



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



# Soaring to New Heights

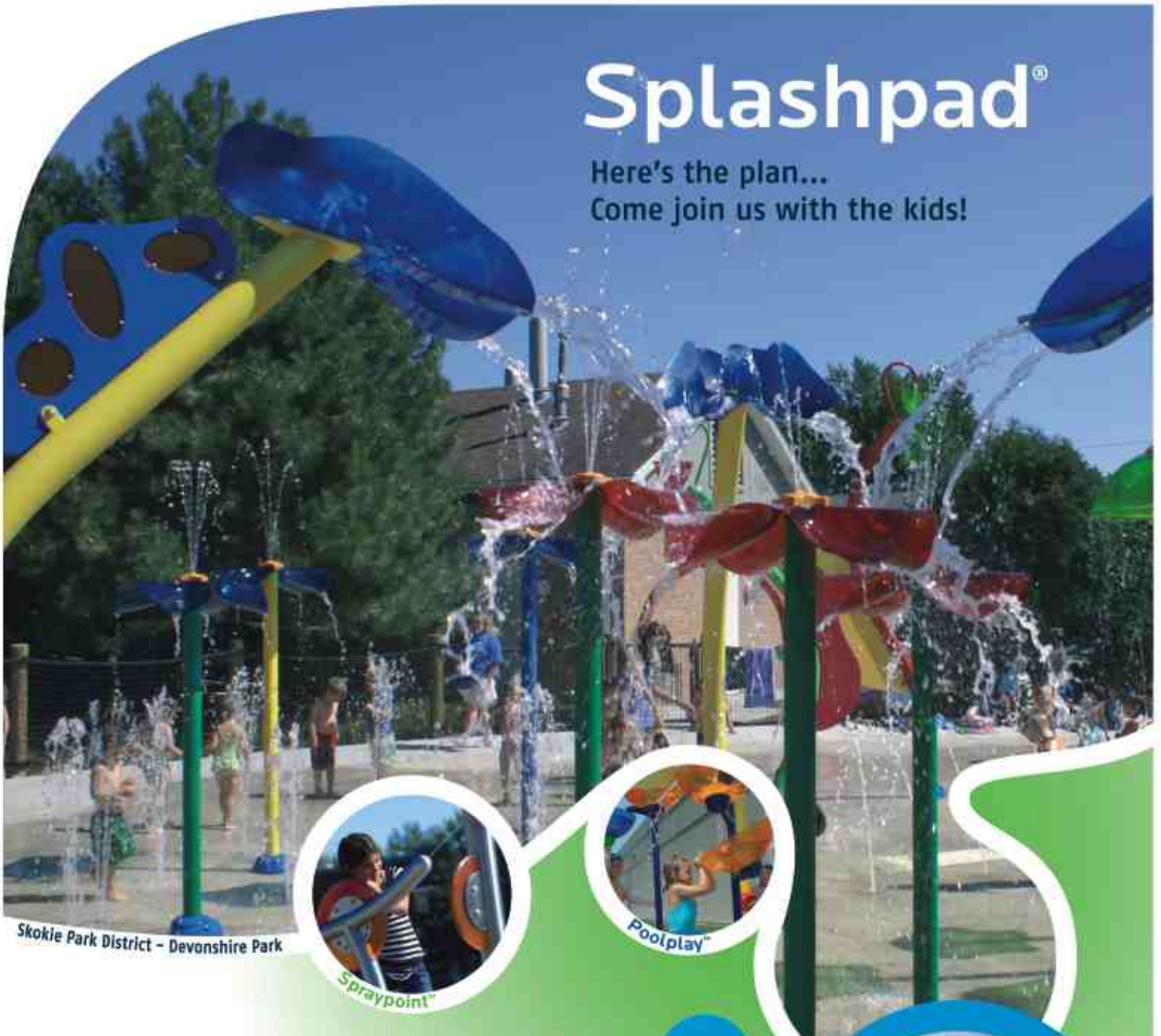
2010 Soaring to New Heights Conference Issue  
& A Look at the Ted Flickinger Era



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Take this Issue to Chicago!

# FROM THE EDITOR



"The king is dead. Long live the king."

That saying puzzled me when I first heard it way back when I was a big fan of the kind of knights and damsels in distress pictures that played on channel 43's saturday matinee. What a downright callous and disrespectful thing to say.

How does uttering that come to be accepted parlance in supposedly civil and chivalrous countries? You wonder about these things when you're twelve.

Then you get older, and on some final exam you're asked to fill up a blue book on the dangers and opportunities of dynastic discontinuity in feudal societies, and you can see how maybe the phrase was meant to comfort the populace: to tell them that an immediate and orderly transfer of power has occurred.

Because I'm still mostly that channel 43 saturday matinee kind of nerd, the phrase has popped into my head a lot lately, as for the past few months I've worked down the hall from Ted Flickinger, IAPD's retiring president and CEO and Peter Murphy, IAPD's general counsel and incoming president and CEO.

As an insider, let me tell you a couple things. First, the presidency of the IAPD is passing from one caring and capable man to another caring and capable man. I wouldn't call it 'dynastic continuity,' but we sure won't miss a beat, and Peter Murphy may achieve the flattest learning curve ever. Second, the idea that the king is dead is absolutely preposterous.

In the pages of this issue, you'll read Ted's last regular "Get on Board" column and you'll see some pictures and highlights of his 30 years at the helm of the Illinois Association of Park Districts. It's our way of saying farewell, and this is the proper time and place to do so. But if you think Ted is going and gone forever. Think again.

Starting in February, the IAPD staff won't see him in his corner office anymore. And members will miss his official visits to their agency board meetings and retreats.

But I imagine you'll see him at an IAPD golf outing or two, maybe even presenting at workshops or the annual conference. I've worked with Ted for just over five years, and I haven't seen him lose an ounce of passion for the field nor a teaspoon of vigor. For about 50 years, parks and recreation have been his avocation and his vocation. From now on it will simply remain his avocation. He'll be out pushing for better park and recreation opportunities. As he says, he may coach or write or advise boards.

Yes, he'll retire. But he won't stop. Because the thing about Ted Flickinger: There's no quit in him.

— RODD WHELPLEY  
Editor

# illinois **IPRA** PARKS AND RECREATION

## OFFICES

217.523.4554

## FAX

217.523.4273

## E-MAIL

rwhelpley@ILparks.org

## WORLD WIDE WEB

www.Ilparks.org  
www.ILipra.org

## MAIL

211 East Monroe Street  
Springfield, Illinois 62701-1186

## Managing Editor

TED FLICKINGER,  
President and Chief  
Executive Officer, IAPD

## Editor

RODD WHELPLEY,  
Publications Director, IAPD

## Graphic Design

GOSS GRAPHIC DESIGN  
217.423.4739  
www.gossgrfx.com

## Advertising Sales Representative

BETH SALTZ  
Arlington Publishers Representatives  
P.O. Box 1555  
Arlington Heights, Illinois 60006  
847.509.9810  
FAX: 847.509.9816  
bsaltz@arlpub.com

## JOINT EDITORIAL COMMITTEE

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**IAPD HEADQUARTERS**  
211 East Monroe Street  
Springfield, IL 62701-1186  
217.523.4554  
www.Ilparks.org

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**IPRA HEADQUARTERS**  
1815 S. Meyers Rd., Suite 400  
Oakbrook Terrace, IL 60181  
630.376.1911  
www.ILipra.org

MIKE SELEP, CPRP  
Interim CEO

BARRY FRANKS  
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# GET ON BOARD



Dr. Ted Flickinger  
IAPD President and Chief  
Executive Officer

## 50 Years

Recently, I was asked two questions about retirement. One was: "Have you been in the park and recreation field all of your life?" My response: "Not yet!" The second question: "Will it be difficult to leave?" My response: "I believe that if it's not difficult to leave, then it wasn't worth being there. Yes, it is difficult."

I will cherish for the rest of my life the 50 wonderful years of practicing, teaching, experimenting and implementing management practices to improve parks, recreation and conservation, while, at the same time, enjoying the friendships of many fellow professionals and citizens, who are also dedicated and have a great passion for this field. How pleasing it has been to go to work knowing that we have a positive influence on people, creating wellness services and improving the quality of life while protecting our open spaces and natural resources. I can't think of another profession as rewarding as parks, recreation and conservation. **We have a noble cause.**

### It's People as Well as Parks

There are many people who had a favorable impact on my career, but none more than my wife and children. I accepted my first director's job when I was still a college senior.

"How much money will you get paid?" my wife asked.

I looked at her, dropped my mouth and then finally replied, "I forgot to ask!"

I will always remember her reaction to that. But I think back to the 1960s, when, as a director, I worked 60 to 70 hours a week and spent precious time away from family who, to this day, continue to be big supporters of this field. My wife often joined me for many night and weekend meetings.

I have worked hard for 20 years in the field and 30 years with this association; always willing to go the extra mile, but I had the staff that was right there with me to help realize all that we have achieved. The IAPD staff is second to none. They will continue to keep IAPD the best of the best in association management, advancing parks, recreation and conservation throughout Illinois. They are:

*Cindy Deiters:* Always keeps the staff laughing. She is the computer expert in this office and does the troubleshooting. She has very good marketing ideas.

*Bobbie Jo Hill:* "Mrs. Enthusiasm." Takes on more tasks than anyone. She is great at public relations and knows how to resolve problems efficiently and effectively. Her loyalty is beyond reproach.

*Alan Howard:* A man of many talents. Although only employed as

the finance director for a little more than a year, he has stepped up to meet all of the challenges while exceeding the goals.

*Sherri Khile:* The best personal secretary/administrative assistant I have ever employed.

*Peter Murphy:* The foremost authority on park law. The best of the best in lobbying. He can do it all.

*Shannon Sartain:* Legal secretary to Peter Murphy and the go-to person for legislative information. I'll miss that smile in the morning.

*Sue Triphahn:* The conference director, meeting planner. She always has whatever she is doing well organized with all the "I's" dotted and "T's" crossed.

*Rodd Whelpley:* He is our grammar guru, an expert writer and a top-notch editor.

In addition, I have worked with 156 different IAPD board of trustee members and 30 different chairs, as well as 2,100 citizen board members, with 20 to 30 percent changing every two years. It has been nothing less than an honor.

### Strategic Planning Leads to Accomplishments

A full discussion of IAPD's progress over the last 30 years would take too much magazine space to cover adequately. But, in short, we successfully lobbied the General Assembly for the passage of 150 pieces of legislation (92 percent of our platform). We own our headquarters outright (paid the mortgage in three years), and we generate income by renting out extra office space in the building. We've developed hundreds of new educational programs, the awards gala and the online commissioner training course. We've completed 97 director searches. We have a great state conference and an award-winning magazine.

The seeds for all these achievements were sown in a series of strategic plans.

Our current strategic plan, adopted in 2001, and updated or revised each year, addresses our members' needs. Just some of the items identified are:

- New revenue streams.
- Online education.
- Using the IAPD Web site as an educational tool by offering materials in formats that are easy to download.
- E-mailed legislative alerts and job listings.
- New avenues of corporate partnership to benefit our members.
- Educational programs and workshops for park commissioners and executives on boardmanship, advocacy, financing, marketing and related public awareness issues.
- Customized programs for our member agencies, such as the Illinois Parks Association Risk Services (IPARKS), Illinois Park District Liquid Asset Fund Plus (IPDLAF+), energy and telephone cost savings services and new investigative work in health insurance.

Our profession and our agencies will play a more vital role in maintaining a healthy society.

Many of the goals have been met, while some are (and likely always will be) ongoing parts of consequent strategic plans.

For example, we will continue to build on our past legislative successes in partnership with our member agencies. Some legislators are finally beginning to recognize what we have said for a long time: Setting the Consumer Price Index as a baseline for property tax extension limitations for tax capped areas does not make it. We need a new standard that more closely matches the increase in the true cost that all park agencies and schools experience. Some skeptics just did not do the math. In one year the CPI went from 4.1 percent to .01 percent, yet we experienced a 10 to 20 percent increase in health insurance, liability insurance, pensions and other costs. IAPD, along with your help, will keep this message in front of legislators.

### Providing Funding Sources for Our Member Agencies

For the past 30 years, we were able to find opportunities to bring new revenue sources to the association and to our member agencies. Because of IAPD's efforts, the Open Space Lands Acquisition and Development program has generated \$350 million in state funding for parkland acquisition and improvement. (This is a matching grant, meaning \$700 million worth of new and improved parks have appeared in Illinois because of OSLAD.) We worked with the former and current attorney general to become the beneficiary of anti-trust lawsuit settlements, such as the 1995 settlement with Reebok Shoes that gained us \$250,000 for beyond-school programs and the 2002 Vitamin Anti-Trust Settlement Grant, which netted \$870,000 for recreation access and youth programs. We have created the Arts Grant Program with the Illinois Arts Council.

To continue making our PowerPlay! beyond-school programming grants, we need the support of each member agency to promote the park district youth license plate, our funding source for that grant. The success of this initiative will benefit our agencies directly. We are challenging each member agency to see how many park district youth license plates it can sell by publicizing the plate in program books, having brochures in recreation centers, posting information on Web sites and including promotions in mailings to residents.

### Looking to the Future

We are in a pivotal time in our history. As we find our nation in war and the economy weak, our profession and our agencies will play a more vital role in maintaining a healthy society – both physically and mentally.

Park, recreation and forest preserve district facilities and programs will have increased responsibility as outlets for relieving stress and maintaining core family values. As stress levels increase, the need for recreation also increases.

With more single-parent families and 70 to 80 percent of two-parent families working, our agencies' facilities and programs will be called upon to offer more beyond-school activities and day care opportunities.

Some school districts are eliminating physical education and arts education because of budget crises. What impact will this have? Can we meet the challenge? **We must.**

Park districts, recreation and conservation agencies must find creative ways to generate new revenue sources, forge new partnerships and coalitions, pursue grants and seek out sponsorships to address the additional facility and program needs of the community. We should promote more partnerships with corporations, local businesses, hospitals, day care programs and a multitude of nonprofits.

Working together, we must increase public awareness of the benefits of parks recreation and conservation. Our marketing and public relations staffs will need to focus on measures to get businesses and corporations to jointly sponsor ads and PSAs endorsing specific services.

We also must ensure that legislators and the governor are sensitive to the values of local, close-to-home recreation and that successful

grant programs like OSLAD, the state capital fund, bikeway grants and others represent an important partnership between state and local governments in addressing community needs in Illinois. It is an investment in the future.

IAPD will get the word out to you in the most timely and relevant way possible. We will listen to you and reach out to you through blogs, Twitter, Facebook and LinkedIn. For IAPD, it's about what we can do to increase connections to our members at the lowest cost.

It has always been a practice at IAPD to listen to our members. We learned a long time ago that if you expect customer loyalty, you had better listen to customer suggestions to better serve them. Get involved in IAPD, or let us know what services you desire or like the best. It's your association. For 82 years you and those commissioners who preceded you made IAPD the best in the nation. **Don't stop now!**

### Values

I would like to share certain values that have helped guide my career and life. I learned that these values belong to people who are willing to give, who are willing to serve, who are willing to make a contribution to a cause or purpose bigger than their own. A person without guiding principles and strong values is like a ship without power in a stormy sea, being tossed to-and-fro at the mercy of each oncoming wave.

**Integrity.** Without this quality you certainly will not succeed. Integrity is not just responding to people fairly, it is doing what is right when no one is watching.

**Respect.** You must earn respect. If you seek respect, you must also show respect for the dignity of others and their points-of-view.

**Hard work.** The road to success is not a highway; it is a "try"-way.

**Loyalty and commitment.** As you think, so you become. Demonstrate loyalty and passion for what you do.

**Trust.** It takes years to build trust, but only seconds to destroy it.

**Motivation.** Motivators are driven to achieve beyond expectations – their own and everyone else's. Go the extra mile, even when you think you have done enough.

**Don't procrastinate.** Prepare for a successful tomorrow by doing your best today, and don't put off for tomorrow what you can do today.

**Standards.** Hold yourself to the same standards that you require of others.

**Intellectual curiosity.** Read and then read more about issues and trends. Continue your education. Never stop learning.

In addition to these values, I hope each of you will make a commitment to the environment, to the preservation of natural resources and wildlife and leave the world a better place for future generations. Recognize that we not only inherited the earth from our ancestors, we also borrow it from our children.

### Reaching for Stars

One of my favorite songs is from the musical "Man of La Mancha." The lyrics include the lines: "To dream the impossible dream... To reach the unreachable star... This is my quest, to follow that star." That song has been a great inspiration and it continues to motivate me because I know that even as I turn to a new chapter in my life, I will always find a star to follow.

Challenges and opportunities for helping develop a better place for future generations surely lie ahead. Maybe I'll coach a Little League team; or serve as a naturalist, walking children through the nature trails of Central Illinois or the Corkscrew Wildlife area in southern Florida. I know I'll do director searches and occasionally board training. Maybe a new book on problem solving will develop.

As I said, I haven't been in the park and recreation field all my life – yet.

Thank you for making my career at IAPD so enjoyable.

# EYE ON THE PROFESSION

A CLOSER LOOK AT TRENDS AND ISSUES IN THE PARK AND RECREATION PROFESSION



Mike Selep, CPRP  
Interim CEO

## Time to Reposition Parks and Recreation as an Essential Service – What's Your Role?

Formidable challenges confront park and recreation leaders today. Current funding sources are less likely to provide for all agency needs. Park infrastructure is aging and more competition and accountability exist for increasingly scarce resources amidst the biggest recession since the Great Depression. In addition, serving the public has become more complex. Increased regulation and growing diversity drives increased demand for a greater variety of services, and there is an increased reliance on park and recreation agencies to be involved in pressing societal health, conservation and sustainability issues.

As a result, leaders in the profession are called on to demonstrate a compelling case for parks and recreation to the public as an “essential” community asset. As a current, future or past park and recreation professional, you are both uniquely qualified and responsible for the well-being of your community. Involvement in this dialogue is critical to both career and community development.

Quick, there is little time to waste! We have to hit the ground running as we enter the second decade of the 21<sup>st</sup> century. Please get out your number two pencil, a stopwatch, a protein bar and a handful of ball bearings, as I have a couple of quick questions for you. (The ball bearings are optional. If you have to ask what they are for, then you probably don't need them.) The answers you provide may determine the current health and the future sustainability of your community, as well as your role in the movement to reposition public parks and recreation as an essential service.

**Question 1:** Are you fully equipped to demonstrate that parks and recreation is an essential asset in your community?

**Question 2:** Do you and others in your agency and the profession have the skills necessary to help solve society's problems and advance your community through the services that you provide?

At IPRA, we are focused on providing professional development opportunities so that everybody can become involved in this important dialogue. We are proud to offer an increased quantity, quality and variety of opportunities in 2010 by partnering further with IAPD and our affiliate groups, as well as developing closer relationships with other associations to ensure that a full continuum of professional development opportunities are available to meet the needs of students, entry-, mid- and executive-level professionals.

The goal is for all of us throughout the state to become involved in this process, so that we can work together to answer the tough questions above with a resounding “yes” for an increasing number of professionals in 2010. Based on feedback from our 2009 membership survey, current and emerging leaders within the field are requesting professional development opportunities that help facilitate outcomes and produce results that are tangible. We have responded by providing the following opportunities for 2010. Make sure to make the most of your IPRA membership in 2010 by considering involvement in several new initiatives that will allow you to become further engaged in the process.

You are both uniquely qualified and responsible for the well-being of your community.



### Utility Driven Educational Initiatives

IPRA committees and staff members work hard to ensure that we are all able to walk away from the annual conference, workshops, seminars or meetings with information that we are able to use. We will continue to enhance these opportunities by increasing the number of those involved by using existing conference calling, Webinar, video streaming and Web 2.0 technologies to continue and extend the dialogue regardless of geographic location.

### Leading the Heart of the Community in Times of Change

This yearlong discussion with facilitator Ian Hill is a six part live video feed series that provides a journey to rediscover the role you and your agency play in your community. This program is brought to you in partnership with the Florida Recreation and Park Association, IPRA and 10 other state associations. This series allows an agency to

Make the most of your IPRA membership in 2010 by considering involvement in several new initiatives that will allow you to become further engaged.



become involved in a national dialogue by participating in the six hour-long discussions, as well as a variety of exercises throughout the year. The sessions are archived and available on demand, so that all members of an agency can become involved. The journey began in November and will continue through to September.

“We signed up for the program just after the first session aired,” said Mark Badasch, executive director of the Collinsville Area Recreation District. “I was able to set up my laptop and LCD projector in the conference room and get the whole staff involved in the discussion watching the first archived session. It was an efficient, effective use of staff time. Ian was both motivational and real. He also provided some areas for us to focus discussion. We are looking forward to continuing this series for ongoing discussion this upcoming year.”

### Professional Development Workgroups

IPRA has partnered with Richard Houston of Peopleassets to develop opportunities for individuals to contribute to their own professional growth, institutional growth for their agency and the ability to add to the body of knowledge of the profession by participating in one of two different workgroup formats that will begin in February 2010.

### Leadership 2010

This innovative leadership development experience is based on the IPRA Professional Competency Model. Over the last year, we have conducted extensive research into the skills and attributes that differentiate high performing professionals from average performers. The goal will be for professionals involved in a yearlong workgroup to find out where they stand and map a path forward with deliberate focus toward their professional development goals using the competency model. Individual as well as group work will be involved, and one of the results

will be a set of resources that are shared with the full membership. Individuals can participate in one of two groups:

- Emerging Leaders. Early and mid-career park and recreation professionals who seek to advance their career prospects and have a real impact in support of their agency.
- Senior Leaders. Professionals who occupy or plan to hold agency leadership roles that carry major responsibilities for organizational success.

### Communities of Practice Workgroups

These workgroups are designed to identify and share best practices in a specified area of study throughout the year and develop resources to share with the membership in various formats, such as workshops, Webinars and white papers, for the growth of IPRA members statewide, as well as professionals throughout the country.

Individuals can participate in one of two groups:

- Repositioning. How to influence decision-makers to support parks and recreation as an essential community service.
- Succession Planning. How to ensure Illinois agencies have competent, influential leaders to meet the challenges of the future.

### Bearing Up Under the Challenge

The challenges are there for all recreation professionals to face. We will face them together with purpose and meaningful training and dialogue that lead toward the development of resources for all to share. This is a great opportunity for you to identify your role and make a lasting mark on the profession. It's time to get running, so put down the scissors. Do you have your pencil, stopwatch and protein bar? What about the ball bearings?

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Peter M. Murphy  
IAPD General Counsel

## Happy New Year

The year 2010 promises to be an exciting year, with primary elections being held on February 2 and general elections being held on November 2.

Things will also be exciting as the Illinois Association of Park Districts continues to push for legislation that will enable its members to conduct business and serve their constituents in more efficient ways.

On a personal note, as I transition from the position of IAPD general counsel to the association's president and CEO, please know that I will continue to be actively involved in the management of the association's advocacy program. Together we have had many



As I transition from the position of IAPD general counsel to the association's president and CEO, please know that I will continue to be actively involved in the management of the association's advocacy program.

successes. It seems like just yesterday that I walked the Capitol halls seeking support for the funding of open space acquisition, an unheard of concept at that time. Over time, and to date, OSLAD has provided more than \$350 million in state support, much of it to IAPD's membership, who have generally matched it, resulting in a more than \$700 million investment in open spaces and recreational opportunities for the citizens of Illinois. We can all take pride in this and the many other accomplishments we have had. We have established a great track record for the passage of legislation and the development of relationships with members of the Illinois General Assembly. Without question those relationships will continue to flourish.

The election cycle is a good reminder to all of us of how fluid the legislative process is, and as the new year begins, I encourage all of you to recommit to become even more involved in the legislative process than you have been.

This issue's column focuses on tips for you to share with your fellow board members and professional colleagues.

I look forward to working with each and every one of you in 2010.

### Happy New Year!

**H**asten. Do things now rather than later. Make certain legislators know an issue is coming up in their districts before it becomes public knowledge or a topic for open discussion. It is critical that you quickly respond to requests for contacting your legislators. Timing is essential, and IAPD's Legislative Action Bulletins require immediate responses to be effective. Legislators consider literally hundreds of bills, so your contacts must be timed to precede a floor vote, but not so far in advance to be lost in the shuffle.

**A**ctivism. Political advocacy must be a continuous commitment by an organization's membership. The legislative make-up of the General Assembly is fluid and always changing, so stay in touch and active with the politics of your community and region.

**P**ersistence. Most initiatives fall short of passage somewhere during the legislative process. In fact, only 10 to 15 percent of bills introduced ever reach the governor's desk, and many that do pass represent housekeeping measures or appropriation bills. So if you want your initiative to pass, you must be persistent from start to finish during the legislative year. Your persistence must be shared by your fellow commissioners and professionals across the state, as well as by the bill's sponsor.

**P**rocess. Understand that the General Assembly does not work in quite the same manner as described in your college or high school political science class. It's much more complicated and fluid, and often success or failure depends on what is generally going on at the time. Understanding the steps for passing a bill will make you an educated advocate. Lawmakers will recognize this and give greater credence to your input.

**Y**ou're It. A successful legislative relationship requires more than one person. It requires the involvement of both the board and staff acting as a team in promoting the agency throughout the community and in showing a united front to state lawmakers on issues impacting the field of parks and recreation. Building successful relationships means not relying on someone else to make the contacts.

The path to success is a long journey, so manage your expectations and celebrate each legislative victory as it occurs.

**N**ews Media. The media can make or break your legislative efforts. Use the news media (letters to the editor, guest editorials, news stories, paid ads, etc.) to help create public support for your position. Legislators monitor media reports on issues and most use a clip service, which brings to their attention stories in their local media market and statewide on specific issues. You can act as your own clip service and send positive news stories about your park district to state lawmakers, community leaders and the IAPD.

**E**nthusiasm. It's important not to lose your enthusiasm for the legislative process. Many times a legislative initiative is not accepted when first introduced. Most success stories are coupled with failures that preceded them. Never lose faith or give up on a legislative idea because success may be just around the corner.

**W**inning is fun. Winning a legislative initiative that you support or killing a negative initiative is very rewarding, but it is important to be gracious during the process. Groups that you oppose might be allies during the next legislative fight. Do not burn bridges. This is one of the most basic tenets of legislative advocacy, and legislators whose proposals you have just killed have long memories.

**Y**esterday. Don't put off until tomorrow what you should have done yesterday. Timely contacts are the key to success. Courteousness is a top priority for long lasting relationships. Like a favorite piece of crystal on moving day, relationships with legislators and elected officials should be protected. Appointments made should be kept and should never go over the pre-arranged allotted time. Remember, sturdy packing materials around the crystal keep it from getting chipped, so treat staff members of elected officials as courteously as you would the legislator.

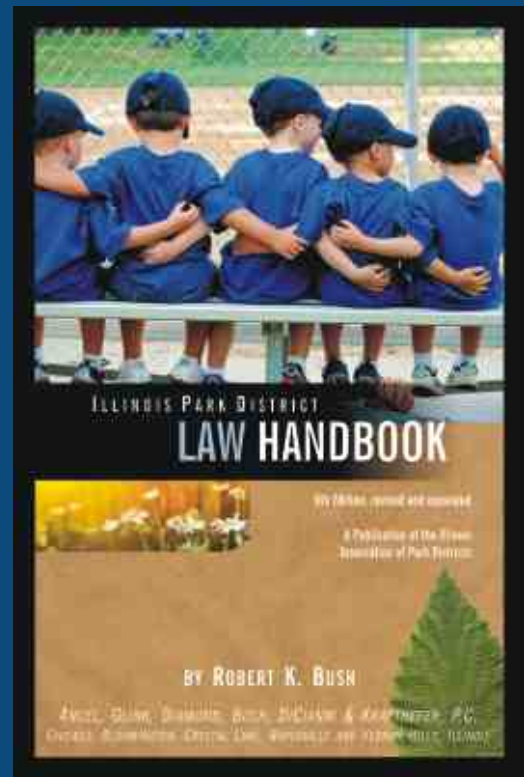
**E**xpectations. The path to success is a long and perilous journey, so manage your expectations and celebrate each legislative victory as it occurs. Securing a good sponsor, passing a bill out of committee, passing a bill on the floor of the General Assembly without adverse amendments and actions of the governor are all key stages in the passage of a bill. The greater number of small victories you can celebrate, the more likely it is that you and your agency will be able to celebrate the big one when it occurs.

**A**t home. Hit lawmakers where they live, literally. Don't wait until the legislative session begins to talk up your issue. Meet with legislators on their turf before they head to Springfield and have time for only cursory conversations and brief contacts. Set up a meeting to discuss your issue at the district office, or the local coffee shop, at their convenience.

**R**emember to ask. In all contacts with legislators, be sure to ask that they state their position. If it agrees with yours, ask what you can do to strengthen their support. If it differs from yours, ask what information is necessary to change that position. Be sure to request that you want to be contacted after the vote takes place regarding your legislator's vote.

You are the key to our success. Let's make this new year a banner year for advocacy. I wish you all a healthy and happy new year.

- PETER MURPHY



## Get the NEW Illinois Park District Law Handbook

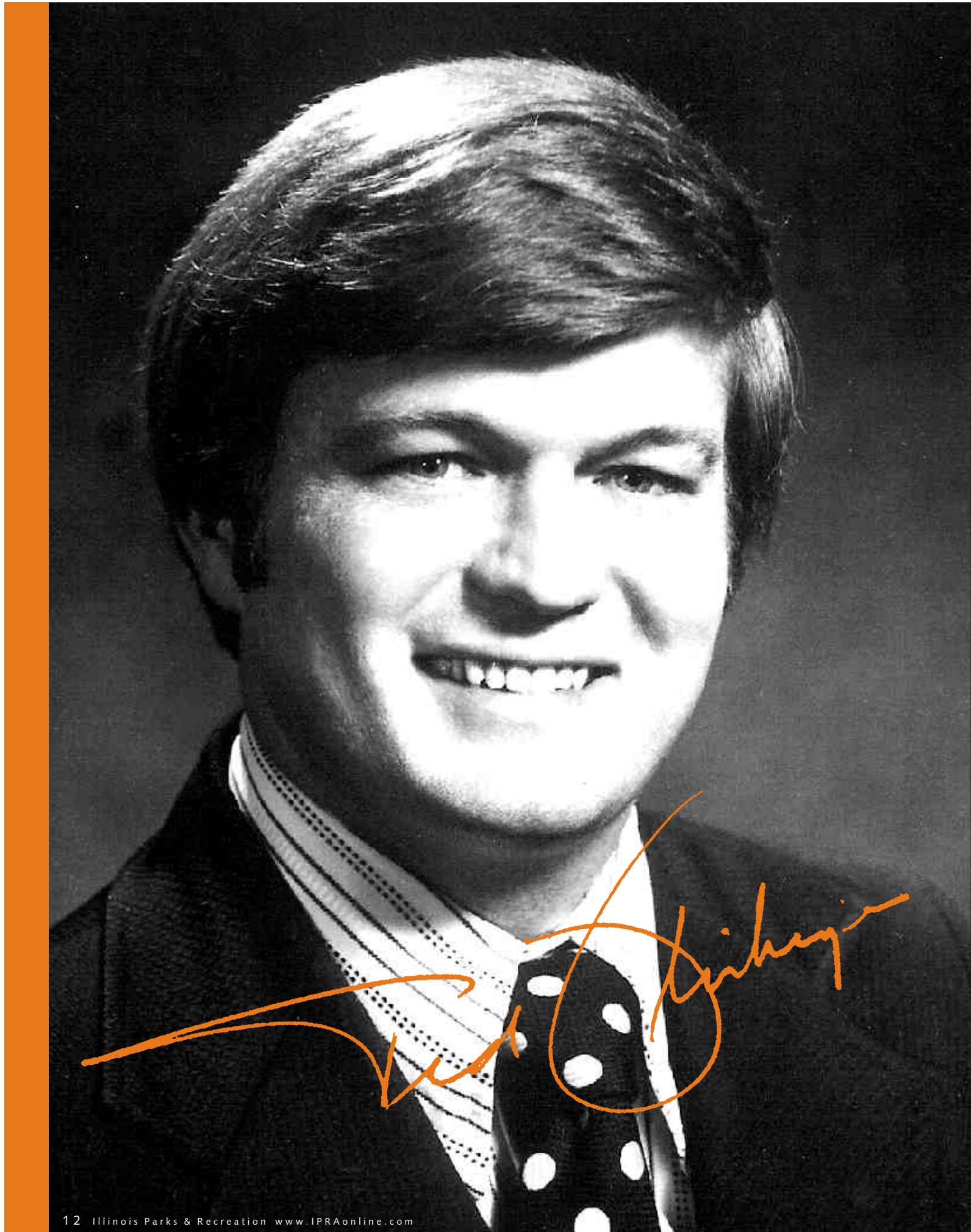
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This fully updated version of the *Illinois Park District Law Handbook* consolidates a vast body of law into a single user-friendly volume that explains the complex laws and codes that govern local park districts. Revised and expanded sections feature guidance on new qualifications for serving on park boards, changes to the Open Meetings Act, the Freedom of Information Act and more.

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# IAPD

## 1980-2010

### IAPD'S **TED FLICKINGER** ERA DRAWS TO A CLOSE

"Ave atque vale" or "Hail and farewell" wrote the Roman poet Catullus in an elegy to his brother.

On January 31, the Illinois parks, recreation and conservation community will "officially" (but certainly not literally) say farewell to one of its giants, as Illinois Association of Park Districts President and CEO Dr. Ted Flickinger retires.

With his retirement, Dr. Flickinger puts a cap on a 50-year career in the field of parks and recreation, which started in 1959, when, at the age of 16, he became a lifeguard at his local park agency in Ohio. In his career, he has been a park agency director, a professor of parks and recreation at The Ohio State University and a state parks association president and CEO. He oversaw the Bexley, Ohio Parks and Recreation Department that won the National Recreation and Park Association Gold Medal in 1972.

He received his Bachelor of Science and Master of Science degrees in park and recreation management from Southern Illinois University, and his Ph.D. with a specialization in natural resources management from The Ohio State University. He is a Certified Park and Recreation Professional and Certified Association Executive.

He has served in various capacities for many professional organizations, including president of the National Recreation and Park Association, the Illinois Society of Association Executives and the American Park and Recreation Society. He has given keynote speeches at numerous state and national conferences on the subjects of boardmanship and legislative advocacy and has conducted conference sessions, workshops, seminars and keynote speeches in 27 states and at more than 20 national conferences. He is the author of *Are You On Board?* and *Get on Board*, two books on the subject of leadership for chief executive officers and policy-making boards.

His tenure as the Illinois Association of Park Districts' chief executive began in 1980. Since that time, the association has grown from 140 member agencies to more than 415 agency and associate members. He has prudently managed the association's \$2.05 million budget, which has never shown a deficit the entire time he has been president and CEO.

There are these and so many other basic facts about Ted Flickinger. We could write an essay as long as this magazine and still not hit the essence of the man. That can only be distilled through the personal relationship that each one of us has built with him. For some, that relationship stretches longer than the 30 years of his presidency.

In our minds eye, if not on paper, all of us have some pictures Ted. We know some facts. We use them as touchstones from which we build and rebuild our recollections of our president, our workmate, our friend. In the next few pages we've reproduced some facts and images of Dr. Flickinger's tenure at IAPD. So while we, like Catullus, are forced to say farewell, we offer these words and images to help you remember your personal connection to Ted Flickinger, to hail and honor him and his life's work.



## The 1980s

- Dr. Flickinger wrote *Lobbying for Parks & Recreation* with Peter Murphy.
- Revamped the IAPD awards program including the creation of the Allan A. Weissburg Commissioner of the Year Award.
- Raised funds to purchase a computer to plug into the Legislative Information Service offered by the State of Illinois.
- Established IAPD headquarters within 50 yards of the Illinois State Capitol. Mortgage is paid off in three years.
- Coordinated Illinois' involvement in the national "Life Be In It." public awareness campaign.
- Spearheaded efforts to seek funding from the Build Illinois program to support grants to units of local government under the Open Space Lands Acquisition Act or OSLA (renamed OSLAD in 1989.)
- Legislation passed for the Bicycle Path Grants program, which created a dedicated source of funding for bike paths.
- OSLAD and the Natural Areas Acquisition funds get a dedicated funding source - a portion of the real estate transfer tax.
- Legislation passed to create the Illinois Park District Liquid Asset Fund Plus, which provides comprehensive financial services exclusively for Illinois park districts.



## The 1990s

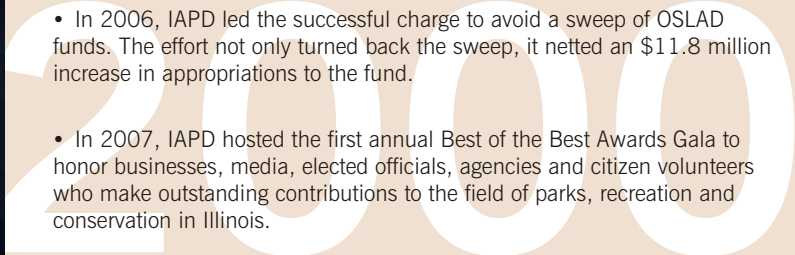
- IAPD published *The Economic Benefits of Illinois Park District Leisure Services*.
- The Illinois Parks Association Risk Services (IPARKS) program is created as a governmental group self-insurance pool to provide park districts with an alternative to traditional property and casualty insurance coverage.
- IAPD created the Director Search Program.
- The first manual for park board leadership, *Are You on Board?* authored by Dr. Flickinger, is published.
- Governor Edgar designated the second Saturday of the Illinois State Fair Park District Conservation Day.
- IAPD published the *Park Commissioners Handbook*.
- Governor Edgar signed Public Act 89-49 creating the Conservation 2000 Fund to be used to establish a program to protect Illinois' natural resources.
- Parks Day at the Capitol debuted in conjunction with the Legislative Conference.
- IAPD's first web site went live.
- IAPD championed the cause of at-risk youth in partnership with Attorney General Jim Ryan, who designated \$700,000 for at-risk-youth partnerships.

- IAPD partnered with the Illinois Arts Council to offer special funds for park district art programs, and the association promoted a statewide art contest with 3,000 Illinois children.
- Friends of Illinois Parks was established.
- IAPD lobbied for the Open Land Trust to fund local open space preservation projects. During Governor George Ryan's administration, this program provided just under \$64 million to preserve more than 8,700 acres of land.
- Mike Singletary became spokesperson for the Take Time for Fun! campaign.
- IAPD participated in a campaign for the Conservation Area Reinvestment Act, an effort that ultimately restored funding to the Land and Water Conservation Fund.
- Dr. Ted Flickinger became president of the National Recreation and Park Association.



### 2000-2009

- Dr. Flickinger was named to the Attorney General's Select Committee on People with Disabilities.
- The Park District Youth License Plate hit the road. Proceeds have generated more than \$100,000 for beyond-school programing.
- IAPD initiated a summer golf tour, with proceeds benefitting the Friends of Illinois Parks.
- IAPD received a grant through the state Attorney General's office to establish PowerPlay!, a grant program to help Illinois park, recreation and conservation agencies establish beyond-school programs. More than \$375,000 in grants have been distributed.
- IAPD celebrated its 75th anniversary in grand style, holding a gala fundraiser in Schaumburg in September 2003.
- The first annual Flying for Kids kite fly took place across the state in the spring of 2005. The event raises awareness for the youth license plate.
- The IAPD/IPRA annual conference re-branded itself as the IAPD/IPRA Soaring to New Heights Conference.
- IAPD funded and distributed a major University of Illinois study on citizen attitudes, perceptions and experiences with their local park districts.
- In 2006, IAPD led the successful charge to avoid a sweep of OSLAD funds. The effort not only turned back the sweep, it netted an \$11.8 million increase in appropriations to the fund.
- In 2007, IAPD hosted the first annual Best of the Best Awards Gala to honor businesses, media, elected officials, agencies and citizen volunteers who make outstanding contributions to the field of parks, recreation and conservation in Illinois.
- IAPD marked 80 years of public service in 2008.
- IAPD developed the nation's first-ever online park and recreation agency board training curriculum in 2009.





### Some Career Highlights

- Grew association membership from 140 to 415.
- Two major books, hundreds of articles and presentations on boardmanship have earned him the designation "The Board Doctor."
- Became the nation's first Certified Association Executive from the park, recreation and conservation field.
- Awarded the Distinguished Alumni award from The Ohio State University, College of Food, Agricultural, and Environmental Sciences Alumni Society.
- Grew association budget of \$173,000 in 1980 to a \$2.05 million dollar budget in 2009, with overall cash reserves of \$4.4 million.
- Served on the Governor's Task Force on Tourism, the Governor's Special Task Force on Greenway/Floodway Legislation and the Attorney General's Task Force on Asbestos.
- Awarded the Illinois Park and Recreation Association's Distinguished Service to Leisure Award.
- Awarded the National Recreation and Park Association's Citizen-Board Member Branch Professional Excellence Award.
- Awarded the Illinois Society of Association Executives' Distinguished Member Award.
- Awarded the Outstanding Service Award, National Society of Park Resources.
- Awarded Outstanding Recreation Alumni Award, Department of Health Education and Recreation, Southern Illinois University, Carbondale, Illinois.
- Elected Fellow, American Park and Recreation Society.

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2010



IAPD/IPRA  
**Soaring  
to  
New  
Heights**  
CONFERENCE

**CONFERENCE PROGRAM**



January 28-30, 2010 Hilton Chicago - Chicago, Illinois



2010 IAPD/IPRA  
**Soaring  
to  
New  
Heights**  
CONFERENCE

JANUARY 28-30, 2010 HILTON CHICAGO



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



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# 2010 CONFERENCE PROGRAM

# HILTON CHICAGO

- EIGHTH FLOOR**
- LAKE ONTARIO
  - LAKE MICHIGAN
  - LAKE HURON
  - LAKE ERIE

- FIFTH FLOOR**
- CONFERENCE ROOMS 5A-5J

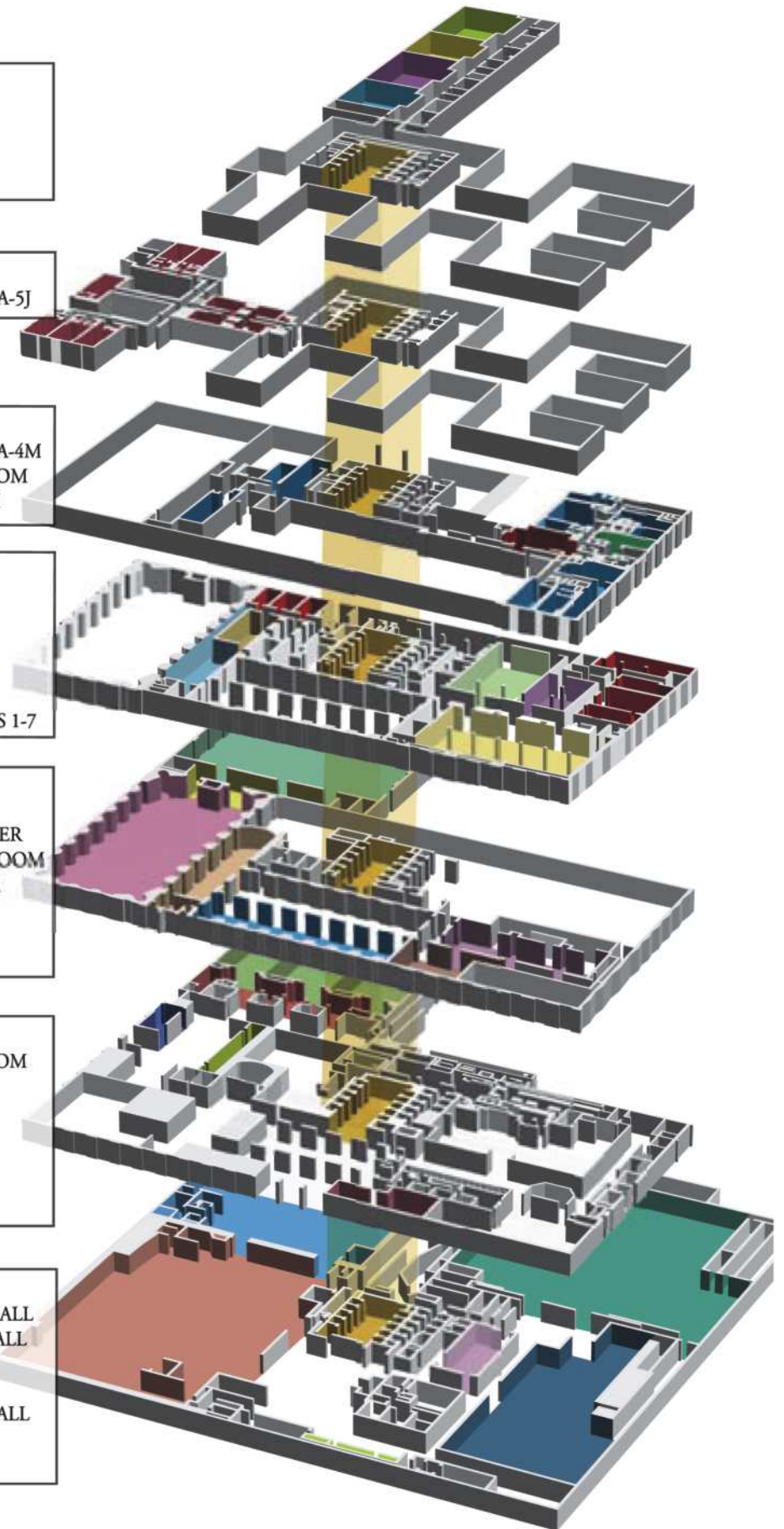
- FOURTH FLOOR**
- CONFERENCE ROOMS 4A-4M
  - McCORMICK BOARDROOM
  - PULLMAN BOARDROOM

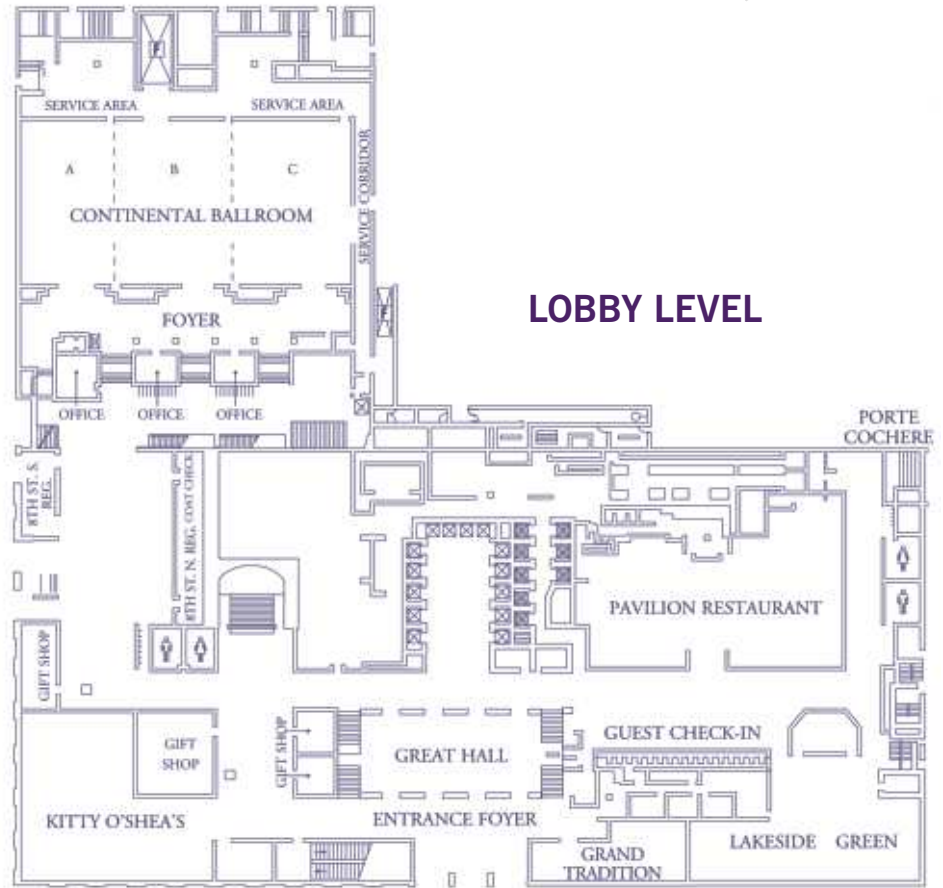
- THIRD FLOOR**
- WALDORF
  - ASTORIA
  - WILLIFORD
  - MARQUETTE
  - JOLIET
  - PRIVATE DINING ROOMS 1-7

- SECOND FLOOR**
- GRAND BALLROOM
  - GRAND BALLROOM FOYER
  - INTERNATIONAL BALLROOM
  - INTERNATIONAL FOYER
  - NORMANDIE LOUNGE
  - BOULEVARD ROOM
  - BOULEVARD FOYER

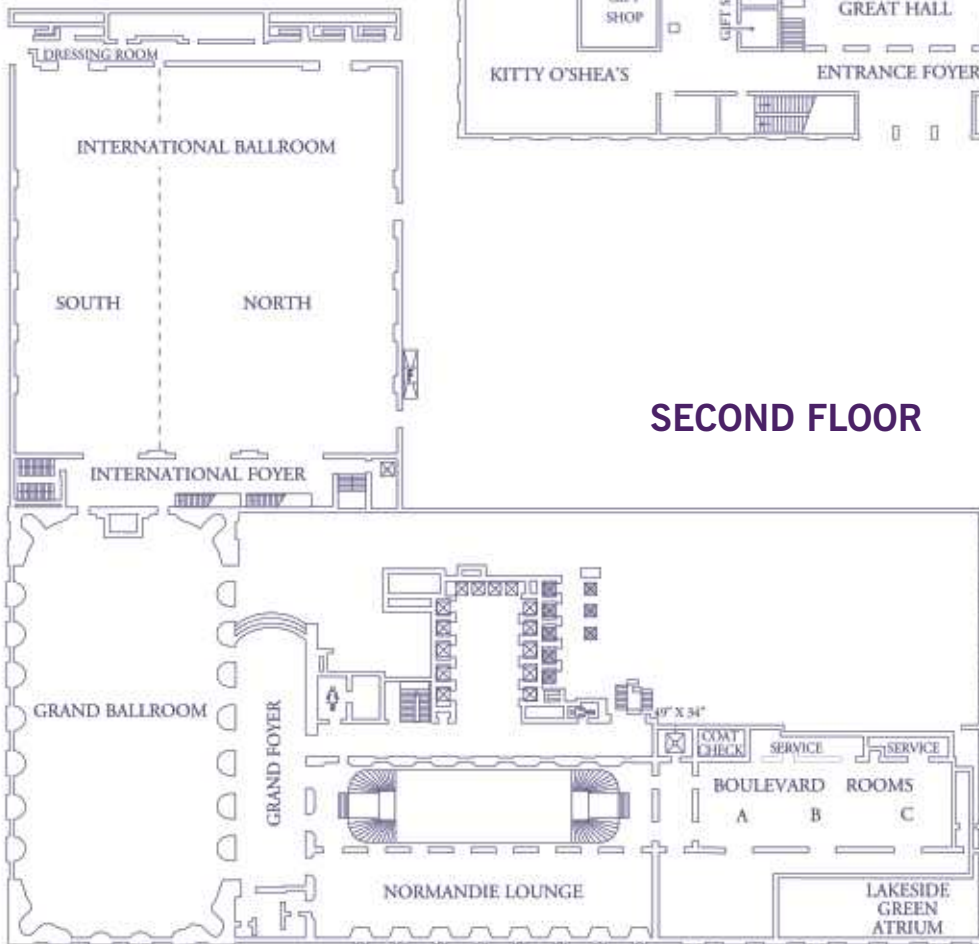
- LOBBY LEVEL**
- CONTINENTAL BALLROOM
  - CONTINENTAL FOYER
  - GRAND TRADITION
  - 8th STREET SOUTH REGISTRATION
  - 8th STREET NORTH REGISTRATION

- LOWER LEVEL**
- SOUTHWEST EXHIBIT HALL
  - SOUTHEAST EXHIBIT HALL
  - NORTHWEST HALL AND STEVENS SALONS
  - NORTHEAST EXHIBIT HALL
  - MOBLEY ROOM
  - REGISTRATION

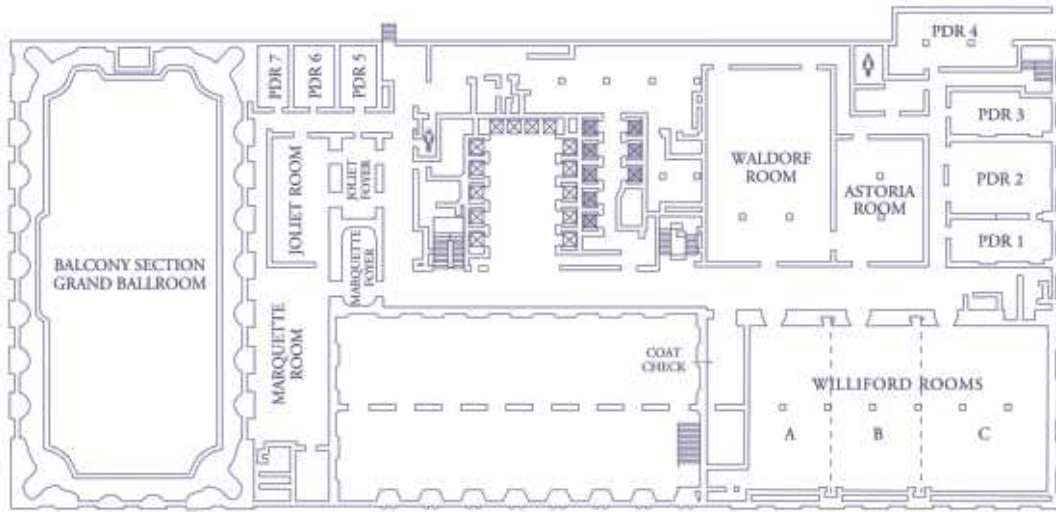




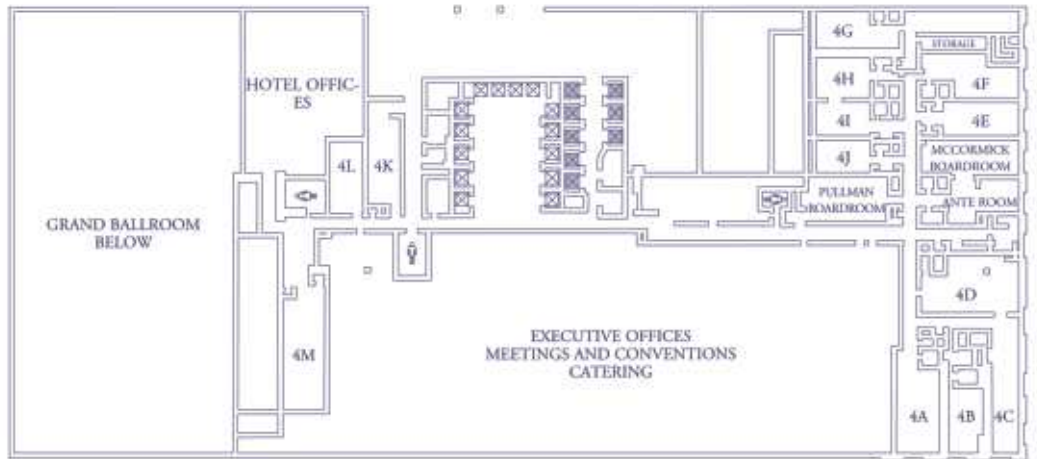
LOBBY LEVEL



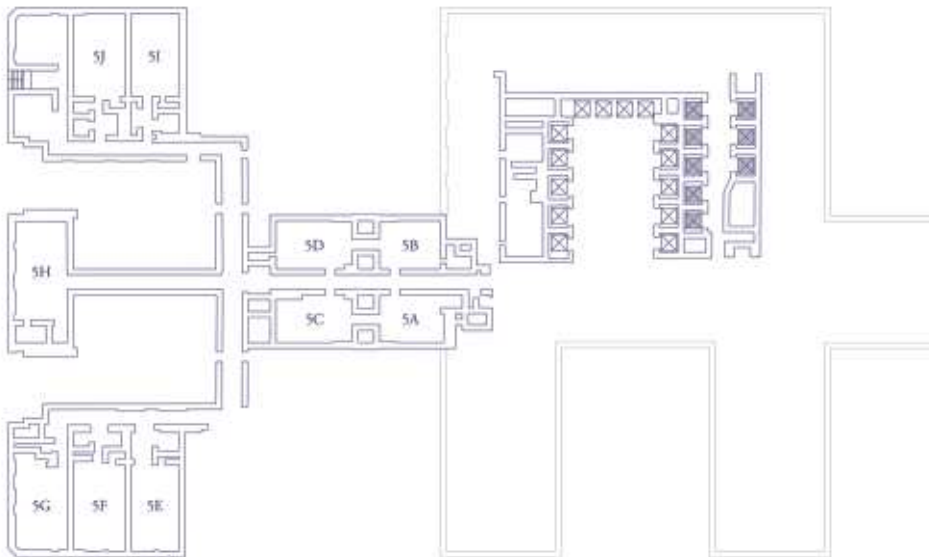
SECOND FLOOR



FOURTH FLOOR

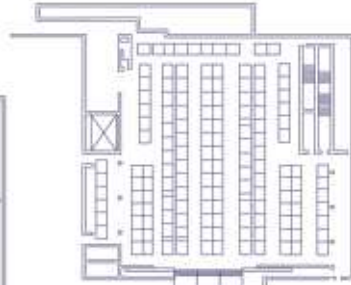
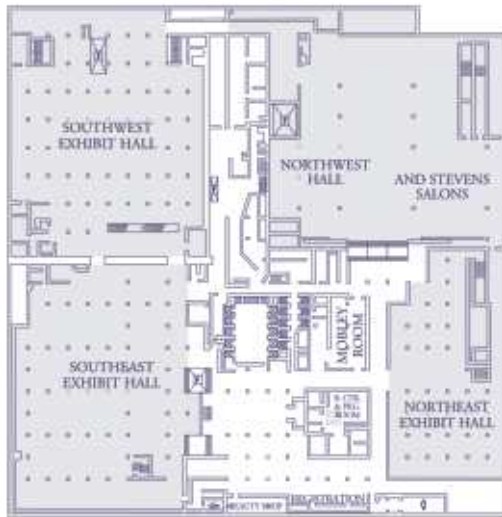


FIFTH FLOOR





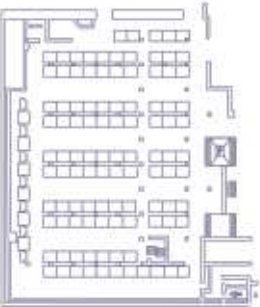
SOUTHWEST EXHIBIT HALL



NORTHWEST HALL AND STEVENS SALONS



NORTHEAST EXHIBIT HALL



SOUTHEAST EXHIBIT HALL

## EXHIBIT HALLS



## EIGHTH FLOOR



STATE OF ILLINOIS  
**OFFICE OF THE GOVERNOR**  
SPRINGFIELD, ILLINOIS 62706

**PAT QUINN**  
Governor

January 28, 2010

Illinois Park and Recreation Association  
1815 South Meyers Road, Suite 400  
Oakbrook Terrace, Illinois 60181

Illinois Association of Park Districts  
211 East Monroe Street  
Springfield, Illinois 62701

Greetings!

As Governor of the State of Illinois, I am pleased to welcome everyone gathered for the 2010 "Soaring to New Heights" Conference hosted by the Illinois Park and Recreation Association and the Illinois Association of Park Districts (IPRA/IAPD).

Park districts serve valuable roles within our communities by acting as stewards of Illinois' natural and recreational facilities, recognizing that a beautiful Illinois has benefits not only for the environment but also for the leisure of its residents. The IPRA and IAPD serve the people of Illinois by providing recreation programs, facilities, parks and open spaces to the community.

Preserving and protecting the natural beauty of Illinois is vital to ensure that it remains undisturbed for the education and enjoyment of future generations. I hope this conference provides all attendees with many great opportunities to connect and network with others in the parks and recreation profession. I am certain that everyone in attendance will leave energized to further your careers and eager to take on new challenges.

On behalf of the people of Illinois, I offer my best wishes for an enjoyable and memorable conference.

Sincerely,

A handwritten signature in black ink that reads "Pat Quinn". The signature is written in a cursive, flowing style.

Governor







**OFFICE OF THE MAYOR  
CITY OF CHICAGO**

**RICHARD M. DALEY**  
Mayor

January 28, 2010

GREETINGS

As Mayor and on behalf of the City of Chicago, I extend warmest greetings to all delegates attending the Illinois Association of Park Districts (IAPD) and Illinois Park and Recreation Association (IPRA) Conference.

Since IAPD's inception in 1928 and IPRA's in 1944, these two nonprofit groups have worked faithfully on issues of conservation, stewardship and the development of Illinois' natural resources. Through their many programs and efforts, the IAPD and IPRA enhance the natural beauty of Illinois and have greatly increased the state's tourism base.

I commend IAPD and IPRA for their commitment to the preservation and enhancement of Illinois parks, zoos, museums, historical sites, botanical gardens, golf courses and other recreational locations.

While you are in Chicago, I hope you will take time to discover all that makes our city a great place to live and visit. I know you will like what you find. From our great architecture and beautiful Lake Michigan shoreline to our exciting nightlife, world-renowned cultural institutions and Millennium Park, Chicago offers something for everyone.

Best wishes for a successful and enjoyable conference.

Sincerely,

A handwritten signature in black ink that reads "Richard M. Daley".

Mayor





Dear Friends,

This has, undoubtedly, been a tough year. Budgets cut, jobs lost or uncertain... It is for these reasons that participating in conference – on whatever level you're able – is now more important than ever. Creating and strengthening professional relationships, intensifying your skills and staying current educationally and awakening the passion for your profession are all rationales for attending conference and are imperative in your current position or in any you may hold in the future.

Take your pick of an exciting variety of sessions and workshops that await you. The Program Committee has been hard at work all year creating an educational lineup that will address the issues on your mind and that you face every day.

Also, don't forget to set aside time to visit the exhibit hall where over 300 exhibitors will share innovative ideas, new products, cutting-edge technology and hands-on demonstrations.

You provide significant and vital services to your communities. Conference is a time to acknowledge and celebrate that. We will celebrate the best of the best during the All-Conference Awards Luncheon – don't miss it!

We are excited about several valuable components conference will feature this year:

- **All-New Agency Showcase:** This wonderful competition has been completely redesigned and will provide delegates as well as participating agencies with valuable, take-away information.
- **Conference Café:** Located in the Northeast Exhibit Hall, the Conference Café will be the central gathering point with areas set aside for catching up with old friends and getting to know new ones, Agency Showcase, Cyber Café, Silent Auction and student poster presentations.
- **NELB:** Read all about this important new initiative and how it can benefit your agency on page C16.
- **Greening Conference:** The IPRA Environmental Committee has offered invaluable assistance with our efforts to lessen conference's carbon-footprint. There are changes you will notice and others that are behind the scenes. Read more about what steps are being taken on page C19.

This event would not be possible without the hard work and generosity of our dedicated conference chairs, Dana Seehafer of NISRA and Joe Stanfa of the Chicago Heights Park District. They have led a team of exceptional volunteers of the Program, Exhibit, Operations and Events Committees who have contributed many hours of their time to put together a program that will energize and educate you like no other. We appreciate and honor Dana and Joe and their team and thank them for their significant contributions to this event and to our profession.

Now is the time to make the very most of the numerous opportunities that await you at the 2010 IAPD/IPRA Soaring to New Heights Conference. We look forward to sharing these wonderful three days with you!

**COLETTE KUBIESA**  
President  
Elmhurst Park District  
IAPD Chairman of the Board

**RON SALSKI**  
Executive Director  
Lake Bluff Park District  
IPRA Chairman of the Board

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Fax: 630-376-1919  
www.ipraonline.com

### STAFF

**Michael Selep, CPRP**, *Interim Chief Executive Officer*  
**Barry Franks**, *Financial Services Director*  
**Dina Kartch**, *Education and Conference Director*  
**Sheila Mulvey-Tatoris**, *Member Services Specialist*  
**Heather Weishaar**, *Development and Project Director*

### OFFICERS

**Ron Salski, CPRP**, *Chairman, Lake Bluff Park District*  
**Carrie Hauptert, CPRP**, *Chairman Elect, Bloomingdale Park District*  
**Tracey M. Crawford, CPRP, CTRS**, *Past Chairman,*  
*Fox Valley Special Recreation Association*

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**Ron Oestreich, CPRP**, *Bolingbrook Park District*

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**Mike Toohey, CPRP**, *Lisle Park District*

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**Mary Jeanne Hutchison, CPRP**, *O'Fallon Parks and Recreation*



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### STUDENT

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### THERAPEUTIC RECREATION

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### COMMUNICATIONS AND MARKETING

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**Dawn Schaefer**, North Shore University Health Care System



## JOINT CONFERENCE COMMITTEES

### 2010 JOINT CONFERENCE COMMITTEE CHAIRS

**Dana Seehafer**, IPRA Conference Chair, NISRA

**Joe Stanfa**, IAPD Conference Chair, Chicago Heights Park District

### JOINT CONFERENCE COMMITTEE REPRESENTATIVES

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**Peter Camin**, IAPD Events Chair, Homewood-Flossmoor Park District

**Mike Colaizzi**, IAPD Operations Co-Chair, Lemont Park District

**John Curran**, IPRA Exhibit Co-Chair, Tinley Park Park District

**Sherri Izban**, IPRA Operations Co-Chair, Joliet-Bolingbrook SRA

**Dina Kartch**, IPRA Staff Liaison

**Greg Kolinek**, IAPD Exhibit Chair, Advisor

**George Longmeyer**, IAPD Program Chair, Schaumburg Park District

**Sandy Olson**, IPRA Program Chair, Chicago Park District

**Jack Scherer**, IAPD Operations Chair, Buffalo Grove Park District

**Tim Stratton**, IAPD Exhibit Co-Chair, Glencoe Park District

**Sue Triphahn**, IAPD Staff Liaison

**Kim Wascher**, IPRA Events Chair, Village of South Elgin

**John Wilson**, IPRA Exhibit Chair, Lan-Oak Park District

### IAPD/IPRA PROGRAM COMMITTEE REPRESENTATIVES

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**Jessica Alexenko**, Lisle Park District

**Donald Anderson**, Oak Lawn Park District

**Michael Brann**, Plainfield Park District

**Kevin Brown**, Collinsville Area Recreation District

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**Jon Carlson**, Bartlett Park District

**Gabriel Castillo**, Glendale Heights Parks and Recreation

**Mary Ann Chambers**, Northbrook Park District

**Mike Colaizzi**, Lemont Park District

**Anne Cosentino**, SEASPAR

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**Jack Scherer**, Buffalo Grove Park District

**Joan Scovic**, South Barrington Park District

**Bob Schmidt**, Schaumburg Park District

**Mike Selep**, IPRA

**Mike Sletten**, River Forest Park District

**Karen Spandikow**, Oak Brook Park District

**Sarah Stefan**, Village of Algonquin

**Tim Stratton**, Glencoe Park District

**Cheryl Toohey**, Advisor

**Gail Towers**, Dolton Park District

**Sue Triphahn**, IAPD

**Mike Vogl**, Bloomingdale Park District

**Elaine Waxman**, Park District of Highland Park

**Jackie Witt**, Park District of Franklin Park

## ACCESSIBILITY

**Parking:** Parking at the Hilton Chicago and the Palmer House are accessible for persons with disabilities.

**Restrooms:** Restrooms throughout the lobby and meeting room floors are accessible.

**Meeting Rooms:** All meeting rooms are accessible.

**Restaurants:** All restaurants are accessible.

**Sleeping Rooms:** The Hilton Chicago has accessible rooms with roll-in showers. Please request an accessible room 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 call Dina Kartch at IPRA at 630-376-1911 x200 with any special needs. If you have special needs regarding hotel accommodations, please contact the Hilton Chicago at 877-865-5320 or the Palmer House at 877-865-5321. 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 conference sessions and workshops will be by badge only for the duration of the conference. Security guards will be stationed at the entrance to the Exhibit Hall and session chairs for all conference sessions and workshops will check for name badges.

## ALL-CONFERENCE AWARDS LUNCHEON

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.

See page C19 for an important change to the table reservation system.

## ALL-SECTION SOCIAL

The 2<sup>nd</sup> Annual All-Section Social will be held on Friday, January 29 from 9:00 pm – Midnight in the Grand Ballroom. Be sure to stop by!

## ANNUAL MEETINGS FOR IAPD AND IPRA

The Illinois Park and Recreation Association (IPRA) Annual Meeting will be held on Friday, January 29, 2010 at 5:00 pm in the Grand Ballroom. The Illinois Association of Park Districts (IAPD) Annual Meeting will be held on Saturday, January 30, 2010 at 3:30 pm in the Grand Ballroom.

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

**ALL NEW!**

**agency showcase**

**2010**

A spirited competition spotlighting bright ideas exhibited by park and recreation agencies has been completely redesigned! The 2009 Agency Showcase competition will feature new and improved entry categories, a revised judging process, exciting exhibition opportunities and a special awards ceremony. We will be honoring the following new, and improved, entry categories: Broadcast Advertisement; Brochure Series; Electronic Communication; Environmental Marketing; Green Marketing; Integrated Photography; Logo Design; Marketing Campaign; Public Relations; Print Advertisement; Print Communication; Web Content. Don't miss it!

Entries will be on display in the Conference Café (Northeast Exhibit Hall) on Friday, January 29 from 1:30 pm - 4:00 pm.

## CONFERENCE CAFÉ – NORTHEAST EXHIBIT HALL

Don't miss the new Conference Café, located on the lower level in the Northeast Exhibit Hall. This will be the gathering spot for conference and will offer the following:

### Agency Showcase

Friday, January 29 1:30 pm – 4:00 pm



### Cyber Café

Cyber Café is back! You will be able to check your e-mail, complete conference evaluations, navigate park and recreation agency Web sites and learn more about your state associations' sites.

### Cyber Café Hours:

Thursday, January 28 1:00 pm – 6:00 pm  
Friday, January 29 9:00 am – 5:00 pm  
Saturday, January 30 9:00 am – 12:00 pm

### SPECIAL THANKS TO SIKICH LLP

Proud sponsor of the Cyber Café



### 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 in the Conference Café. 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.

### Student Poster Presentations

Saturday, January 30 9:30 am - 11:30 am

### Conference Café Hours:

Thursday, January 28 9:00 am – 6:00 pm  
Friday, January 29 8:00 am – 5:00 pm  
Saturday, January 30 8:30 am – 3:30 pm

## CONFERENCE HEADQUARTERS

**Location:** Mobley Room, Lower Level

Conference Headquarters is the general information center for all conference activities. Conference Headquarters is located adjacent to the Conference Café in the Northeast Exhibit Hall. All session chairs and hosts must check in here prior to their scheduled session or workshop. Resource persons will be available throughout the entire conference to answer your questions. Conference Headquarters phone number is 312-294-6785 or extension 6785 from any house phone.

### Conference Headquarters Hours:

Thursday, January 28 7:30 am – 6:00 pm  
Friday, January 29 7:30 am – 6:00 pm  
Saturday, January 30 8:30 am – 4:00 pm

## CONFERENCE SCHEDULE

### THURSDAY, JANUARY 28

7:30 am – 6:00 pm Conference Registration Open  
8:30 am – 12:00 pm Pre-Conference Workshops (0.3 CEUs)\*  
11:00 am – 2:00 pm Office Support Luncheon and Workshop\*  
1:00 pm – 4:30 pm Pre-Conference Workshops (0.3 CEUs)\*  
2:00 pm – 6:00 pm Grand Opening of the Exhibit Hall  
5:30 pm – 6:30 pm Professional Connection –  
Students and Professionals  
9:00 pm – 12:00 am Thursday Evening Social with  
The Hat Guys



Sponsored By: Sports Endeavors/  
Volleyball Professionals and I.D. Edge

### FRIDAY, JANUARY 29

7:00 am – 7:45 am Les Mills Workout (Williford A)  
See page C16 for details  
7:00 am – 4:30 pm Conference Registration Open  
9:00 am – 11:00 am Conference Workshops (0.2 CEUs)  
9:00 am – 11:30 am Exhibit Hall Open  
9:30 am – 10:45 am Conference Sessions (0.1 CEUs)  
11:15 am – 12:00 pm Opening General Session with Chris Gardner  
12:00 pm – 1:30 pm Student Luncheon  
12:15 pm – 2:15 pm All-Conference Awards Luncheon\*  
1:30 pm – 4:00 pm Agency Showcase  
1:30 pm – 5:00 pm Exhibit Hall Open  
2:15 pm – 3:15 pm Desserts in the Exhibit Hall\*  
2:45 pm – 4:45 pm Conference Workshops (0.2 CEUs)  
3:00 pm – 4:15 pm Conference Sessions (0.1 CEUs)  
5:00 pm – 6:30 pm IPRA Annual Business Meeting

### SATURDAY, JANUARY 30

7:00 am – 7:45 am Les Mills Workout (Williford A)  
See page C16 for details  
7:30 am – 11:30 am Conference Registration Open  
8:30 am – 11:00 am Exhibit Hall Open  
8:30 am – 10:00 am Breakfast in the Exhibit Hall\*  
Sponsored by W-T Engineering, Inc.



10:15 am – 12:15 pm Conference Workshops (0.2 CEUs)  
10:30 am – 11:45 am Conference Sessions (0.1 CEUs)  
12:30 pm – 1:45 pm Conference Sessions (0.1 CEUs)  
1:00 pm – 3:00 pm Conference Workshops (0.2 CEUs)  
2:00 pm – 3:15 pm Conference Sessions (0.1 CEUs)  
3:30 pm – 5:00 pm IAPD Annual Business Meeting  
6:30 pm – 10:00 pm Saturday Evening Social with Jim Gossett\*

\*Ticketed Event

## CONTINUING EDUCATION UNITS (CEUs)

All sessions offered at the 2010 conference will award CEUs. All conference sessions scheduled for an hour and fifteen minutes will award 0.1 CEUs; all conference workshops scheduled for two hours will award 0.2 CEUs; and all pre-conference workshops will award 0.3 CEUs. No additional CEU fees for Friday and Saturday sessions and workshops will be charged this year. However, you must request CEUs on your conference registration. CEU fees for pre-conference workshops will still be charged at \$5 per workshop.

### *Do I need CEUs?*

CEU stands for Continuing Education Unit. The CEU is a form of measurement to record time spent furthering one's education. Attainment of CEUs is a requirement for many certification programs, including the APRP, PPRP and CPRP programs in the recreation profession. If you are not certified in some manner, CEUs are not necessary as they will not be recorded or tracked by any organization.

### *What is a CPRP?*

CPRP stands for Certified Park and Recreation Professional, PPRP stands for Provisional Park and Recreation Professional, APRP stands for Associate Park and Recreation Professional and CTRS stands for Certified Therapeutic Recreation Specialist. CPRP, PPRP, APRP or CTRS status is bestowed upon park and recreation professionals who can demonstrate through education, experience and current practice that they meet and exhibit certain predetermined qualifications established by the NRPA National Certification Board.

### *How do I know if a session will benefit me?*

Each session is numbered. The numbering system indicates the host sponsoring the session. The following is the numbering system legend:

<u>Session #</u>	<u>Section</u>
1-99	IPRA
100-199	IAPD
200-299	Parks and Natural Resources
300-399	Administration and Finance/Technology
400-499	Recreation
500-599	Therapeutic Recreation
600-699	Facility Management
800-899	Student
900-999	Communications and Marketing
1000-1099	Ethnic Minority

## EVENT LOCATIONS

**All-Conference Awards Luncheon:** Second Floor, International Ballroom

**Conference Café:** Lower Level, Northeast Exhibit Hall

**Conference Concierge:** Lower Level, Foyer

**Conference Headquarters:** Lower Level, Moblely Room

**Conference Registration:** Main Level, 8<sup>th</sup> Street Entrance

**Exhibit Hall:** Lower Level, Northwest, Southwest and Southeast Exhibit Halls

**Saturday Evening Social:** Second Floor, International Ballroom

**Sessions and Workshops:** Lobby Level, Second, Third, Fourth, Fifth and Eighth Floors (see page C4-C7 for floor plans)

**Thursday Evening Social:** Second Floor, International Ballroom

## EXHIBIT HALL INFORMATION

The 2010 IAPD/IPRA exhibit hall will open at 2:00 pm on Thursday, January 28, 2010.

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 on the lower level in the Northwest, Southwest and Southeast Exhibit Halls.

Cash prizes will be awarded to delegates at various times during the conference. Entry blanks will be in the registration packets you will pick up from Conference Registration. You must be present to win. Rules and regulations will apply.

Conference delegates will need to complete their entry blank and place in a drum located in the exhibit hall. This drum will be in different locations throughout the conference.

The locations of the drum are random. Volunteers working Conference Registration, Conference Headquarters and Exhibitor Registration **do not** know the locations of the drum. You will need to roam the halls on your own and locate the drum. Drawings will take place:

Thursday, January 28	5:00 pm
Friday, January 29	10:30 am and 3:00 pm
Saturday, January 30	9:00 am



## EXHIBIT HALL HOURS

**Thursday, January 28:**

2:00 pm – 6:00 pm, Grand Opening

**Friday, January 29:**

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

\* Dessert served from 2:15 pm – 3:15 pm.

This is a ticketed event.

**Saturday, January 30:**

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!

### SPECIAL THANKS TO W-T ENGINEERING, INC.

Proud sponsor of breakfast  
in the exhibit hall



## MESSAGE BOARD

A message board will be located near Conference Headquarters. Individuals outside the hotel may call 312-294-6785 (or extension 6785 from any house phone) to have a message placed on the board.

## MEET NO EMPLOYEE LEFT BEHIND (NELB)... Make Healthy Choices and Be A Winner at Conference!

In 2007, the IPRA Health and Fitness Task Force was created to identify key health and wellness issues affecting our profession. Upon investigating the best routes to accomplish this, they determined that the focus needed to start with the professionals in the field.



After almost two years of research and development the task force, now an IPRA committee, found it critical to help agencies to identify and achieve a high level of health and wellness for their employees and to recognize their achievements.

As a result, the **No Employee Left Behind (NELB) Award** was created. The award is comprised of six components, for which criteria have been developed: physical, intellectual, emotional, social, environmental and spiritual. Applying agencies will receive Standards and Compliance guidelines and the first award will be given at the 2010 IAPD/IPRA Soaring to New Heights Conference. Agencies in the running for this award are: Oak Lawn Park District, Northbrook Park District, Park Ridge Park District, Rockford Park District and Glenview Park District.

The NELB logo will appear next to health and wellness focused sessions offered at this year's conference. Please attend these very important sessions! Questions regarding the NELB Award and the work of the Health and Wellness Committee can be directed to LoriKay Paden, Education and Community Services Coordinator at the University of Illinois, 217-265-5296 or lkpaden@illinois.edu.

### Staying Healthy at Conference This Year?

Welcoming all conference attendees! All fitness levels and ages are encouraged to make a great start to your mornings exercising with Les Mills. This high-quality program has eight group fitness formulas available in over 13,000 fitness facilities in 75 countries throughout the world and serves six million people a week. This pre-choreographed group exercise system has produced much more than an innovative and effective form of exercise. It has systematized group exercise into a revenue-producing health club and fitness facility phenomena. Les Mills delivers results people want and changes the lives of fitness club members from Sydney to Chicago, from London to Los Angeles and from Warsaw to Washington. This global fitness sensation is now available in your backyard. Experience an incredible workout and a taste of these programs on Friday and Saturday mornings from 7:00 am – 7:45 am!

**Friday, January 29 at 7:00 am – 7:45 am in Williford A**  
**Saturday, January 30 at 7:00 am – 7:45 am in Williford A**

Be sure to stop by the NELB table in the Conference Café (Northeast Exhibit Hall) to learn more!



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



## PARKING

Delegates who are registered guests at the Hilton Chicago will receive a discounted parking rate of \$21.50 per day for self parking; \$27.50 per day for valet parking. No in/out privileges will be allowed. The parking rate for delegates who are registered guests at the Palmer House is \$19 per day for self parking; \$25.50 per day for valet parking.

Delegates not staying at the hotels can park in any of the downtown garages at regular rates. All delegates are encouraged to take public transportation.

## GO GREEN... and save time and money traveling to conference.

Taking public transportation to the Hilton Chicago from nearly anywhere in the Chicago metro area is cheaper and often faster than driving into the city and parking your vehicle. This year, consider saving yourself (or your agency) some money while helping to reduce the environmental impact of your transportation. Plus, using public transportation for your commute allows you to relax, review presentation notes and prepare for conference. The following information will help you to plan your trip:

- Visit [www.metra.com](http://www.metra.com) to determine train schedules from your community to either Union Station or Ogilvie Transportation Center. The cost of a purchased one-way train fare is less than \$8 on all Metra trains.
- After arriving in Chicago, you may take a taxi to the Hilton Chicago. Taxi fare from either train station is typically less than \$10 – even less if you share a taxi with a colleague!
- CTA buses offer another low-cost alternative for getting to your final destination. The CTA #129 bus picks up passengers on Clinton Street at both train stations every ten minutes or so and will drop you off at the corner of Michigan Avenue and Balbo Street, right near the Hilton Chicago. Bus fare is \$2. Visit [www.rtachicago.com](http://www.rtachicago.com) for information on other convenient bus lines operating near the train stations and other points in the Loop.

Compare these costs with the price of gas to get you through rush-hour traffic and into the city along with the expense of parking.

## POLICY ON CHILDREN

No one under the age of 18 will be permitted to participate in any functions of the IAPD/IPRA Soaring to New Heights Conference. If 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 special permission may be granted.

## REGISTRATION INFORMATION

### **Registration at Conference, 8th Street Entrance, Lobby Level**

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

Thursday, January 28, 2010	7:30 am – 6:00 pm
Friday, January 29, 2010	7:00 am – 4:30 pm
Saturday, January 30, 2010	7:30 am – 11:30 am

You may register for pre-conference workshops (space permitting) and/or conference onsite at Conference Registration. You must complete a registration form before going to the onsite registration window. These forms will be available on tables located in front of Conference Registration.

**Each registered delegate will receive their name badge, event tickets and CEU coupons (if applicable) onsite at conference. After registering you will receive an email confirmation with a bar code – please bring this with you to conference. This confirmation as well as a photo ID will be required to pick up your registration materials. Once onsite there will be a \$5 charge to reprint your name badge, if lost. EVENT TICKETS WILL NOT BE REPRINTED. You must purchase new tickets at the current onsite price in order to attend any ticketed events. You will not be permitted into the exhibit hall, conference sessions or workshops without the proper name badge.**

### **Special Thanks to Recreation Concepts**

Proud sponsor of the reusable shopping bags 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.



## STUDENT EVENTS

### **Student Conference Orientation**

Thursday, January 28, 2010 from 3:30 pm – 4:45 pm  
Boulevard C, Second Floor

### **Professional Connection**

Thursday, January 28, 2010 from 5:30 pm – 6:30 pm  
Continental A, Lobby Level

### **Student Luncheon**

Friday, January 29, 2010 from 12:00 pm – 1:30 pm  
Buckingham, Lobby Level

### **Speed Mentoring**

Friday, January 29, 2010 from 3:00 pm – 4:15 pm  
Waldorf, Third Floor

### **Officers Meeting**

Saturday, January 30, 2010 from 12:00 pm – 1:30 pm  
McCormick Boardroom, Fourth Floor



## SPECIAL DIETS

Persons with special dietary needs may make special arrangements by contacting Dina Kartch at IPRA at either dina@ilipra.org or 630-376-1911 x200 no later than January 22, 2010.

## 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, conference sessions and conference workshops scheduled on Friday and Saturday. Tickets for the All-Conference Awards Luncheon, Saturday breakfast in the exhibit hall and the Saturday Evening Social with Jim Gossett will be available for purchase.

Museums In the Park has generously donated passes to five of Chicago's most popular museums. Passes to the Adler Planetarium 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!



## SAVE THE DATES

**2011 IAPD/IPRA Soaring to New Heights Conference**  
Hilton Chicago, January 27-29, 2011

**2012 IAPD/IPRA Soaring to New Heights Conference**  
Hyatt Regency Chicago, January 26-28, 2012

**2013 IAPD/IPRA Soaring to New Heights Conference**  
Hyatt Regency Chicago, January 24-26, 2013

**2014 IAPD/IPRA Soaring to New Heights Conference**  
Hyatt Regency Chicago, January 23-25, 2014

**2015 IAPD/IPRA Soaring to New Heights Conference**  
Hyatt Regency Chicago, January 29-31, 2015

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

## SATISFACTION GUARANTEED

The Illinois Association of Park Districts (IAPD) and the Illinois Park and Recreation Association (IPRA) have instituted a Satisfaction Guaranteed Policy for the Thursday pre-conference workshops. IAPD and IPRA make every effort to ensure quality programs for participants. However, if a participant is not fully satisfied with the content of the workshop, he or she may request and receive a 100% refund of the workshop fee. A participant who wishes to request a refund for a pre-conference workshop **must do so prior to the conclusion 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.



## TABLE RESERVATION SYSTEM FOR THE ALL-CONFERENCE AWARDS LUNCHEON – NEW PROCESS THIS YEAR!

Delegates who opt to reserve a table for the Friday All-Conference Awards Luncheon, should have indicated so on the advance registration form in the pre-conference brochure or when registering online. The table reservation fee is \$50 and is nonrefundable. The person who is designated the table contact/coordinator was sent an email with full detailed instructions on the table registration process, which has been managed entirely online this year. The table contact/coordinator has assigned registered delegates to their reserved table and received their table assignment. **There will be no onsite table reservations taken.**

**PLEASE NOTE:** All table assignments are final.

## 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 table located in the Conference Café. They will 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. They can't wait to meet you!

IAPD and IPRA are proud of their partnership with the Hilton Chicago. The Joint Conference Committee is committed to minimizing the environmental impact of the conference through increased education and awareness of environmental initiatives throughout the hotel. During your conference visit, keep in mind a few of the Hilton's environmental initiatives.

Please note our **GREEN EXHIBITORS** as you visit the exhibit hall. They are being acknowledged for taking the lead on sustainable business practices.

### RECYCLING EFFORTS

**Paper/Cardboard:** All back-of-house areas have containers for recycling. In 2008, the Hilton Chicago recycled 176 tons of cardboard and paper.

**Styrofoam:** Styrofoam products are no longer used and all existing supplies have been depleted.

**Glass:** Restaurant outlets, room service, banquets/stewarding departments all recycle glass products. In 2008, the Hilton Chicago recycled 36 tons of glass.

### Miscellaneous:

- Batteries, fluorescent bulbs and ballasts are all recycled through an outside vendor.
- Kitchen and mechanical equipment oils are recycled bimonthly by an outside vendor.
- All used hotel furniture is sold for resale. Linens are donated to homeless shelters, pet shelters and church groups.
- Residents for Effective Shelter Transitions (R.E.S.T.) collects half used toilet paper rolls, shampoo, conditioner and lotion bimonthly.

The Hilton Chicago is proud to announce that in-room recycling will be available to all conference delegates. In each guest room there will be a bag designed specifically for recyclable materials. Simply place your recyclables in the bag and the Hilton's Green Team will take care of the rest!

### Please Recycle:

- Rinsed plastic bottles and cans
- Cardboard (unsoiled)
- Newspaper
- Paper, all colors

### No Thank You:

- Glass
- Tissues
- Soiled paper or cardboard
- Plastic tubs or cups

The IAPD/IPRA Joint Conference Committee and the Hilton Hotel family thank you for doing your part to help create a prosperous, sustainable city. See? It **IS** easy being green!



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



## THURSDAY AT-A-GLANCE

**7:30 am – 6:00 pm**  
Conference Registration Open

**8:30 am – 12:00 pm**  
Pre-Conference Workshops (Pre-registration is mandatory.)

**11:00 am – 2:00 pm**  
Office Support Luncheon and Workshop (Pre-registration is mandatory.)

**1:00 pm – 4:30 pm**  
Pre-Conference Workshops (Pre-registration is mandatory.)

**2:00 pm – 6:00 pm**  
Exhibit Hall Grand Opening  
*Visit more than 300 exhibitors and educational booths displaying the newest products and services for the park, recreation, forest preserve and conservation industry.*

**3:30 pm – 4:45 pm**  
Student Conference Orientation

**5:30 pm – 6:30 pm**  
Professional Connection (Pre-registration is mandatory.)  
*Don't miss this wonderful networking opportunity for students and professionals.*

**9:00 pm – Midnight**  
Thursday Evening Social with The Hat Guys  
*Let your hair down and kick off conference with a fun evening of music, dancing and visiting with friends.*

**Sponsored by: Sports Endeavors/  
Volleyball Professionals and I.D. Edge**



## PRE-CONFERENCE WORKSHOPS

**8:30 am – 12:00 pm**

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

### 11 (IPRA)

#### Fund Raising or Interest Raising? Finding New Revenue Streams While Developing a Major Gift Culture in Your Agency

8:30 am - 12:00 pm

**Location:** Continental A, Lobby Level

**Price:** \$75

**Presenter(s):** Bruce Berglund, President, Triangle2 Resource Development Group

**Chair:** Sheila Mulvey-Tatoris, IPRA

This workshop will investigate how you can find and cultivate hidden major gift prospects that are already involved in your programs. Together we will explore how to narrow your focus to a Top 20 prospect list and how to further engage them and grow their interest.

**Learning Outcomes:** Participants will: (1) understand how to focus their cultivation and interest raising efforts to a Top 20 list of major gift prospects; (2) gain a renewed interest in the value of individual major gift cultivation and how it can provide a new source of revenue and community engagement.

### 101 (IAPD)

#### Managing Your Customer Service Delivery

8:30 am - 12:00 pm

**Location:** Continental B, Lobby Level

**Price:** \$75

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

**Chair:** Mary Ann Chambers, Northbrook Park District

This workshop will define customer service in a mission-oriented statement as well as identify the needed culture for top quality service to thrive. The five key service delivery steps will be addressed so agencies can set recreational training standards to exceed the customers' service expectations. Management methods such as orientation, training and evaluation do not happen enough within agencies.

**Learning Outcomes:** Participants will: (1) make the connection between customer service delivery and customer loyalty, thus increase revenues; statistics will be shared that support the importance of not only delivering service, but managing service; (2) be challenged to better serve their customers by acknowledging the benefits of measuring and managing customer service at every area of their facilities and agencies.



## PRE-CONFERENCE WORKSHOPS

8:30 am – 12:00 pm

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

SOARING TO  
NEW HEIGHTS

### 302 (AF) Leadership and Coaching for Maximum Performance and Productivity

8:30 am - 12:00 pm

**Location:** Continental C, Lobby Level

**Price:** \$65

**Presenter(s):** Steve Beck, President, Beck and Associates

**Chair:** Beverly Wolf, Lombard Park District  
Leading and coaching your employees to reach their maximum performance and productivity levels are huge tasks that all managers face. In this highly interactive workshop, Steve Beck will give you effective coaching tips that will allow you to unlock the potential of each of your employees. You will come away knowing the important rules for leadership success and be able to develop and implement sound leadership and coaching plans for your department or agency.

**Learning Outcomes:** Participants will: (1) understand how teams can become more productive and efficient through the use of effective coaching techniques; (2) discuss the steps a manager must take in order to lead his or her team efficiently and effectively.



### 426 (REC) Achieving the Impossible: Selling More Programs and Spending Less in Advertising and Marketing

8:30 am - 12:00 pm

**Location:** Waldorf, Third Floor

**Price:** \$75

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

**Chair:** Kelly LaMore, Bourbonnais Township Park District

With all that's going on in today's economy, how to you get more people to respond to your programs using less money than you had last year? Come learn from Bill Guertin's 25-year background in creating successful media campaigns for hundreds of businesses and doing it on a small-market budget! From brochures and program guides to the very latest in social media, you'll learn how to squeeze the most from your marketing budget and maximize your program enrollments across the board. You'll be leaping tall buildings in a single bound! (With no budget, of course!)



**Learning Outcomes:** Participants will: (1) write ads, flyers and descriptions of park district program offerings using a more targeted, sales-focused effort to increase value perception, positive comparison and enrollment; (2) readily identify several marketing techniques that major corporations use every day and be able to see how their park district can begin to use these same weapons for the benefit of the park district and its residents; (3) more fully understand what the media really wants and needs today and have a proactive system to generate more positive press for their park district.

### 501 (TR) How to Have World Class Staff Training: Outstanding Methods and Activities

8:30 am - 12:00 pm

**Location:** Marquette, Third Floor

**Price:** \$70

**Presenter(s):** Michael Brandwein, Speaker, Educator and Author

**Chair:** Jennifer Johnson, Tri County Special Recreation Association

Grab your staff's attention with these ready-to-use activities and materials that ensure that they're really learning useful skills and not just sitting there. Learn how to train staff to use the ten, no prop, no prep "purposeful play" games and activities that all day camp staff should know and can use right away to teach important life skills to campers.

**Learning Outcomes:** Participants will: (1) gain training methods that maximize actual and lasting learning of practical skills by increasing active participation and applying superbly effective teaching principles; (2) use provided materials to teach essential staff skills, increase staff professionalism and make staff "get" that this is a real job.

### 603 (FM) Effective Security and Emergency Preparedness

8:30 am - 12:00 pm

**Location:** Williford B, Third Floor

**Price:** \$75

**Presenter(s):** Paul Timm, President, RETA Security, Inc.

**Chair:** Karen Spandikow, Oakbrook Park District

This workshop will review park-specific security and emergency preparedness issues with the purpose of increasing awareness and improving response capabilities. The presentation will include "lessons learned" from past incidents, interactive photo-identification examples and an emergency table-top exercise. Don't miss this important and timely topic.

**Learning Outcomes:** Participants will: (1) receive practical security strategies they can implement at little or no cost; (2) benefit from helpful security resources that will assist in reducing risk.

### 908 (CM) Wired Writing Workshop: How to Write for Screens, Spiders, Networks and People!

8:30 am - 12:00 pm

**Location:** Williford C, Third Floor

**Price:** \$70

**Presenter(s):** Barbara Rozgonyi, Founder, CoryWest Media, LLC

**Chair:** Lisa Leone, Lisle Park District

No matter what your grades were in English class, chances are your teachers taught you how to write for print. But, great grammar and spotless spelling aren't what you need for success in writing online. In this workshop, you will learn how to compose, format, package, repurpose and send your message so it gets action. You can use these skills every day in every message you compose to be read online (and off).

**Learning Outcomes:** Participants will: (1) learn to organize and create informative or persuasive content that generates results; (2) learn to use tools and strategies to package content for multiple applications from print to online applications such as Facebook and Twitter and create a workplan that will guide consistent development throughout the organization to save time and improve quality.





**1004 (EMS)  
Serving Our  
Latino  
Residents**

8:30 am - 12:00 pm

**Location:** Williford A, Third Floor

**Price:** \$75

**Presenter(s):** Catherine Popwits, President, Diversity Training and Consulting, Inc.

**Chair:** Gail Ito, Chicago State University  
Get your agency on track for serving the largest growing population in Illinois. Learn to serve community residents from Mexico and other Latin American countries.

**Learning Outcomes:** Participants will: (1) discover why some Latino residents may be hesitant to use park district services - what cultural values impact the way Latino residents view the park district; (2) discuss how to assess the needs of your Latino residents and design park district services to meet those needs; (3) practice strategies for building strong relationships with Latino patrons; (4) explore other ways to increase park district use by Latino residents.



**PRE-CONFERENCE WORKSHOPS**

**1:00 pm – 4:30 pm**

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

**12 (IPRA)  
Supervisory Benchmark  
Checks for Successful  
Management of Interns**

1:00 pm - 4:30 pm

**Location:** Continental A, Lobby Level

**Price:** \$75

**Presenter(s):** Lee Ann Fisk, Recreation Supervisor, Homewood-Flossmoor Park District; Lyle Hicks, Chairman, Department of Recreation, Sport and Tourism, University of St. Francis; Donna McCauley, Professor of Recreation Management and Recreation Therapy, Moraine Valley Community College

**Chair:** Melissa Rimzdius, Homewood-Flossmoor Park District

Learn how to ensure a successful and professional internship experience for both the student intern and the internship supervisor. **BONUS OFFER:** Upon completion of this workshop and a review of your existing or new internship manual, each agency will receive one free six-month internship post on the IPRA Web site, a \$200 value.

**Learning Outcomes:** Participants will: (1) identify supervisory skills for interns, which when applied, lead to outcome achievements; (2) will understand how to create an internship manual or have the opportunity to compare their agency's manual to best practices.

**102 (IAPD)  
Tackling Problems  
and Conflicts**

1:00 pm - 4:30 pm

**Location:** Continental B, Lobby Level

**Price:** \$75

**Presenter(s):** Eileen Soisson, President, The Meeting Institute  
**Chair:** Bob Schmidt, Schaumburg Park District

Problems and conflict are inevitable within the workplace so it is better to be prepared with a game plan.

The sooner we acknowledge that problems exist and will inevitably happen regardless of where we work, the faster we can address the attitude with which we handle problems, conflict and change. Just like football players who rush out onto the field, we have to follow a plan to play both offensively and defensively.



**Learning Outcomes:** Participants will: (1) engage in a fun football-themed workshop and address problems and conflict resolution within the workplace, as well as the people, personalities and situations ("fumbles") that cause them; (2) leave this workshop feeling more empowered to control the problems and conflicts in an effective, productive and upbeat manner.

**301 (AF)  
Brand You:  
Personal Branding  
for Success  
in Your  
Professional  
and Personal  
Lives**

1:00 pm - 4:30 pm

**Location:** Continental C, Lobby Level

**Price:** \$65

**Presenter(s):** Julius Rhodes, President, The MPR Group

**Chair:** Nancy Aldrich, Arlington Heights Park District

The world is comprised of many different types of individuals all vying for essentially the same thing: to live the best life possible on a personal and professional basis, while providing for and making things the best they can be for those they love and who depend on them. In this workshop, Julius Rhodes will use practical and experiential tools to help you establish and solidify your own personal brand so you can obtain the successes you strive for in your personal and professional lives.

**Learning Outcomes:** Participants will: (1) understand the principles of brand establishment and how they can apply to an individual's personal and professional lives; (2) learn how to develop your own individual strategic template of actions that is needed to establish and solidify your personal brand.



## PRE-CONFERENCE WORKSHOPS

1:00 pm – 4:30 pm

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

SOARING TO  
NEW HEIGHTS



415 (REC)

### What's Your IQ (Inclusion Quotient)?

1:00 pm - 4:30 pm

**Location:** Williford A, Third Floor

**Price:** \$75

**Presenter(s):** John McGovern, J.D., President, Recreation Accessibility Consultants, LLC

**Chair:** Jodi Gosse, Homewood-Flossmoor Park District

A second wave of inclusion issues is happening as evidenced by the growing number of inclusion placements in the north, northwest and western suburbs of Chicago. At the same time, senior centers are experiencing the first requests for inclusion support. Are you ready to face the future of inclusion? Be proactive and be prepared!

**Learning Outcomes:** Participants will: (1) review the basics in the inclusion process and model and discuss innovative solutions to inclusion issues; (2) learn from court and administrative decisions about the application of the Americans with Disabilities Act that apply to public recreation for adults and youth.

427 (REC)

### The 800-Pound Gorilla of Sales: How to Become the Most Dominant Player in Your Market

1:00 pm - 4:30 pm

**Location:** Waldorf, Third Floor

**Price:** \$75

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

**Chair:** Kelly LaMore, Bourbonnais Township Park District

Parks and recreation has been too tame in selling their programs for too long! Based on his brand-new book, *The 800-Pound Gorilla of Sales*, author Bill Guertin shares what the best and most admired companies in the world such as McDonald's, Procter & Gamble, Zappos, Walmart and eBay are doing to gain market share, retain top-of-mind awareness and stay on top of their game. You'll learn the 12 Attributes of 800-Pound Gorillas and how your agency can leverage your current position to one of dominance in your marketplace. Just because you're a park district doesn't mean you can't be the biggest player in the jungle! Just one "a-ha" moment in this workshop will be worth your entire trip to conference!



**Learning Outcomes:** Participants will: (1) identify the 12 attributes of "800-Pound Gorillas" in business and relate those attributes to actionable objectives in their own park districts; (2) see the connection between the steps dominant businesses take to achieve their status and the steps park districts can take to achieve that same status in their own communities; (3) see how a more dominant park district can benefit everyone in the communities they serve.

502 (TR)

### The Superb Camp Director's Master Toolbox: How to Lead Camp to the Best Session Ever

1:00 pm - 4:30 pm

**Location:** Marquette, Third Floor

**Price:** \$70

**Presenter(s):** Michael Brandwein, Speaker, Educator and Author

**Chair:** Jennifer Johnson, Tri County Special Recreation Association

This dynamic workshop is packed with practical, immediately-useable skills and techniques to boost your camp's success. Topics to be covered include: recruiting and retaining the superstar staff that bring campers back; secrets to successful interviewing; "set yourself apart from the competition" marketing and programming for camp so that it goes beyond fun and recreation and provides youth development parents crave; keeping and serving older campers with a real leadership in training program; creating an outstanding staff and camper culture; working with parents as positive partners and more!

**Learning Outcomes:** Participants will: (1) maximize staff quality with innovative methods in finding and selecting superstar staff and bringing out their best; (2) learn the secrets to make camp more than just fun - create a quality youth development program so that parents and campers crave your camp.

602 (FM)

### Maximizing Your Personal Performance: Strategies to Action Without Climbing Mount Everest

1:00 pm - 4:30 pm

**Location:** Williford B, Third Floor

**Price:** \$75

**Presenter(s):** Dr. Gran Goold, Department Chair, EMS Education, American River College

**Chair:** Laura Clark, Bartlett Park District

This dynamic and lively workshop will provide open discussion on the challenges to effective goal setting and, more importantly, achieving goals. Proven action strategies are presented that are realistic, flexible and attainable in an effort to maximize personal success.

Participants will leave with new tools designed to improve and increase personal accomplishments.

**Learning Outcomes:** Participants will: (1) identify and discuss common roadblocks to goal achievement and personal success; (2) commit and integrate a variety of action strategies during personal goal development and implementation.

915 (CM)

### Real-ize Your Virtual Brand: New Age Marketing/PR for Park Districts

1:00 pm - 4:30 pm

**Location:** Williford C, Third Floor

**Price:** \$70

**Presenter(s):** Barbara Rozgonyi, Founder, CoryWest Media, LLC

**Chair:** Jessica Alexenko, Lisle Park District

Learn how to capture attention, start a conversation and convert searchers into customers using the power of virtual public relations! With the dawn of the social media revolution, the standard press release evolved into a dynamic new format that lets you take control of the story, presentation and distribution. Discover how you can tap into the PR power of the Internet - today and tomorrow - create news releases that attract readers, robots and search engines and dramatically increase your online visibility overnight.

**Learning Outcomes:** Participants will: (1) learn how to bypass the press and easily track search engine rankings and readership for future success; (2) learn to masterfully convert simple press releases into multimedia Web sites.



## 803 (STUDENT) Student Conference Orientation

3:30 pm - 4:45 pm

**Location:** Boulevard C, Second Floor

**Chair:** Amy Mepham, Chicago State University

This will be an overall orientation to the 2010 IAPD/IPRA Soaring to New Heights Conference led by the IPRA Student Section Board for students. Participants will hear about all the opportunities to learn from fellow students and professionals (conference workshops and sessions, Professional Connection, Student Luncheon, Speed Mentoring). In addition, participants will get to know one another as well as the professionals in attendance through ice-breaker games and activities.

**Learning Outcomes:** Participants will: (1) meet fellow students as well as professionals and begin to develop a professional network; (2) identify the opportunities for personal and professional growth at conference.

## The Professional Connection

5:30 pm - 6:30 pm

**Location:** Continental A, Lobby Level

Students and professionals please 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!

A very special thank you to Wendy Craven of WDSRA for coordinating this year's Professional Connection!



## Office Support Luncheon and Workshop: How to Stay Energized in a Changing World with Greg Risberg, MSW, CSP



**PRE-REGISTRATION IS  
MANDATORY**

**11:00 am - 2:00 pm**

**Location:** Grand Ballroom,  
Second Floor

**Price:** \$89 (This fee includes lunch.)



**11:00 am - 12:30 pm**  
**Registration/Interactive Luncheon,**  
**Grand Ballroom**

Enjoy lunch in the beautiful Grand Ballroom as the IPRA Environmental Committee facilitates an open forum about "green" products.

**12:45 pm - 2:00 pm**

**How to Stay Energized in a Changing World with Greg  
Risberg, Grand Ballroom**

Major changes in organizations and increasing work demands multiply stress. This "hilariously informative" program is filled with humor and useful ideas to teach attendees proven techniques to reduce stress and to relax under pressure. With warmth and humor, Greg Risberg, MSW, CSP offers heartwarming stories and helpful suggestions to help you achieve more balance in your life.

Greg is a funny motivational speaker with 25 years experience and who has addressed over 500,000 people in 48 states, as well as Canada, Great Britain and Australia with his "humor with a message" programs. Greg is the author of the recently published *52 Bright Ideas to Bring More Humor, Hugs, and Hope Into Your Life!* He offers his audiences useful ways to improve communication, handle stress and increase humor in their lives. Greg has addressed a wide range of audiences, from educators to bankers, from health care providers to insurance personnel.

Greg is a member of the National Speakers Association which awarded him their highest earned designation of "Certified Speaking Professional" in July, 2001. He is one of only 500 speakers in the nation to receive this designation. Greg is also a member of the Illinois Chapter of NSA, a group which awarded him their Wordsmith Award for excellence in speaking.

Greg has a Bachelor of Arts degree in psychology from Roosevelt University and a Master's Degree in Social Work from the Jane Addams School of Social Work in Chicago, Illinois.

**2:00 pm**

**Tour the Exhibit Hall, Lower Level**



THURSDAY EVENING SOCIAL



# The Hat Guys

**Thursday, January 28**

Hilton Chicago, International Ballroom

9:00 pm – Midnight

This is not a ticketed event... all are welcome!

The Hat Guys are a Chicago-based cover band that plays fun, popular and danceable music ranging from disco, rock, pop and club. They will engage you with a mix of solid musicianship, a top-notch show, energetic dancing and a signature look!



SPECIAL THANKS TO SPORTS ENDEAVORS/VOLLEYBALL PROFESSIONALS  
AND I.D. EDGE, Proud Sponsors of the Thursday Evening Social.

[WWW.THEHATGUYS.COM](http://WWW.THEHATGUYS.COM)



## FRIDAY AT-A-GLANCE

**7:00 am – 7:45 am**

Les Mills Workout  
(Williford A - See page C16 for details.)

**7:00 am – 4:30 pm**

Conference Registration Open

**9:00 am – 11:00 am**

Conference Workshops (0.2 CEUs)

**9:00 am – 11:30 am**

Exhibit Hall Open

**9:30 am – 10:45 am**

Conference Sessions (0.1 CEUs)

**9:45 am – 11:00 am**

Conference Sessions (0.1 CEUs)

**11:15 am – 12:00 pm**

Opening General Session with Chris Gardner

**12:00 pm – 1:30 pm**

Student Luncheon

**12:15 pm – 2:15 pm**

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 to enjoy dessert. Don't forget to stop by the Illinois Park and Recreation Foundation's Silent Auction, located in the Northeast Exhibit Hall.*

**1:30 pm – 4:00 pm**

Agency Showcase

**1:30 pm – 5:00 pm**

Exhibit Hall Open

**2:15 pm – 3:15 pm**

Desserts in the Exhibit Hall \*

**2:45 pm – 4:45 pm**

Conference Workshops (0.2 CEUs)

**3:00 pm – 4:15 pm**

Conference Sessions (0.1 CEUs)

**5:00 pm – 6:30 pm**

IPRA Annual Business Meeting

\* Ticketed Event

## FRIDAY MORNING CONFERENCE WORKSHOPS

**9:00 am – 11:00 am**

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

### 15 (IPRA)

#### Internal Customer Service: It Starts on the Inside

9:00 am - 11:00 am

**Location:** Boulevard C, Second Floor

**Presenter(s):** Joe DeLuce, Director of Recreation, Champaign Park District; LoriKay Paden, Community Education and Service Coordinator, University of Illinois

**Chair:** LoriKay Paden, University of Illinois

To provide outstanding customer service and operations to your community you must first provide excellent service on the inside... internal customer service. Most agencies understand the importance of providing excellent services and products. However, most agencies struggle to create a culture where every employee understands the importance of internal customer service. In order to achieve levels of service that create loyalty among your participants you need to instill a high level of service, support and motivation from within the agency. Learn how to take your service standards to the next level by starting on the inside!

**Learning Outcomes:** Participants will: (1) learn why internal customer service is the foundation of providing overall customer service; (2) learn how to create a positive working environment through the diverse departments, divisions and job duties within the agency.

### 103 (IAPD)

#### Motivate Great Teams

9:00 am - 11:00 am

**Location:** Continental A, Lobby Level

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

**Chair:** Linda Johnson, Crete Park District

This workshop will teach effective techniques and motivational strategies for supervisors, managers, superintendents, directors and board members - all looking to motivate their team! All of these players are the core to each agency and it is essential that they are satisfied with their environment. As members of the team, all of the players must motivate one another by helping each believe they can succeed. Once they recognize and understand that you want them to be successful, all will believe they can accomplish their goals and the goals of the agency.

**Learning Outcomes:** Participants will: (1) learn what motivating their teammates is all about and how it benefits them and their agency; (2) identify fun and creative methods for teamwork success while improving leadership skills and practices.



# FRIDAY MORNING CONFERENCE WORKSHOPS

9:00 am – 11:00 am

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

FRIDAY, JANUARY 29, 2010

## 105 (IAPD) I'm Their Leader... Which Way Did They Go?



9:00 am - 11:00 am

**Location:** Lake Erie, Eighth Floor

**Presenter(s):** Roy Ellis Moody, Owner, Roy Moody and Associates

**Chair:** Lori Noonan, Bloomingdale Park District  
This fast-paced workshop is based on the belief that the application of encouragement skills is an essential ingredient of effective leadership. Leadership by encouragement is a proven way to produce motivated, energized and committed people. Participants will learn a set of principles and practices that will assist them in getting real results and higher levels of performance.

**Learning Outcomes:** Participants will: (1) be able to describe the characteristics of the encouraging leader; (2) identify the "Basic Four" principles of encouraging leadership.

## 118 (IAPD) Board/Staff Relationships and Roles



9:00 am - 11:00 am

**Location:** Continental B, Lobby Level

**Presenter(s):** Nancy Sylvester, Professional Parliamentarian, Sylvester Enterprises, Inc.

**Chair:** Jeff Nehila, Round Lake Area Park District

Volunteer, board, staff - each group has different roles and responsibilities, yet few of us have a clear understanding of the distinction between them. This workshop will examine the different roles and responsibilities and help participants understand that the best way to become a better board member is to do board work better and to become a better staff is to do staff work better and the two are clearly different!

**Learning Outcomes:** Participants will: (1) have a clear understanding of the roles of the board, staff and volunteer; (2) understand the need and methods for the board, staff and volunteer to support each other.

## 216 (PARKS) Secrets of Rubber Play Surface Installation

9:00 am - 11:00 am

**Location:** Private Dining Room 1, Third Floor

**Presenter(s):** David Adams, California Sales Manager, Sport Surface Specialties

**Chair:** John Howell, Elk Grove Park District  
Best practices in the construction methods and design elements necessary for a successful poured in place, resilient rubber play surface installation will be discussed.

**Learning Outcomes:** Participants will: (1) be able to evaluate and identify playground surface construction best practices as well as analyze design elements relating to overall construction costs and ongoing maintenance of playground surfaces; (2) be able to compare the construction techniques presented with their own agency standards.

## 314 (AF) Got Rec Trac Questions?

9:00 am - 11:00 am

**Location:** Williford A, Third Floor

**Presenter(s):** Giles Wiley, President, Vermont Systems

**Chair:** Dale Erdman, Bartlett Park District  
The registration system used in an agency provides critical information about clients and programs. Learn how to use your systems more efficiently.

**Learning Outcomes:** Participants will: (1) interact with other users regarding the newly initiated PCI regulations on their system; (2) learn how other agencies use Rec Trac in marketing and programming.

## 402 (REC) Why Didn't My Program Run? Effective Programming

9:00 am - 11:00 am

**Location:** Astoria, Third Floor

**Presenter(s):** Barbara Heller, Principal Consultant and Neelay Bhatt, Consultant, PROS Consulting

**Chair:** Sarah Stefan, Village of Algonquin  
Did the marketing materials not go out? Did I publish the wrong date on everything? Get the answers to why your program may not be running from the professionals at PROS Consulting, a management consulting firm for park and recreation agencies. Together we will explore the many reasons why some programs aren't effective, what elements are necessary to lead a successful program/event and the new trends in recreation programming. Get progressive results with optimized solutions for your ineffective programs. There will be a short question and answer session with the speakers of this workshop.

**Learning Outcomes:** Participants will: (1) examine successful programs and the fundamentals to planning an effective program; (2) identify key reasons for why programs are not thriving in your community; (3) tackle their own unsuccessful programming and develop concrete steps for improving the offerings to their community.

## 416 (REC) News from Washington DC: Recreation Access Updates

9:00 am - 11:00 am

**Location:** Boulevard A, Second Floor

**Presenter(s):** John McGovern, J.D., President, Recreation Accessibility Consultants, LLC  
**Chair:** Gabriel Castillo, Glendale Heights Parks and Recreation

The development of recreation accessibility guidelines for playgrounds, pools, golf courses, sports fields and courts, boating and fishing areas and fitness areas are finished. Guidelines for developed outdoor recreation areas such as beaches, picnic areas and trails are in the pipeline. But, we await final action by the Department of Justice which will affect us all.

**Learning Outcomes:** Participants will: (1) review the status of recreation accessibility guidelines and the content of these requirements; (2) learn of the best practices for parks and recreation sites and facilities.

## 428 (REC) "The Franchise": How the Best Teams are Built and How They Stay That Way



9:00 am - 11:00 am

**Location:** Lake Huron, Eighth Floor

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

**Chair:** Kelly LaMore, Bourbonnais Township Park District

The New York Yankees... Los Angeles Lakers... San Francisco 49ers... Detroit Red Wings... Chicago Bulls. Great teams are built much like great workplaces... one person at a time. When everyone understands their role in the "big picture", great things can happen!

In this dynamic workshop, Bill Guertin will outline the key components of great teams and how you can create a "franchise" - a dynasty, a legendary team - at work. You'll learn how honesty, accountability and unselfish play are critical to making a great work experience happen. You'll leave with a much better understanding of where you're strong, where you need to improve and a greater sense of teamwork in getting the job done. You will have more fun at work... when the team plays like a "franchise"!



## FRIDAY MORNING CONFERENCE WORKSHOPS

9:00 am – 11:00 am

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

**Learning Outcomes:** Participants will: (1) identify the ten key components of great teams and see the connection between their actions as athletes and the potential benefits of those same actions as “team members” of an agency; (2) take home several valuable experiences and activities designed to foster better teamwork and cooperation among individuals and departments.

### 503 (TR) Mapping and Building a Career in Recreation

9:00 am - 11:00 am

**Location:** Joliet, Third Floor

**Presenter(s):** John P. Casey, Executive Trainer, Shamrock Consultants

**Chair:** Michael McNicholas, Special Recreation Services

It is all fun and games after you graduate, but where do professionals find the vision for mapping their career? This workshop will seek to map out the opportunities that will help define professional direction in the world of recreation.

**Learning Outcomes:** Participants will: (1) learn to self-assess interests and aptitudes while directing focus in the workplace towards areas of long-term interest and short-term exposure; (2) learn to practice methods of discovery and networking beyond the meetings and responsibility coordination that is part of everyday work.

### 609 (FM) Great Environments Inspire Great Activity

9:00 am - 11:00 am

**Location:** Lake Ontario, Eighth Floor

**Presenter(s):** Dr. William Awe, President and Thom Palmer, Executive Director, Huntley Park District; Mary Cook, Principal, Mary Cook & Associates; Dan Nicholas, Principal, Nicholas Design Group, Ltd.

**Chair:** Lori Neubauer, Itasca Park District  
Walk through the design and detail of two newly constructed daily-fee golf clubs. Hear from club officials the specifics that drove revenue increases in golf, dining and banquet/event bookings.

**Learning Outcomes:** Participants will: (1) learn about the connection between successful facility design and facility revenue/community involvement; (2) be given specific examples of what to consider and what questions to ask when planning to revamp their facility or build a new one.

### 610 (FM) I HATE MY JOB! Tools to Motivate, Not Castigate, Employees

9:00 am - 11:00 am

**Location:** Marquette, Third Floor

**Presenter(s):** Dr. Gran Goold, Department Chair, EMS Education, American River College  
**Chair:** Laura Clark, Bartlett Park District

This exciting and realistic workshop will include a frank discussion on major causes of employee performance... or lack thereof! Small group exercises allow immediate implementation of new motivating strategies with a mix of employee types. Participants will build new skills to motivate those who make their lives most difficult.

**Learning Outcomes:** Participants will: (1) be given real-world scenarios and implement a variety of unique motivators aligned to different employee types; (2) identify and discuss the fundamental causes of employee motivation and sub-performance.



### 628 (FM) Marketing and Selling Memberships to the Local Community

9:00 am - 11:00 am

**Location:** Lake Michigan, Eighth Floor

**Presenter(s):** Frank Guengerich, Executive Vice President, WTS International

**Chair:** Cody Kamp, Plainfield Park District  
Learn how to develop a comprehensive marketing plan and how to prospect for members. Maximize referrals from current participants. Effectively close memberships without pressure tactics. Never burn leads again!

**Learning Outcomes:** Participants will: (1) develop a comprehensive membership marketing and sales plan to make sure all staff are properly trained to close memberships; (2) learn how to capture prospective members to maximize sales as maximizing revenue is essential in the current economy.

### 801 (STUDENT) School, Assignments, INTERNSHIP!

9:00 am - 11:00 am

**Location:** Conference Room 4M, Fourth Floor

**Presenter(s):** Panel of Internship Supervisors and Student Interns

**Chair:** Amy Mephram, Chicago State University  
Here is an opportunity to bring your questions and concerns to a panel of internship supervisors from agencies throughout Illinois. Make sure there are no surprises when you arrive the first day of your internship! Several college interns will speak about their recent experiences. This workshop is a must-attend for students.

**Learning Outcomes:** Participants will: (1) gain firsthand information about the expectations of agencies for interns; (2) understand the transition from school to the internship agencies.

## FRIDAY MORNING CONFERENCE SESSIONS 9:30 am – 10:45 am

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

### 14 (IPRA) Parks and Recreation Support for Service Members and Their Families

9:30 am - 10:45 am

**Location:** Conference Room 4K, Fourth Floor

**Presenter(s):** Rachel Bitner, Certified Therapeutic Recreation Specialist, Heather Nicols, School and Camp Coordinator and Carolyn Nagle, Executive Director, Fox Valley Special Recreation Association; Steve Neill, Aquatic Program Supervisor, Arlington Heights Park District

**Chair:** Carolyn Nagle, Fox Valley Special Recreation Association

This session will include a presentation of resources and idea generation for providing parks/recreation and SRA services to our military service members and their families. What is being offered, what can be done and how to get the word out to our service members will also be covered.

**Learning Outcomes:** Participants will: (1) learn ten ideas for types of services to provide to service members and their families; (2) learn names of community groups to help identify and reach out to service members; (3) gain an understanding of how paralympics can be involved with serving injured service members.

## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am – 10:45 am

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

### 109 (IAPD)

#### Legal/Legislative Part I

9:30 am - 10:45 am

**Location:** Williford B, Third Floor

**Presenter(s):** Steve Adams, Attorney, Brook, Adams and Tarulis; Robert Bush, Attorney, Ancel, Glink, Diamond, Bush, DiCianni and Krafthefer, P.C.; Peter Murphy, General Counsel, Illinois Association of Park Districts

**Chair:** Peter Murphy, IAPD

A panel of legal experts will answer your questions and discuss recent Illinois court cases and legislation that expose park districts, forest preserve, conservation and recreation agencies to liability. If you have a legal issue you are seeking an answer to, this session is for you. Learn what legal publication requirements you must comply with and more.

**Learning Outcomes:** Participants will: (1) become more familiar with the most current court cases that impact how to operate their agencies; (2) be able to participate in an open forum to address specific legal questions impacting agencies and boards.

### 111 (IAPD)

#### GASB S-54, Fund Balance Reporting and Governmental Fund Type Definitions

9:30 am - 10:45 am

**Location:** Private Dining Room 3, Third Floor

**Presenter(s):** Frederick G. Lantz, Partner in Charge of Government Services, Sikich, LLP; **Chair:** Donna Wilson, Arlington Heights Park District

The Governmental Accounting Standards Board (GASB) released GASB Statement #54, "Fund Balance Reporting and Governmental Fund Type Definitions" in March 2009 that will require changes to fund balance reporting in governmental funds for state and local governments. This statement will result in one of the most significant changes in financial reporting since the implementation of GASB Statement #34, "The Financial Reporting Entity."

**Learning Outcomes:** Participants will: (1) gain a detailed understanding of the new definitions of governmental funds and the new categories to report the components of fund balances; (2) get hands-on experience implementing this pronouncement using an Illinois park district as a case study.

### 121 (IAPD)

#### Rain Gardens: Bringing Sustainable Stormwater Methods into Public Spaces and Parks

9:30 am - 10:45 am

**Location:** Private Dining Room 2, Third Floor

**Presenter(s):** Dave Reitz, Director of Community Development, SEC Group, Inc.; Steve Vinezeano, Assistant Village Manager, Village of Niles

**Chair:** Chris Gentes, Round Lake Area Park District

Issues such as water conservation are at the forefront now more than ever. By incorporating sustainable stormwater techniques such as rain gardens into parks and open spaces, these methods become accessible to the public and offer opportunities to learn, interact and observe how the systems work and hopefully inspire individuals to take action themselves. The Village of Niles, in partnership with Coca-Cola, undertook this effort with the purpose of reducing runoff and pollutant loads traveling to local streams and rivers. This workshop will cover the benefits of these alternative stormwater techniques and present project examples.

**Learning Outcomes:** Participants will: (1) gain exposure to ideas and opportunities for the implementation of sustainable stormwater techniques in public spaces and parks; (2) understand the design process for sustainable stormwater projects and how to develop a site-specific design, including two case studies; (3) learn how to cultivate key partnerships and how to acquire funding to ensure a successful project; (4) understand the importance of and learn techniques to increase education and community involvement in sustainable open space projects.

### 125 (IAPD)

#### How to Maximize Your Agency's Chance of Receiving an OSLAD Grant

9:30 am - 10:45 am

**Location:** Conference Room 4D, Fourth Floor

**Presenter(s):** Joe Brusseau, President and John Comerio, Principal for Grant Services, Brusseau Design Group LLC

**Chair:** Rita Fletcher, Bartlett Park District

Due to the limited availability of funding and an increased number of applicants, obtaining an OSLAD grant continues to be an extremely competitive process. Join us to learn about the OSLAD grant process and how to make your grant application stand out, be more competitive and maximize your chances for success.



**Learning Outcomes:** Participants will: (1) learn about the key elements of the OSLAD grant process, including public input, design development, the Illinois Recreational Facility Inventory, cost estimation and grant preparation; (2) learn tips and techniques to make their OSLAD grant application more competitive and stand out from the crowd.

### 201 (PARKS) It's Easy Being Green

9:30 am - 10:45 am

**Location:** Conference Room 4J, Fourth Floor

**Presenter(s):** Carl Gorra, Parks Central Operations Manager and Peggy Pelkonen, Project Manager, Naperville Park District

**Chair:** Sue Omanson, Naperville Park District  
This session will include a discussion of "green" initiatives you can easily implement. The focus will be on parks, fleet and administration departments.

**Learning Outcomes:** Participants will: (1) learn about ways to make an organization environmentally-friendly that are easy, yet impactful; (2) learn from our experiences - what we tried, what worked and what did not.



### 204 (PARKS) To Turf or Not To Turf: That is the Question

9:30 am - 10:45 am

**Location:** Conference Room 4F, Fourth Floor

**Presenter(s):** Todd King, Superintendent of Parks and Planning, Schaumburg Park District; Jim Rogers, Deputy Director of Parks and Recreation, Elmhurst Park District

**Chair:** Angela Ferrentino, Elmhurst Park District  
Does your agency have overused athletic fields with spotty, worn, ragged turf that leave users dissatisfied and professionals and elected officials frustrated? Have you ever thought about what it would be like to replace those fields with synthetic turf? Come see and hear about real-life case studies and learn from the experiences of fellow professionals who have managed the recent construction of multiple synthetic turf fields.

**Learning Outcomes:** Participants will: (1) leave the session armed with the questions to consider when determining whether or not to build a synthetic turf field; (2) learn the pitfalls to avoid and the steps to take to insure a successful synthetic turf project.



## 205 (PARKS) Going, Going, Gone Green

9:30 am - 10:45 am

**Location:** Conference Room 4G, Fourth Floor  
**Presenter(s):** Julie Greve, Recreation Coordinator, Park Ridge Park District; Henrietta Yardley, Manager of the Oak Park Conservatory, Park District of Oak Park

**Chair:** Diane Stanke, Park District of Oak Park  
Discover what other agencies are doing to implement green policies and practices in their daily operations. You CAN go beyond just recycling - learn ideas your agency can implement to make real changes today! Speakers will share information on greening efforts they have collected from several agencies throughout the state. You are invited to share your agency's environmentally friendly efforts too.

**Learning Outcomes:** Participants will: (1) learn about the environmentally friendly efforts of other park and recreation agencies which contribute to greener organizations and a healthier environment; (2) gather numerous greening ideas which can be implemented at their own agencies.

## 307 (AF) How to Protect Your Agency From Financial Fraud

9:30 am - 10:45 am

**Location:** Williford C, Third Floor  
**Presenter(s):** Aimee Briles, Vice President, Government Funds and Tom Ormseth, Head of Treasury Management, Wintrust Financial  
**Chair:** Janis Jordan, Addison Park District

This session will offer an overview of the current trends in check, ACH and online fraud and how your agency may be at risk of becoming a victim of fraud. It will also provide suggestions for best practices, internal controls and bank services available to help you protect your agency.

**Learning Outcomes:** Participants will: (1) become familiar with current types of financial fraud and the statistics regarding the annual increases in fraud and financial losses; learn that the liability for losses is shifting toward account holders therefore it is essential for agencies to learn how to protect themselves; (2) learn ways to protect against financial losses.



## 311 (AF) Social Networking, the First Amendment and Your Employees: What Agencies Need to Know

9:30 am - 10:45 am

**Location:** Continental C, Lobby Level  
**Presenter(s):** Nancy Aldrich, Superintendent of Human Resources, Arlington Heights Park District

**Chair:** Anna Olas, Crystal Lake Park District  
Your employees use MySpace, Facebook and other social networking sites. The First Amendment gives them the right to post their comments freely, but what happens when their postings about coworkers or your agency are negative, threatening or discriminatory? Can you do anything? In this session you will learn what agencies can do when things posted on social networking sites spill over into the workplace and cause problems among your staff.

**Learning Outcomes:** Participants will: (1) learn how to draft an effective social networking usage policy that provides for employees' First Amendment rights while still providing effective guidelines for posting comments that inspire trust, confidence and teamwork and do not negatively impact the reputation or integrity of your agency; (2) discuss steps agencies can take when employees' postings on social networking sites lead to conflict between employees in the workplace.

## 320 (AF) The Outlook is Good: Using Outlook to Stay Organized

9:30 am - 10:45 am

**Location:** Waldorf, Third Floor  
**Presenter(s):** Steve Eckelberry, Technology Manager and Sharon Gedvilas, Superintendent of Finance and Personnel, WDSRA

**Chair:** Lori Palmer, Bartlett Park District  
It's easy to become better organized using the various features of Outlook 2003. Learn how to make better use of e-mail, tasks, calendars and contacts in Outlook 2003 and learn many time-saving tips as well.

**Learning Outcomes:** Participants will: (1) learn to use the various features of Outlook 2003 including e-mail, tasks, calendars and contacts; (2) learn to maximize the use of all of the features to become more organized.



## 407 (REC) Mean Girls

9:30 am - 10:45 am

**Location:** Conference Room 4H, Fourth Floor  
**Presenter(s):** Darby Beasley, Teen Program and Center Director and Sean Warren, Teen Recreation Supervisor, St. Charles Park District  
**Chair:** Erika Strojinc, Buffalo Grove Park District

Queen Bees, cliques, gossip and backstabbing - why do some girls choose to humiliate each other instead of encourage each other? Even though much of the focus in this area is on teens, research shows that this behavior is starting as early as preschool. Join us in a discussion about what is going on in our programs and gain a little insight into why today's young girls are acting the way they do. Along the way, you'll learn some games, activities and prevention strategies to target bullying among girls in your programs.

**Learning Outcomes:** Participants will: (1) learn techniques for preventing and handling situations involving teen-aged females and bullying; (2) have a better understanding of why bullying is a part of our teenage population.

## 409 (REC) Making New Connections

9:30 am - 10:45 am

**Location:** Conference Room 4C, Fourth Floor  
**Presenter(s):** Nan Buckardt, Director, Environmental Education and Public Affairs, Lake County Forest Preserve; Sophie Twichell, Executive Director, Friends of Ryerson Woods  
**Chair:** Nan Buckardt, Lake County Forest Preserve

Explore how the "New Allies for Nature and Culture" project used the inter-relationship between the Earth and the well-being of people to build unusual collaborations. Areas of interest include youth programming and arts/creative practices and others.

**Learning Outcomes:** Participants will: (1) learn about the successes of the "New Allies for Nature and Culture" project; (2) learn about the impact of considering partnerships with agencies very different than your own.

## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am – 10:45 am

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

FRIDAY, JANUARY 29, 2010

### 413 (REC)

#### One World: Respecting Cultural Diversity in our Programs

9:30 am - 10:45 am

**Location:** Conference Room 4A, Fourth Floor  
**Presenter(s):** Molly Babu, Kindergarten Teacher, Early Childhood Education Center  
**Chair:** Alisa Kapusinski, Hoffman Estates Park District

Our world is a melting pot of ethnicities and cultural diversity. This session will provide you with a series of anti-biased activities to use when planning your early childhood or school age programs. These activities have been designed to make the extraordinary feel ordinary over the course of a child's life while in your care.

**Learning Outcomes:** Participants will: (1) learn how to tap into all the resources around them; (2) learn not to use the "tourist approach" when acknowledging different cultures.

### 417 (REC)

#### Athletic Field Usage Roundtable

9:30 am - 10:45 am

**Location:** Conference Room 5F, Fifth Floor  
**Presenter(s):** Mark Ftacek, Athletic Supervisor, Wauconda Park District; Dave Mohr, Athletic Supervisor, Lindenhurst Park District; Matthew Vanderkamp, Athletic Supervisor, Gurnee Park District

**Chair:** Mark Ftacek, Wauconda Park District  
Scheduling your athletic fields can be a nightmare. At this fast-paced roundtable discussion, you bring the topics, ideas and solutions. Topics will be selected from audience suggestions.

**Learning Outcomes:** Participants will: (1) be able to join a conversation of athletic field usage from around the state; (2) be able to come away with other/new procedures and ideas on how to deal with and handle field usage problems.

### 420 (REC)

#### So You Want to be a Superintendent?

9:30 am - 10:45 am

**Location:** Boulevard B, Second Floor  
**Presenter(s):** Panel of Experts  
**Chair:** Steven Muenz, St. Charles Park District  
Enjoy this unique multi-roundtable session that will provide you with career advancement skills and information. Current park district professionals will share their vital career information and necessary administrative skills to help you advance your career.

**Learning Outcomes:** Participants will: (1) learn the steps to advance their career, such as how to get a superintendent position, how to work with internal and external customers, hiring full-time staff and working with other department heads; (2) gain real-life insights and experiences from current superintendent staff.

### 431 (REC)

#### How to Plan a Successful Running Event

9:30 am - 10:45 am

**Location:** Private Dining Room 5, Third Floor  
**Presenter(s):** David M. Pratt, Executive Director, Association of Running Event Directors  
**Chair:** Sandra Pullara, Park District of Franklin Park

Plan a running event that will attract participants and promote your community. First-timers and veterans will learn successful strategies for managing race day logistics, marketing, ancillary events, finances and more.

**Learning Outcomes:** Participants will: (1) learn basic logistics of race management; (2) understand the economic realities of running events.

### 433 (REC)

#### Aquatics for Active Retired Adults and Seniors: A Growing Market

9:30 am - 10:45 am

**Location:** Conference Room 4B, Fourth Floor  
**Presenter(s):** Melinda Kempfer, Business Development Coordinator, Water Technology, Inc.  
**Chair:** Jackie Witt, Park District of Franklin Park

With the average life expectancy on the rise and a continuing increase in our nation's 65 and older population, active retired adults and seniors will become a growing dynamic as aquatic engineers, facility operators and owners design and program our aquatic facilities. Wellness and rehabilitative exercise trends in aquatics have evolved tremendously over the past two decades and interest and participation in aquatic wellness activities are more popular than ever.

**Learning Outcomes:** Participants will: (1) become educated on designing and programming solutions for our nation's growing 65 and older population; (2) explore the benefits of aquatic exercise and immersion as well as the continued specialization of aquatic facilities from enriched programming to multi-purpose design to accommodate our nation's aging and impaired populations.

### 509 (TR)

#### Visual Systems Made Easy

9:30 am - 10:45 am

**Location:** Conference Room 4L, Fourth Floor  
**Presenter(s):** Breane Cory, Therapeutic Recreation Coordinator and Keith Feggstead, PC Support Specialist, Rockford Park District

**Chair:** Breane Cory, Rockford Park District  
No computer savvy? No time to figure "that program" out? Well, now is the time to do it! We all know that visuals and various pictures are crucial in programming for participants with disabilities. We use them as signs, communication tools, behavior management tactics, schedules, instructions and the list goes on. A little preparation will go a long way! Come learn how to do it quickly and easily.

**Learning Outcomes:** Participants will: (1) learn the basics of the Boardmaker computer program to best fit their needs; (2) learn the different capabilities of Boardmaker.

### 513 (TR)

#### 101 Arts Activities for the Non-Artist

9:30 am - 10:45 am

**Location:** Private Dining Room 6, Third Floor  
**Presenter(s):** Maggie Krohn, Recreation Coordinator, NEDSRA; Dana Stewart, Manager of Cultural Art and Social Programs, WDSRA  
**Chair:** Maggie Krohn, NEDSRA

This session will give you many ideas for various art activities to use for your SRA or park district and handouts will be given. After this session, even the "non-artist" will be able to facilitate successful and meaningful projects for children and adults. There will be numerous hands-on examples that you can try that will inspire your creativity.

**Learning Outcomes:** Participants will: (1) learn how to facilitate art activities and how to adapt those ideas to the populations with which they work; (2) experience several hands-on art activities such as painting, drawing, clay, collage and more.

### 533 (TR)

#### Making Patron Transportation a Safety Priority

9:30 am - 10:45 am

**Location:** Private Dining Room 7, Third Floor  
**Presenter(s):** Jesse Kinsland, Risk Management Consultant, PDRMA  
**Chair:** Tammy McMahon, SSSRA

Transporting patrons to and from programs is one of the most hazardous tasks that agency employees are asked to carry out. In a matter of seconds, an incident can occur causing harm to patrons, employees, property and your organization's public image. Be part of this interactive program and discuss past incidents and accidents, fleet safety, staff training and resources and car seats.



## FRIDAY MORNING CONFERENCE SESSIONS

9:30 am – 10:45 am

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

**Learning Outcomes:** Participants will: (1) understand “best practices” for fleet safety such as driver selection, policies and procedures, orientation and training resources; (2) learn more about seat belt safety and car seat information.

### 614 (FM)

#### How Healthy Is Your Fitness Equipment?

9:30 am - 10:45 am

**Location:** Conference Room 5G, Fifth Floor  
**Presenter(s):** Brian Banach, Head Technician for Chicagoland Area, Jim Holik, Sales Representative and Tony Spoo, Central Region Service Manager, Life Fitness

**Chair:** Greg Vitale, Addison Park District  
This session will cover a variety of topics such as: what the average lifespan of fitness equipment should be; when it is a good time to trade in certain pieces; compare trading in and leasing versus keeping equipment for a long time and purchasing outright; proper maintenance practices; preventative maintenance; proper cleaning.

**Learning Outcomes:** Participants will: (1) learn about how to properly maintain their equipment and how long each piece is expected to last; (2) learn the differences between leasing and buying outright and how to receive top trade-in value.

### 618 (FM)

#### Pool Programming Poolooza

9:30 am - 10:45 am

**Location:** Private Dining Room 4, Third Floor  
**Presenter(s):** Tim Jaskiewicz, Aquatic Facility Supervisor and Steve Neill, Aquatic Program Supervisor, Arlington Heights Park District  
**Chair:** Steve Neill, Arlington Heights Park District

We all took ‘em as a kid. We all taught ‘em as a teen. Now we supervise ‘em. As the supervisor we have to meet and exceed the customer’s expectations, manage and train the staff and try and make some money. As a kid we had fun. As a teen we had fun. Now we are responsible for making it fun. Can it be fun as the supervisor? Sure it can! Join us for a conversation about aquatic programming.

**Learning Outcomes:** Participants will: (1) leave with proven concepts that can revitalize the traditional swim lesson and maximize revenue; (2) learn about aquatic programs such as water polo, water exercise, swim teams, youth triathlon and other aquatic special events.

### 625 (FM)

#### Clarification on the Collection of Consultants for a Building Project

9:30 am - 10:45 am

**Location:** Conference Room 4E, Fourth Floor  
**Presenter(s):** Tom LaLonde, Principal, Williams Architects

**Chair:** Holly Gardels, St. Charles Park District  
This session will provide an overview of the roles and responsibilities of the various consultants involved in designing and building a facility. The process for the design and construction of a facility will also be discussed in relation to how each consultant fits into the project.

**Learning Outcomes:** Participants will: (1) have a clear understanding of which consultants are needed for the design and construction of a facility as well as who is responsible for hiring them, which will enable them to budget and plan appropriately for these services; (2) leave with more in-depth knowledge of the roles and responsibilities of each consultant on a design and facility construction team as well as when each consultant should be hired during the process.

### 904 (CM)

#### Social Media Sampler: Test Drive the Latest in Marketing and Networking!

9:30 am - 10:45 am

**Location:** Conference Room 5J, Fifth Floor  
**Presenter(s):** Barbara Rozgonyi, Founder, CoryWest Media, LLC

**Chair:** Jessica Alexenko, Lisle Park District  
Blurring the lines between networking, marketing, public relations and communications, social media nurtures relationships that grow your business community online. You’ll find out how social media marketing can polish your profile, enhance your professional image and present you as the industry leader you are. In this session you’ll go on a live test drive and learn how social media sites such as LinkedIn, Facebook, Twitter, Flickr, Blogs and YouTube can benefit you and your agency. You will take away a social media owner’s manual that includes an action guide, resource directory, profile checklist and tips to grow your network.

**Learning Outcomes:** Participants will: (1) take away a social media owner’s manual that includes an action guide, resource directory, profile checklist and tips to grow their network; (2) learn how to effectively and creatively utilize social media such as LinkedIn, Facebook, Twitter, Flickr, Blogs and YouTube.

### 912 (CM)

#### Variable Data and Cross-Media Marketing Options

9:30 am - 10:45 am

**Location:** Conference Room 5H, Fifth Floor  
**Presenter(s):** Rick Schlidgen, President, CL Graphics

**Chair:** Jill Hastings, Wauconda Park District  
This session will look at some of the new options in communicating with your residents for park district programming. Options that will be presented are: variable data marketing, e-mail marketing, text messaging and PURLs. Further discussion on how a fully integrated marketing plan offers you the best potential returns will also be included.

**Learning Outcomes:** Participants will: (1) learn of various marketing options available today; (2) see actual samples of various marketing pieces along with the reporting options available.

### 1003 (EMS)

#### Inequality Issues of Recreation Opportunities in Illinois Park Districts

9:30 am - 10:45 am

**Location:** Conference Room 5E, Fifth Floor  
**Presenter(s):** Byung-Gook Kim, Instructor, Eastern Illinois University  
**Chair:** Gail Ito, Chicago State University

This session will describe the inequalities of our current practices in programming related to recreation activities, experiences and benefits. Discussion will include how to address these issues more equitably.

**Learning Outcomes:** Participants will: (1) identify cultural differences between ethnic and racial groups related to recreation and leisure opportunities; (2) identify appropriate recreation and leisure activities that provide visitors of diverse backgrounds enjoyable recreation experiences; (3) identify social differences in delivering equal access and recreation opportunities.

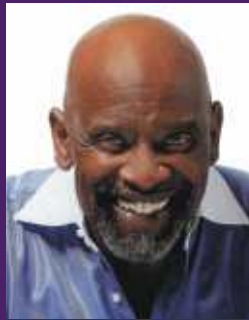


**Opening General Session:  
Breaking Cycles with  
Christopher Gardner,  
Inspiration for the Film *The  
Pursuit of Happyness***

Friday, January 29, 2010

11:15 am - 12:00 pm

Location: Grand Ballroom, Second Floor



**Christopher Gardner** is the owner and CEO of Gardner Rich LLC with offices in New York, Chicago and San Francisco - but just 25 years ago, he was homeless, carrying all his possessions on his back and occasionally living in a bathroom at a train station. A true testament to perseverance, Gardner tells his story of overcoming obstacles, "breaking cycles" and hard-won success. He recounts his fears of failure, the exhaustion of his pursuit and his great appreciation for those who helped him. Gardner is a captivating motivational speaker whose storytelling grabs hold of his audience and his humor lights up the room.

The amazing story of Gardner's life was published as an autobiography, *The Pursuit of Happyness*, (Amistad/Harper Collins) in May 2006 and became a *New York Times* and *Washington Post* #1 best-seller. Gardner was also the inspiration for the movie *The Pursuit of Happyness*, released in December 2006. His newest book, *Start Where You Are: Life Lessons in Getting from Where You Are to Where You Want to Be* was released in May 2009.

Today, Gardner is involved with homelessness initiatives assisting families to stay intact and assisting homeless men and women who are employed but still cannot get by. In addition, Gardner is dedicated to improving the well-being of children through positive paternal involvement. He is a board member of the National Fatherhood Initiative and received the group's Father of the Year Award in 2002. He also serves on the board of the International Rescue Committee, which works to provide access to safety, sanctuary and sustainable change for millions of people whose lives have been shattered by violence and oppression. Gardner is still very committed to Glide Memorial Church in San Francisco, where he and his son received assistance in the early 1980s. He has helped fund a project that creates low-income housing and opportunities for employment in the notoriously poor Tenderloin area of the city.

Chris Gardner's aim, through his speaking engagements and media projects, is to help others achieve their full potential. His practical guidance and inspirational story have made him a frequent guest on CNN, CNBC and the Fox News Channel. He has been featured on the *CBS Evening News*, *20/20*, *Oprah*, *Today Show*, *The View*, *Entertainment Tonight*, as well as in *People*, *USA Today*, *Associated Press*, *New York Times*, *Fortune*, *Entrepreneur*, *Jet*, *Reader's Digest*, *Trader Monthly*, *Chicago Tribune*, *San Francisco Chronicle*, the *New York Post* and the *Milwaukee Journal Sentinel*, amongst others.

**FRIDAY AFTERNOON  
CONFERENCE WORKSHOPS**

**2:45 pm – 4:45 pm**

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

**104 (IAPD)  
Working Together:  
Maximizing Board  
Effectiveness**



2:45 pm - 4:45 pm

Location: Continental A, Lobby Level

Presenter(s): Roy Ellis Moody, Owner, Roy Moody and Associates

Chair: Mickey Macholl, Hanover Park District  
This highly interactive workshop will assist board members and staff to develop collaborative working relationships that get results. Participants will learn the leadership, communication and team building skills and processes necessary to function at a high level of accomplishment on a board.

Learning Outcomes: Participants will: (1) be able to identify communication strategies necessary to be productive board members; (2) be able to apply team building ideas that create a sense of board cooperation and collaboration.

**119 (IAPD)  
Parliamentary  
Procedure and  
Robert's Rules**

2:45 pm - 4:45 pm

Location: Continental B, Lobby Level

Presenter(s): Nancy Sylvester, Professional Parliamentarian, Sylvester Enterprises, Inc.



Chair: Mary Ann Chambers, Northbrook Park District  
Parliamentary Procedure and Robert's Rules made easy and fun! If you are a board member who has ever had something important to say at their monthly board meeting only to be drowned out by others who know how to take control of the meeting or were just louder - you need to attend this workshop. Nancy Sylvester has been a practicing professional parliamentarian since 1980. This workshop will cover the aspects of Parliamentary Procedure and Robert's Rules that will help you keep your meetings effective and efficient.

Learning Outcomes: Participants will: (1) have a clear understanding of quorum, agenda, processing a motion, precedence of motions, meaning of votes and script of a motion; (2) understand the special rules for a small board and basic characteristics of a motion.



## FRIDAY AFTERNOON CONFERENCE WORKSHOPS

2:45 pm – 4:45 pm

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

### 122 (IAPD)

#### Community Building Through a Referendum

2:45 pm - 4:45 pm

**Location:** Conference Room 4K, Fourth Floor  
**Presenter(s):** Rod Aiken, Retired Executive Director, Glencoe Park District; David Phillips, Senior Vice President, Speer Financial; Timothy Stratton, Senior Counsel, Ice Miller LLP; Brian Sullivan, Executive Director, Lemont Park District

**Chair:** Jerri-Lynn Kleina, Alsip Park District  
Thinking new capital and/or operational revenues are needed to expand properties or facilities and then maintain them? Wondering what the community expects of the agency and how much they want to pay for what they want? This workshop will provide practical and strategic ideas on conducting a community conversation and the legal issues of conducting a referendum.

**Learning Outcomes:** Participants will: (1) acquire a working knowledge and explore the legal, practical and strategic issues involved with putting together a successful referendum; (2) learn best practices from a panel of experts on how to engage your community in determining the scope and content of a referendum, get community backing and be successful with your referendum.

### 202 (PARKS) Building Better Recreation Spaces

#### Using Natural Resources

2:45 pm - 4:45 pm

**Location:** Astoria, Third Floor  
**Presenter(s):** Carl Peterson, Senior Vice President, Environmental Consultants; Tod Stanton, Landscape Architect, Design Perspectives, Inc.

**Chair:** Rob Sperl, Wheaton Park District  
Many parks are still designed using traditional landscape design approaches. This workshop will illustrate the benefits of understanding and using natural resources in the design, construction and park maintenance of recreation spaces.

**Learning Outcomes:** Participants will: (1) learn how using natural resources in designs and maintenance can improve recreation spaces; (2) learn how natural resources can be incorporated into park designs.



### 220 (PARKS) Alternative Fuels 101

2:45 pm - 4:45 pm

**Location:** Lake Ontario, Eighth Floor  
**Presenter(s):** John Walton, Senior Vice President, Advance Fuel Systems, Corp.  
**Chair:** Michael Rea, Skokie Park District  
What are alternative fuels, why do we need them and what are their applications? Clean the air and save money! There are incentives as well as grants to get fuel stations and vehicle conversion.

**Learning Outcomes:** Participants will: (1) understand the need for alternative fuels, the basic laws concerning alternative fuels and applications they can use; (2) learn the economics as well as the environmental aspects and the future of our dependence on foreign oil.



### 315 (AF) The Glass Ceiling: The Next Generation

2:45 pm - 4:45 pm

**Location:** Private Dining Room 2, Third Floor  
**Presenter(s):** Panel of Experts  
**Chair:** Laura Barron, Oakbrook Terrace Park District

The good news is women continue to rise to directorships in many park and recreation agencies. But, has their rise to the top been easier than for the women who came before them? What challenges have these female directors faced in their rise to the top? Are there fewer barriers to being a female park and recreation executive today? Join our panel for a lively, interactive discussion on the diverse career paths they took and learn their tips for achieving professional and personal success and balance.

**Learning Outcomes:** Participants will: (1) explore the varied career paths that successful females have taken to advance in the field of parks and recreation; (2) discuss some of the barriers that female park and recreation professionals face in their careers, including achieving life balance, competition for directorships with professionals from the private sector and much more.



### 316 (AF)

#### Ask Me Why: Managing, Programming and Providing Services Takes More Than KNOW-HOW: Learn How to KNOW!

2:45 pm - 4:45 pm

**Location:** Lake Huron, Eighth Floor  
**Presenter(s):** LoriKay Paden, Community Education and Service Coordinator and Dr. Laura Payne, Associate Professor, University of Illinois

**Chair:** Cindy Capek, DeKalb Park District  
It is our job to offer high quality programs, services, facilities and staff! Often as directors, managers and supervisors we do what "we know." The only way to really identify the best for your agency is through developing valid focus groups, community assessments and/or advisory groups. Are you really providing what your community wants/needs in the most efficient manner? Learn how to create and use tools and outsourcing these valuable services and more!

**Learning Outcomes:** Participants will: (1) learn when, why and how to successfully obtain valid information through the development and facilitation of focus groups and advisory groups; (2) learn why, when and how to properly create, collect and analyze community surveys and report their findings.

### 401 (REC)

#### Wii Issues and Applications in a Public Recreation Setting

2:45 pm - 4:45 pm

**Location:** Private Dining Room 1, Third Floor  
**Presenter(s):** Mike Lukkarinen and Paul Schlag, Assistant Professors, Western Illinois University

**Chair:** Dan Yoder, Western Illinois University  
This workshop will include a demonstration discussion on issues associated with Wii games. Speakers will address how to incorporate technology into your recreational programs and have them be successful.

**Learning Outcomes:** Participants will: (1) learn how to incorporate new technologies such as the Wii into their programs; (2) discuss the issues associated with using the Wii in their recreation programs.

## FRIDAY AFTERNOON CONFERENCE WORKSHOPS

2:45 pm – 4:45 pm

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

FRIDAY, JANUARY 29, 2010

### 418 (REC)

#### Easing the Teasing at Camp

2:45 pm - 4:45 pm

**Location:** Williford A, Third Floor

**Presenter(s):** Judy Freedman, Licensed Clinical Social Worker and Author

**Chair:** Melissa Lewis, Buffalo Grove Park District

Campers should be having fun with each other rather than making fun of each other.

Counselors can be extremely instrumental in raising campers' awareness about teasing and reducing these hurtful behaviors. This workshop will empower participants with tools, tips and practical advice to handle teasing.

Easing the Teasing will enhance kids' fun at camp as well as their self esteem.

**Learning Outcomes:** Participants will: (1) learn the differences between teasing and bullying; (2) discover when, where and why kids tease at camp, the reactions and effects of teasing and strategies campers can implement when teased; (3) learn interventions in teasing situations and the importance of activating bystanders to stand up and speak out.

### 504 (TR)

#### Interviewing Basics So You Get the Job!

2:45 pm - 4:45 pm

**Location:** Boulevard A, Second Floor

**Presenter(s):** Sandy Chevalier, Superintendent of Recreation, Tinley Park Park District; Donna McCauley, Professor of Recreation Management and Recreation Therapy, Moraine Valley Community College; Colleen O'Connell, Superintendent of Recreation and Kelly Rajzer, Director of Parks and Recreation, Village of Romeoville

**Chair:** Anne Cosentino, SEASPAR

This workshop will cover the basics of interviewing. Preparatory steps will be covered so you feel confident going into any interview for any job and walk out among the finalists. How to handle hard questions and present your best self during the interview will also be covered.

**Learning Outcomes:** Participants will: (1) understand the important steps to take to be prepared for any interview; (2) know how to conduct themselves in the interview in order to get the job.

### 510 (TR)

#### D.S.L.: Dance, Sing, Learn

2:45 pm - 4:45 pm

**Location:** Lake Michigan, Eighth Floor

**Presenter(s):** Carole Peterson, Children's Music and Movement Specialist and CEO, Macaroni Soup!

**Chair:** Breane Cory, Rockford Park District  
As recreation's benefits are endless, so are music's! Learn classroom management

techniques that really work with highly active songs, plus an easy-to-use music time planner, even if you're musically challenged! In recreation we use music in a variety of facets, but let's do it with more purpose! Current brain and physical development research supports the need for frequent musical exposure for young children. As we learn best by doing, be prepared to move! Teach with enthusiasm and they will learn with enthusiasm!

**Learning Outcomes:** Participants will: (1) learn how music assists in the brain and physical development of children; (2) learn songs, techniques and resources to implement in classes or programs.

### 530 (TR)

#### All the Programs You Wish You Could Run

2:45 pm - 4:45 pm

**Location:** Boulevard C, Second Floor

**Presenter(s):** Karla Krones, Manager of Inclusion, NSSRA; Todd Mallo, Superintendent, Oak Lawn Special Recreation; Michael McNicholas, Director, Special Recreation Services

**Chair:** Kathy Ochromowicz, Tri County Special Recreation Association

Cooperative events have become a staple in parks and recreation and drawn resources and attention to services provided. We will seek to take the "next step" in exploring new recreation opportunities and cooperative ideas that will help develop programs without borders.

**Learning Outcomes:** Participants will: (1) generate calendar events and opportunities that are unique and at times difficult to garner interest in when initially offered; (2) bring ideas and network with other professionals to develop cooperative programs and explore new partnership concepts.

### 611 (FM)

#### Community Centers: Building New vs. Renovations

2:45 pm - 4:45 pm

**Location:** Lake Erie, Eighth Floor

**Presenter(s):** Tom LaLonde, Principal, Williams Architects; Thomas Tristano, President, Williams Construction Management

**Chair:** Holly Gardels, St. Charles Park District  
This workshop will cover the positives and negatives in determining whether a community center can be renovated to accommodate the growing needs of park district residents or if building a new community center is necessary to accomplish the community's goals. Funding issues, site requirements, phased construction and gathering community input will also be discussed.

**Learning Outcomes:** Participants will: (1) leave the presentation with a clearer understanding of what the renovation of a community center

entails as well as have a better grasp of the process involved in deciding to construct a new community center; (2) be better equipped to work with their boards and residents to determine whether they can renovate their existing community center to meet residents' needs or if it is time for a new community center.

### 622 (FM)

#### Dealing With a Park Development Plan in Relation to Your Municipality

2:45 pm - 4:45 pm

**Location:** Joliet, Third Floor

**Presenter(s):** Derke Price, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer

**Chair:** Scott McClaskey, Round Lake Area Park District

This workshop is a must for those who want to learn the tips and tricks for getting your next park development through the municipal land use process. Understanding the municipal requirements will keep your project on track and on schedule.

**Learning Outcomes:** Participants will: (1) learn the municipal process of how to submit your park development process to keep on track and on time; (2) identify the necessary steps, committees and requirements needed to complete your park development project.

### 1005 (EMS)

#### The Ups and Downs of Programming for a Diverse Community



2:45 pm - 4:45 pm

**Location:** Conference Room 4M, Fourth Floor

**Presenter(s):** Lula Hermosillo, Outreach Coordinator and Erin Lynch, Superintendent, Southwest Special Recreation Association; Tom Suhs, Director, Summit Park District  
**Chair:** Lori Chesna, Southwest Special Recreation Association

The presenters of this workshop realized, after attending a session at conference, that their programs did not meet the needs of residents from diverse backgrounds. This workshop will describe the trials and tribulations... what had to be done... "thinking outside the box" to enter a community of which they knew nothing. They experienced many hurdles including getting staff and the board to buy in to the process, hiring the right people, deciding whether to print in two languages, changing programming and, ultimately, accepting that they couldn't make a culture fit into what they did; they had to fit into their culture.

**Learning Outcomes:** Participants will: (1) identify how to think outside the box when programming for a diverse community; (2) identify the process to gain support from your staff and board; (3) learn tips on how to learn about the culture, how to get the word out and how to break through the language and culture barriers.



## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:00 pm – 4:15 pm

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

### 13 (IPRA)

#### It's Your Turn to be a Star! Get Recognized with the IPRA/IAPD Award Programs

3:00 pm - 4:15 pm

**Location:** Conference Room 4B, Fourth Floor

**Presenter(s):** Panel of Experts

**Chair:** Rick Missing, Buffalo Grove Park District  
Now is the time for you and your agency to shine! Every year deserving individuals, parks, facilities, programs and special events are recognized throughout the state at the annual conference. Find out how easy it is to nominate these outstanding individuals and programs. The IPRA Awards Committee will provide important information for individuals, program and facility awards and a representative from IAPD will discuss nominating procedures for commissioners. Learn how easy it is to prepare nominations and be a "star"!

**Learning Outcomes:** Participants will: (1) learn the importance of recognition and how this exposure can enhance their relationship with partners and sponsors; (2) understand how to prepare and submit nominations for all award programs.

### 110 (IAPD)

#### Legal/Legislative Part II

3:00 pm - 4:15 pm

**Location:** Williford B, Third Floor

**Presenter(s):** Charlene Holtz, Esq., Partner and Kathleen Elliott, Esq., Partner, Tressler, LLP; Peter Murphy, General Counsel, Illinois Association of Park Districts

**Chair:** Peter Murphy, IAPD

This session will feature background on recent hot topics including new amendments to the Open Meetings Act, the Freedom of Information Act, AED requirements and criminal background checks. In addition, the most recent legislative initiatives that affect your agency's operations will be discussed.

**Learning Outcomes:** Participants will: (1) have an opportunity to discuss the practical impact of the law on how your board/staff governs the agency's operation; (2) become familiar with the latest changes in statutory authority that affect the operations and governance of an agency.

### 115 (IAPD)

#### 17 Ways to Keep Your Commissioners From Getting a Call From the State's Attorney

3:00 pm - 4:15 pm

**Location:** Conference Room 4D, Fourth Floor

**Presenter(s):** Robert Bush and Scott Puma, Attorneys, Ancel Glink Diamond Bush DiCianni & Krafthefer

**Chair:** Mike Vogl, Bloomingdale Park District  
This session is must for those commissioners and administrators who want to avoid getting a call from the state's attorney's office regarding a complaint or violation. The top 17 issues will be discussed.

**Learning Outcomes:** Participants will: (1) learn to avoid mistakes under the Open Meetings Act, Freedom of Information Act, Closed Session issues; (2) learn the tips and tricks for staying on track and within the legal requirements of the state statutes.

### 129 (IAPD)

#### Agency Accreditation: A Blueprint for Excellence

3:00 pm - 4:15 pm

**Location:** Private Dining Room 5, Third Floor

**Presenter(s):** Steve Eckelberry, Commissioner, Bartlett Park District; John Hecker, Executive Director, Des Plaines Park District

**Chair:** Bob Schmidt, Schaumburg Park District  
Learn how your park and recreation agency can join an elite group and become an Illinois Accredited Agency. This session will provide an overview of the standards, accreditation process and exactly what it takes to become recognized as a top agency in the state.

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

### 203 (PARKS) Landscapers Go Green



3:00 pm - 4:15 pm

**Location:** Conference Room 4L, Fourth Floor

**Presenter(s):** Roger Post, General Manager and Christy Webber, President, Christy Webber Landscapes

**Chair:** Dave Margolis, Oswegoland Park District  
How do organizations sift through all the "green" options available today and select those best suited to their needs and budget? Christy Webber will discuss the challenges and opportunities her company, Christy Webber Landscapes, faced as they built their LEED Platinum headquarters building and eco-industrial park. She will also explain how they are now focusing on greening operations.

**Learning Outcomes:** Participants will: (1) better understand the practical issues related to green buildings and decreasing the environmental impacts of landscaping operations; (2) gain perspective on how environmental decision making can also make economic sense.

### 207 (PARKS) Environmental Property Related Issues You Should Be Aware Of



3:00 pm - 4:15 pm

**Location:** Conference Room 4G, Fourth Floor

**Presenter(s):** Jan Buchs, Executive Director, Wheeling Park District; Edward J. Cooney, Environmental Consultant, E. Cooney Associates, Inc.

**Chair:** Cameron Bettin, Plainfield Park District  
This session will review current and proposed environmental requirements that may affect park district property and give case studies as examples. Topics of discussion will include EPA's All Appropriate Injury (AAI) Phase I Assessment required for when a district is considering buying or obtaining property; onsite and offsite issues that may affect park district property such as nearby environmental cleanups, storm water run on, vapor intrusion into park structures, etc. and knowing what steps are needed to determine if an onsite release has occurred on a park site that was once used for another purpose such as a manufacturing facility, nursery, farm or contained underground storage tanks.



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

## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:00 pm – 4:15 pm

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

**Learning Outcomes:** Participants will: (1) get updated on the new requirements to be aware of when assessing properties they are to acquire; (2) learn the appropriate steps to take for both onsite and offsite issues such as identifying the “problem”, evaluating the risk, communicating the risk to stakeholders and taking correct action.

### 214 (PARKS)

#### Beyond CPSI: Assessing the Creative Play Area

3:00 pm - 4:15 pm

**Location:** Conference Room 5J, Fifth Floor

**Presenter(s):** Darrell Garrison and Keven Graham, Principals, Planning Resources, Inc.

**Chair:** Jon Carlson, Bartlett Park District

Maintaining the safety of the recreation spaces where our children play is crucial to ensuring their health and well-being. With all playgrounds and outdoor recreation spaces there is a potential endangerment of park users as well as becoming a victim of crime or vandalism. Therefore, play area assessment is more than the inspection of an apparatus structure. As we continue to develop park facilities that reflect a sustainability ethic, certain consideration regarding site/facility assessment should be taken into account. This session will cover the three primary areas of the Outdoor Facility Assessment: (1) Playground: CPSI participants will understand the importance of safety audits and what it means to the park user; (2) Security: CPTED. Participants will understand design considerations and implementation strategies to reduce crime and vandalism; (3) Landscape: Cost Benefits. Participants will understand the right plant material to select for aesthetics and better park security visibility.

**Learning Outcomes:** Participants will: (1) understand design considerations and implementation strategies that affect safety beyond the playground audit - strategies that reduce crime and vandalism; (2) explore the requirements and relationships of three primary areas of the Outdoor Facility Assessment.

### 304 (AF)

#### Key Steps to Successfully Fighting Unemployment Claims

3:00 pm - 4:15 pm

**Location:** Marquette, Third Floor

**Presenter(s):** Carol Gabrielson, President and Greg Gabrielson, Vice President, Unemployment Consultants

**Chair:** Susan Balling, NEDSRA

When an employee is terminated for cause, you don't expect them to file for unemployment benefits... and get them! You want to contest it, but should you? Do you have sufficient documentation to prove the final incident warrants a denial of benefits? Are you prepared to successfully defend the claim? Carol and Greg Gabrielson of Unemployment Consultants, Inc. will lead this informative session and show you the key steps to successfully fight unemployment claims.

**Learning Outcomes:** Participants will: (1) discuss the “final incident” and learn what documentation you need to successfully defend an unemployment claim; (2) explore what happens in an unemployment hearing and learn how to prepare to give your testimony.

### 308 (AF)

#### Making Sense of Your Credit Card Processing, Pricing and Statements

3:00 pm - 4:15 pm

**Location:** Continental C, Lobby Level

**Presenter(s):** Aimee Briles, Vide President, Government Funds, Wintrust Bank; Todd Sholeen, Vice President, Charter One Bank; Julie Vickery, Client Services Representative, Trustwave

**Chair:** Ken Eppelheimer, Northbrook Park District

This session will provide the tools to help interpret confusing credit card statements, provide a better understanding of what your agency is paying to process credit cards and how to compare the costs involved between processing providers. We will also discuss the responsibilities and requirements of the agency to ensure you are correctly securing cardholder information.

**Learning Outcomes:** Participants will: (1) learn how to decipher what your agency is being charged for credit card services and how to compare current merchant prices with other providers; (2) gain an understanding of the PCI (Payment Card Industry) Data Security Standards requirements to ensure that their agency is maintaining an adequately secured environment when processing, storing and transmitting credit card information.

### 309 (AF)

#### Record Retention and Destruction: The Local Records Act

3:00 pm - 4:15 pm

**Location:** Private Dining Room 3, Third Floor

**Presenter(s):** Steve Colaizzi, Field Representative, State of Illinois

**Chair:** Mark Schneiderman, Skokie Park District

Illinois law governs how long documents must be kept. If you want to destroy old documents, you must first have an Application for Authority to Dispose of Local Records on file with the Secretary of State. Before you dispose of any records, be sure you contact the appropriate state department and receive official approval to destroy records.

**Learning Outcomes:** Participants will: (1) learn the time required to keep past and current documents/records; (2) learn what steps are necessary BEFORE an agency can LEGALLY destroy documents.

### 313 (AF)

#### In-House vs Outsourced Payroll: The Good, the Bad and the Costly!

3:00 pm - 4:15 pm

**Location:** Private Dining Room 4, Third Floor

**Presenter(s):** Panel of Experts

**Chair:** Linda Noonan, Oak Brook Park District

Whether you currently do payroll in-house or have it processed by an outside vendor, you've likely wondered if it would be easier and less costly if you did it the other way. In this session, our panel will talk about the pros and cons of both options and share their experiences - the good, the bad and the costly - as they switched to an outside vendor or brought their outsourced payroll processing back in-house.

**Learning Outcomes:** Participants will: (1) compare the costs and the pros and cons of processing payroll in-house versus using an outside payroll processing vendor; (2) review the key criteria agencies should look at when evaluating an outside payroll processing vendor.



## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:00 pm – 4:15 pm

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

FRIDAY, JANUARY 29, 2010

### 403 (REC) Are You “Nuts” About Food Allergies

3:00 pm - 4:15 pm

**Location:** Boulevard B, Second Floor  
**Presenter(s):** Clare Fagan, Recreation Supervisor and Michele Silver, Superintendent of Recreation, Wood Dale Park District  
**Chair:** Alisa Kapusinski, Hoffman Estates Park District

The number of children with food allergies continues to increase in the United States and we are seeing more children in our programs who have differing food allergies. Some allergies can be mild while others are life threatening. This session will talk about managing food allergies in park district programs, provide an overview of the signs and symptoms of food allergies, why food allergies exist, what the most common food allergies are and reasonable accommodations for participants.

**Learning Outcomes:** Participants will: (1) be provided with suggestion on incorporating “safe” foods into snack lists and recommendations for “safe” play products; (2) view a demonstration of the Epi-Pen, learn how to implement a Food Allergy Action Plan and learn about food allergies. A resource manual will be given to each participant to use as a reference.

### 404 (REC) Make Your Gymnastics/Fitness 4 Kids Programs More Profitable

3:00 pm - 4:15 pm

**Location:** Conference Room 4H, Fourth Floor  
**Presenter(s):** Marilyn Sorenson, Preschool Coordinator and Deidre White, Gymnastics Coordinator, Oak Lawn Park District; Jo Witucki, Gymnastics Coordinator/Movement Ed., Bloomingdale Park District  
**Chair:** Tom Hartwig, Oak Lawn Park District

There are so many opportunities to make your gymnastics/fitness program for kids more profitable. We will discuss birthday/scout parties, field trips, open gyms, special events and marketing your gym program as Fitness 4 Kids.

**Learning Outcomes:** Participants will: (1) recognize areas within their own program that have potential to greatly increase revenue by simply changing focus and marketing strategy; (2) discover the possibilities new non-traditional programs can have on potential revenue.

### 406 (REC) Teen Programming: 60 Programs in 60 Minutes

3:00 pm - 4:15 pm

**Location:** Private Dining Room 6, Third Floor  
**Presenter(s):** Stephen Golembiewski, Recreation Coordinator, Westmont Park District  
**Chair:** Cristin Handlon, Roselle Park District  
Do you struggle at brochure time with ideas for teen programs? Instead of relying on the same old trips season after season, why not try something new? Sit back and listen as teen supervisors whiz through the successful programs they're running at their own agencies. Not only will this cover program ideas, but it will also cover creative ways to market them and ways to offer them with different themes or in different settings so you can customize them to your own community.

**Learning Outcomes:** Participants will: (1) get ideas for successful teen programs; (2) have a better understanding of how to market teen programs.

### 414 (REC) Parking the Party: Making Birthdays Work for You

3:00 pm - 4:15 pm

**Location:** Conference Room 5G, Fifth Floor  
**Presenter(s):** David Gilbert, Independent Consultant  
**Chair:** Gabriel Castillo, Glendale Heights Parks and Recreation  
Take the frustration out of birthday parties and turn them into your revenue leader with easy tips and tricks that start with creating your parties and end with the operations.  
**Learning Outcomes:** Participants will: (1) learn how to craft birthday party packages that are easy to run; (2) learn operational tricks which will increase business and reduce guest frustration.

### 421 (REC) Performing Arts: Developing Strategic Relationships

3:00 pm - 4:15 pm

**Location:** Private Dining Room 7, Third Floor  
**Presenter(s):** Lindsay Grandt, Performing Arts Coordinator, Buffalo Grove Park District; Christi Nicholson, Recreation Supervisor, Round Lake Area Park District  
**Chair:** Denise Mytko, City of Lake Forest  
This session is designed to provide performing arts supervisors with a wide range of resources and strategic relationship opportunities to enhance their existing theater and performing arts programs.

**Learning Outcomes:** Participants will: (1) meet performing art supervisors and exchange information regarding theater programming; (2) develop a comprehensive understanding of the resources for developing and/or improving their performing arts programs.

### 425 (REC) Day Camp Open Forum

3:00 pm - 4:15 pm

**Location:** Conference Room 5E, Fifth Floor  
**Presenter(s):** Sabrina Hinkens, Recreation Supervisor, Gurnee Park District; Vanessa Madden, Recreation Supervisor, Woodridge Park District; Erica Wise, Athletic and Youth Camp Supervisor, Lisle Park District  
**Chair:** Sam Thompson, Crystal Lake Park District

Are you looking to start a new camp program or trying to make improvements on an existing one? Gain knowledge from experienced recreation professionals who will describe their successful camp programs.

**Learning Outcomes:** Participants will: (1) learn ideas for implementing a camp program; (2) obtain strategies for keeping an existing program successful, fresh and exciting.

### 432 (REC) Learning Through Service: Enrich Camp and After School Programs

3:00 pm - 4:15 pm

**Location:** Conference Room 4F, Fourth Floor  
**Presenter(s):** Jennifer Clauson, Wildwood Nature Center Supervisor, Park Ridge Recreation and Park District  
**Chair:** JT Malak, Park Ridge Park District  
Find out what service learning is and how to incorporate projects into your long-term programs. These hands-on education-based programs help children discover the problems facing your park district or community and help them make a difference by creating and executing solutions. Service learning projects bring an element of responsibility and pride, making them a worthwhile addition to your camp and after school programs.  
**Learning Outcomes:** Participants will: (1) learn what service learning is and the benefits; (2) gather helpful hints and numerous ideas for service learning projects that can be used in your area.

## FRIDAY AFTERNOON CONFERENCE SESSIONS

3:00 pm – 4:15 pm

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

FRIDAY, JANUARY 29, 2010

### 518 (TR)

#### The Key to Successful Inclusion is Successfully Trained Staff

3:00 pm - 4:15 pm

**Location:** Conference Room 4C, Fourth Floor  
**Presenter(s):** Jacqueline Canty, Special Recreation Coordinator, Oak Lawn Park District; Sophie Morgan, Inclusion Coordinator, FVSR  
**Chair:** Tammy McMahan, SSSRA

This session will include key steps on how to train staff on creating a successful inclusion process and how to maintain that process as well as discovering that the key to fostering successful inclusion experiences is to create a training process that allows for everyone to be included.

**Learning Outcomes:** Participants will: (1) understand the keys to successful inclusion; (2) learn how to develop a successful training program.

### 605 (FM)

#### Training Your Non-Water Staff at the Pool

3:00 pm - 4:15 pm

**Location:** Conference Room 5H, Fifth Floor  
**Presenter(s):** Kristi Brewer, Aquatics, Baker Station and Youth Programs Supervisor, St. Charles Park District  
**Chair:** Jessica Gray, Oak Brook Park District

Training lifeguards is important and so are the staff that support them. From pool attendants to pool maintenance, aquatic support staff play a vital role in the safety of guests and facility operations. This session will cover key topics and training techniques for aquatic support staff.

**Learning Outcomes:** Participants will: (1) identify and discuss key training topics for aquatic support staff; (2) develop training methods for aquatic support staff.

### 616 (FM)

#### Budget Cuts: How is the Economy Affecting Your Fitness Center Operations?

3:00 pm - 4:15 pm

**Location:** Conference Room 4E, Fourth Floor  
**Presenter(s):** Carl Maniscalco, Director, Niles Fitness Center  
**Chair:** Amy Murrin, Wheeling Park District

The economy has had a negative impact on sales of new memberships. The fitness leaders need to recognize the importance of retaining current members and prioritizing spending until the economy improves. Marketing campaigns must be designed to reach the largest target audience to receive the best return on your investment. Cross-training of staff will help to reduce your expense budget.

**Learning Outcomes:** Participants will: (1) learn how to identify areas in your daily operations that can help reduce your expenses; (2) learn how to reduce payroll expenses across the board without affecting the quality of customer service.

### 804 (STUDENT)

#### Speed Mentoring

3:00 pm - 4:15 pm

**Location:** Waldorf, Third Floor

**Presenter(s):** Panel of Experts

**Chair:** Amy Mepham, Chicago State University  
Students and young professionals meet with seasoned professionals in a fast-paced, face-to-face four-minute interview/conversation similar to the notion of speed dating. Everyone will meet eight to ten new contacts. Mentoring pairings will follow.

**Learning Outcomes:** Participants will: (1) expand professional networking opportunities; (2) experience a fast-paced, fun event that encourages quick thinking and an outlook to the future.

### 903 (CM)

#### Aligning Organizational Strategy with Day to Day Operations

3:00 pm - 4:15 pm

**Location:** Conference Room 4A, Fourth Floor

**Presenter(s):** Dean Bostrom, Executive Director, Hoffman Estates Park District

**Chair:** Tony LaFrenerre, Hoffman Estates Park District

An agency's mission statement, vision and values are created as part of a strategic planning process to develop and define an organization's "big picture" strategy. To be successful the strategy must cascade down and align with future policy decision making and ultimately all aspects of day to day operations. This session will present how to implement a strategic planning process which ties together and aligns organizational strategy with day to day operations.

**Learning Outcomes:** Participants will: (1) learn a strategic planning process of creating a meaningful agency mission statement, vision and organizational values; (2) learn how to align and integrate agency mission statement, vision and values with board policy decision making and day to day operations of an agency.

### 907 (CM)

#### Demystifying PR: Five Ways to Become an Expert News Source

3:00 pm - 4:15 pm

**Location:** Conference Room 4J, Fourth Floor  
**Presenter(s):** Barbara Rozgonyi, Founder, CoryWest Media, LLC

**Chair:** Joan Scovic, South Barrington Park District

Discover five ways to become an expert news source with new media tools and techniques you can start using today. Going beyond the meaning of PR as public relations or press releases we'll cover: page rank; platform research; professional reputation; personal relevance; and process repetition. In one hour you'll be on your way to planning your route to expert status.

**Learning Outcomes:** Participants will: (1) discover how to find and contact media sources; (2) learn how to craft traditional and social media press releases.

### 911 (CM)

#### Creating Effective Marketing Plans

3:00 pm - 4:15 pm

**Location:** Williford C, Third Floor

**Presenter(s):** Tim Calkins, Associate Professor, Clinical Professor of Marketing, Northwestern University

**Chair:** Stephanie FitzSimons, Bartlett Park District

Marketing plans are essential tools; it is very hard to do great marketing without a strong plan. In a difficult economy, when resources are tight, marketing plans become even more important. Unfortunately many marketing plans are ineffective; they are too long and too complicated and never really get to the point. This session will explain why marketing plans are so important and how to write a plan that will drive strong results.

**Learning Outcomes:** Participants will: (1) understand how marketing plans add value and appreciate why many plans miss the mark; (2) learn how to efficiently create a strong marketing plan.



## SATURDAY AT-A-GLANCE

**7:00 am – 7:45 am**

Les Mills Workout  
(Williford A - See page C16 for details.)

**7:30 am – 11:30 am**

Conference Registration Open

**8:30 am – 11:00 am**

Exhibit Hall Open

**8:30 am – 10:00 am**

Breakfast in the Exhibit Hall \*

*Sponsored by: W-T Engineering, Inc.*



**10:15 am – 12:15 pm**

Conference Workshops (0.2 CEUs)

**10:30 am – 11:45 am**

Conference Sessions (0.1 CEUs)

**12:30 pm – 1:45 pm**

Conference Sessions (0.1 CEUs)

**1:00 pm – 3:00 pm**

Conference Workshops (0.2 CEUs)

**2:00 pm – 3:15 pm**

Conference Sessions (0.1 CEUs)

**3:30 pm – 5:00 pm**

IAPD Annual Business Meeting

**6:30 pm – 10:00 pm**

Saturday Evening Social with Jim Gossett \*

\* Ticketed Event

## SATURDAY MORNING CONFERENCE WORKSHOPS

**10:15 am – 12:15 pm**

All conference workshops award 0.2 CEUs.

Pre-registration is not necessary.

**16 (IPRA)**

### Universal Design: New Heights for People of All Abilities



10:15 am - 12:15 pm

**Location:** Conference Room 4M, Fourth Floor

**Presenter(s):** Sandy Gbur, Executive Director, WSSRA; Bobbie Herakovich, Executive Director, Champaign Park District; Diane Mathis, Director of Marketing and Development, Springfield Park District; Mark Trieglaff, President, Accessibility Consultation and Training

**Chair:** Sandy Gbur, WSSRA

Public parks are places for families to enjoy together and for citizens to gather as a community. But, given the aging population disabled veterans and a growing number of children with disabilities, few parks allow universal access and disabled family members and citizens are left out of the recreational opportunity. Several parks in Illinois have employed the concept of Universal Design in building parks that are enjoyed by everyone of any ability. These public parks have opened up recreational opportunities for everyone and every member of the family, no matter their ability.

**Learning Outcomes:** Participants will: (1) be provided a detailed understanding of Universal Design - what are the design principals and what a universally designed park looks like; (2) learn how universally designed parks can build a sense of community and the local economy.

**106 (IAPD)**

### Winning With Teamwork

10:15 am - 12:15 pm

**Location:** Boulevard C, Second Floor

**Presenter(s):** Roy Ellis Moody, Owner, Roy Moody and Associates

**Chair:** Robert Johnson, Peoria Park District

A key organizational reality is that to be successful you have to work at least part of the time in collaborative effort. Good teamwork and being an effective team player is a necessary requirement for success in today's environment. In an engaging and humorous style, this workshop will teach ways to create high team performance teams with energy and passion.

**Learning Outcomes:** Participants will: (1) identify concepts for effective communication and teamwork; (2) learn to assess productive and counterproductive team behaviors.



## SATURDAY MORNING CONFERENCE WORKSHOPS

10:15 am – 12:15 pm

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS



### 117 (IAPD) Aligning Organizational Strategies with Community Needs

10:15 am - 12:15 pm

**Location:** Continental A, Lobby Level

**Presenter(s):** Barbara Heller, Principal Consultant, PROS Consulting; Ronald A. Vine, Vice President/President, Leisure Services/ETC Institute

**Chair:** Lori Noonan, Bloomingdale Park District  
The future direction of an agency should be framed around community needs. One of the most vital elements of organizational performance for senior leaders and board members is their ability to chart the course for future direction, based on resident needs. This workshop explores the process involved in the use of qualitative and quantitative customer data to build organizational strategy. In the market for a referendum, new park or facility or just embarking on a strategic planning effort? Then, this workshop will help you with the tools you need for success.

**Learning Outcomes:** Participants will: (1) explore various methods of community input in order to determine needs priorities; (2) discuss connecting resident input with strategy development.

### 123 (IAPD) Brownfields Redevelopment

10:15 am - 12:15 pm

**Location:** Conference Room 4C, Fourth Floor

**Presenter(s):** Steve Colantino, Brownfields Manager, Illinois Environmental Protection Agency; Bola Delano, Director, Economic and Community Development, Chicago Metropolitan Agency for Planning; Deborah Orr, Brownfields Coordinator, US Environmental Protection Agency

**Chair:** Chris Gentes, Round Lake Area Park District

The Chicago Metropolitan Agency for Planning (CMAP), USEPA, Region 5 and Illinois EPA have launched a partnership which focuses on Brownfields redevelopment and the link with local and regional planning.

**Learning Outcomes:** Participants will: (1) learn the crucial role planning has in redeveloping brownfields sites; (2) learn about the federal grant program, state technical assistance and other resources available to local governments that want to improve the quality of life in their community.



### 128 (IAPD) Partnerships for Success

10:15 am - 12:15 pm

**Location:** Astoria, Third Floor

**Presenter(s):** Jeff Boubelik, Executive Director, Frankfort Park District; John Curran, Director of Parks and Recreation, Tinley Park Park District; Robin Hall, Office of Recreation and Park Resources, University of Illinois; Sue Micklevitz, Executive Director, Lockport Township Park District; Chuck Szoke, Executive Director, Channahon Park District  
**Chair:** Mike Brann, Plainfield Park District  
What do school districts, municipalities, fire protection districts, private businesses and friends groups have in common? They are all resources for park and recreation agencies to seek out for creating partnerships to enhance what they do. Through a series of case study presentations, learn how collaborating with both traditional and non-traditional partners can dramatically strengthen and expand your services and stature in the community.

**Learning Outcomes:** Participants will: (1) understand the need for and the benefits that can be achieved by forming partnerships in the community; (2) learn proven techniques in developing successful partnership agreements.

### 131 (IAPD) Strong Board and Director Teams: What Does it Take?

10:15 am - 12:15 pm

**Location:** Boulevard A, Second Floor

**Presenter(s):** Beth Michaels, Lead Consultant and Dale Primer, President, Primer, Michaels & Associates

**Chair:** Mike Rylko, Buffalo Grove Park District  
What does it take to create an even higher performing district board and director team? Nothing is more painful for the board/director team than the sense of being stuck: knowing the team is without a shared understanding of roles and responsibilities, evidenced by a lack of trust and feelings of general dissatisfaction. What does it take to create a positive leadership agreement among board members and the director? What have high performance leadership teams found that works for them? And, what can you bring back to your team?

**Learning Outcomes:** Participants will: (1) identify one to three leadership elements that, if attended to, would strengthen their team's performance; (2) leave with a practical understanding of how to overcome the most common issues that stand in the way of many board and director teams.

### 208 (PARKS) Live Well, Live Green

10:15 am - 12:15 pm

**Location:** Continental B, Lobby Level

**Presenter(s):** Daniel Atilano, Principal, PSA Dewberry/Burnidge, Cassell & Associates, Inc.; Joe Modrich, Director of Parks and Recreation, Park District of Franklin Park

**Chair:** Ed Reidy, Bloomingdale Park District  
Learn more ways to make our world a greener and healthier place. We'll discuss how the Industrial Revolution got us here and how the Green Revolution can get us out.

**Learning Outcomes:** Participants will: (1) learn where to start on their next "green" capital improvement project; (2) learn 15 ways they can make a difference in global warming.

### 312 (AF) Understanding Family-Friendly Employee Benefit Programs in Parks and Recreation

10:15 am - 12:15 pm

**Location:** Conference Room 4D, Fourth Floor

**Presenter(s):** Michael Mulvaney, Assistant Professor, Eastern Illinois University

**Chair:** Nancy Aldrich, Arlington Heights Park District

Changes in family structures have led to a dramatic demographic shift in the workplace and, as a result, family-friendly benefit programs are becoming more widely offered by public recreation agencies. In this workshop, Professor Michael Mulvaney will summarize recent research on this topic and share important insights into how family-friendly benefits can positively impact employees' overall job satisfaction, motivation and organizational commitment.

**Learning Outcomes:** Participants will: (1) understand how the adoption of family-friendly benefits lead to greater employee engagement, commitment and better job performance; (2) discuss why the field of parks and recreation should be a front runner in the promotion and enhancement of family-friendly work environments for their professionals.



## SATURDAY MORNING CONFERENCE WORKSHOPS

10:15 am – 12:15 pm

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

617 (FM)

### Increasing Profits: What I Learned from Managing Eight Concession Operations

10:15 am - 12:15 pm

**Location:** Continental C, Lobby Level  
**Presenter(s):** Mike Holtzman, President, Profitable Food Facilities

**Chair:** Heather Burgess, Des Plaines Park District

Running concessions is never easy. Everyone is a food critic, the business is unpredictable (sometimes we're busy, other times we're slow) and with the weather in Illinois, this makes managing the business even harder. We will discuss what we have done managing our eight concession operations. What menus do we offer? What doesn't work? What is the best POS system? What are the secrets to increasing profits during this difficult economy? These and many other items will be discussed.

**Learning Outcomes:** Participants will: (1) learn to minimize costs and maximize profit potential without affecting the experience of the user; (2) analyze sales and margins in a food and beverage environment; (3) evaluate current food and beverage operations from the perspective of the user; (4) be able to interact with an outsourced food and beverage entity on an equal level.

620 (FM)

### Managing the Madness: How to Effectively Manage, Train, Evaluate and Retain Challenging Fitness Staff

10:15 am - 12:15 pm

**Location:** Conference Room 4K, Fourth Floor  
**Presenter(s):** Kristin Fischer, Coordinator of Fitness, Illinois State University; LoriKay Paden, Education and Community Services Coordinator, University of Illinois

**Chair:** AJ Collier, Bartlett Park District  
Group fitness is one of the most valuable services we offer because we have the opportunity to instill the worth of our club in several members at once. Managing the needs of our instructors while ensuring that our participants' needs and desires are met can be a challenge. This workshop will outline specific steps that managers can take in order to better manage their programs by focusing on the personalized results-driven relationship between instructors and participants. This diverse group of staff members are challenging to keep motivated, focused and working toward one goal - pleasing the customer. This workshop will provide those needed tools and tricks of the trade.

**Learning Outcomes:** Participants will: (1) better understand the importance of the customer service they provide internally and externally and will learn ways to build personal relationships within their group fitness programs; (2) will learn to improve their staff's performance and program through educating, empowering, motivating, evaluating and celebrating.



802 (STUDENT)

### It's Up to You

10:15 am - 12:15 pm

**Location:** Boulevard B, Second Floor  
**Presenter(s):** Tom Bower, Superintendent of Recreation, Winfield Park District; Wendy Craven, Manager of Support Services, WDSRA  
**Chair:** Jackie Salemi, WDSRA

You hold the key to your success! It's true! You have the power to impress or to disappoint. You have the control over choices and actions in life. You have the option to perform to your fullest. Take some time to reflect on you and polish the professional image that supervisors are looking for.

**Learning Outcomes:** Participants will: (1) learn helpful tips and suggestions to further educate and improve upon necessary skills and essential professional components to increase future employment opportunities; (2) walk away with tools to practice and use in the real world.

## GO GREEN

- The delegate giveaway for this year's conference is a recyclable/reusable tote bag.
- Bring a reusable water bottle to fill in your room or at a water fountain.
- Recycling containers will be located throughout the conference area.
- Minimize how much printed material you pick up while in the exhibit halls. Many exhibitors are now offering attendees the option of receiving information via email.
- The IPRA Environmental Committee has developed "Green Checklist" for exhibitors to award those companies who are leading the way in sustainable business practices. Look for booths displaying the "Green Exhibitor Award" certificate.



## SATURDAY MORNING CONFERENCE SESSIONS

10:30 am – 11:45 am

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

SATURDAY, JANUARY 30, 2010

### 17 (IPRA)

#### You Only Get One Chance to Make a First Impression

10:30 am - 11:45 am

**Location:** Conference Room 4A, Fourth Floor  
**Presenter(s):** Judith Czachura, Accounting Coordinator, Hazel Crest Park District

**Chair:** Denise Nolan, Hazel Crest Park District  
How many of us would love a second chance to make that first impression again? Improve customer service skills that will enhance the front line of communication with patrons and members. This session will include a discussion about body language, tone of voice and smile on the phone (they can tell!).

**Learning Outcomes:** Participants will: (1) learn how to make their best first impression; (2) learn how to create the pay off to that first positive impression.

### 113 (IAPD)

#### How to Avoid “High Noon” with Proper Board Practices and Procedures, Part I

10:30 am - 11:45 am

**Location:** Joliet, Third Floor

**Presenter(s):** Robert Bush and Scott Puma, Attorneys, Ancel Glink Diamond Bush DiCianni & Krafthefer

**Chair:** Mike Vogl, Bloomingdale Park District  
This session is a must for those who want to avoid disasters from happening by having a clear understanding of board practices and procedures. This session will deal with open meeting requirements, board action procedures, parliamentary rules, board conduct, question and answer segments with the public, dealing with the public, closed meeting procedures, voting, agenda guidelines and much more.

**Learning Outcomes:** Participants will: (1) gain better insight on how to reduce board conflicts through proper procedures; (2) learn tips and tricks in board procedures and practices for smooth operations.

### 127 (IAPD)

#### Keeping Your Parks Safe From Gangs

10:30 am - 11:45 am

**Location:** Private Dining Room 3, Third Floor  
**Presenter(s):** Clint Hull, Assistant Judge, Sixteenth Judicial Circuit

**Chair:** Mickey Macholl, Hanover Park Park District

This session will be an informational presentation educating members on street gangs, their activities and how to be proactive in keeping your parks safe from gang activities.

**Learning Outcomes:** Participants will: (1) learn about the different types of street gangs found in Illinois and how to identify if your park is being frequented by them; (2) learn how to work with local law enforcement to keep your parks safe from gang activity.

### 133 (IAPD)

#### How to Win the Unwinnable Case

10:30 am - 11:45 am

**Location:** Private Dining Room 2, Third Floor  
**Presenter(s):** Steve Kleinman, General Counsel, PDRMA

**Chair:** Don Andersen, Oak Lawn Park District  
This session will provide the perspective, insights and guidance to be the master of your own legal destiny. Litigation strategy begins before the lawsuit and often before the incident. Learn how case law interacts with statutory defenses to provide the framework for the successful defense of future litigation and the interaction between your agency's risk management measures and the defense of future litigation. Understand how and why the measures you take before the incident impact future litigation and know what measures you can and should take now to minimize liability later.

**Learning Outcomes:** Participants will: (1) better understand the correlation between risk management and the successful defense of tort litigation and how case law provides important recipes for minimizing liability and maximizing your agency's ability to successfully defend future actions; (2) learn what measures can and should be taken now to minimize liability in the future; participants will be provided tips on contract language, signage, inspections and maintenance, accident investigation and other proactive risk management measures that can and should be adopted.

### 209 (PARKS)

#### Integrating Water Quality Measures in Parks

10:30 am - 11:45 am

**Location:** Private Dining Room 1, Third Floor

**Presenter(s):** Thomas Price, Director of Water Resource Management, Conservation Design Forum

**Chair:** Marty Walsh, Vernon Hills Park District  
This session will illustrate innovate water quality measures such as rainwater capture and reuse, rain garden/bio-swale detention and native landscape filter systems. Case studies for each of these applications will be presented.

**Learning Outcomes:** Participants will: (1) learn about water quality issues that affect park properties, such as excessive discharge of rain waters, water temperature/pH and pollutants such as phosphorous and suspended sediments; (2) learn strategies for treating and reusing the rain water that falls on park sites to enhance play experiences, irrigate landscaping and support native landscape systems.



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



## SATURDAY MORNING CONFERENCE SESSIONS

10:30 am – 11:45 am

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

### 211 (PARKS)

#### The Nuts and Bolts of a Community Playground Build

10:30 am - 11:45 am

**Location:** Conference Room 4B, Fourth Floor  
**Presenter(s):** Tom Norquist, Senior Vice President, GameTime; Laura Schraw, City Park Planner, United City of Yorkville; Scott Sleezer, Superintendent of Parks, Yorkville Parks and Recreation Department

**Chair:** Chad Feldotto, Oswegoland Park District  
Community builds take time and effort, but with the right help you can save a lot of money! This session will provide detailed information on planning a "build day" from start to finish. Speakers will discuss challenges such as preserving existing site features, necessary site preparation for a one-day build, project coordination with the manufacturer and how to organize 100 volunteers to keep the build-day running smoothly. If you are thinking of conducting a community build in your town to save construction costs on your project budget, don't miss this session!

**Learning Outcomes:** Participants will: (1) learn how the City of Yorkville saved money by actively involving a playground equipment manufacturer, staff from several departments and local volunteers to successfully complete two community builds in the past two years; (2) walk away with information and an outline on how to conduct a volunteer community build to save money on construction costs and gain great public relations.

### 219 (PARKS)

#### Ecological Park Master Planning: Living History in Joliet's Pilcher Park

10:30 am - 11:45 am

**Location:** Conference Room 4F, Fourth Floor  
**Presenter(s):** Terry Guen, Terry Guen Design Associates, Inc.

**Chair:** Dominic Egizio, Jr., Joliet Park District  
This session will include a case study of the Ecological Park Master Plan Process for this 600-acre historic park site, including future facilities planning and natural areas protection for the high quality forest, Hickory Creek Watershed and Pilcher Park Nature Center, Barber and Oberwortmann Horticultural Center.

**Learning Outcomes:** Participants will: (1) have a greater understanding of how site ecology and historic resources can provide a basis for site planning and contribute to a stronger sense of site identity; (2) have a greater understanding of how ecological planning decisions can be the basis for sustainable site management practices.



### 303 (AF)

#### Are Healthcare Costs Making You Sick? Trends and Benchmarks to Help Your Agency

10:30 am - 11:45 am

**Location:** Lake Huron, Eighth Floor  
**Presenter(s):** James Bernstein, Senior Associate, Mercer

**Chair:** Diane Dillow, Warrenville Park District  
Rising healthcare costs are at the forefront of everyone's minds, especially those who manage public agencies and try to balance shrinking budgets while providing good coverage for their employees. What steps are employers taking to stabilize cost growth in recent years? What are the implications for managing healthcare costs in the challenging economic times we're facing? In this session, Mercer Senior Associate James Bernstein will share detailed findings from Mercer's large scientific annual survey of employer-sponsored health plans so that you can learn what employers are doing to reign in rising healthcare costs. You will also learn what benchmarks you can use to best evaluate your healthcare programs and benefits.

**Learning Outcomes:** Participants will: (1) explore the national, regional and local trends in the cost of group health insurance programs; (2) discuss steps public agencies can take to reign in rising group health insurance costs.

### 305 (AF)

#### Personnel Law: Myth Busters Explain the Facts versus Fiction

10:30 am - 11:45 am

**Location:** Williford A, Third Floor  
**Presenter(s):** Margaret Kostopulos and Tiffany Nelson, Attorneys, AnceL Glink Diamond Bush DiCianni & Krafthefer

**Chair:** John Short, Buffalo Grove Park District  
This session is intended to disperse myths or wrong information regarding the facts on personnel law issues. Labor/personnel attorneys will provide straight and simple talk on how to avoid costly personnel issues.

**Learning Outcomes:** Participants will: (1) learn proper application of personnel law, techniques in avoiding costly legal expenses and dealing with unions.

### 310 (AF)

#### Financial Management in a Tough Economy

10:30 am - 11:45 am

**Location:** Williford B, Third Floor  
**Presenter(s):** Arnie Biondo, Executive Director, Carol Stream Park District; Maryfran Leno, Executive Director, Itasca Park District

**Chair:** Renee Gauchat, Forest Preserve District of Will County

Do things really change much in an economic downturn? What is wise versus a knee-jerk reaction? Learn useful, tested approaches. Build and nourish a consistent, reliable system for good financial decision making.

**Learning Outcomes:** Participants will: (1) gain heightened awareness of money management techniques; (2) distinguish between times to spend and time to hold off... tough or easy economy.

### 322 (AF)

#### The ABCs of Disaster Recovery Planning

10:30 am - 11:45 am

**Location:** Williford C, Third Floor  
**Presenter(s):** Patrick Ferguson, ICS Technology, Sikich, LLP; Mark Wilson, President, Imperative Planning, Ltd.

**Chair:** Steve Eckelberry, WDSRA  
Participants will learn the importance of creating or refining a disaster recovery plan, the processes needed to prepare a disaster recovery plan, the methodology needed to create a plan and information on various data backup technologies.

**Learning Outcomes:** Participants will: (1) learn how to create or refine their disaster recovery plan; (2) understand and apply the methodology to create a disaster recovery plan.

### 410 (REC)

#### 2,4,6,8 Program Marketing You Can Appreciate!

10:30 am - 11:45 am

**Location:** Lake Michigan, Eighth Floor  
**Presenter(s):** Brad Kayden, Chief Executive Bean, Jelly Bean Sports, Inc.

**Chair:** Ed Bjes, Winnetka Park District  
Learn a new and progressive approach to marketing programs. Coach Pickles 2, 4, 6, 8 Program Marketing You Can Appreciate teaches you how to stop missing opportunities to raise participation rates and revenues within what he calls the "session-to-session mentality" of park districts.

**Learning Outcomes:** Participants will: (1) learn to expand their existing marketing knowledge; (2) learn to create a progressive marketing strategy to reach new customers and raise revenues.

## SATURDAY MORNING CONFERENCE SESSIONS

10:30 am – 11:45 am

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS



### 419 (REC)

#### Getting Involved: Why You Should Get Involved in the RECREATION Section

10:30 am - 11:45 am

**Location:** Lake Ontario, Eighth Floor

**Presenter(s):** Panel of Experts

**Chair:** Kelly LaMore, Bourbonnais Township Park District

Every year when you renew your IPRA membership you check the Section box that makes you a member of the Recreation Section; yet, do you know what the Recreation Section does? The Recreation Section is made up of people just like you! If you are a supervisor or are involved with recreation programming, come to this session and see how you can get involved. Recreation Section Board Members will be on hand to answer your questions and talk about how you can get involved. Networking is the building block of our profession!

**Learning Outcomes:** Participants will: (1) learn about the IPRA Recreation Section and what it does; (2) be able to ask questions and learn how they can get involved with IPRA.

### 423 (REC)

#### Before and After School Open Forum

10:30 am - 11:45 am

**Location:** Marquette, Third Floor

**Presenter(s):** Stacey Fedyski, Recreation Supervisor II, Geneva Park District; Mike Gianatasio, Recreation Supervisor, Lisle Park District; Stephen Golembiewski, Recreation Supervisor, Westmont Park District

**Chair:** Pam Lingert, Arlington Heights Park District

Is your agency considering implementing a before and after school program? This session will teach participants the ins and outs of running a successful, safe and fun program including how to budget, schedule and comply with state laws for this type of program. Participants will receive valuable information and a variety of resources. At the end of the session, participants will be invited to share successes and challenges from their own before and after school programs.

**Learning Outcomes:** Participants will: (1) better understand how to develop a before and after school program; (2) develop protocols and action plans for a before and after school program.

### 429 (REC)

#### What Should We Be Charging for Food at Special Events and Concession Stands?

10:30 am - 11:45 am

**Location:** Lake Erie, Eighth Floor

**Presenter(s):** Panel of Experts

**Chair:** Pete Bakala, Gold Medal Products Co.

Have you ever visited a ballpark and wondered how they can charge \$5 for a bottle of water while your agency only charges \$1 for the same product? Learn tips and techniques used by a panel of experts on how you can make your next special event or concession stand more cost-effective. Top leaders from food and beverage industries such as Gold Medal Products Co., Great America, US Cellular Field, Levy Restaurants and more will help you learn how to put the correct price on your food items and what products sell best for recreation agencies. The panel will be followed up by a question and answer period.

**Learning Outcomes:** Participants will: (1) better understand pricing strategies for food and beverage products for concession stands and special events; (2) recognize the different marketing strategies and standards used in the food and beverage industry.

### 507 (TR)

#### Visual Aids for All Kids

10:30 am - 11:45 am

**Location:** Private Dining Room 5, Third Floor

**Presenter(s):** Aleta Woods, Board Certified Behavior Analyst

**Chair:** Breane Cory, Rockford Park District

What are we doing next? Where are the markers? Who is that? These are all questions we hear from young campers, students and participants all the time. In therapeutic recreation we often use visual systems and aids for kids with disabilities... however, they benefit EVERYONE!

**Learning Outcomes:** Participants will: (1) learn the benefits of using visuals in their classroom or program; (2) learn what visuals to use to help in the development of participants and students.

### 607 (FM)

#### Unique In-Service Ideas

10:30 am - 11:45 am

**Location:** Private Dining Room 6, Third Floor

**Presenter(s):** Kristi Brewer, Aquatics, Baker Station and Youth Programs Supervisor, St. Charles Park District; Conor Cahill, Superintendent of Recreation, Berwyn Park District; Laura Clark, Aquatic Manager, Bartlett Park District

**Chair:** Anne Bennett, Itasca Park District  
Learn how to regain your staff's attention and enthusiasm and how to make your in-services fun and educational at the same time.

**Learning Outcomes:** Participants will: (1) take ideas back to their facilities about CPR procedures, rescues and policies to be used for training purposes; (2) take back new ways to motivate their staff to not just come to in-services, but to want to actively participate.

### 624 (FM)

#### Tots, Teens, and Seniors: Developing Age-Specific Spaces That Deliver

10:30 am - 11:45 am

**Location:** Waldorf, Third Floor

**Presenter(s):** Gregg Calpino, Principal/Senior Landscape Architect, JJR; Tom Poulos, Principal/Secretary, Williams Architects

**Chair:** Matt Saviello, Fox Valley Park District  
Participants will learn concepts for designing spaces that meet the recreation needs for the various community age groups served by their agency. This session will also cover the use of community demographics to determine where there are needs in planning facilities that reflect the current activity trends for each age group. Examples and tips will be shared to further illustrate the topic.

**Learning Outcomes:** Participants will: (1) have a better understanding of what defines and contributes to an age-appropriate space; (2) gain insight into creating synergies among age-appropriate spaces that serve various age groups in their communities.

**901 (CM)****The Legal Aspects of Photography**

10:30 am - 11:45 am

**Location:** Conference Room 4E, Fourth Floor**Presenter(s):** Kirk Lawler, President, Lawler Photography

**Chair:** Minjah Miller, Lisle Park District Photographers, both professional and amateur-like, are increasingly being sued and harassed. By learning the laws pertaining to privacy, trespassing, contracts and copyright work, you can greatly reduce the chances that you or your organization will end up in court. The ongoing lawsuits between the Associated Press and poster artist Shepard Fairey, who designed the "Obama Hope" poster, will be discussed to bring to light to how the legal system works.

**Learning Outcomes:** Participants will: (1) learn how to use photography to promote their agency without the fear of lawsuits; (2) learn how to copyright your agency's photography to protect your agency's brand and image.

**902 (CM)****Integrated Marketing Across, Up/Down and Around Your Agency: An Overview of the Bloomingdale Park District's Journey to Reposition Itself for the Future**

10:30 am - 11:45 am

**Location:** Private Dining Room 4, Third Floor**Presenter(s):** Bloomingdale Park District Panel**Chair:** Anita Escalante, Bloomingdale Park District

Defining a message and establishing your agency's identity within the community is the first step in a successful marketing and promotion strategy. Learn how the Bloomingdale Park District tackled this challenge head-on to position itself with a unique and differentiating message. This session will present key principles of developing a positioning strategy along with personal insights from both staff and members of the board of commissioners.

**Learning Outcomes:** Participants will: (1) learn key principles of developing a positioning strategy; (2) take away key insights and hear about the main steps taken before, during and after the Bloomingdale Park District embarked on its repositioning journey.

**SATURDAY AFTERNOON  
CONFERENCE SESSIONS****12:30 pm – 1:45 pm**

All conference sessions award 0.1 CEUs.

Pre-registration is not necessary.

**18 (IPRA)****Alzheimer's: An Emerging Issue for Park and Recreation Professionals**

12:30 pm - 1:45 pm

**Location:** Private Dining Room 4, Third Floor**Presenter(s):** Ellen Carbonell, Associate Director, Family Programs and Nancy Cullen, Senior Director, Corporate Initiatives and Business Development, Alzheimer's Association**Chair:** Jennifer Elliott, Bartlett Park District

As our population ages and baby boomers enter the age of greatest risk for Alzheimer's, an agency's role in serving this demographic has changed. In the early stages of the disease, these individuals can be very high-functioning members of the community and users of your facilities and programs. Providing a quality recreational experience for this population requires an understanding of the disease, warning signs and progression.

**Learning Outcomes:** Participants will: (1) learn how to identify the warning signs and gain a sensitivity towards working with patrons with Alzheimer's or other form of dementia; (2) learn how their agency can be a catalyst for change by taking a leadership position as an employer and in the community by promoting the importance of early detection and knowing the ten warning signs.

**108 (IAPD)****Reach for the Stars! A Performing Arts Model**

12:30 pm - 1:45 pm

**Location:** Private Dining Room 5, Third Floor**Presenter(s):** William L. Clevenger, Executive Director, Marie Jagger-Taylor, Cultural Arts Supervisor and Christopher Riley, Commissioner, Decatur Park District**Chair:** Linda Johnson, Crete Park District

Reach for the Stars! will provide valuable insights into the development and operation of a broad-based performing arts program. Discussion will focus on creation of unique activities that incorporate active recreation, creativity, self-expression and all areas of the arts (music, theatre and dance), guided by National Arts in Education standards. Superior program models will illustrate how to inspire participants of all ages. Hands-on exercises will encourage involvement in the development/enhancement of a comprehensive arts program. The importance of collaborative community partnerships will also be stressed.

**Learning Outcomes:** Participants will: (1) obtain resources and information to develop and/or enhance their own arts programs; (2) learn how to create collaborative partnerships with school districts, arts councils, corporations and nonprofits to make arts available to all in their communities; (3) share valuable tools to adapt existing arts programs to fulfill National Arts in Education standards; (4) gain the perspective of a commissioner, executive director and performer/practitioner on the value of arts stressed as a critical component in the vast array of parks/recreation programming.

## SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm – 1:45 pm

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

### 114 (IAPD)

#### How to Avoid “High Noon” with Proper Board Practices and Procedures, Part II

12:30 pm - 1:45 pm

**Location:** Joliet, Third Floor

**Presenter(s):** Robert Bush and Scott Puma, Attorneys, Ancel Glink Diamond Bush DiCianni & Krafthefer

**Chair:** Mike Vogl, Bloomingdale Park District  
This session will further explain the correct park board practices and procedures to provide a smooth operation and how to keep your board meeting time tight and productive oriented.

**Learning Outcomes:** Participants will: (1) learn the tips and tricks in keeping the park board on track and within the guidelines of the state statutes; (2) learn to streamline their procedures and practices to reduce time and produce more successes.

### 130 (IAPD)

#### Developing Small Community Projects

12:30 pm - 1:45 pm

**Location:** Conference Room 4F, Fourth Floor

**Presenter(s):** Jim Brannen, Regional Director, Business Development, Northern Power Systems

**Chair:** Keith Mandoske, W-T Communications Design Group LLC

This session will cover the steps required from initiation through installation of a wind project of 10kw or smaller. Also covered will be the process to get local permitting along with siting guidelines and examples of Northwind 100 wind generator will be highlighted.

**Learning Outcomes:** Participants will: (1) gain an understanding of the process for a renewable wind project; (2) have an insight of the timeline that will be required from concept through installation of the project.

### 210 (PARKS)

#### Converting Turfgrass Lawns to Native Prairie Landscapes

12:30 pm - 1:45 pm

**Location:** Boulevard B, Second Floor

**Presenter(s):** Jason Cooper, Senior Project Manager, Conservation Design Forum; Ken Willis, President, Conservation Land Stewardship

**Chair:** Andi Cooper, Conservation Design Forum  
This session will consist of a short review of the ecological history of Illinois and will be followed by a discussion of the local and regional effects of turfgrass lawn as a default landscape. Options for converting turfgrass to native landscapes will be discussed along with potential benefits. Implementation will be assessed from both a designer's and a contractor's perspective.

**Learning Outcomes:** Participants will: (1) learn about the benefits for converting turf to native landscapes; (2) learn of different options for converting turf and how to implement some of these options.

### 213 (PARKS)

#### Justifying Sustainability: Counting Up the True Cost of Green

12:30 pm - 1:45 pm

**Location:** Private Dining Room 6, Third Floor

**Presenter(s):** Darrell Garrison and Keven Graham, Planning Resources, Inc.; John Howell, Elk Grove Park District

**Chair:** Ed Reidy, Bloomingdale Park District  
How do you justify the cost of going green to your board and your community? After you have convinced your park board that choosing materials that are more sustainable or green, you need to establish your criteria for the proper selection. The value of green and its impact on the construction budget and long term operating budget is an important step in going green. In this session we will explore the hidden costs and discuss the impacts on the long term maintenance of facilities.

**Learning Outcomes:** Participants will: (1) learn the comparison of costs associated with sustainable planning and material selection with that of conventional practices and selections; (2) explore common issues and arguments associated with presenting green concepts to directors, boards and the public.



### 317 (AF)

#### The Reality of Interviewing: Outwit, Outlast and Out Interview

12:30 pm - 1:45 pm

**Location:** Conference Room 4A, Fourth Floor

**Presenter(s):** Kevin Romejko, Human Resource Manager and Safety Coordinator, Palatine Park District

**Chair:** Denise Will, Olympia Fields Park District  
Searching for your first or perfect job can be quite an amazing race. No matter if you are an apprentice student or a big brother with years of experience, interviewing creates a certain fear factor within us all. In the real world, how do you keep your resume out of the elimination pile? Can you dance with the stars when asked difficult questions? How do you become the idol of the interviewer? When interviewing, there is only one sole survivor. So go-go-go to this session so you can learn to outwit, outlast and out interview your competition.

**Learning Outcomes:** Participants will: (1) learn how to prepare themselves for the interview process to gain a competitive advantage; (2) learn to anticipate the interview questions they will be asked, why they are being asked and strategies to provide an effective answer.



### 408 (REC)

#### RU Communic8N w/Teens?

12:30 pm - 1:45 pm

**Location:** Continental C, Lobby Level

**Presenter(s):** Darby Beasley, Teen Program and Center Director and Sean Warren, Teen Recreation Supervisor, St. Charles Park District

**Chair:** Bobbi Nance, Park District of Oak Park  
Teens claim that there's nothing for them to do, but they never show up when things are planned for them. In many cases, it's not the program or the teens that are the problem; it's that we're not reaching them. Learn what changes you can make right away so that your marketing materials really speak to this media savvy generation. Discover how to use social networking sites like Facebook and MySpace to make a big impact by investing just minutes of your time.

**Learning Outcomes:** Participants will: (1) learn techniques for advertising to the teen-aged population; (2) have a better understanding of how to use social networking sites to boost your agency's enrollment in teen programming.



## SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm – 1:45 pm

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

### 412 (REC) Early Childhood Forum

12:30 pm - 1:45 pm

**Location:** Lake Erie, Eighth Floor

**Presenter(s):** Devin Esparza, Assistant Child Care Director; Alisa Kapusinski, Program Manager, Hoffman Estates Park District; Diana Korzyniewski, Early Childhood Supervisor, Park District of LaGrange

**Chair:** Colleen Farrell, River Trails Park District  
Three panelists will share different "hot topics" in the early childhood field. Valuable information will be shared to improve the quality of your preschool program. Learn the basics of the Illinois State Early Learning Standards, Developmentally Appropriate Practice and Preschool for All. There will also be time to network and share questions and concerns with other early childhood professionals.

**Learning Outcomes:** Participants will: (1) review the Illinois State Board of Education Early Childhood Standards and how these standards should be implemented in preschool classes; (2) be given a brief overview of the Preschool for All program; (3) learn what Developmentally Appropriate Programs are and why it is so important in our classes; (4) share current concerns/questions with other early childhood professionals.

### 422 (REC) Giving Back: Constructing and Maintaining Strong Volunteer Programs

12:30 pm - 1:45 pm

**Location:** Conference Room 4C, Fourth Floor

**Presenter(s):** Panel of Experts

**Chair:** Kim Wallace, Downers Grove Park District

Need help? Building a strong volunteer program can often be the key for stronger community ties, more efficient programming and resident support. Join us to discuss the ins and outs of successful volunteer coordinating from the parks and recreation industry and beyond. This session will explore a variety of agencies including park districts, recreation programs, museums and charitable organizations to provide applicable take-home tools to bring to your agency tomorrow. The second half of this session will be held in a roundtable, discussion-based format.

**Learning Outcomes:** Participants will: (1) gain knowledge of volunteer program structures from surrounding agencies and businesses, providing them with tools to design and create their own volunteer program specific to the needs of their agency; (2) have the opportunity to view program structures with equitable measurable results. To better allow specification of program design, participants will be given time to trouble shoot program designs and ideas with like-minded peers.

### 435 (REC) Adding Fizz When Your Program Goes Flat

12:30 pm - 1:45 pm

**Location:** Boulevard C, Second Floor

**Presenter(s):** Kari Miller, Marketing and Public Relations Manager and Allison Sohr, Director of Marketing and Public Relations, Batavia Park District

**Chair:** Gabriel Castillo, Glendale Heights Parks and Recreation

We're all guilty of running a program season after season, but when low enrollment forces you to cancel a program it's time to add seasoning and spice things up! Discover the key ingredients to cooking up a successful program from writing a description to execution. Batavia's marketing team will offer you fresh ideas to grow your enrollment numbers by looking at past successes and failures, current trends and budget-friendly concepts. Open up and say "ahh!"

**Learning Outcomes:** Participants will: (1) learn how to take existing programs and breathe new life into them; (2) discover budget-friendly trends and ideas that will increase program enrollment numbers.

### 508 (TR) Activity to Activity Transitions: Fun and Easy Ways to be Effective

12:30 pm - 1:45 pm

**Location:** Lake Huron, Eighth Floor

**Presenter(s):** Aleta Woods, Board Certified Behavior Analyst

**Chair:** Breane Cory, Rockford Park District  
Timers, count downs, music, oh my! Every day we plan phenomenally fun activities for our participants, but often forget to plan for the transitions in between. Pulling children away from something they love or trying to keep them focused on something they don't can be a tricky task. Come learn clever ways to do both!

**Learning Outcomes:** Participants will: (1) learn the importance of being prepared with and implementing transition techniques for all kids; (2) learn creative and clever transition techniques to implement.

### 612 (FM) Technological Advances in Fitness Equipment

12:30 pm - 1:45 pm

**Location:** Lake Michigan, Eighth Floor

**Presenter(s):** Bill Bartlett, Territory Manager/Outside Sales and Michael Lyons, President, Professional Fitness Concepts

**Chair:** Jay Kelly, Geneva Park District  
Technology is rapidly changing in exercise equipment. Be updated on what is available today and in the future and how to position for proactive change and implementation.

**Learning Outcomes:** Participants will: (1) learn what is available and how it impacts today and what is coming; (2) learn how to be proactive to change versus reactive and how to position your facility to institute the changes.

### 626 (FM) Planning Today for the Aquatic Facility of the Future: Keeping Your Finger on the Pulse of the Aquatic Industry

12:30 pm - 1:45 pm

**Location:** Lake Ontario, Eighth Floor

**Presenter(s):** Melinda Kempfer, Business Development Coordinator, Water Technology, Inc.

**Chair:** Karen Spandikow, Oak Brook Park District  
Trend today, gone tomorrow? Maybe not "gone", but certainly "new and improved." Aquatic industry trends are dynamic. Their history can help us predict the future. Tomorrow's aquatic center will resemble today's waterpark boasting bigger and better attractions with soaring entertainment value. Aquatic facilities will continue to cater to all generations and span all cultures with the innovation of multi-use pools and a myriad of programming options for simultaneous-use areas. Global concerns will steer the parameters of sustainable design. In a strained economy, the family will opt for the aquatic facility as a "one-stop shop" for entertainment and a less expensive alternative to the "vacation." Aquatics as a catalyst for health and wellness will rise in popularity for generations young and old. Guest safety and public health will persist as a driving force in their design and government legislation will play a critical role in its safety regulation. With the evolution of these aquatic facilities come more advances in technical trends regarding water treatment, air quality and dehumidification so critical to guest safety, public health and the aquatic experience. Explore how the family aquatic center will continue to satisfy our insatiable appetite for more, more, more!



**Learning Outcomes:** Participants will: (1) become familiar with amenities that are typical of today's aquatic facility and better understand how today's aquatic facility is playing a larger role in the community; (2) discover how the family aquatic center will become a "one-stop shop" for entertainment.

## 905 (CM) How to Shop for Digital Cameras

12:30 pm - 1:45 pm

**Location:** Marquette, Third Floor

**Presenter(s):** Kirk Lawler, President, Lawler Photography

**Chair:** Sarah Holcombe, NISRA

Get the camera that meets your agency's needs by attending this session - a primer on purchasing digital photography equipment. Learn how to shop within your agency's budget by determining which features you really need to have in your camera and which features are just marketing gimmicks.

**Learning Outcomes:** Participants will: (1) learn which retailers are trustworthy and where to go for unbiased reviews; (2) learn which accessories you need to purchase to get the best deal for the most versatile equipment.

## SATURDAY AFTERNOON CONFERENCE WORKSHOPS

1:00 pm – 3:00 pm

All conference workshops award 0.2 CEUs.

Pre-registration is not necessary.

### 19 (IPRA) Professional Certification and Preparing for the CPRP Exam

1:00 pm - 3:00 pm

**Location:** Continental A, Lobby Level

**Presenter(s):** Panel of Experts

**Chair:** Matt Barber, WSSRA

This workshop will briefly review the benefits of becoming a Certified Park and Recreation Professional (CPRP). Find out what it takes to become certified and how to maintain your certification. It will also include a refresher course that 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: Administration, Programming and Operations.

**Learning Outcomes:** Participants will: (1) learn how to prepare to take and pass the national certification exam for park and recreation professionals; (2) learn about the make up of the certification exam and the four areas it covers; (3) gain an understanding of professional certification, the development of criteria used for the certification process and certification maintenance.

### 116 (IAPD) Where Did the Money Go?

1:00 pm - 3:00 pm

**Location:** Williford A, Third Floor

**Presenter(s):** David Phillips, Senior Vice President, Speer Financial; Robert Porter, Director of Special Projects and Adam Simon, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer

**Chair:** Bob Schmidt, Schaumburg Park District

This workshop is intended to provide a clear understanding on how the different financial ordinances, procedures and reports all work in cycle to provide fiscal control, accountability and mission planning plus information on bonds and interest.

**Learning Outcomes:** Participants will: (1) learn how the levy, Truth in Taxation and the Tax Cap all blend together with new laws; (2) learn tips and tricks in board procedures and practices for smooth operations; how bonds and interest work with the financial process.





## SATURDAY AFTERNOON CONFERENCE WORKSHOPS

1:00 pm – 3:00 pm

All conference workshops award 0.2 CEUs.  
Pre-registration is not necessary.

### 132 (IAPD)

#### Good to Great for the Social Sector

1:00 pm - 3:00 pm

**Location:** Boulevard A, Second Floor

**Presenter(s):** Beth Michaels, Lead Consultant and Dale Primer, President, Primer, Michaels

**Chair:** Jeff Curran, Hinsdale Park and Recreation Department

Every leader has an impression of their agency's performance and issues. Here is an opportunity for agency leaders and board members to gain further understanding of their strengths and growth opportunities from a renowned benchmarking diagnostic. Jim Collins and Jerry Porras researched and published the characteristics of highly successful organizations in their famous book *Good to Great*. Jim Collins has taken the research to government and nonprofit entities. During this workshop you will complete the "Good to Great for the Social Sector" diagnostic and interpret the results.

**Learning Outcomes:** Participants will: (1) gain an understanding of the core characteristics that great social sector organizations share; (2) identify specific areas for further development.

### 218 (PARKS)

#### Chicago Wilderness Green Infrastructure

#### Vision: Strategies for Land Acquisition and Park Design That Protect the Environment, Save Money and Reconnect Children and Families with Nature

1:00 pm - 3:00 pm

**Location:** Astoria, Third Floor

**Presenter(s):** Dennis Dreher, Director of Conservation Design, Cowhey Gudmundson Leder, Ltd., John Rogner, Supervisor, Chicago Ecological Services Field Office and Chair, Chicago Wilderness; Nancy Williamson, Trustee, McHenry County Conservation District  
**Chair:** Elizabeth Kessler, McHenry County Conservation District

This workshop will provide an overview of Chicago Wilderness' Green Infrastructure Vision as a framework for park districts to strategically protect critical natural areas, implement sustainable/green infrastructure designs for landscapes and facilities and reconnect children and families with nature.

**Learning Outcomes:** Participants will: (1) obtain a working knowledge of conservation design and related LEED principles for new and retrofitted facilities and landscapes; (2) learn how to develop and deploy innovative, reduced cost strategies for partnership with local governments, adjacent park and forest preserve districts and developers to protect and restore sensitive natural areas and provide nature-based greenways and trail connections.

### 505 (TR)

#### Teaching Play Skills with Board Games to Children with Autism

1:00 pm - 3:00 pm

**Location:** Continental B, Lobby Level

**Presenter(s):** Mary Crissman, Senior Autism Consultant/Trainer, Little Friends Center for Autism

**Chair:** Breane Cory, Rockford Park District  
Play is an important part of each person's life. It teaches us the social skills of waiting and turn-taking, winning and losing and engaging with others. Play may be counting. Through play, language skills such as simple scripts and verbal labeling can be taught and reinforced. We may learn competitive strategies. There are many great board games that you would love to teach children and young adults, but the games may seem to be beyond their skills.

**Learning Outcomes:** Participants will: (1) learn how to break down and adapt board games to meet the individual needs as well as how to advance the adaptations as the learner's skills improve in order to develop the learner's communicative, social and cognitive skills; (2) learn how to teach play skills through the use of board games to children with Autism Spectrum Disorders as well as determine which games are within the learner's skill level.

### 511 (TR)

#### What Do We Know About Our NET Generation: Part 2

1:00 pm - 3:00 pm

**Location:** Waldorf, Third Floor

**Presenter(s):** Sandy Chevalier, Superintendent of Recreation, Tinley Park Park District; Donna McCauley, Professor of Recreation Management and Recreation Therapy, Moraine Valley Community College; Colleen O'Connell, Superintendent of Recreation and Kelly Rajzer, Director of Parks and Recreation, Village of Romeoville

**Chair:** Anne Cosentino, SEASPAR

For the first time in history, the workforce is comprised of three generations (Baby Boomers, Generation X and Generation Y - also known as the NET Generation) all working together. Join us as we provide helpful hints and discussion to bridge the gap between the generations in the work place. PLEASE NOTE: This is the second part of a two-part session; some background will be repeated, but this workshop will include more tips and techniques.

**Learning Outcomes:** Participants will: (1) understand the dynamics of having three generations in the workplace and what it means to each individual employee; (2) understand what skills are needed in order to bridge the gap between different generations working together.



619 (FM)

**The Happy Healthy Employee: Creating More Efficient**



**Workplaces from the Inside Out**

1:00 pm - 3:00 pm

**Location:** Williford B, Third Floor

**Presenter(s):** Shannon Olison, Independent Consultant and LoriKay Paden, Education and Community Services Coordinator, University of Illinois

**Chair:** Lori Neubauer, Itasca Park District  
Looking for ways to create more productive and efficient employees? The answer is simple - help them to be healthier. Healthy employees are more productive, get sick less often, help boost morale, cost you less money in health care costs and stay with you longer. Your agency can easily implement a simple awareness program and activities that not only win you statewide recognition, but more importantly give you a stellar staff that is healthier from the inside out! Don't miss this high-energy, practical workshop!

**Learning Outcomes:** Participants will: (1) learn the value of incorporating wellness awareness into employee training and the workday with the six dimensions of wellness: physical, social, intellectual, emotional, diversity/spiritual and environmental; (2) gain specific and valuable programming ideas and simple tactics to build a healthier staff starting next week.

627 (FM)

**Turning the Corner on a Revenue Facility**

1:00 pm - 3:00 pm

**Location:** Williford C, Third Floor

**Presenter(s):** David Gilbert, Consultant

**Chair:** Keara Stout, Elk Grove Park District  
Making the most out of a revenue facility is hard work. This workshop will teach you tips and tricks for bringing together vendors, patrons and guests so that your revenue facility can make the most of the amenities it offers. Pulling the "Four Corners" revenue plan from the private sector will make your public facility a revenue generator.

**Learning Outcomes:** Participants will: (1) learn how to apply the "Four Corners" of the private sector revenue facility to the park and recreation sector so they can increase revenue and profits of their own revenue facility; (2) learn tips and tricks for marketing the amenities of their facility to the general public and business sectors.

**SATURDAY AFTERNOON  
CONFERENCE SESSIONS**

**2:00 pm – 3:15 pm**

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

107 (IAPD)

**Ask the Commissioner**

2:00 pm - 3:15 pm

**Location:** Lake Ontario, Eighth Floor

**Presenter(s):** Chris Garry, President, Barrington Park District; Fred Hohnke, President, Woodridge Park District; Don Jessen, President, Addison Park District; Ron Lehman, Commissioner, Channahon Park District; Diane Main, Commissioner, Westmont Park District

**Chair:** Mickey Macholl, Hanover Park Park District

A panel of experienced commissioners will answer questions and provide information to newly elected commissioners or those who are relatively new to a board.

**Learning Outcomes:** Participants will: (1) gain knowledge as to their roles as park district commissioners; (2) be able to ask questions from experienced commissioners.

212 (PARKS)

**Promoting Native Landscaping: Barriers and Motivation**

2:00 pm - 3:15 pm

**Location:** Conference Room 4K, Fourth Floor

**Presenter(s):** Dr. Barbara Willard, Associate Professor, DePaul University

**Chair:** Cameron Bettin, Plainfield Park District

This session will report on a study entitled "The Good Neighbor Focus Group Project", a Chicago region-wide plan encouraging neighbors, surrounding forest preserves and conservation district lands to promote native landscaping in an effort to extend natural habitats and biodiversity into residential, business and institutional areas.

**Learning Outcomes:** Participants will: (1) identify the perceptual barriers to the acceptance of native landscaping on public and private lands; (2) understand the persuasive techniques that foster the public acceptance of native landscaping on public and private lands.



215 (PARKS)

**Eco-Maintenance: Sustaining the Sustainable Landscape**

2:00 pm - 3:15 pm

**Location:** Marquette, Third Floor

**Presenter(s):** Tim Caldwell, Principal/Owner, The Savannah Group; Juli Crane, Director of Environmental Studies, Planning Resources, Inc.; Ryan Heitman, General Manager, Fisher Burton

**Chair:** Jon Carlson, Bartlett Park District

Sustainable landscapes have become increasingly popular in the recreation industry. Now that we have them, how do we maintain them? What exactly should be done to preserve, enhance and maintain the character of sustainable landscapes within a jurisdiction under our care?

**Learning Outcomes:** Participants will: (1) understand the effects deferred maintenance has on the sustainable landscape; (2) learn how to use and select plants suitable to the microhabitat, water for maximum conservation, eliminate the use of chemicals (low-input lawn care), maintain the landscape/established area by mowing and burning.





## SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm – 3:15 pm

All conference sessions award 0.1 CEUs.

Pre-registration is not necessary.

### 306 (AF)

#### How Do I Pay Them? Wage and Hour Law Question and Answers

2:00 pm - 3:15 pm

**Location:** Lake Michigan, Eighth Floor

**Presenter(s):** Margaret Kostopulos and David Lefkow, Attorneys, Ancel Glink Diamond Bush DiCianni & Krafthefer

**Chair:** Anna Olas, Crystal Lake Park District

This session is designed to answer the questions regarding wage and hourly law issues concerning your employees. Learn to avoid costly legal issues by learning proper techniques and procedures in dealing with your employee pay issues.

**Learning Outcomes:** Participants will: (1) learn proper procedures in dealing with wage/salary issues of their employees; (2) learn to avoid costly mistakes in dealing with payroll issues at their agencies.

### 318 (AF)

#### Intergovernmental Pooling of Investments

2:00 pm - 3:15 pm

**Location:** Lake Huron, Eighth Floor

**Presenter(s):** Lara Allen, Executive Director, IMET

**Chair:** Christy Powell, Geneva Park District  
During this session you will hear information on the privately-sponsored versus government-sponsored investment pools available to park districts. You will find out about the benefits of intergovernmental pooling of investments such as reducing expenses and increasing efficiencies.

**Learning Outcomes:** Participants will: (1) identify opportunities for intergovernmental pooling of investments; (2) explore the benefits of intergovernmental pooling of investments such as administrative cost savings, levels of oversight and other benefits due to economies of scale.

### 405 (REC)

#### Teen Camps and CIT Programs

2:00 pm - 3:15 pm

**Location:** Private Dining Room 1, Third Floor

**Presenter(s):** Mike Gianatasio, Recreation Supervisor, Lisle Park District; Bobbi Nance, Recreation Supervisor, Park District of Oak Park  
**Chair:** Bart Desch, Sycamore Park District

Are you thinking of starting a camp or counselor-in-training program for teens or do you need some fresh new ideas? Get advice and ideas on best practices for structuring, marketing and staffing your camp and CIT programs as well as how to get the most from your teens and come up with activities exciting enough to keep them engaged for the entire summer.

**Learning Outcomes:** Participants will: (1) learn various facets of creating a teen camp and a counselor-in-training program; (2) have a better understanding of how to handle the behaviors in teen camps and train CITs to work with youth; (3) learn how to incorporate best practices in the management of teen camps and CIT programs.

### 424 (REC)

#### Behavior Management: Discipline and Developing a Plan to Implement

2:00 pm - 3:15 pm

**Location:** Joliet, Third Floor

**Presenter(s):** Trisha Breitlow, Assistant Superintendent, Andrea Griffin and Renee Miles, Inclusion Coordinators, NWSRA

**Chair:** Angela Lee, NWSRA

Have you ever experienced a program participant who just doesn't want to follow the rules and tests your patience on everything? Come learn how to turn negative behavior into positive and cooperative participation. This session will also develop your skills in creating a professional action plan for effectively working with problematic participants.

**Learning Outcomes:** Participants will: (1) learn where and why negative behavior occurs; (2) develop techniques for managing negative behavior.

### 430 (REC)

#### Sponsorships for Your Running Event

2:00 pm - 3:15 pm

**Location:** Private Dining Room 2, Third Floor

**Presenter(s):** David M. Pratt, Executive Director, Association of Running Event Directors  
**Chair:** Jackie Witt, Park District of Franklin Park

Get smart about sponsorship. Learn effective techniques to attract and retain corporate sponsors. Understand ROI, marketing entitlements, sponsorship solicitation and sponsor activation.

**Learning Outcomes:** Participants will: (1) understand why companies sponsor running events; (2) learn techniques for attracting and retaining sponsors.

### 434 (REC)

#### H.E.R.O. Programming

2:00 pm - 3:15 pm

**Location:** Continental C, Lobby Level

**Presenter(s):** Mary Magee-Hath, Assistant Fitness Coordinator, Joliet Park District  
**Chair:** Blaine Kline, Joliet Park District

Discover creative ways of fitness programming utilizing your fitness and marketing departments together. Stretch marketing dollars, retain members and attract new ones. Health education, through free-of-charge programs for members and non-members, teach those participants responsible ownership by your professional staff.

**Learning Outcomes:** Participants will: (1) be given details of programs that work! These successful creative programs stretch advertising dollars over a six-week period to help retain members long after New Years: Turn Back the Clock; Help Yourself to a Healthy Heart, T.A.S.K. (Tackling Sedentary Kids) and more; (2) leave with a variety of fitness program ideas geared to all ages and fitness abilities that can be used throughout the entire year at little or no cost to your members.



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

## SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm – 3:15 pm

All conference sessions award 0.1 CEUs.  
Pre-registration is not necessary.

SOARING TO  
NEW HEIGHTS

### 621 (FM)

#### Movin' on Up! How to Prepare to be a Superintendent

2:00 pm - 3:15 pm

**Location:** Lake Erie, Eighth Floor

**Presenter(s):** Kim Cashmore, Superintendent of Recreation, Buffalo Grove Park District; Kim Dasbach, Superintendent of Recreation, Bartlett Park District; Dean Hoskin, Superintendent of Recreation, Bensenville Park District

**Chair:** Stephanie FitzSimons, Bartlett Park District

Looking for the secrets to success to moving up the recreation career ladder? Join us in this fun and informative session that will cover what key skills (i.e., staff, financial, problem solving, attention to detail) that you should focus on in order to become a superintendent. Time will also be spent on questions and answers as well as an open discussion.

**Learning Outcomes:** Participants will: (1) learn what opportunities to embrace in their current positions and what areas to focus on to help them advance their career; (2) learn and discuss what a "normal day in the life of a superintendent" is from current superintendent-level staff.

### 623 (FM)

#### Synthetic Turf: Increase Your Programming Capabilities

2:00 pm - 3:15 pm

**Location:** Private Dining Room 3, Third Floor

**Presenter(s):** Pat Moser, Superintendent of Parks and Planning, Palatine Park District; Glen Eriksson, President, Ericksson Engineering Associates, Ltd.; Jack Sebesta, Superintendent of Recreation, Crystal Lake Park District; Mike Zelek, Associate Superintendent for Business, Grayslake Community High School District

**Chair:** Mike Renner, Cary Park District

A panel of owners and designers will describe the benefits of indoor and outdoor turf facilities, the associated increase in play, maintenance requirements and revenue generation.

**Learning Outcomes:** Participants will: (1) learn about synthetic turfs multi-use capabilities, outdoor durability, construction considerations and estimated construction costs; (2) be able to determine if a synthetic turf facility would benefit their agency's programming capabilities.



SATURDAY, JANUARY 30, 2010

# GO GREEN

- The delegate giveaway for this year's conference is a recyclable/reusable tote bag.
- Bring a reusable water bottle to fill in your room or at a water fountain.
- Recycling containers will be located throughout the conference area.
- Minimize how much printed material you pick up while in the exhibit halls. Many exhibitors are now offering attendees the option of receiving information via email.
- The IPRA Environmental Committee has developed "Green Checklist" for exhibitors to award those companies who are leading the way in sustainable business practices. Look for booths displaying the "Green Exhibitor Award" certificate.



SATURDAY EVENING SOCIAL

# Jim Gossett



Saturday, January 30

Hilton Chicago, International Ballroom

6:30 pm – 10:30 pm

Imagine George W. Bush, David Letterman, John Kerry, Larry King, Arnold Schwarzenegger, Tom Brokaw, Randy Travis, Johnny Carson, Bill Clinton, George Bush, Willie Nelson, Ted Koppel, Andy Rooney, Jesse Jackson, Jay Leno, Keith Jackson and a host of others performing for you! When **Jim Gossett** hits center stage, you never know who will turn up!

While other comedians recycle “stock” jokes, **Jim Gossett** takes his inspiration from the events of the day, adds his special brand of magic, and delivers a performance so up-to-the-minute, it’s no wonder his material often appears in the monologues of *The Tonight Show* and *The Late Show with David Letterman*. His unique perspective on the news will captivate you!

6:30 pm – 8:45 pm

Dinner and Drinks

8:45 pm – 10:30 pm

Jim Gossett (with a 15-minute intermission)

Delegates who register for the Full Conference Package will receive one ticket for admission. Extra adult tickets may be purchased through the pre-registration process or onsite for \$85

No stranger to the concert stage, **Jim Gossett** has opened for such celebrities as Paul Anka, Barbara Mandrell, Jay Leno, Crystal Gayle, Louise Mandrell and Frankie Valli. He also appears regularly in comedy clubs and college campuses across the country, earning him a substantial following. When not performing, he can be heard on a variety of national and regional commercials for Pizza Hut, Ford Trucks, McDonald’s, GMC, Kroger, and Wendy’s. He is also a featured announcer on the Cartoon Network and provides humorous commentary on several national radio talk shows.

**Due to the nature of the evening’s entertainment, this is an adult-only event.**

# EXHIBIT HALL INFORMATION

SOARING TO  
NEW HEIGHTS

The IAPD/IPRA Soaring to New Heights exhibit hall is the largest exhibit show EVER for Illinois' park and recreation field.

It features more than 300 commercial manufacturers, distributors, designers and educational booths AND lots of cash prizes!



## DRAWINGS AND PRIZES

A variety of cash prizes await you in the exhibit hall. You simply need to complete the Official Exhibit Hall Giveaway Entry Form included in your registration materials, find the drum located in the exhibit hall and drop it in! You will then be eligible to win one of numerous cash prizes.

The locations of the drum are random. Volunteers working Conference Registration, Conference Headquarters and Exhibitor Registration **do not** know the locations of the drum. You will need to roam the halls on your own and locate the drum. Drawings will take place:

Thursday, January 28	5:00 pm
Friday, January 29	10:30 am and 3:00 pm
Saturday, January 30	9:00 am

## CONTEST RULES

Prizes must be claimed the same day as the drawing. At the end of the day, any unclaimed prizes will go back into the drum for the next day's raffle. Prizes may only be claimed during exhibit hall hours.

- Only official entry forms will be accepted.
- You may win only once during the conference.
- Only one entry per delegate is allowed.
- The winning delegate must claim his/her prize in person.

## EXHIBIT HALL HOURS

### Thursday, January 28:

2:00 pm – 6:00 pm, Grand Opening

### Friday, January 29:

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

\* Dessert served from 2:15 pm – 3:15 pm.

This is a ticketed event.

### Saturday, January 30:

8:30 am – 11:00 am

\* Breakfast available from 8:30 am – 10:00 am.

This is a ticketed event.

## SPECIAL THANKS TO W-T ENGINEERING, INC.

Proud sponsor of breakfast in the exhibit hall

**W-T**  
**W-T ENGINEERING, INC.**  
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*A name badge is required to enter the exhibit hall.*



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



# IAPD/IPRA SOARING TO NEW HEIGHTS CONFERENCE

January 28 - 30, 2010

Hilton Chicago - NW, NE, SW, & SE Halls





# 2010 IAPD/IPRA Soaring to New Heights Conference Exhibitors

SOARING TO  
NEW HEIGHTS

COMPANY	BOOTH#	COMPANY	BOOTH#
2nd Wind Exercise	920	Design Perspectives, Inc.	313
3D Design Studio	1409	DesignSpring Inc.	1116
8020 Power Corp.	102	Direct Fitness Solutions	1306
A Zoo to You	913	Disc Golf Association	427
A-Awesome Amusements Co.	413	Doty & Sons Concrete Products	1422
ActiveCommunities, part of Active Network	1626	Drop Zone Portable Services, Inc.	1202, 1204
Adolph Kiefer & Associates	1510, 1512	EA Engineering, Science and Technology	819
All Inclusive Rec (A.I.R.)	1007	Engineering Resource Associates, Inc.	617
All Star Bleachers, Inc.	719	Excalibur Technology Corp.	808
American Ramp Company	206	Executive Service Corps of Chicago	603
American Red Cross of Greater Chicago	604	Farnsworth Group, Inc.	1317
Ameristar Fence Products	1002	FGM Architects	1413
AmeriZyn Inc.	1304	FieldTurf	304
AMJ Spectacular Events	403	Fitzgerald Lighting & Maintenance Co., Inc.	312
Aqua Pure Enterprises, Inc.	1514, 1516	Floors Incorporated	908
AstroTurf USA	204	Fun Ones, The	1118
Athletic & Recreation Products, Inc.	1111	Fun Services	810
Autofrost	113	Gen Power Inc.	1207
B & E Aquatics, Inc.	804	General ASP	202
Baggio, Inc.	707, 709, 711	George Williams College of Aurora University	1508
Baum Sign, Inc.	1214	Gold Medal Products	803, 805, 902, 904
Beacon Athletics	1412	Goodmark Nurseries LLC	218
Bella Bagno, Inc.	1019	Griffon Systems, Inc.	221
BEST - Exhibits	114	Grins-Sportspage Inc.	903
Billy Casper Golf	1015	Haldeman-Homme, Inc.	923
BLDD Architects, Inc.	613	Halogen Supply Company, Inc.	1404, 1406
Blick Art Materials	517	Harris Computer/MSI/AEK	1509
Bobcat Company	814	Hazard, Young, Attea & Associates	816
Bonestro	303	Henry Bros. Co.	1329
Bronze Memorial Company	818	Hey and Associates, Inc.	419
Brusseau Design Group, LLC	1612	Hitchcock Design Group	1315
BSN Sports/Collegiate Pacific	811	Homer Industries, LLC	1211, 1213
Burbach Aquatics, Inc.	1511	Houseal Lavigne Associates, LLC	918
Call One/e-One	723	Howard L. White & Associates, Inc.	1402, 1403, 1502
Camosy Construction	522	I.D. EDGE Inc.	1327
Carbit Paint Company	806	Ice Miller LLP	103
CENTAMAN Systems	917, 919	Illinois Agriculture in the Classroom	1106
Central Sod Farms	1008, 1010	Illinois Association of Park Districts	703
Century Industries	323	Illinois Brick Company	1009
Challenger Sports - British Soccer Camps	602	Illinois Bus Sales	1123, 1125, 1127
Chapman and Cutler LLP	809	Illinois Chapter of the American Society of Landscape Architects	1210
Chase Bank	101	Illinois Correctional Industries	1206
Chicago Bulls/White Sox Training Academy	1309	Illinois Department of Central Management Services	420
Chicago Fire Soccer	710	Illinois Metropolitan Investment Fund	916
Cisco	1017	Illinois Municipal Retirement Fund	1203
Clarke	320	Illinois Park and Recreation Association	802
Clowning Around Entertainment	1323	Illinois Park District Liquid Asset Fund Plus (IPDLAF +) / PFM Group	705
Cody/Braun & Associates, Inc.	1408	INNOVA Disc Golf	1714
Commeg Systems, Inc. (TimePro)	317	Innovative Aquatic Design, LLC	1614
Commercial Recreation Specialists, Inc.	823	IPARKS	1513, 1515
Communications Direct, Inc.	1212	Jazzercise, Inc.	807
Connor Sports Flooring	519	Jeff Ellis & Associates, Inc.	321
Cordogan Clark & Associates, Inc.	1607	JJR, LLC	1319
Corporate Construction Services	1424	John Deere Company	1423, 1425, 1427, 1429, 1522, 1524, 1526, 1528
COS Industries, Inc.	318	Keeper Goals	1608
Counsilman-Hunsaker & Associates	1325	KI Furniture	817
Coverworx-Recreational Architecture	621	Kiefer Specialty Flooring	1609, 1611
Cowhey Gudmundson Leder, Ltd.	721	Knutte and Associates, P.C.	502
Crown Trophy	316	Kudrna & Associates, Ltd.	422
CSI Software	514	Lake Country Corporation	1205
Custom Manufacturing, Inc.	1613	Landscape Concepts Management	1013
Custom Playgrounds Inc.	108	Les Mills	706
CXT Inc.	1326		
Deep Root Partners, LP	122		
Deschamps Mats Systems, Inc.	307		



**COMPANY**

**BOOTH#**

Let's Go Play, Inc.	405, 407
Lifeguard Store, The	1525
Lights For Learning	715
Lincoln Equipment, Inc.	1421
Linden Group Inc.	426
Lohmann Companies	421
Lord & Murphy, Inc.	1418
Lowery McDonnell Company	521
M. Putterman & Co. LLC	909
Mad Bomber Fireworks Productions	1311
Maglin Site Furniture Inc.	216
Mary Cook & Associates	718
Maul Asphalt & Sealcoating	606
Maximum Solutions, Inc.	713
McGinty Bros., Inc. Lawn & Tree Care	314
Medieval Times Dinner & Tournament	1313
Melrose Pyrotechnics, Inc.	1518, 1520
Mercury Cruiseline	714
Mesirov Financial, Inc.	412
Metropolitan Water Reclamation District of Greater Chicago	921
Midwest Sales Company	1622, 1624
Midwest Transit Equipment	1215
Mity-Lite, Inc.	1021
Momentum Fitness	1011
Moose Sports Surfaces, Ltd.	1321
Mortenson Construction	615
Musco Lighting, Inc.	1507
National Recreation Park Foundation	704
Neopost Inc.	907
Nice Rink	1615
Norris Design	319
NuToys Leisure Products	1303, 1305
Outdoor Movie Mania	1107
Palatine Oil Company, Inc.	1004, 1006
Palos Sports, Inc.	1307
Park District Risk Management Agency	1417, 1419
Park Supply Direct, Inc.	1322
ParkPro from Bockyn, LLC	1708
Parkreation, Inc.	1527
Peak Software Systems, Inc.	822
Perennial Park Products	520
Perfect Turf LLC	106
Personalized Awards, Inc.	1517
PHN Architects	1314
Piccadilly Concepts	402
Pinnacle Services Inc.	322
Pizzo & Associates, Ltd.	1312
Planning Resources, Inc.	1320
Platinum Poolcare Aquatech, Ltd.	1529, 1628
PlayMasters Inc.	109, 111
PMA Financial Network, Inc.	915
Poptoss Inc.	1121
Prime Turf, Inc.	1012
Primera	215
Professional Building Services	717
Professional Fitness Concepts, Inc.	416, 418
Profitable Food Facilities	1208
PSA-Dewberry/BCA	1414, 1416
Public Restroom Company, The	914
Pulse Design, Inc.	116
R.C. Systems, Inc.	1324
Randolph Rose Collection	1016, 1018, 1020, 1022
Ratio Architects, Inc.	1023
Record-A-Hit Entertainment	1415
Recreation Concepts, Inc.	1603, 1605, 1702, 1704
Recreonics, Inc.	1519

**COMPANY**

**BOOTH#**

Reese Recreation Products, Inc.	1602, 1604, 1606
Reinders, Inc.	1625, 1627, 1629
Renaissance Communication Systems	1411
RenoSys Corporation	623
Riddile & Associates	1410
Robert Juris & Associates Architects, Ltd.	815
RTH Processing, Inc.	506
Safe Sitters ®	214
SCORE SPORTS	404, 406
ScoreComm	516, 518
SEC Group, Inc.	607
SEI	716
Seiler Instrument Company	820
Selden Fox, Ltd.	812
Seven Utility Management Consultants	708
Shade Creations by Waterloo	910
Sidwell Company, The	414
Sievert Electric Service & Sales Company	1310
Sikich LLP	306
Single Path	911
Sink Combs Dethlefs	315
Skender Construction	813
SKYLOGIX LLC	1621
Soccer Made in America	302
Spargo Group, The	512
Spear Corporation	1623
Speer Financial, Inc.	1618
Sport Court Midwest	507
Sports Display Network	217
Sports R Us, Inc.	905
Sportsfields, Inc.	1619
SRBL Architects	1610
Starfish Aquatics/Human Kinetics	415, 417
Starved Rock Lodge	1120
Summerland Consulting LLC	712
Sundek of Illinois, Inc.	1503, 1505
Tallgrass Restoration, LLC	912
TCL Electric & Lighting	1710
Team REIL, Inc.	1405, 1407, 1504, 1506
Terry Guen Design Associates	1712
Thompson Dyke & Associates, Ltd.	1302
Tintype Studio, Inc.	112
Tom Scholl Paving, Inc.	503
TSS Photography	821
Tyler Technologies	505
U.S. Arbor Products, Inc.	513
U.S. Tennis Court Construction Company	1318
United States Tennis Association/Midwest Section	423
Upland Design, Ltd.	922
US Cellular	1122
US Fleet Tracking	115
Vermont Systems, Inc.	1521, 1523
Visual Image Photography, Inc.	1209
Volleyball Pros A Division of Sports Endeavors, Inc.	1308
VW Dock Co.	222
W.B. Olson, Inc.	906
Water Technology, Inc.	515
Water's Edge Aquatic Design	212
Weblinx, Inc.	223
Wenger Corporation	1014
Wild Goose Chase, Inc.	213
Williams Architects, Ltd.	1328
W-T Engineering, Inc.	1616
Zenon Company	1426, 1428
ZOPPE: An Italian Family Circus	610



Illinois Association of Park Districts

Illinois Association of Park Districts  
211 East Monroe Street  
Springfield, IL 62701  
217/523-4554  
217/523-4273 (fax)



Illinois Park and Recreation Association  
1815 S. Meyers Rd., Suite 400  
Oakbrook Terrace, IL 60181  
630/376-1911  
630/376-1919 (fax)

2011 IAPD/IPRA Soaring to New Heights Conference, January 27-29, 2011 at the Hilton Chicago  
**SESSION SUGGESTION FORM - DUE MARCH 1, 2010**

You are invited to submit session suggestions for the 2011 IAPD/IPRA Soaring to New Heights Conference. Please be specific in describing your suggestion and speaker information. Please forward your completed form **NO LATER THAN MARCH 1, 2010** to:

**Dina Kartch, IPRA Education and Conference Director**  
E: dina@lilpra.org, F: 630-376-1919, W: www.ilparksconference.com

**TOPIC (LIMIT 10 WORDS):**

\_\_\_\_\_

**PLEASE INDICATE WHICH SECTION THE SESSION WOULD BE SPONSORED BY (SELECT ONLY ONE):**

<input type="checkbox"/> AF/TECH (Administration/ Finance; Tech)	<input type="checkbox"/> CM (Communications/ Marketing)	<input type="checkbox"/> EMS (Ethnic Minority Section)	<input type="checkbox"/> FM (Facility Management)
<input type="checkbox"/> IAPD (Boards/Elected Officials)	<input type="checkbox"/> PARKS (Park/Grounds)	<input type="checkbox"/> REC (Recreation/Programming)	<input type="checkbox"/> STUDENT (Students)
<input type="checkbox"/> TR (Therapeutic Recreation)	<input type="checkbox"/> OF INTEREST TO ALL:		

**DESCRIPTION:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ESTIMATED LENGTH OF SESSION:**     75 minutes     2 hours     3.5 hours

**WHY IS THIS TOPIC IMPORTANT TO THE CONFERENCE AND TO IAPD/IPRA MEMBERS?** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**SUBMITTED BY:**

Name \_\_\_\_\_ Agency \_\_\_\_\_

E-mail Address \_\_\_\_\_ Phone/Fax \_\_\_\_\_

**ARE YOU WILLING TO CHAIR THIS SESSION?**     YES     NO    **(NOTE: You must be an IAPD or IPRA member.)**

<p><b>SUGGESTED SPEAKER #1</b></p> <p>Name: _____</p> <p>Phone: _____</p> <p>E-mail: _____</p> <p>Qualifications/Experience: _____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>SUGGESTED SPEAKER #2</b></p> <p>Name: _____</p> <p>Phone: _____</p> <p>E-mail: _____</p> <p>Qualifications/Experience: _____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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**NOTE:** The Program Committee may not be able to accommodate all suggestions. **Speakers at the IAPD/IPRA Soaring to New Heights Conference are not permitted to mention or sell their products/services during the session(s).**

**SUBMISSION DEADLINE: MARCH 1, 2010**



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



January 28-30, 2010 Hilton Chicago - Chicago, Illinois



# GET THE PLATE THAT KEEPS KIDS FIT

Visit IAPD's home page at [www.ilparks.org](http://www.ilparks.org) to download a registration form.

Each set of park district plates generates \$25 to a grant program for after school programming at park and recreation agencies throughout the state.

# PEOPLE & PLACES

## Five Agencies Earn Distinguished Accreditation

The IAPD/IPRA Joint Distinguished Accreditation Committee announced recently that five agencies earned distinguished accreditation status in 2009. The agencies are:

- The **Addison Park District**
- The **Homewood-Flossmoor Park District**
- The **Oak Lawn Park District**
- The **Round Lake Area Park District**
- The **Schaumburg Park District**



As of 2009, the Joint Distinguished Accredited Agency Program replaced the Distinguished Agency Program formed back in 1993. Thirty-four Illinois park and recreation agencies still hold distinguished agency status under that program.

The Joint Distinguished Accreditation Committee has established a set of standards by which agencies can be evaluated. A successful outcome of the evaluation process requires an agency to meet benchmarks in several operational categories that include: general management practices; finance and business operations; facilities and parks; personnel; and recreation services.

To learn more about the new Joint Distinguished Accredited Agency Program, representatives from Illinois agencies are invited to attend Session 129 "Agency Accreditation: A Blueprint for Excellence," which will be held Friday, January 29 at 3:00 pm in Private Dining Room 5 on the third floor of the Hilton Chicago as part of the Soaring to New Heights Conference.



## Rockford Park District Board President Named Outstanding Volunteer

Rockford Park District Board President **Douglas J. Brooks** was recognized in November with the Rockford area's Outstanding Community Service Volunteer Award by the Association of Fundraising Professionals at the 2009 Philanthropy Day Awards.

Brooks was nominated by **Kent Mallquist**, president of the Rockford Park District Foundation, for giving his time, talent, and professional expertise to several community organizations, including the Rockford Boys & Girls Club, Rockford School District #205, Booker Washington Center and the Rockford Park District and its foundation, where he has been volunteering since 2003.

## Rockford Park District Receives Tennis Grant

Rockford Park District is one of seven community organizations nationwide that has been awarded a Community Partnership Investment (CPI) Grant by the United States Tennis Association (USTA). The grant is in the amount of \$13,000.

The USTA is the not-for-profit national governing body for the sport of tennis in the U.S., and the grants are designed to support community-based organizations that build tennis communities through collaborative and lasting partnerships. The organizations selected met the following criteria: increasing tennis participation, supporting tennis programming, and fostering diversity with both participation and programming. All grants ranged from \$10,000 to \$40,000 and will be eligible for partial renewal for up to two years based on their progress.

"The money from this grant will go towards our 2010 Neighborhood Outreach Program. Last year, our tennis instructors taught over 950 children the game of tennis by taking Quick Start equipment (portable nets, racquets and balls) to area summer programs and community centers. Our goal for 2010 is to reach and teach 5,000 children the game of tennis. The USTA grant, along with the help of our partners in the tennis community and volunteers, will assist us in meeting this goal," said Rockford Park District Youth Sports Coordinator **Lamont Jones**.



Matt Poole



Robert Marchinski

## Elmhurst Hires Two

The Elmhurst Park District hired **Matt Poole** to take on a new role as athletics and environmental program manager. A park ambassador for the district since October 2008, Poole now is responsible for developing and managing the Elmhurst's athletic leagues, martial arts, open gyms, fitness classes, summer athletic camps, environmental education and outdoor recreation programs.

**Robert Marchinski** recently joined district as the newest parks maintenance supervisor. He was a seasonal maintenance employee while he attended college at Northern Illinois University. He now coordinates, directs and performs parks division tasks and projects.

## Collinsville Taps New Golf Manager

**Mark Marcuzzo** has joined the Collinsville Area Recreation District (CARD) as the new full-time manager at its public golf course facility, Arlington Greens Golf Course in Granite City.

Marcuzzo is a PGA golf professional with more than 25 years of experience in the golf industry. His resume includes coaching golf at Southern Illinois University - Edwardsville and at Southwestern High School in Piasa, Illinois. Marcuzzo has also held the position of head golf professional at courses in Wood River, Alton, Staunton and Godfrey, Illinois. He was recently inducted into the Alton Golf Hall of Fame.



## Metro East's Malcolm W. Martin Memorial Park Honored by NAACP and Council of Governments

The Metro East Park and Recreation District (MEPRD) and Gateway Center of Metropolitan St. Louis recently accepted two awards for their roles in establishing the Malcolm W. Martin Memorial Park on the East St. Louis riverfront. The park, which brings to life a decades-old dream of a memorial embracing both shores of the Mississippi, was honored by the NAACP and the East-West Gateway Council of Governments.

Representatives of MEPRD and Gateway Center accepted the NAACP's award for government innovation at the NAACP's East St. Louis Chapter's Freedom Banquet on Oct. 18, 2009. Each year, the NAACP recognizes organizations that have made outstanding contributions to their communities. This year, in front of an estimated crowd of 1,000 people from across the country, MEPRD was honored for its collaboration with Gateway Center to create the park, which opened to the public in June 2009.

The new park received further recognition from the East-West Gateway Council of Governments, which presented **Paul Evans**, president of MEPRD and Marshall Hier, president of Gateway Center, with a 2009 Outstanding Local Government Achievement Award. The award, which honors a successful public/private or not-profit venture, was given at the East-West Gateway Council of Governments Annual Meeting on November 13, 2009.

The vision for a memorial on the eastern shore of the Mississippi originated with Gateway Arch architect Eero Saarinen and was shared by the late Malcolm Martin, for whom the park is named. Martin founded the Gateway Center in 1968 to help bring the dream to life. On June 7, 2005, the Gateway Center officially transferred the title of the Gateway Geyser and more than 34 acres surrounding it to MEPRD, entrusting its board and staff with the task of transforming the undeveloped grounds into a memorial park to be named in honor of Martin in recognition of his vision and generosity. The park's development since then has been largely funded through donations provided by the Gateway Center Board, valued at over \$15 million for both the park's creation and its ongoing maintenance.

The Malcolm W. Martin Memorial Park encompasses the Gateway Geyser – one of the world's tallest fountains – as well as the Mississippi River Overlook, which offers views of the Gateway Arch and the downtown St. Louis skyline. It also features an elevated seating area leading to a sweeping, open lawn for viewing fireworks and other recreational activities. Visitors to the apex of the overlook also find a bronze sculpture of Martin, a tribute to the man whose vision made the project possible.



World Class Basketball Player Tina Thompson married Jonathan Smoot on Court 4 of Fox Valley Park District's Vaughn Athletic Center on August 15, 2009.

## Fox Valley Basketball Court is the Perfect Venue for this Couple's Nuptials

by Jeff Long, public relations manager for the Fox Valley Park District

"It's always been my dream to get married on a basketball court," said Tina Thompson.

And so she did – on August 15 on Court 4 at the Fox Valley Park District's Vaughn Center – with more than 200 friends and family members in attendance. Afterward, the happy couple, the wedding party and their guests threw a slam dunk of a reception a few courts over, leaving one court free at all times for basketball games.

For Tina, it was the perfect setting. She's in her element when on the basketball court surrounded by a festive crowd. A former standout college hoopster at the University of Illinois Chicago, Tina has played in Portugal the last two years in the FIBA Europe league, part of the International Basketball Federation.

The idea to get married in a gym struck her shortly after Jonathan proposed. But she couldn't find the right setting – until she became a member at the Vaughn Center in April. "The Vaughn Center was too good to be true," she said. "The basketball area was large and open, with a two-level track around it, and the court surface was my favorite color – blue."

Although the couple didn't meet in a gym, many of their first dates were playing basketball together at open gyms. The couple is looking forward to celebrating many anniversaries, and perhaps even returning to the Vaughn Center for more than just workouts.

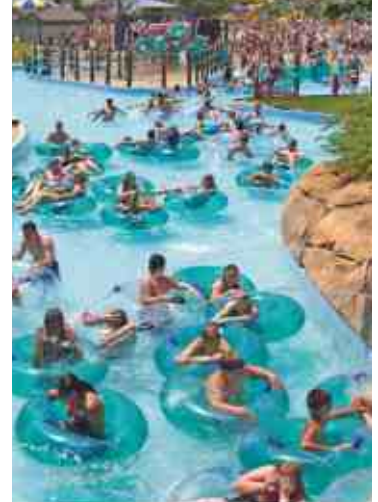
"It's the perfect place for a party," said Tina.

## Rockford Waterpark Earns Superior Marks

Rockford Park District's **Magic Waters Waterpark** received three Superior Waterpark Inspiration & Motivation (SWIM) Awards from the World Waterpark Association (WWA). The recognition came in October at the association's 29<sup>th</sup> annual symposium and trade show in Florida. The WWA is an international not-for-profit organization whose primary purpose is to further safety and profitability in the waterpark industry.

The awards recognize member contributions in a variety of areas significant to the industry's success, such as dedication to guest and employee safety, excellence in leadership, innovation and creativity in designing new themes and attractions, and the development of standards that raise the bar for every employee in water leisure.

Magic Waters was the only entity that won three out of three awards in the categories of: employee retention and rewards programs; employee training programs; and recruiting and hiring programs.



Clint Babicz

## Glen Ellyn Park District Welcomes New Rec Staff

The Glen Ellyn Park District recently welcomed two new recreation supervisors.

**Clint Babicz** has more than 15 years of professional experience in the recreation field and has worked for several park districts. His last position was with the Elmhurst Park District, where he was employed for 10 years. He holds a B.S. in recreation administration from Aurora University, the YMCA Youth Sports Director Certification, USA Gymnastics Professional Membership and a USA Gymnastics Safety Certification. At Glen Ellyn, Babicz is responsible for football, cheerleading, boys' baseball, adult leagues, youth basketball, fencing, volleyball and wrestling.



Brenden Berry

**Brenden Berry** is a graduate of Ohio University with a B.S. in recreation and sports sciences. He was a member of the university's men's soccer team. He has more than five years of professional experience, having worked in high school and adult recreational athletics. His last position was with the Sports Monster Corporation in Chicago, where he held positions as a sports manager and as a marketing manager. At Glen Ellyn he manages the summer tennis program, house league and travel soccer, girls' softball, lacrosse and martial arts.





### Schaumburg Adds New Rec Center Manager

**Gwen Strombeck** is the new manager at the Schaumburg Park District's Meineke Recreation Center, a 25,000-square-foot facility that includes a fitness center, running track, program rooms, a gymnasium and outdoor swimming pools.

Strombeck is responsible for supervising part-time, seasonal, aquatic and event staff. She oversees birthday parties, room rentals, a teen program, summer day camp

and multiple youth events throughout the year. Meineke Recreation Center is currently undergoing a \$1.9 million expansion that includes a larger fitness center, a new dance room and renovated locker room and office areas.

Strombeck was an events coordinator for Special Events Management in Chicago before becoming the park district's special events supervisor in 2006. She is a graduate of Illinois State University with a degree in recreation management.

### Western DuPage Promotes and Hires New Staff



**Inge Papaeliou**, CTRS, moves into an inclusion coordinator position at Western DuPage Special Recreation Association (WDSRA). Papaeliou has been with WDSRA in a variety of capacities over the past 17 years. She is now responsible for inclusion program staffing; participant observations; program adaptations and modifications; and evaluations in the communities of

Naperville and Glen Ellyn.

Papaeliou has extensive experience providing private, individualized therapy, social skills training, education consultation and community integration programming for families with young children.

Papaeliou holds a degree in recreation, park and tourism administration with an emphasis in therapeutic recreation from Western Illinois University.

**Bernie Vargas** also joined WDSRA as an inclusion coordinator. A recent graduate of the University of Wisconsin at La Crosse, Vargas has her bachelor's degree in therapeutic recreation with a minor in psychology and is CTRS certified. Prior to coming to WDSRA, Vargas completed her internship at the Mayo Clinic in Rochester, Minnesota, where she worked in psychology.



### Past IAPD, NRPA Chair Works with Foundation at Upcoming Conference

Past IAPD and NRPA Board Chair, **Ron Lehman**, who is a Channahon Community Park District commissioner, will be in the Soaring to New Heights Conference Exhibit Hall at booth 704 on January 28 through January 30 to answer questions about the National Recreation and Park Foundation (NRPF).



Created in 2006, the NRPF is a 501 (c) (3) organization that supports research, public policy and public awareness efforts that advance parks, recreation and environmental conservation efforts that enhance the quality of life for all people exclusively through the strategic works of the NRPA.

The foundation's current theme is to support research and public awareness of the economic, social and physical value of parks and recreation in creating healthy families and communities for all populations. The foundation hopes to achieve its goals by building an endowment fund.

The NRPF is a wholly separate organization from the National Recreation and Park Association with its own governance and bylaws. Lehman currently serves on the foundation's board of governors.

### Correction

In the listing of board member anniversaries on page 17 of the November/December 2009 issue of *Illinois Parks & Recreation*, we inadvertently omitted **Alvin S. Griggs** of the Champaign Park District from the list of commissioners celebrating their 10-year anniversaries. We apologize for the error and congratulate Alvin Griggs on his decade of service to Champaign.



**Rockford Park Police Officer Places Second in National Skills Competition**


Rockford Park District Police Officer **Wes Symonds** took second place in the Expert Division in the New York City Metro Police Motorcycle Skills Competition held in September. Officer Symonds competed against some of the country's best motorcycle riders, including officers from the New York City Police Department.

Officer Symonds has been working as a Certified Motorcycle Safety Foundation Instructor since 2004, teaching basic, intermediate and advanced courses through Northern Illinois University's Motorcycle Safety Project. In 2008, Symonds also became a Certified Harley-Davidson Rider's Edge Instructor through Kegel Harley-Davidson/Buell in Rockford. He has worked as a Rockford Park District Park Police Motorcycle Officer since 2008. His duties include work as a part-time patrol officer and event officer.

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847-671-9340 FX  
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www.rc-systems.com

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630-584-4474 FX  
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Giovanna D'Alessandro  
701 W. North Ave.  
Villa Park, IL 60181  
630-530-4649 PH  
630-530-7539 FX  
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Sam Blake  
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Roachdale, IN 46172  
800-642-6640 PH  
765-522-1702 FX  
sblake@spearcorp.com  
www.spearcorp.com

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David Phillips  
One North LaSalle, Suite 4100  
Chicago, IL 60602  
312-780-2280 PH  
312-346-8833 FX  
dphillips@speerfinancial.com  
www.speerfinancial.com

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Barbara Gosse  
105 South York Street, Suite 550  
Elmhurst, IL 60126  
630-516-1800 PH  
630-516-1808 FX  
gossebar@thesglawfirm.com  
www.thesglawfirm.com

## SRBL ARCHITECTS

Carol Sente  
1161-A Lake Cook Rd.  
Deerfield, IL 60015  
847-272-9500 PH  
847-272-9510 FX  
carols@srblarchitects.com  
www.srblarchitects.com

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Michael Buehner  
30320 Glenham Ct.  
Wesley Chapel, FL 33543  
877-348-5338 PH  
813-991-6552 FX  
mbuehner@summerlandconsulting.net  
www.summerlandconsulting.net

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John Cederlund  
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Union, IL 60180  
888-438-7345 PH  
815-923-2204 FX  
john@getreil.com  
www.getreil.com

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Chicago, IL 60604  
312-427-1979 PH  
312-408-1733 FX  
beth.white@tpl.org  
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Barbara Dutton  
450 E. Gundersen Dr.  
Carol Stream, IL 60188  
630-221-1212 PH  
630-221-1220 FX  
williams@williams-architects.com

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445 N. Sacramento Blvd  
Chicago, IL 60612  
773-722-9870 PH  
773-722-9875 FX  
gdeigan@wrdenvironmental.com  
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Scott Triphahn  
2675 Pratum Ave.  
Hoffman Estates, IL  
60192-3703  
224-293-6333 PH  
224-293-6444 FX  
scott.triphahn@wtengineering.com  
www.wtengineering.com

# IPRA COMMERCIAL MEMBERS

## ADOLPH KIEFER & ASSOCIATES

Amanda Kiefer  
1700 Kiefer Drive  
Zion, IL 60099  
Amanda@kiefer.com  
Tel: (800)323-4071  
Fax: (847)746-8888

## ALTAMANU, INC.

Ms. Josephine Bellalta  
1700 W Irving Park Rd Ste 202  
Chicago, IL 60613-4827  
info@altamanu.com  
Tel: (773)528-7492  
Fax: (773)305-0805

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Mr. Robert Bush  
140 S. Dearborn Street, 6th Floor  
Chicago, IL 60603  
Tel: (312)782-7606 (305)  
Fax: (312)782-0943

## ARCON ASSOCIATES, INC.

Mr. Ron McKenzie  
420 Eisenhower Lane, North  
Lombard, IL 60148  
ramckenzie@arconassoc.com  
Tel: (630)495-1900  
Fax: (630)495-2178

## AT ASSOCIATES, INC.

Mr. Jerry Aulisio  
7 S. Fairview, Suite 201  
Park Ridge, IL 60068  
jaulisio@theatgroup.com  
Tel: (847)692-7515  
Fax: (847)692-7524

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Mr. Mike Hoffer  
1847 Suncaat Lane  
Batavia, IL 60510  
aubreysigns@sbcglobal.net  
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Fax: (630)482-9906

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Mr. Thomas Berns, P.E., L.S.  
P.O. Box 755  
405 E Main Street  
Urbana, IL 61803-0755  
bca@shout.net  
Tel: (217)384-1144  
Fax: (217)384-3355

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363 Financial Court  
Rockford, IL 61107  
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5974 US Highway 80 South  
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Tel: (608)348-3262  
Fax: (608)348-4970

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Ms. Deborah Fortune  
25 S Grove Ave Ste 500  
Elgin, IL 60120-6400  
d.fortune@bca-arch.com  
Tel: (847)695-5840  
Fax: (847)695-6579

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Mr. Eric Rodriguez  
3010 Highland Pkwy Ste 525  
Downers Grove, IL 60515-8411  
eric.rodriquez@centerpointenergy.com  
Tel: (630)795-2557  
Fax: (630)241-1110

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20 W Kinzie St Ste 1010  
Chicago, IL 60654-5813  
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Ms. Kathleen McCormick  
415 Investment Court  
Verona, WI 53593  
kathleen@crs4rec.com  
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Fax: (608)848-8782

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375 W. First Street  
Elmhurst, IL 60126  
J.Cooper@cdfinc.com  
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Mrs. Rhonda R. Mont  
960 Ridgeway Avenue  
Aurora, IL 60506  
rmont@cordoganclark.com  
Tel: (630)896-4678  
Fax: (630)896-4987

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Mr. Ron Rehling  
14290 Howison  
DeKalb, IL 60115  
Deerpath\_Nurseries@sbcglobal.net  
Tel: (815)758-0120  
Fax: (815)756-8982

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1275 E State Street  
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PO Box 118  
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Mr. Steve Larson, CIPFA  
550 Warrenville Road, Suite 220  
Lisle, IL 60532-4311  
slarson@ehlers-inc.com  
Tel: (630)271-3330  
Fax: (630)271-3369

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Mr. William Pearch  
35701 West Ave Ste 150  
Warrenville, IL 60555-3264  
wpearch@eraconsultants.com  
Tel: (630)393-3060  
Fax: (630)393-2152

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Ms. Caroline Keeley  
1211 W. 22nd Street-Suite 705  
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31 W Downer Pl Ste 304  
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Mr. Ronald Amen  
27W457 Warrenville Road  
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Fax: (630)393-2516

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Ms. Joan Heinzerling  
5200 Prairie Stone Parkway  
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jmheinzerling@leopardo.com  
Tel: (847)691-7930  
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Fax: (312)595-6988

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Mr. Timothy A. Smith  
1707 N Randall Rd Ste 390  
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Mr. Paul Amundsen, CFRE  
P.O. Box 722  
Zion, IL 60099-2683  
paul@paulamundsen.org  
Tel: (847)249-3681  
Fax: (847)249-3682

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Fax: (262)242-8925

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Ms. Karen Lellios  
199 Town Square, Suite D  
Wheaton, IL 60187  
karen.l@phnarchitects.com  
Tel: (630)665-8400 (223)  
Fax: (630)665-8450

### PIZZO & ASSOCIATES, LTD.

Ms. Tracy Wahlgren  
10729 Pine Road  
Leland, IL 60531  
tracyw@pizzo.info  
Tel: (815)495-2300  
Fax: (815)498-4406

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Ms. Courtney Rios  
2135 City Gate Lane  
7th Floor  
Naperville, IL 60563  
crios@pmanetwork.com  
Tel: (630)657-6421  
Fax: (630)718-8701

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Ms. Barbara R. Heller, PPRP  
201 South Capitol Avenue, Suite 505  
Indianapolis, IN 46225  
Tel: (224)456-6934  
Fax: (317)829-5775

### RAINBOW FARMS ENTERPRISES

Ms. Jackie Musch  
25715 South Ridgeland  
Monee, IL 60449  
jm4440@aol.com  
Tel: (708)534-1070  
Fax: (708)534-1138

### RATIO ARCHITECTS, INC.

Ms. Tammy Chumbley  
107 S. Pennsylvania St., Suite 100  
Indianapolis, IN 46204  
tchumbley@ratioarchitects.com  
Tel: (317)633-4040  
Fax: (317)633-4153

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Mr. Scott Cunningham  
PO Box 580  
Oswego, IL 60543  
scott@cunninghamassoc.com  
Tel: (630)554-3800  
Fax: (630)544-3750

### RENAISSANCE COMMUNICATIONS SYSTEMS

Mr. Gene Chevalier  
3509 Martens St  
Franklin Park, IL 60131-2015  
mike.shares@rc-systems.com  
Tel: (847)671-1340  
Fax: (847)671-9340

### RILEY CONSTRUCTION CO., INC

Ms. Barbara J. Riley  
5614 52nd Street  
Kenosha, WI 53144  
bardr@rileycon.com  
Tel: (262)658-4381  
Fax: (262)658-0312

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Mr. Robert L. Juris  
10189 W Lincoln Hwy  
Frankfort, IL 60423-1274  
r.juris@rjaarchitects.com  
Tel: (815)806-0146  
Fax: (815)806-0149

### SAFARI LAND

Ms. Giovanna D'Alessandro  
701 W. North Ave  
Villa Park, IL 60181  
safari\_land@yahoo.com  
Tel: (630)530-4649  
Fax: (630)530-7539

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Aby Luckenbill  
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Milwaukee, WI 53214-3348  
aby@shannonsales.com  
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Fax: (414) 944-0550

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Ms. Karen Fouts  
675 Sidwell Court  
St. Charles, IL 60174  
kfouts@sidwellco.com  
Tel: (630)549-1000  
Fax: (630)549-1111

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Tom Myers  
905 Parkview Blvd.  
Lombard, IL 60148  
tmyers@singlepath.com  
Tel: (630)812-2360  
Fax: (630)812-2301

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Mr. David F. Phillips  
One North LaSalle, Suite 4100  
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dphillips@speerfinancial.com  
Tel: (312)780-2280  
Fax: (312)346-8833

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Ms. Carol Sente  
1161-A Lake Cook Road  
Deerfield, IL 60015  
carols@srblarchitects.com  
Tel: (847)272-9500 (710)  
Fax: (847)272-9510

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Mr. Jake Olson  
3810 Industrial Avenue  
Rolling Meadows, IL 60008  
jaykz33@yahoo.com  
Tel: (847)392-3939  
Fax: (847)392-8844

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Mr. John W. Cederlund  
17421 Marengo Rd  
Union, IL 60180-9692  
john@getreil.com  
Tel: (815)923-2099  
Fax: (815)923-2204

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725 W Gilbert Rd  
Palatine, IL 60067-6742  
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Tel: (847)951-3904

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Mr. Giles Willey  
12 Market Place  
Essex Junction, VT 05452  
joannam@vermontsystems.com  
Tel: (802)879-6993  
Fax: (802)879-5368

### WIGHT & COMPANY

Mr. Stephen Collins  
2500 N. Frontage Road  
Darien, IL 60561-1511  
scollins@wightco.com  
Tel: (630)969-7000  
Fax: (630)969-7979

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Ms. Barbara Dutton  
450 E. Gundersen Drive  
Carol Stream, IL 60188  
mtwilliams@williams-architects.com  
Tel: (630)221-1212  
Fax: (630)221-1220

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Ms. Aimee Briles  
500 Roosevelt Rd Ste 320  
Glen Ellyn, IL 60137-2600  
Tel: (630)516-4685

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Mr. Scott Triphahn  
2675 Pratum Avenue  
Hoffman Estates, IL 60192  
scott.triphahn@wtengineering.com  
Tel: (224)293-6333  
Fax: (224)293-6444

### ZENON COMPANY

Mr. Martin Marion  
400 W. Dundee Road, Suite 110  
Buffalo Grove, IL 60089  
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