scout group's annual Christmas tree fundraiser. The Scout group uses one of the district's parking lots, which provides them with great visibility. The Scout's space requirements did not fully impact our parking needs. But the set up, electrical drop and clean up afterwards did account for significant district staff time and expense. In an effort to create a win-win relationship, we asked the Scout group if they would order an additional 20 trees and donate them to

important and valued. Besides making it free and easy to apply, Batavia Park District also provides recognition in our seasonal brochures, on our Web site with links to their sites, as well as many opportunities to promote their registration dates, events and activities. Each year we also host a PAF member event with food, fellowship and recognition. The key to fostering these relationships is to keep lines of communication open, let expectations be known up front, follow through on promises and continue the mutual respect by providing each member with a value and a sense of belonging to the park district and community as a whole.

The PAF program is a framework, not an ultimate answer to all situations. But this flexible program creates a positive relationship in which the parties fully acknowledge and understand the expectations of the other. And PAF provides endless opportunities. The result? New and enhanced opportunities in the community that otherwise would not be possible without partnership, affiliation or friendship.

Michael Clark, CPRP, is the executive director for the Batavia Park District. He is a past president of the Illinois Park and Recreation Association and is currently the president-elect for the American Park and Recreation Society.

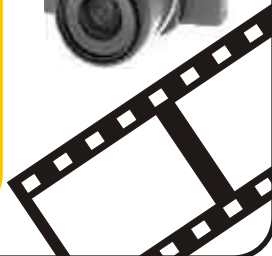
Give Us Your Best Shot!

Show off your agency and its visual images with "Give Us Your Best Shot," a photo contest sponsored by the Illinois Association of Park Districts and the Illinois Park and Recreation Association.

Photos submitted may be used in future editions of *Illinois Parks & Recreation* magazine, on the cover of the *IAPD/IPRA Membership Directory and Buyers' Guide*, or in other IAPD/IPRA projects.

Enter as many times as you like in four categories: **recreation, sports, wildlife and nature/landscapes**. All entries must feature Illinois scenes. For complete guidelines and an entry form, go to www.ilparks.org and highlight "Publications" on the navigation bar on the left, then choose "Illinois Parks and Recreation Magazine". Scroll down the page.

Enter by **October 1, 2007**.



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PEOPLE & PLACES

Oakbrook Terrace Park District Director Retires

Mario Parente retired as director of parks and recreation at the Oakbrook Terrace Park District in July. Parente's 27-year career at the district began in 1979, a time when the district had only two employees. Parente was responsible for programming, marketing and even park maintenance.



Today, the district employs more than 40 people and offers diverse programming. Under Parente's leadership, the district has grown from a single facility to include a state-of-the-art fitness center, the Lake View Nature Center, Terrace View Park and Dorothy Drennon Park. The Heritage Center is now a multi-purpose facility housing meeting rooms, administrative offices and a 150-seat theater that regularly hosts performances ranging from world music concerts to children's theater. In 2004, the district opened its splash pad, one of the first of its kind in the area.

One of Parente's goals since becoming director was to connect the north and south ends of the Oakbrook Terrace community. Through partnerships with various municipal agencies and private contractors, this dream became a reality with the completion of the pedestrian walk and bike way in 2007.

Oakbrook Terrace Park District Names New Director

Laura Barron accepted the position of director of parks and recreation for the Oakbrook Terrace Park District in July. She succeeds **Mario Parente**, who retired with 27 years of experience at the district.



Barron comes to Oakbrook Terrace after serving seven years as the superintendent of recreation at the Lisle Park District, where she was responsible for the supervision of the Sea Lion Aquatic Park, Lisle Station Museum, Meadows Recreation Center and the district's recreation programs and events. She has also served as a program manager for the Naperville Park District, recreation supervisor for the Glen Ellyn Park District and as cultural arts supervisor at the Streamwood Park District. She holds an associate degree in recreational leadership from the College of DuPage, a bachelor's degree in recreation and park administration from Western Illinois University and a master's degree in recreation administration from Aurora University.

Barron currently serves on the board of regents for the Professional Development School and as co-chair for the IAPD/IPRA Joint Editorial Committee and has previously served on several IPRA committees. She has earned CPRP and AFO certifications and was awarded the 2007 Western Illinois University Recreation, Park and Tourism Administration Alumni Association Jim Berousek Distinguished Alumnus Award.

IPRA Announces Newly Certified Professionals

- Gabriel Castillo, CPRP**, Glendale Heights Parks & Recreation
- Kristin D. Ehler, CPRP**, Romeoville
- Derek C. Harms, CPRP**, Springfield Park District
- Erica Hedlund, CPRP**, Cary Park District
- Nicole Jacobson, CPRP**, Waukegan Park District
- Kimberly S. Lojewski, CPRP**, Westmont Park District
- Karen B. Pritchard, CPRP**, Sugar Grove Park District
- Heather L. Stark, CPRP**, SRALC
- Courtney M. Suffredin, CPRP**, Bartlett Park District
- Michael A. Wirsing, CPRP**, Waukegan Park District

Get Your People and Places in PEOPLE AND PLACES

IPRA members and IAPD member-agencies are welcome to submit news to people and places. Stories should be 300 to 500 words and color images should be 300 dpi when reduced to approximately 1 1/2 x 2 inches.

E-mail your items to Rodd Whelpley, *IP&R* editor, at rwhelpley@ILparks.org.

Northbrook Hires Director of Leisure Services, Leisure Services Supervisor and Sports Center Manager



The Northbrook Park District recently welcomed **Elsa Fischer**, CPRP, as the new director of leisure services. Fischer graduated from the University of Illinois with a B.S. in leisure studies and obtained a master's degree in recreation administration from Aurora University. She spent the past 12 years as director of recreation for the Downers Grove Park District. At Downers Grove, she helped oversee the design, construction and opening of a 65,000-square-foot recreation center.

At Northbrook, Fischer manages 33 full-time employees and more than 500 part-time workers and is responsible for year-round programming, special events, communication, sponsorships and the operation of facilities, including the pools, indoor ice rinks, leisure center, Northbrook Theatre and the

Ed Rudolph Velodrome.

Fischer is a member of IPRA and NRPA. She serves on the IAPD/IPRA Joint Editorial Committee and sits on the Northbrook Arts Commission.

Jeffrey Wait is the new manager of the Northbrook Sports Center, the home of figure skating, speed skating and hockey programs and special events. A Certified Parks and Recreation Professional, he supervises nine full-time and about 80 part-time employees and is responsible for scheduling, maintenance, planning and programming at the Sports Center, which contains two indoor NHL-sized ice rinks, community rooms, a concession stand, a skate shop and an outdoor pool complex.

Wait earned his bachelor's and master's degrees in leisure studies from the University of Illinois and obtained a master's in public administration from the University of Illinois at Chicago. He spent the past seven years with the Deerfield Park District, where he managed two outdoor pools and a

community center and was responsible for the risk management program. He was selected as one of seven recreation directors to serve rural communities in a summer pilot program through the University of Illinois, interned with the U.S. Navy's Morale, Welfare and Recreation Department and has worked for private and not-for-profit agencies. His professional memberships include the IPRA, the Suburban Parks and Recreation Association and the Ice Skating Institute.

Chlyla Wilson began working for the district as a leisure services supervisor in August, managing the Adventure Campus program (before-school and after-school care) and a visual arts program. She also co-supervises camps and special events.

Wilson most recently worked for the City of Lake Forest Parks and Recreation Department, where she served as a program supervisor in the early childhood program and managed a lakefront facility. She also has worked as a teacher's aide in the Vernon Hills Park District and has run an after-school program for the Glencoe Park District. Wilson graduated from West Virginia University with a B.A. in multidisciplinary studies with a specialization in business administration, communications and sports psychology.



New Director of Recreation is Among Recent Hires at Downers Grove

The Downers Grove Park District recently hired **Sandy Dixon** as the new director of recreation. An Illinois native with a B.S. from Southern Illinois University, Dixon comes with 14 years of management experience in park districts, including those in River Forest, Nilus and Glenview where she oversaw the opening of a new 165,000-square-foot community center.

Most recently, Dixon was the superintendent of recreation for the Kissimmee, Florida Parks and Recreation Department, serving a community of 55,000. She supervised 27 full-time employees and managed a \$4 million budget. She was responsible for the operations of three community centers, a civic center and numerous athletic facilities.

Dixon, who joined the district in late May, is a CPRP. She is also a member of the NRPA and the Florida Recreation and Park Association.

Michelle Ochs joined the district's recreation division as the new recreation supervisor responsible for aquatics, gymnastics and special events. She received a B.S. in recreation, sport and tourism from the University of Illinois at Urbana-Champaign. She recently completed a community program internship at the Phillips Recreation Center with the Urbana Park District. She also worked for the Paris Community YMCA as an aquatics and gymnastics employee.

Christa Christensen joined the facilities division as the new museum supervisor. Previously, she worked for the Upper Peninsula Children's Museum in Marquette, Michigan and the Courthouse Square Association located in Charlotte, Michigan. She received an M.A. in historical administration from Eastern Illinois University and a B.A. in history from the University of Illinois at Chicago.

Linda Rooney is a new member of the public information staff. A longtime volunteer within the community, she has a B.S. in communications from Illinois State University.

Ryan Pfeiffer is a recent addition to the parks maintenance staff. He received a B.S. in plants and soil from the University of Kentucky. He was previously the head groundskeeper for the Schaumburg Flyers professional baseball team.

Ben O'Neal is also a recent addition to the parks maintenance staff. He received a B.S. in parks and recreation from the University of Missouri-Columbia. He was previously a ranger with the Colorado State Parks and a naturalist with the Missouri State Parks.

Agency Showcase Submissions Due by November 30

The Agency Showcase Competition is the premier communications and marketing competition for park and recreation agencies. Submit your best print and electronic marketing and communication materials from 2007 for judging and display at the 2008 IAPD/IPRA Soaring to New Heights Conference.



Important Details:

- All entries shall be submitted electronically using the online forms found on the new conference Web site at ILparksconference.com/awards.
- Only one entry may be submitted per category.
- All entries are \$25.
- All entries must be submitted no later than Friday, November 30.
- Optional: If you wish to have your entry displayed at the Agency Showcase Competition area at conference, please mail a hard copy of your entry to IPRA no later than Friday, November 30.

Award Categories:

There are ten award categories judged:

- Single Catalog Cover
- Catalog Cover Series
- Single Catalog Content
- Annual Report Content
- Specific Facility/Program/Event Brochure
- Logo Design
- Web Site Design
- Printed Newsletter
- Electronic Newsletter
- Most Improved Marketing Piece

Divisions:

All entries will be judged based on the following criteria:

- Work is completed by a contracted designer.
- Work is completed by in-house staff.

Judging:

- The judges, respected individuals working in marketing and communication roles outside the park and recreation field, will award first, second and third place plaques for each division in each of the judging categories.
- Attendees of the 2008 IAPD/IPRA Soaring to New Heights Conference will be able to vote for their favorite entries in the People's Choice Award category. Note: entries must be submitted in hard copy to be eligible for the People's Choice Award.
- Winners will also be announced at the All-Conference Awards Luncheon.

For more information about the Agency Showcase Competition, go to ILparksconference.com/awards.



State Endangered Species Found Nesting in Chicago Park

With close to 20 black-crowned night heron (*Nycticorax nycticorax*) nesting in an undisclosed area park, it's clear that the Chicago Park District's natural areas provide a suitable habitat for the endangered birds despite the surrounding urban jungle.

"The presence and nesting of the black-crowned night herons at several park district sites is truly remarkable," said **Zhanna Yermakov**, district's natural areas manager. "This reinforces our commitment to increasing bird habitat in Chicago."

Listed as a state endangered species in Illinois, the night heron is rare to see nesting in a busy urban setting. The nests in Chicago would indicate that this bird has the ability to adapt to a city environment.

"Only a few counties up and down the lakefront have black-crowned night herons nesting in their areas," said **Roy Domazlicky** with the Illinois Department of Natural Resources. "It was certainly a surprise that they picked such a busy area in the city and are adapting to an urban environment."

Black-crowned night herons usually do not nest in busy urban settings, and they often keep to themselves in a separate corner. Typically, there can be more than a dozen nests in one tree. Nests are built near the trunk or in the forks of branches, either in the open or in deep in foliage. Most colonies of black-crowned night herons are found within large wetlands, populating such wetland habitats as swamps, streams, rivers, marshes, mud flats and the edges of lakes that have become overgrown with rushes and cattails.

Itasca Hires Superintendent of Rec

Ryan Jastrzab, CPRP, was recently hired at the Itasca Park District as the superintendent of recreation. In his new position, he oversees the recreation department, the waterpark, the fitness center and a museum. Jastrzab previously worked as a community center coordinator at the Park Ridge Recreation and Park District. He has eight years of experience in the field and a degree in recreation administration from Eastern Illinois University.



Volunteers and Performers Fare Well at Park District Conservation Day at the State Fair



Saturday, August 18th marked the 14th year that hundreds of park district, forest preserve, municipal, recreation and special recreation agency performers, volunteers and fairgoers converged on the state fairgrounds in Springfield in celebration of Park District Conservation Day at the Illinois State Fair.

Entertainers and exhibitors from Illinois park and recreation agencies were showcased in high-traffic areas of the fairgrounds. Representatives from the Springfield Park District coordinated the Park Play Station, a hands-on fun and educational area where children made tie-dyed t-shirts, created spin art and put themselves inside giant bubbles.

The IAPD/IPRA Moo Moo Classic cow milking team acquitted itself admirably in the livestock building. Our milkers, burdened by a somewhat reluctant and apprehensive cow, just missed the finals by placing second in the qualifying round.

Park District Conservation Day volunteers ended the day by enjoying a performance of the Markham Park District's Pink Panther Double Dutch Team, first place finishers in AAU Junior Olympics competition. Then volunteers paraded throughout the fairgrounds, distributing hundreds of Frisbees to some of the more than 200,000 people in attendance.



2007 Miss Illinois County Fair Queen Ashley Willner becomes a human bubble at the Park Play Station, one of the many activities that highlighted Park District Conservation Day at the Illinois State Fair.



Winnetka Golf Pro Receives Top Teaching Award

The Illinois PGA recently awarded **Cortney Miller** with the distinguished PGA Junior Golf Leader Award for his commitment to the development of golf at the junior level. This award recognizes a PGA professional who is a leader in junior golf, who reflects the qualities and ideals of those who work with youth and who provides opportunities and experiences for juniors to learn and play golf.

Miller is a 12-year employee of the park district. He oversees the general management of the Winnetka Golf Club. Throughout his career, he has managed a variety of in-house programs including junior clinics, camps and a travel academy. The Winnetka Golf Club also hosts several Illinois Junior Golf Association tournaments throughout the golf season, participates in the Chicago District Golf Association Sunshine Through Golf program that provides opportunities for individuals with varying disabilities and is the home course for the Loyola University women's golf team. Miller also supports a local high school golf program by working year round with both the boy's and girl's New Trier High School coaches.



WDSRA Hires Camp and Events Coordinator

Ashley Summers, CTRS, recently joined the Western DuPage Special Recreation Association as day camp and special events coordinator. In addition, she plans and implements leisure education programs. Summers graduated from Lockhaven University in Pennsylvania with a degree in therapeutic recreation with a minor in psychology and an emphasis in outdoor education. Most recently, she was with the Lutherbrook Residential Facility and the Breckenridge Education Facility.

Wheeling Earns Financial Reporting Award

The Government Finance Officers Association has given a Distinguished Budget Presentation Award to the **Wheeling Park District** in recognition of its exemplary financial reporting efforts.

Certificates of Recognition were presented to Wheeling's **Elliott F. Becker**, director of finance and business operations, and **Jill Nobbe**, superintendent of finance and business operations.

The Government Finance Officers Association is a nonprofit professional association serving approximately 16,000 government finance professionals.

Elk Grove Announces Promotion and New Hires



Mike Wick



Lisa Sibik



Deborah DeLorenzo



Amanda Aaron

Mike Wick joined the Elk Grove Park District in May as the athletic coordinator in charge of athletic programming for the entire district. Wick works with the Elk Grove youth athletic associations, which represent eight different youth sports. He organizes numerous adult leagues. He works with the parks department in field scheduling and athletic maintenance.

Wick has a degree in sports management from the University of Wisconsin – La Crosse. He has previously worked at the Waukegan Park District as a recreation specialist

Lisa Sibik became the Pirates Cove Children’s Theme Park and family event coordinator in February. Sibik manages Pirates’ Cove staff and operations, as well as coordinating year-round family programs and events. She earned a degree in elementary education from Elmhurst College in 2004. She has worked for the Elk Grove Park District for more than eight years in various part-time positions.

Deborah DeLorenzo became the arts and special events coordinator in April. DeLorenzo is responsible for the Art Centre, which has programs in painting, drawing, sewing, pottery, theater and music. She also runs the district’s special events. DeLorenzo has an associate’s degree from Harper College. She has worked in the travel and pharmaceutical industries and done professional theater and has worked part time in the past at various park districts, including Elk Grove.

Amanda Aaron is the district’s new Web designer and developer. Her full-time employment with the district started in June. She maintains the park district Web site and develops numerous technological projects. Aaron graduated in 1999 with a B.F.A. from the University of Wisconsin – Milwaukee with a concentration in graphic design. She most recently worked for Mbira Technologies in Chicago.



Bloomingtondale’s Kathy Jecmen, Alisa Jane Boesen, Anita P. Escalante, Rebecca “Becca” Defrancesco and Lacey Smith

Bloomingtondale Park District Announces Recent Hires and Promotions

Kathy Jecmen is the new registrar at the Bloomingtondale Park District. She has been a resident of Bloomingtondale for 24 years.

Alisa Jane Boesen was recently promoted to the registrar supervisor’s position. Her customer relations skills have helped increase customer satisfaction and the efficiency of the registration office.

Anita P. Escalante is the district’s director of marketing and communications. She manages communications, marketing, front office operations and serves as a liaison to the parks foundation. She earned her B.A. from Bradley University and a master’s degree in integrated marketing from the University of Colorado at Boulder.

Rebecca “Becca” Defrancesco is the district’s recreation and facility supervisor. From 2000 to 2005, she worked in the areas of summer camp, before- and after-school care and special events. A park and recreation professional for more than eight years, Defrancesco earned her B.S. in recreation administration from Aurora University, where she specialized in program management. She oversees fitness, teen programming, adult trips, adult arts and crafts, the museum, birthday parties and facilities.

Lacey Smith is the district’s athletics and aquatics supervisor, responsible for athletic programming for all ages, including classes and leagues, supervision of the Oasis Water Park staff and various events. Smith served in aquatic-related capacities – from lifeguard, to swim lesson instructor, to pool manager and dive coach – from 1999 to 2006. She also held positions at the Streamwood and Itasca Park Districts. She graduated in May 2006 with a B.S. in communicative disorders and sciences.

Arlington Heights Hires Five



Michelle DelPrete joined the Arlington Heights Park District as the new graphic communication specialist last October. She has a bachelor's degree in graphic design from the University of Florida. DelPrete compiles, proofreads and designs the park district's program guide, as well as flyers, posters, banners and all other design-related projects. She is also in charge of public relations and communicating with the press.



Tim Jaskiewicz joined the district in September 2006 as the aquatic facility supervisor. Jaskiewicz worked with the IPRA in 2005 as a summer intern and completed another internship at the Bolingbrook Park District. He holds a bachelor's degree from Illinois State University in recreation and park administration with a minor in business administration. At Arlington Heights, his main responsibilities include managing the park district's swim team programs, water exercise classes, the skate park and indoor swim center operations, including the front desk, birthday parties and facility rentals.



Laura (Dawson) Oberg has recently been promoted to cultural arts and special events supervisor. She oversees all dance, music, drama and art programs, as well as the district's special events. In addition, she is a liaison to the Village of Arlington Heights Special Events Commission. She started with the district in May 2005 as an intern. She was later hired as a community center supervisor at Heritage Park and then at Recreation Park. Oberg received her B.S. in recreation and park administration from Illinois State University. She has worked with the Rockford Park District and Bloomington Parks and Recreation Department's SOAR Program.



Tim Govern joined the district in January as the head golf professional and assistant golf operations supervisor. He has 15 years of golf operations experience. Most recently, he was the head golf professional and general manager for the award winning Chalet Hills Golf Club in Cary. Govern is a graduate of Western Illinois University and became a member of the Professional Golfer's Association of America in 1999. He was elected to the President's Council of the PGA for growing the game in 2004 and 2006. He oversees the district's golf instruction program.



Julie Barnhill is a new recreation supervisor with the district. She oversees youth programming and special events at Recreation Park. She holds a degree in recreation, sport and tourism with an emphasis in recreation management from the University of Illinois at Urbana-Champaign.

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