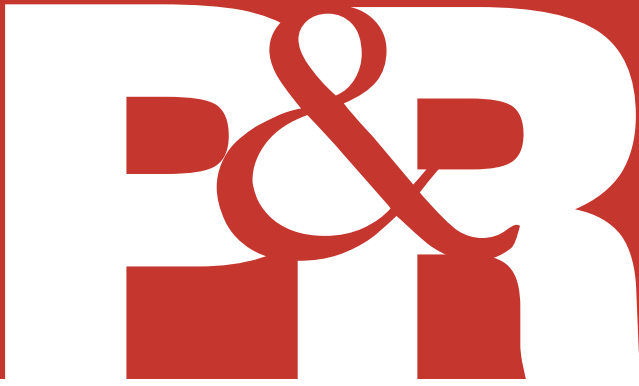


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PARKS AND RECREATION

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



leadership & board development

PLUS: Soaring to New Heights Conference Preliminary Program

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FROM THE EDITOR

The focus of this issue is leadership and board development. The ability to lead is not a quality found in everyone initially but those who do not lead can learn from others.



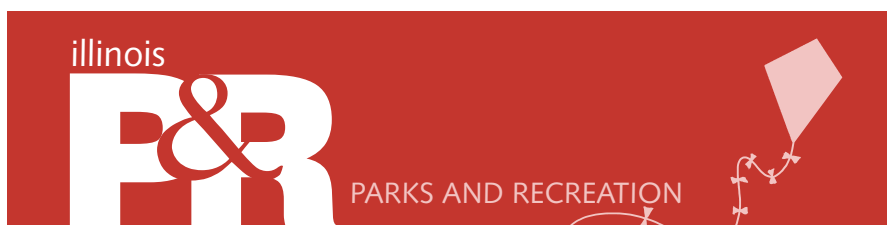
True leaders can show others the way, lead by example and bring out the best in each individual they lead.

Being placed in a leadership position doesn't guarantee good leadership. I was once elected to the board of directors of a not-for-profit organization in central Illinois. I didn't know the first thing about being an effective board member and I had no choice but to learn fast. I soaked up all the information I could from my fellow board members, the executive director of the organization and attended board retreats, prepared for meetings ahead of time and before I knew it, I felt like a legitimate board member. I even began to lead discussions and spearhead projects! I learned quite a bit my first year as a board member about how to be a leader.

In this issue, we have some exciting articles on both leadership and board development. Hopefully you will be able to draw insights from them that you can use in your agency.

You will also find the 2016 Soaring to New Heights Preliminary Program which has all the details you will need to know to get ready for the conference.

— Rachel Laier, Editor



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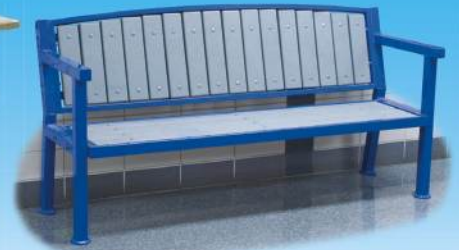
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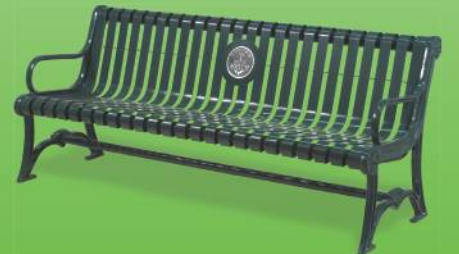
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Peter M. Murphy, J.D., CAE
IAPD President and CEO

Attributes of Great Leadership

Leadership comes in many forms and is as individual as the personalities of the people that head organizations, whether they are governmental, nonprofit or private sector. Working in the field of parks and recreation has given me the opportunity to meet and work with many bright and amazing leaders. These leaders are directors of park districts, forest preserves, recreation and conservation agencies, but are also park board presidents and, in fact, usually park boards collectively. When boards are seen and act as a group of leaders, in what is often referred to as “a leader in every chair,” it seems like magic, which it is not. It is actually the result of hard work, commitment to excellence and continuing education by people that are coming together from different walks of life with a desire to make their community more livable and vibrant. This widespread commitment to parks and recreational opportunities does not exist throughout the country - it is a function found primarily where locally elected citizen boards exist.

In this issue of *Illinois Parks and Recreation* is a feature by John Spence, one of today's leading speakers and authors on the topic of leadership. His enthusiasm for the subject is supported by his voracious appetite for learning. If you want a reading list on leadership, I would recommend that his top 50 would be a great place to start.

IAPD's commitment to board leadership continues this year with MJ Coulson from the Ken Blanchard Group following up on last year's leadership series with a program on legendary service. The program will focus on building your agency's brand and culture. MJ Coulson is a dynamic speaker and this is a program you will not want to miss.

IAPD's commitment to board leadership is also found in the many board self-evaluations we conduct and in the plethora of board-specific educational opportunities scheduled throughout the year. The Boardmanship Boot Camp taking place regionally and the Annual Conference offer a rich source of content for board members and directors alike.

The commitment to lifelong learning is a trait of leaders, but with lives brimming with busy professional, personal and volunteer activities, who has the time? Since I am frequently traveling for work, I often use streamed content on leadership to make my time on the road more productive. TED Talks has literally thousands of topics to enrich your knowledge base and the ones on leadership are exceptional. The public library is also a great resource for leadership books on CD.

John Wooden's TED Talk on leadership is simply one of the best. His success in life as a coach and a mentor for his players of diverse personalities is attributable to a philosophy he learned throughout the years. John Wooden's pyramid of success can be used as an important tool for team building with your board and staff (www.CoachJohnWooden.com). The top of the pyramid is competitive greatness which he states as “Perform at your best when your best is required. Your best is required every day.”

John Wooden's 12 Lessons in Leadership also translate well to all organizations that have a commitment to team building.

1. Good values attract good people
2. Love is the most powerful four letter word
3. Call yourself a teacher
4. Emotion is your enemy
5. It takes 10 hands to make a basket
6. Little things make big things happen
7. Make each day your masterpiece
8. The carrot is mightier than a stick
9. Make greatness attainable by all
10. Seek significant change
11. Don't look at the scoreboard
12. Adversity is your asset

“A leader's role is not to control people or stay on top of things, but rather to guide, energize and excite.”

– Jack Welch



Another thought leader on this topic who I find compelling is Daniel Goleman. In his book “Focus: The Hidden Driver of Excellence,” he stresses how we deploy our attention determines what we see. Your focus is your reality. The most successful leaders are constantly seeking out new information. They want to understand the territory in which they operate. They need to be alert to new trends and to spot emerging patterns that might matter to them.

In attempting to answer the question, “What makes a leader?” Goleman referenced David McClelland who reviewed data questioning a hallowed assumption that doing well in school in itself predicted career success and he created a minor storm by publishing this in a controversial article in the *American Psychologist*.

Cognitive abilities alone do not make you outstanding. There's a floor effect for IQ when everyone in the group is at the same high level. McClelland argued that once you were in a given job, specific competencies like self-discipline, empathy and persuasion were far stronger forces in success than a person's ranking in academics.

Most of the competencies for high-performing leaders fall into a more visible category that builds on empathy: relationship strengths like influence and persuasion, teamwork and cooperation.

Putting together data on attention with that on emotional intelligence and performance, this triple focus emerges as a hidden driver of excellence.

Take any working group and ask the members, "Who is the leader?" and they'll be likely to name whoever has the fitting job title. Now ask them, "Who is the most influential person in your group?" The answer to that identifies the informal leader and tells you how that group actually operates.

Agencies need leaders who beam in on getting better results. But those results will be more robust in the long run when leaders don't simply tell people what to do or just do it themselves, but have another focus: which is being motivated to help other people be successful. Such leaders take the time to mentor and advise. In practical terms this means:

- Listening
- Coaching
- Evaluating advice and expertise and making decisions by consensus when appropriate

Taking the plunge into the available leadership resources helps identify your unique style and will move you and your fellow board members to the organization everyone wants to be a part of and that is the very definition of success.

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2015 CALENDAR OF EVENTS

September 15-17,
2015

NRPA Congress
Las Vegas, NV

Monday, September
28, 2015

IAPD Summer Golf
Tour #4
Glenview Park Golf
Club

Glenview Park District

Friday, October 2,
2015

IAPD Best of the Best
Awards Gala
Chevy Chase Country
Club, Wheeling Park
District

Tuesday, October 13,
2015

New Rules for
Managing Local
Electronic Records
1pm-3pm
Prospect Heights Park
District's Old Orchard
Country Club Banquet
Room

Wednesday, October
14, 2015

New Rules for
Managing Local
Electronic Records

1pm-3pm

Bolingbrook Park
District's Boughton
Ridge Golf Course/
Ashbury's

Thursday, October
29, 2015

IAPD Legal
Symposium

McDonald's
University/Hyatt
Lodge

Thursday, December
3, 2015

Legendary Service
Workshop
9am-4pm
Glenview Park
District's
Park Center

January 28-30, 2016

IAPD/IPRA Soaring
to New Heights
Conference
Hyatt Regency
Chicago

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For the most up-to-date Calendar of Events, please
visit the IAPD website at www.ILparks.org.



By Debbie Trueblood, CAE
IPRA Executive Director

Board Development from a Nonprofit Perspective

This issue is dedicated to leadership and board development. Throughout my career in association and nonprofit management, I have worked with and been accountable to boards. In my personal life I have served and currently serve on boards. I have worked with large boards (31 board members plus 34 lifetime board members) and small boards (seven people). I have worked with boards who come together from all over the world; in one situation the majority of board members were from outside the United States (imagine if the board chair was 15 hours ahead of the office staff). I have worked with boards in organizations that have no staff where the board does the bulk of the work for the organization. I lobbied for an organization who had a Board of Directors *and* a House of Delegates of over 300 people who made decisions for the organization. In one situation, my association board chair was a “celebrity” member who was often stopped by members who were inspired by his work; we auctioned off his conference name badge with all the attached ribbons one year at conference! I have seen a board where the chair reigned for nine consecutive years, and a board where the entire board was up for election every year. In the end, every board is unique in its culture, personality, and expectations, but there are common themes that make boards effective. I have often been called upon to do a board orientation for nonprofit boards and these are some of the things I've shared with boards over the years that I think may apply to you in your park board or other volunteer board or committee position.

First, I always recommend a comprehensive board orientation for all board members annually. While yes, it would be easier to just do orientation for the new people, but if you do it right, orientation should start with the basics and build into a high level analysis of the organization as it exists today along with an update on the strategic plan, work plan, budget, financial goals/financial trends and history, etc. and this kind of orientation is helpful for everyone. I also recommend reviewing different laws governing the board's work.

Secondly, on the nonprofit board side, we talk about fiduciary responsibility including duty of care, duty of loyalty, and duty of obedience. These things are slightly different for a publicly serving park board, but while they legally apply to nonprofit boards, I think you'll find some relevance for park boards too. Board members have a responsibility for the financial health of the organization, as well as the responsibility to look after its resources wisely. Under duty of care, board members are responsible to properly care for the organization which includes being well educated about the organization; reading the board materials, attending events, participating fully as an active part of the organization, so that when decisions are made, they are made with full understanding of the issues. Under duty of loyalty, boards often hear about avoiding a conflict of interest and disclosing any conflict of interest they have. In these situations, I recommend that the conflict be disclosed immediately and to cover yourself fully, that the person with the conflict leave the room for the discussion and the vote,

rather than just abstaining in the vote. In some conflicts, the person's very presence can sway the vote. Also under duty of loyalty is confidentiality. Due to the Open Meetings Act, confidentiality is a little different with public park boards. With nonprofit boards, there is often confusion between the idea that all board members are held to the utmost confidentiality vs. the idea that board members may be accountable to a specific constituency group who they are expected to report back to, such as a board member who is a region representative. In these situations, the most extreme interpretation is that only what is in the minutes is public and even then, only after those minutes have been approved at the next meeting. In reality, the time delay often makes that impossible, especially if a group is waiting for a decision from the board to move forward with an action. My advice to boards is always to assume that *as a group*, there is no confidentiality, but *as an individual* board member, to act with respect for sensitive matters and to maintain confidentiality whenever possible. There is a difference between informing your constituency group of a board decision compared to sharing with them the “juicy

“Whether you are a commissioner on a park board, or a committee member or board member in your personal or professional life, it is important to give the board or committee your full attention, dedication, and service.”



details” of the discussion. This brings me to duty of obedience. With nonprofit boards, we talk about obedience being the idea that you as a board member come prepared to discuss a matter, an open mind to hear discussion from other viewpoints, state your peace, vote your mind, and then *support the board's decision*. This means never saying, “Well I didn't vote for it.” This means never saying, “It barely passed. I guess we'll wait and see what happens.” This means never saying, “The board agreed we would all do X, but I'm not going to do that, it makes me uncomfortable.” Obedience is the tricky one. Board members are, by definition, passionate people who care deeply about an organization, so when a vote goes in opposition to their views they are concerned for what it might mean. But, even so, imagine for a second if an organization approves a controversial sticky situation, it is in those stickiest situations that the board needs everyone supporting the plan so it can be successful. If a board member is telling his/her friends to wait and see, the board member, is unintentionally sabotaging the board's efforts to be successful with the new plan. I repeat, obedience is the tricky one. It takes supporting something you disagree with because you are giving that plan an honest chance to be successful for the good of the organization.

Another basic concept for boards is the division of staff roles and board roles. In short, a board governs and staff implements. Boards govern, decide "what", make policy, set goals, and monitor progress, while staff manage, decide "how," to carry out policy, implement plans, and also monitor progress. A board should set direction and determine desired outcomes, but it is up to the staff to determine the path to meet those goals. If you find your board is spending too much time "in the weeds", a technique I have used in the past is to cut the amount of time you are willing to spend in board meetings in half and stick to it, putting high priority items early in the agenda and then ending precisely at the agreed to time, deferring all other items to the next meeting. You will quickly find that only high level matters remain on the agenda.

Finally, one last basic concept for boards: what is expected of you in your first year? While the long time members may encourage you to spend that time absorbing and learning before making any waves, I would question that advice. Board members have been elected to that office by a constituency- whether it is the voting public on a ballot or a vote amongst members in your association- you were put in that seat by others and they are counting on you. So, from the first day of your term, if you don't do all you can to learn, be open to other view points, and vote your conscience you are letting down your constituency. There are no "extra seats" on boards for members in training. Your vote counts, so use it wisely from day one.

Whether you are a commissioner on a park board, or a committee member or board member in your personal or professional life, it is important to give the board or committee your full attention, dedication, and service. If you are serving as a volunteer for a public park board, an IPRA committee or IPRA's Board of Directors, I thank you for your dedication and service to our field.

REGISTRATION IS OPEN!

**Skills Development
Webinar Series: 'Conflict Resolution'**

Oct. 14 & 22

**Certified Playground
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'Enhancing Your Personal Dynamics –
Strengthen Your People Skills'**

Oct. 22

Professional Development School

Nov. 8 to 11

For more information or to register online,
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IPRA Calendar of Events

September 17, 2015

Skills Development Webinar Series: Brand Building through Customer Service

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October 14 & 22, 2015

Skills Development Webinar Series: Conflict Resolution

This lively session will cover conflict resolution from the two sides of the spectrum we usually face in the work place: between co-workers, and with customers.

October 20-22, 2015

Certified Playground Safety Inspector Course (CPSI)

October 22, 2015

IPRA/SIPRA Fall Workshop - Innovation Renovation Series: "Enhancing Your Personal Dynamics - Strengthen Your People Skills"

Gain essential skills for understanding, relating and working productively with all types of people...even the most resistant.

November 8-11, 2015

Professional Development School

Oh, the places you will go in parks and recreation!



For a complete list of upcoming events, and to register, visit **ILipra.org**



Jason Anselment
Legal/Legislative Counsel

Advocacy is an Important Aspect of Leadership and Board Development

Park board members and professional leaders wear many different hats, but one of their most important roles is to be strong advocates for their agencies. This means championing their causes locally and supporting IAPD's efforts at the statewide level. The commitment by IAPD members to this aspect of leadership and board development has contributed greatly to IAPD's success in advancing park districts, forest preserves, conservation districts and recreation and special recreation agencies throughout our proud history.

Three Keys to Successful Advocacy

Like many leadership qualities, advocacy skills develop over time. However, all commissioners and professionals, whether seasoned or new, have the necessary qualities to fulfill this important role. If you are ever in doubt, simply call to mind the reasons you ran for office in the first place, or if you are a professional, your motivation for choosing the park and recreation field. With that frame of mind, here are three tips for success as an advocate.

1. Master Your Agency's Story

Stories are very powerful advocacy tools, particularly when they involve people. In this respect, IAPD members have a distinct advantage because our primary mission involves serving the needs of individual citizens and improving their quality of life.

When telling a story, it is often helpful to back it up with research, and that is one of IAPD's many membership benefits. For example, IAPD's recent statewide citizen satisfaction survey found that more than 4 out of 5 Illinoisans (83%) visited or used a park district facility or program within the last year. That's a figure worth sharing. After all, what other government service compares in terms of demand?

Such widespread use of park and recreation services is indicative of a community's priorities and the value its citizens place on such services. IAPD's research also shows that Illinois citizens are highly satisfied with these services as 70% believe the portion of their property taxes that go to park districts represents an excellent or good value given the level of service provided in return.

There are many reasons for residents to place such high value on

these services. For instance, the relatively small portion of a homeowner's property tax bill that goes to fund these services is offset by the variety of ways in which these services save money. For example, afterschool and summer school programs are typically much more cost effective for working families than other options. Membership costs for local park and recreation facilities are usually more affordable than comparable alternatives as well. Local parks and playgrounds provide hours of entertainment and enjoyment without extra cost.

But those are not the only savings that park advocates should incorporate into their stories. With children back in school and fall athletic programs in full swing, it is a good time to recount the hundreds of facility use agreements and partnerships park districts have with school districts and affiliate organizations, which provide substantial cost savings to these organizations. Without these agreements, those organizations would have to invest millions of dollars to construct and maintain similar facilities. Instead, shared use agreements provide cost effective solutions that are a win-win for local communities.

Other park and recreation programs and services relieve pressures on the State and other local governments, which is yet another part of the story that advocates should communicate. As cities and villages struggle to meet their public safety costs, your recreational programming helps reduce the burden on local law enforcement by offering children constructive activities when they are not in school. IAPD has been encouraging members to talk about health and wellness benefits for many years because the importance of convenient and affordable access to recreational facilities and programs cannot be overemphasized as the best way to reduce Medicaid and other health care costs that burden state government. And the time is always right to discuss environmental and other benefits that open space and trees have on stormwater mitigation and air and water quality.

These benefits may not be new, but they are an important part of our story. As those of you who have attended recent IAPD Legislative Conferences know, we have been urging you to include these points as part of your advocacy efforts for many years. But these benefits are worth repeating at every opportunity, particularly as governments at all levels are forced to tighten their belts.

Lastly, no story would be complete without discussing the positive economic impact of local park and recreation agencies. Park and recreation agencies employ thousands of workers and our construction projects generate additional revenue through job creation and the purchase of building supplies and materials. Tourism promotion generates sales tax revenue that helps support local economies. As you tell your story locally and work with other units of government, be sure to remind them about your agency's contributions to the local economy and their bottom line.

These are just a few of the examples that every park, recreation and conservation advocate can use, but it is important to tell your agency's own unique story when you are wearing your advocacy hat. Whether saving individual citizens money on much needed services, reducing expenses for state and other local governments for their own programs or generating additional revenues for these governments and local businesses through tourism, park districts and other conservation and recreation agencies provide a tremendous return on investment – and that's a story worth telling at every opportunity!

2. Being Informed on Legislative Issues

What happens at the Capitol has a direct impact on your agency. In fact, all of a park board's powers arise out of State law. Everything from the way the board conducts its meetings to its power to levy and collect taxes comes from statutes. The district's authority to make purchases and acquire property, its exposure to liability, and state mandates are also established by State law. In fact, one only needs to thumb through the latest edition of IAPD's *Park District Code* to realize that the list of laws that impact their agency's day-to-day operations is quite long.

Laws originate in the General Assembly, and for this reason being a strong advocate requires leaders to be both informed about current legislative issues and able to effectively articulate the specific impact proposed legislation would have on their agency. When it comes to this part of advocacy, the amount of information can seem overwhelming. For instance, during the past spring session alone more than 6,300 different bills and nearly 1,600 amendments were introduced. That's roughly 80 new pieces of legislation per day!

Volunteer board members and professionals that are busy running their agencies do not have the extra hours it would take to review all this legislation. A major IAPD membership benefit is our analysis of each and every piece of legislation to determine its impact on member agencies. Based on that review and our direct access to the Capitol, IAPD keeps members up-to-date on the status of key legislation and any necessary calls to action through Legislative Updates and Alerts. The status of all the bills we are tracking is updated regularly and is available to members anytime through IAPD's website. These services alone save agencies thousands of dollars each year in the time and expense that it would take to keep up with proposals that have a major impact on their agencies.

Members frequently comment on the tremendous value they

receive from IAPD's simplified explanation of complicated legislation like bills relating to the Property Tax Code. Others find IAPD's key talking points very helpful when communicating with their legislators. These IAPD membership benefits also save agencies and their leaders significant time and expense that they would otherwise need to dedicate to outside professional services or to develop their own advocacy tools.

So, while staying informed on legislative issues may seem like a daunting task, IAPD's membership services make this part of a park leader's advocacy role much easier.

3. Developing Relationships

Last, but certainly not least, being an effective advocate requires leaders to develop strong relationships with other leaders such as state legislators, Congressmen and other local officials.

Again, park, recreation and conservation agencies have a long tradition of establishing and maintaining strong relationships. In fact, our connections with other leaders have helped park districts, conservation districts and forest preserves lead the way in promoting collaboration throughout intergovernmental cooperation and partnerships.

Another reason IAPD member agencies have been so successful is because of the strong relationships that park professionals and commissioners have with their park and recreation colleagues throughout the State. These strong networks allow leaders to share best practices and troubleshoot specific problems. When leaders network with one another and share their experiences and ideas, citizens win. Being a strong advocate for your agency requires you to develop these networks and relationships for the betterment of your agency and the entire community.

One way to develop a strong relationship is to make sure that other state and local leaders are aware of the facilities, programs and services that your agency provides to the community. This awareness will promote collaboration among agencies and help deliver core services efficiently and effectively to taxpayers. Inviting legislators to tour your facilities is one of the best ways to raise this awareness.

Another is to attend the many legislative awareness programs and events that IAPD offers throughout the year including the All Conference Awards Luncheon, Legislative Breakfasts, the Legislative Reception and the Legislative Awareness Picnic. History shows that legislators who attend these events have a renewed interest, respect, and understanding for the work that you do in governing your agency.

By mastering your agency's story, staying up to date on current issues and developing strong relationships with other leaders, you will fulfill an important leadership role as an advocate for your agency. IAPD's research, educational and advocacy resources, and many programs and events throughout the year are valuable membership benefits that will help you continue to develop your advocacy skills.



by John Spence

To be a great
leader of others,
you must first be
a great leader of
yourself.

Oftentimes when I'm teaching a teambuilding class I ask the attendees to give me a short list of the most critical skills, abilities, and characteristics of an "Ideal Team Member," someone they would absolutely love to have on their team.

“What are the key characteristics of your leader that make them so fantastic?”



After more than 15 years of asking for this list, the ones that come up over and over again are:

- Honesty
- Integrity
- Proactive
- Excellent Communicator
- Highly Competent
- Innovative
- Creative
- Takes Accountability
- Works Well On Team
- Delivers Results
- Good Strategic Thinker
- Enjoyable To Be Around

As you read over that list you probably thought to yourself, “Yes, I would love to have someone who has all of those characteristics as a member of my team.” Here is the hard truth for you as the leader: You don't get anybody like this on your team unless you are like this first! People who have all of the attributes on the list above will only follow a leader who has all of them as well. So to be a successful leader the first thing you must do is take a look in the mirror and realize that your greatest challenge is to be a living example of what you expect from your followers.

Once you accept the mantle of leadership, whether you lead two people or 20,000, you have given up part of your life because you now live on a stage. Your followers see everything you do, they hear everything you say ... they see what you don't do and hear what you don't say ... and make up a story about it. They go home at night and sit around the dinner table and talk to their family about YOU. They talk about whether they enjoy the person they work for, if they are learning and growing, if they feel like they're being treated fairly, if they might have a chance for a raise or a promotion. Or they talk about how bad it is at the office, how unfairly they are treated, that they never get a simple “Thank You” from their boss ... which is you!

Once you understand this you realize that you truly have a huge amount of impact and influence on the lives of the people that you lead, and if you want to be a great leader you will take that responsibility very, very seriously and work as hard as you can to be a leader who builds up other leaders and improves people's lives. I recently did a survey of more than 8,000 high-potential employees at companies around the globe. These high potentials are the employees who have been hand selected as the next group of senior leaders of their organization, the best-of-the-best of the best in companies with as many as 100,000 employees. These types of people are what I call “voluntary employees,” they are so good at their jobs and so incredibly talented that if they quit at 10:00a.m. in the morning, they would have a job at any competitor by noon the same day. In other words, they could work at just about any company they wanted to, so I was curious to ask them, “What is it about your company that makes you want to stay?” The vast majority responded that their major reason for staying was that they respected their leader and truly enjoyed working for them. So my next question was: “What are the key characteristics of your leader that make them so fantastic?” The answers from around the world came back highly consistent and constitute what I call: The Seven Cs of Leadership.

Character

Without question the single most important thing that people look for in a leader is someone who is honest and displays impeccable integrity. In another global research study conducted by my colleagues, James Kouzes and Barry Posner for their superb book *The Leadership Challenge*, they state that 89% of the people they surveyed (1.3 million over a 30-year period) said that honesty was the single most important factor they look for in a leader they would willingly follow. It is really quite simple, if you're going to be a successful leader: TELL THE TRUTH ALL THE TIME.



A wise leader understands that with great power comes great responsibility and they use that power to leave a legacy of **positive leadership**.

Competence

To be an effective leader you must demonstrate high levels of competence into two areas: in your actual job function and in your leadership skills. This means that you will have to become a serious student of your profession and of how to be a great leader. Luckily, we now live in an era with access to more information (free information) than ever in the history of the world. Great leaders take time to read, study, listen, watch and learn as much as they can about how to improve and grow. They are committed lifelong learners and value that trait in the people they surround themselves with. It is the single most important thing I've learned in 25 years as a leader and teacher of leaders: You become what you focus on and like the people you spend time with.

Courage

We of course expect leaders to be courageous, to take big bold risks, make important decisions, and embrace risk, but what the respondents to my survey said is that they also want a leader who could be courageous enough to be ... vulnerable. Everyone knows that there is no way to be successful completely on your own, things move too fast, there's too much going on, no one can handle all of this alone. Yes, we all want a leader who can be courageous in the face of difficult times, but we also want a leader who can admit that they don't have all the answers, that they are scared too, that they need our help. Leadership is not about being invincible; it is about being honest and at times even vulnerable.

Collaboration

As it was clearly stated above, we don't like or want Lone Ranger leaders, we want a leader who can roll up their sleeves and do the work shoulder to shoulder with us. What my respondents told me was, "We know you're the leader, but you don't have to lord it over us. Treat me like a peer and partner most of the time, and if every now and then you have to pull rank on me that's okay, but I really want a leader who is part of the team— not standing apart from the team." Great leaders today are superior at working with and through other people.

Communication

Again, we all expect our leaders to be great communicators, to be able to stand up at the front of the room and give an inspiring speech that gets the team pumped, but what the people surveyed said was that in addition to that, great leaders are highly skilled at asking focused questions and then listening intently. There is no argument that one of the keys to success in business is to hire the absolute best people you can possibly get on your team, and great leaders understand that if they get these sort of people to work with them it would be foolish not to ask them lots of questions, listen carefully and learn as much as they can from their incredibly talented employees.

Compassion

Because most of the high-potential employees at large companies are in their mid-30's to early 40's, there is a generational difference in the way they view work. Although highly committed to their organizations and very excited about the work they do, these folks also said they wanted a leader who had enough compassion to understand that they would not sell their soul to the company; they wanted to have a vibrant life outside of the office. Working 9 to 5 or even 8 to 6 was absolutely fine with them, but after that it was time to go volunteer, hang with friends, make some microbrew, and have a life.

Contribution

The final characteristic of the truly great leader is the ability to plant the seeds of trees under which they may never sit. To embody a sense of enlightened self-interest that allows them to balance the short-term decisions of running a successful business today, with the long-term decisions of contributing to the world around them in a strongly impactful way. A wise leader understands that with great power comes great responsibility and they use that power to leave a legacy of positive leadership.

If you want to be an effective and successful leader I encourage you to think about the elements I've listed above and not just why they are important, but how you can manifest them in your daily actions in your organization.

John Spence has been recognized as one of the top 100 business thought leaders and as one of the top 500 leadership development experts in the world. He is an international keynote speaker and management consultant and has written five books on business and life success. www.johnspence.com



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Leading Well Through **ADVERSITY**

by **Adriane Johnson**, Board President and **Ryan Risinger**, CPRE, Executive Director, Buffalo Grove Park District



Park districts are in the fun business. We provide vast expanses of land for people to play and recreate. We offer programs that incite joy, inspire creativity, and promote connection. We have adopted “the fun business” as our mantra. However, aside from the quest for exuberance, we are also in the business of managing multi-million dollar budgets and hundreds of employees, creating jobs, promoting and facilitating health and wellness, providing affordable daycare options, beautifying neighborhoods, playing a key role in reducing crime, and serving as good fiduciaries of funds for our constituents - the taxpayers and residents in our communities.

In the midst of our pleasurable work, leaders of park districts face unforeseen adversity from time-to-time and must respond with aplomb and lead well through the difficult circumstances.

One recent example of adversity the Buffalo Grove Park District (BGPD) faced, like more than 72 other park districts in Illinois, is the suspension of our Open Space Land Acquisition and Development (OSLAD), Park and Recreational Facility Construction (PARC), and Public Museum grants. These grants were awarded to redevelop Willow Stream Park, make improvements to our Community Arts Center, and build a new exhibit at the Raupp Museum, respectively.

The most pressing and visible concern relating to the suspension of the grants was at Willow Stream Park. The Buffalo Grove Park District was awarded a \$400,000 OSLAD grant in 2013 to redevelop this widely used park and the work was started in accordance with the terms and conditions of our grant contract. That meant engineers, architects, and construction workers were hired and performing services approved by the Buffalo Grove Park District Board of Commissioners. We were firmly ensconced in this project when the decision was made to suspend collectively over \$26 million in grant funding.

With the OSLAD grant on hold, leadership at the Buffalo Grove Park District was faced with myriad questions: What does this suspension mean? What are the ramifications of ceasing the work (as advised by the Illinois Department of Natural Resources, IDNR)? How will the delays impact scheduled programming? Will our contactors sue us for breach of contract? How should we proceed?

We realized that leading well through adversity required us to take three important steps:

1. Gather the facts and assess the impact.
2. Identify and tap into the expertise of staff and third party advisors for recommendations for the best course of action to take.
3. Formulate a communication plan to keep constituents and key stakeholders informed throughout the process.

Gather Facts and Assess the Impact

Former President of the Buffalo Grove Park District Board of Commissioners, Scott Jacobson, suggested that the board go on a special site visit of Willow Stream Park in order to see first-hand the impact of the unfinished work; assess the valid concerns about potential safety risks for residents and guests; and to get an overall clearer picture of the magnitude of the grant suspension.

Although the entire Buffalo Grove Park District Board of Commissioners were not able to visit the park together, Scott Jacobson and other commissioners made rounds to gather more facts and assess the impact of the unfinished work site. Seeing the condition of the park up-close provided the board with a more realistic picture of what kind of impact not completing the project would mean to the programs and residents this summer and fall.

Identify and Tap into Expertise of Staff and Third-Party Vendors

In addition to the fact-gathering "field trip," periodic updates were presented at board workshops and meetings. These reports were

generated from conversations staff initiated with key personnel from Illinois Association of Park Districts (IAPD) and IDNR on the OSLAD grant status and future expectations. Staff also had important conversations with Park District Risk Management Agency (PDRMA) and the district's general counsel on the topics of risk management and liability.

All the information gathered by the board and presented by staff allowed the board to clearly see what was at stake when it came to programs and events scheduled at the park, the risk and safety concerns to park guests, and potential financial considerations involved with moving forward with the project or ceasing any further renovations.

Once all of the facts were presented about the impact of halting work at Willow Stream Park, Ryan Risinger, along with Bill Heider, the director of recreation and facilities, Tim Howe, the director of parks and risk management and Tim Beckmann, risk manager, formulated a staff recommendation.

During the board workshops and subsequent meetings, the commissioners and staff discussed the facts of the situation and the recommendation that was formulated after a careful impact and risk analysis. With many safety concerns looming and to ensure that the Buffalo Grove Park District eschewed potential liability, it was determined that the work must resume.

Keep Constituents and Key Stakeholders Informed

The final step in leading well through adversity is formulating a solid communication plan to keep constituents and key stakeholders in the loop. Working closely with Mike Terson, our manager of public relations and marketing, the Buffalo Grove Park District launched a media blitz to keep residents informed about the progress of the Willow Stream Park project, the steps and measures we were taking to keep everyone safe, and the assurance that their concerns mattered. Additionally, the BGPD sent letters to residents living near Willow Stream Park to keep them apprised of each step in the process and how we were addressing their concerns.

The efforts in establishing and maintaining communication with the neighbors of Willow Stream Park bore benefits beyond the obvious lines of accurate communication. A couple of the neighbors of the park took more ownership, made it a point to understand the process, and wrote to legislators as well. They also learned more about the overall renovation of the park and served as ambassadors, communicating BGPD's plans to other neighbors. They ultimately recognized the efforts being put into resolving the issues by both the staff and the board, and ended up being some of our biggest supporters throughout the process.

The BGPD Board of Commissioners reached out to our legislators to advise them of our circumstances and how we were managing the process. We also implored them to update the Governor on the impact of the grant suspensions.

Big fun at the park district level can also lead to big challenges. And when difficulty strikes, following the approach that the Buffalo Grove Park District used to lead well through adversity is a sure-fire way of hearing the joyful sounds from guests enjoying what park districts do best.



PLAYING NICE IN THE SANDBOX

Tips to Reduce Board Conflict and Improve Board Outcomes

By Steven B. Adams, Partner, Tressler LLP

The representative democratic process of governance has a long history of conflict, deceit and underhanded maneuvering. Emblematic of the struggle is the 1858 Congressional debate over whether the Kansas Territory should enter the union a slave or free state. During this important moment in our history, some 30 United States representatives on the House floor brawled, punching, wrestling, and causing mayhem. Order was not restored until shortly after Wisconsin Republican John “Bowie Knife” Potter ripped the hairpiece off the head of Mississippi Democrat William Barksdale.

While park board meetings are only occasionally this dramatic, we sometimes hear reports about how commissioner “X” is disrupting the efforts of the board to govern. He goes to staff and looks for dirt on the executive director. He votes against routine measures because he dislikes the commissioner making the motion. He regularly breaks closed session confidentiality. He “scorches the earth” when he doesn’t get his way. He micromanages staff and goes to them directly for his personal agenda items. When he discovers something staff did incorrectly, rather than notifying the executive director and letting staff resolve the situation, he sits back silently, hoping to embarrass the entire organization at a future public meeting. He states incorrectly from the dais that commissioner “Y” falsified his income tax records.

What legal consequences does commissioner “X” face for these actions? Can he be held criminally liable for breaching closed session confidentiality? Does he face criminal or civil exposure for failing to notify those staff members in position to correct an error? Can he be held criminally or civilly liable for communicating with staff outside of established protocol? Is commissioner “X” liable for his statements about commissioner “Y’s” tax return from the dais? While each situation is unique and actual legal exposure may depend on other facts, the general answer to these questions is “no.”

Can the board suspend commissioner “X” from a future meeting as a punishment for any of these wrongs? We do not recommend doing so. In *Nelson v. Crystal Lake Park District* 342 Ill.App.3d 917 (2d Dist. 2003) the Second District Illinois Appellate Court held that an elected park district commissioner has a liberty interest in her reputation and a property interest in her term of office. Wrongful deprivation of commissioner “X’s” property interest in his seat, even on a temporary basis, exposes the park district to money damages and commissioner “X’s” attorneys fees (42 U.S.C. 1983, 1988).

What about sanction and censure? Illinois law does not speak directly to sanction or censure for Illinois park districts. However, subsections 8-1(d) and (f) of *The Park District Code*, 70 ILCS 1205/8-1(d),(f) empower a park board to “pass all necessary ordinances, rules and regulations for the proper management and conduct of the business of the board and district...” and to “manage and control all officers and property of such districts.” It follows that a park district has authority to publicly sanction or censure one of its board members for conduct it deems inconsistent with the proper management and conduct of the business of the board. When a board considers sanction or censure it should: (i) conduct the sanction or censure in accordance with a pre-established policy; (ii) commit to uniform application of its censure provisions; (iii) give the affected commissioner reasonable notice and an opportunity to respond to the allegations before taking action; and (iv) include a plan for resolving differences after adoption of the censure motion in order to re-build relationships.

No doubt the legal options in responding to a commissioner bent on disruption are limited, and censure, with its inevitable resulting press attention, is not a desirable option. So, what *can* a board do to keep from getting to this point in the first place? Fortunately there are tools for deterring board misconduct that can also improve board operations and outcomes. Below are a few recommendations for building board professionalism to deter commissioner “X” and achieve better outcomes.

1. Create a Culture of Inclusion

Inclusion in governance means encouraging and promoting participation from all commissioners and staff. No opinion should be rejected or discounted due to its source. All opinions should be received openly and evaluated objectively. Each commissioner must recognize and be willing to acknowledge that differences of opinion and dissent are an essential and valuable part of a high-functioning representative democracy. But all such debate, including all disagreement and dissent, no matter how passionate, must occur according to rules applicable to everyone. At no time can the rules be ignored or bent for the benefit of a particular speaker or topic.

The concept of inclusion also means that staff (primarily the executive director) must have a seat at the table as a partner. Neither the board nor the staff can succeed in their mission without the other. Board leadership and vision requires staff support. The staff’s effort to carry out the board’s objectives must be respected and supported by the board. Staff is your district’s group of trained professionals; discounting them weakens outcomes and diminishes morale.

Bold change comes through teamwork. Effective outcomes and decision making is a multi-stakeholder process. Top-down boards miss bold opportunities. Use of inclusive practices is the most reliable way to achieve the best outcomes.

2. Uphold Basic Fiduciary Principles

It is well established that a public officer occupies a fiduciary relationship to the political entity on whose behalf he serves. *Chicago Park Dist. v. Kenroy, Inc.*, 79 Ill.2d 555, 564, 565. One of a commissioner’s most important duties is to adhere to board policies and the law. Your board policies should contain provisions that require each commissioner to put the park district ahead of his or her interests and the interests of any special interest group.

Each park board and individual commissioner is responsible for the reputation of the agency. Each must act with regard to the highest loyalty and commitment to the agency’s goals, interests, and priorities. Every commissioner should ask before writing, speaking or acting, how does this help the park district, how does this advance the board’s strategic goals? Failure of any commissioner to observe fundamental fiduciary duties must be noted and consequences imposed by the governance and accountability committee discussed below.

3. Cultivate and Maintain a Healthy Relationship with the Executive Director

One of the most fundamental elements of achieving a high level of board performance is to have a close, strong and confident relationship with the executive director. Rogue commissioners often attempt to attack the credibility of the executive director in order to create a leadership vacuum, then exploit the resulting uncertainty and confusion. When the board has a strong, close and intimate relationship with the chief executive, utilizes him or her as a thought partner rather than as a ministerial servant, and allows him to run the organization with reasonable oversight, the board actually protects itself against surprise attacks on the executive director and staff.



WebXtra

Creating Shared Vision

Board President Michael Schyman and Executive Director Rick Hanetho, Northbrook Park District

The success of an organization can be attributed to several variables and will evolve over many years. For park and recreation agencies, key attributes of success include knowledgeable staff and an educated engaged board. But ultimately it comes down to two words: **shared vision**.

Creating a shared vision within your organization takes time. Identifying the core elements of the vision can be tedious and involve months of discussions and brainstorming sessions – but it is well worth the effort. Throughout the process, board and staff alignment is crucial in identifying and executing the vision. In recent years, the Northbrook Park District Board and staff have identified two major elements of success for implementing our shared vision:

- Strategic Clarity
- Culture

Read the Full Story Online

Go to ILparks.org and select Publications/IP&R Magazine/WebXtras from the left column.

Also read an additional article online

Go to ILparks.org and select Publications/IP&R Magazine

Investing in People

The Chicago Park District implements a professional development overhaul to support and advance the careers of its park and recreation professionals.

by Samantha Bartram, Chicago Park District

4. Select an Effective President

Trust, leadership skills, external connections, length of service, political influence, persona, fairness, knowledge and support of facility and programs—these are the hallmarks of a strong and effective board president. The president should support and facilitate a model of strategic governance, have the respect of board colleagues, understand and respect agency culture, and ensure full board focus on issues that matter.

He or she must be willing to prevent the board from straying into issues that are not the province of the board or are not the important strategic challenges. The president's strength and credibility will deter commissioner "X." The president's commitment to the strategic objectives of the board will motivate the other stakeholders to follow.

5. Establish a Strong Governance and Accountability Committee

The board must own its oversight. The strongest board is one that can candidly look at itself on a regular basis and make changes based on what it sees, even when things are running smoothly. One way to accomplish this is by establishing a governance and accountability committee to conduct that periodic inspection and look for ways to improve outcomes. The committee's goals should include evaluation of overall board effectiveness, commissioner ethics and conduct, and strategic governance.

The governance and accountability committee should assist in developing an effective committee system, with committees that have real policy making authority so that the full board can focus on more strategic issues. The board should trust that committees will do important work and present fully vetted action items and recommendations. The governance committee can evaluate whether the committee's agendas focus on issues relevant to the strategic direction of the park district, and are not overly restricted in their scope or function, and that committee chairs and administrators work together to frame strategic agendas.

The governance and accountability committee should develop strong institutional policies that detail commissioner responsibilities, fair and ethical behavior, and address conflicts of interest. It should periodically review these policies, be authorized to evaluate commissioner compliance, and make findings and recommendations to the board on compliance matters.

The governance and accountability committee should also evaluate the board's exercise of its oversight function. It should make sure that oversight occupies the proper priority position among board functions. It should make sure that the board is not micromanaging and that its oversight is constructive. After setting parameters for oversight, the committee and the commissioners must let the executive director hold the staff accountable.

Successfully implementing a culture of professionalism and accountability will help turn conflict into constructive depersonalized debate, prevent derailment at the hands of those operating out of improper motives, improve the board's credibility and most importantly, help your board advance its strategic goals with confidence.

2016



IAPD / IPRA
SOARING to
NEW HEIGHTS
CONFERENCE

PRELIMINARY PROGRAM

Early Registration Deadline: Monday, December 7, 2015



January 28-30, 2016
Hyatt Regency Chicago
151 E. Wacker Drive, Chicago, Illinois

WELCOME



WELCOME AND GREETINGS!

We are pleased to extend a warm welcome to all of our colleagues at the 2016 IAPD/IPRA Soaring to New Heights Conference!

Conference is a place where great ideas are shared, and where the industry comes together to celebrate its achievements. With a dynamic and focused agenda that includes 18 pre-conference workshops, over 170 educational sessions, a 325+ strong commercial exhibit hall, and multiple networking activities, this year is no exception.

One of the goals of the Joint Conference Committee and its subcommittees is to build and improve upon the previous year's event. With your feedback, we have made some exciting enhancements to the conference this year. These include moving the keynote speaker to Saturday morning, creating a 150-minute session format, and launching a comprehensive, new mobile app that will provide up-to-date conference information wherever you go. Use the app to customize your schedule, connect with colleagues, get session alerts and more!

Along with these changes you will see some familiar features such as dedicated Exhibit Hall hours to provide increased opportunities to meet with conference vendors, and a full day of programming on Saturday to maximize your continuing education earning potential.

Additionally, conference would not be complete without the many social activities that allow attendees to network, connect and develop lifelong professional connections. This year's unique and exciting entertainment lineup is one you won't want to miss! Highlights include the Thursday night Welcome Social with Shout Out, and the Saturday night Closing Social featuring a dinner cruise aboard the Odyssey and Spirit of Chicago.

Lastly, without the tremendous efforts of an exceptional group of volunteers, conference would not be the highly anticipated annual event that it is. We offer our sincere thanks to all who generously donated their time, expertise and talents. We also encourage others to become involved by getting engaged, remaining proactive and helping us shape the future of education for parks, recreation and conservation.

MIKE VOGL

Commissioner
Bloomington Park District
IAPD Conference Co-Chair

MATT BARBER

Payroll Coordinator
Midtown Athletic Club
IPRA Conference Co-Chair

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SCHEDULE - AT - A - GLANCE

THURSDAY, JANUARY 28

7:30 am – 5:00 pm	Conference Registration Open
9:00 am – 12:00 pm	Pre-Conference Workshops (0.3 CEUs)
1:00 pm – 4:30 pm	Career and Professional Development Symposium (0.3 CEUs)
1:00 pm – 6:00 pm	Grand Opening of the Exhibit Hall
1:30 pm – 4:30 pm	Pre-Conference Workshops (0.3 CEUs)
5:30 pm – 6:30 pm	Professional Connection
9:00 pm – 12:00 am	Welcome Social with Shout Out

FRIDAY, JANUARY 29

7:00 am – 5:00 pm	Conference Registration Open
8:15 am – 9:30 am	Conference Sessions (0.1 CEUs)
8:30 am – 4:00 pm	Agency Showcase
9:00 am – 12:00 pm	Exhibit Hall Open
9:45 am – 11:00 am	Conference Sessions (0.1 CEUs)
11:00 am – 12:15 pm	Exhibit Hall Dedicated Hours
12:15 pm – 2:15 pm	All-Conference Awards Luncheon *
1:00 pm – 2:15 pm	Conference Sessions (0.1 CEUs)
1:00 pm – 4:00 pm	Exhibit Hall Open
2:15 pm – 3:30 pm	Exhibit Hall Dedicated Hours
3:30 pm – 4:45 pm	Conference Sessions (0.1 CEUs)
5:00 pm – 6:30 pm	IPRA Annual Business Meeting
5:00 pm – 6:30 pm	Commissioners' Reception **
9:30 pm – 11:00 pm	Chairmen's Reception **

SATURDAY, JANUARY 30

7:45 am – 12:00 pm	Conference Registration Open
9:00 am – 10:00 am	Keynote General Session with Lowell Catlett, Ph.D.
10:15 am – 11:30 am	Conference Sessions (0.1 CEUs)
12:30 pm – 1:45 pm	Conference Sessions (0.1 CEUs)
2:00 pm – 3:15 pm	Conference Sessions (0.1 CEUs)
3:30 pm – 4:45 pm	Conference Sessions (0.1 CEUs)
3:30 pm – 5:00 pm	IAPD Annual Business Meeting
7:00 pm – 10:30 pm	Closing Social - Odyssey/Spirit of Chicago Cruises *

* Ticketed Event

** By Invitation Only

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GENERAL INFORMATION

ACCESSIBILITY

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

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

Meeting Rooms: All meeting rooms are accessible at the Hyatt Regency Chicago and the Swissôtel Chicago.

Restaurants: All restaurants are accessible at the Hyatt Regency Chicago and the Swissôtel Chicago.

Sleeping Rooms: The Hyatt Regency Chicago and the Swissôtel Chicago have ADA rooms available. These rooms have been designed for individuals with special needs. If you are in need of an accessible room, please be sure to notify the respective hotel when making your reservation.

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

In compliance with the Americans with Disabilities Act, the IAPD/IPRA Joint Conference Committee will make all reasonable efforts to accommodate persons with disabilities. Please indicate any special needs on your registration form or contact Leesa Johnson at IPRA at leesa@ilipra.org **no later than January 11, 2016**. If you have special needs regarding hotel accommodations, please contact the Hyatt Regency Chicago at 312/565-1234 or the Swissôtel Chicago at 312/565-0565. 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 and all conference sessions and workshops require a name badge for the duration of the conference. Security guards will be stationed at the entrance to the exhibit hall and name badges will be checked at all conference sessions and workshops. Individuals without a name badge will be required to register at Conference Registration.

ALL-CONFERENCE AWARDS LUNCHEON

Delegates who register for the "Full Package" will receive a ticket for this event. Additional tickets may be purchased through your registration or onsite. Please join us as we recognize and honor the leaders and volunteers of park districts, forest preserves, conservation, recreation and special recreation agencies.

ALL-CONFERENCE AWARDS LUNCHEON PREFERRED AGENCY SEATING (INCLUDES LEGISLATOR TABLES!)

DEADLINE: Monday, January 18, 2016

Preferred Agency Seating is available for delegates from the same agency/organization (**and legislators**) who wish to be seated together at a table during the Friday, All-Conference Awards Luncheon. An agency that opts to participate must indicate so on the registration form on page 48 or when registering online. There is a \$50 nonrefundable fee (per agency) to participate, which must be paid for when registering for the conference. **Legislator preferred seating is reserved through this process as well.** The person who is the designated agency contact will receive an email with additional details and instructions on the preferred seating process. Agency contacts will be responsible for notifying those seated at their table(s) of the table assignment(s). After **January 18, 2016**, preferred agency seating requests WILL NOT be accepted, and **there will be no onsite requests taken.**

NOTE: IAPD/IPRA reserves the right to seat multiple agencies at a table in order to accommodate all requests. Remember to register early as preferred agency seating requests will be filled on a first-come, first-served basis.

Non-reserved tables for open general seating will be noted with a balloon.



A spirited competition spotlighting bright ideas exhibited by park, recreation and conservation agencies

This professionally judged competition recognizes Illinois agencies for their marketing and communication efforts ranging from print to multimedia.

This year, the showcase includes two divisions and twelve categories in which to enter. Agencies may choose to enter either the Overall Agency Showcase Division or the Individual Category Division. Also, all delegates will receive a ballot at registration for the *People's Choice Award* to vote for their favorite agency's display.

Division 1: Overall Agency Showcase

This division allows you to select eight of the twelve categories below and create a tabletop display for the judges to critique. The display should showcase how each entry works together to represent the agency. The eight categories that you select also will be placed and judged in the individual category division. There will be a first-, second- and third-place overall showcase winner for this division.

Division 2: Individual Category

This division allows you to select up to four categories below to enter your work for the judges to critique. There will be one outstanding submission recognized in each category.

Categories

- Brochure Series
- Electronic Communication
- Green Marketing
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Media Relations
- Paid Advertisement
- Print Communication
- Social Media
- Web Content

For more information on the Agency Showcase competition, please visit ilparksconference.com/events.

Don't miss this chance to spotlight your agency's marketing and communication materials! **Registration deadline is Friday, December 4, 2015.** Space is limited so sign up today!

Proudly brought to you by IPRA and IAPD.

EVENT LOCATIONS

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

Closing Social: Navy Pier (Odyssey/Spirit of Chicago)

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

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

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

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

Keynote General Session: Grand Ballroom C-F, East Tower/Gold Level

Welcome Social: Grand Ballroom, East Tower/Gold Level

ANNUAL MEETINGS FOR IAPD AND IPRA

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

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

COMMISSIONER RECEPTION

Attention all IAPD members!

Please join us on Friday, January 29 at 5:00 pm. This reception will be an excellent opportunity for commissioners to exchange ideas, network and socialize. The IAPD board and staff will be present to answer questions and visit with commissioners. Invitations will be sent in the future.

EXCEPTIONAL WORKPLACE AWARD 2015

Park and recreation agencies applying for the 2015 Exceptional Workplace Award must complete an online survey. It includes a series of 48 questions, and each question must be answered. A point value has been assigned to each question, which the committee will use when your questions are being reviewed and tallied. Once the survey has been reviewed, if the committee feels that there is a need for documentation, your agency will be notified prior to the final decision.

Registration is available on the IPRA website, www.Ilipra.org. Once your agency has applied, the contact person will receive an email confirmation, including a link to the online survey.

Surveys must be completed by November 1, 2015.

Agencies that meet the criteria will receive the Exceptional Workplace Award at the 2016 IAPD/IPRA Annual Conference, during the IPRA business meeting. Please contact Lori Neubauer (Inebauer@itascaparkdistrict.com), Itasca Park District, with any questions.

CONTINUING EDUCATION UNITS (CEUs)

- Sessions scheduled for 75 minutes award 0.1 CEUs.
- Pre-conference workshops scheduled for three hours award 0.3 CEUs.
- No additional CEU fees for Friday and Saturday apply; **CEUs for pre-conference workshops will be charged at \$5 per workshop.**
- If you would like to earn CEUs, **you must request them with your conference registration.** See page 48.
- CEU coupons will be included with your registration materials **only if you request CEUs with your conference registration.**

CEU Procedures:

1. As you enter a session/workshop, the session chair will stamp your CEU coupon with a validation stamp. You must keep this coupon until the end of the session/workshop. All coupons will be collected as you exit.
2. Legibly write the session/workshop number and title on your CEU coupon where indicated.
3. CEU coupons **will not** be stamped after the first 15 minutes and will not be collected until the conclusion of the session/workshop. You must attend the entire session/workshop to earn CEUs.
4. CEUs will not be awarded if your coupon does not have the validation stamp.
5. Please do not write over the barcode on the coupon; these are scanned to award your CEUs.
6. An email from CTE, our conference registration company, will be sent to the email address connected with your registration approximately four weeks after conference. This email will contain a link to your CEU transcript. No hard copies will be distributed.

CONTINUING LEGAL EDUCATION (CLE):

- CLEs are educational credits that attorneys elect to earn by attending educational offerings certified by the Supreme Court of Illinois.
- Sessions scheduled for 75 minutes award 1.0 CLE.
- If you would like to apply for CLEs, you must register and pay for them with your conference registration. See page 48.
- Three different CLE packages are offered:
 - (3) CLEs is \$45 plus registration
 - (4) CLEs is \$60 plus registration
 - (7) CLEs is \$105 plus registration
- CLE coupons will be included with your registration materials **only if you request and purchase CLEs with your conference registration.** If you decide that you want CLEs after you have registered for the conference, you may add them to your registration package up until January 18, 2016. After that date, you must register and pay onsite at conference registration.

CLE Procedures:

1. As you enter a session, the session chair will stamp your CLE coupon with a validation stamp. You must keep this coupon until the end of the session. All CLE coupons will be collected as you exit at the conclusion of the session.
2. There will be an attendance record at the entrance of each session where you must print and sign your name and provide your Attorney Registration Number.
3. Legibly write the session number and title on your CLE coupon where indicated.
4. CLE coupons will not be stamped after the first 15 minutes and will not be collected until the conclusion of the session. You must attend the entire session to earn CLEs.
5. When departing the session, you will hand in your stamped CLE coupon to the session chair in exchange for your certificate of attendance. You will maintain your certificate of attendance within your records as required by the MCLE Rules.
6. Please note that not all sessions are eligible for CLE credits. Sessions that are eligible for CLE credits will be noted in the final conference brochure. Attorneys will be eligible to earn up to 7 CLE credits.

GENERAL INFORMATION

EXHIBIT HALL INFORMATION

The exhibit hall will be open on Thursday and Friday only, with [exclusive hours](#) on Friday.

Come visit more than 325 commercial manufacturers, distributors, designers and educational booths. The exhibits will showcase the newest equipment, supplies, ideas and services available to park, recreation, forest preserve, conservation and therapeutic agencies. Plan to spend several hours in the exhibit hall viewing the displays and visiting with exhibitors. All exhibits will be located in the Riverside Center Exhibition Hall, East Tower/Purple Level.

Each registered delegate will have multiple opportunities to win great prizes. Drawings will take place on Thursday and Friday throughout each day. Entry blanks will be in the registration materials that you must pick up at Conference Registration. You must be present to win. Rules and regulations will apply.

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!

EXHIBIT HALL HOURS

Thursday, January 28:

1:00 pm – 6:00 pm, Grand Opening

Friday, January 29:

9:00 am – 12:30 pm

11:00 am – 12:15 pm (*dedicated hours*)

1:00 pm – 4:00 pm

2:15 pm - 3:30 pm (*dedicated hours*)

MAKE A DIFFERENCE AND IMPACT THE FUTURE!

Students: Do you want an opportunity to attend the All-Conference Awards Luncheon at no additional cost? Opt in to join over 1,500 park and recreation professionals! Event includes lunch, networking and celebrating the accomplishments of those in the industry.

Professionals/Commissioners: Do you want to donate a seat at your reserved table(s) to a student at no additional cost? Opt in to be matched with a student to be your guest at the All-Conference Awards Luncheon... include them in your table reservation and give them a priceless gift – your time!

Students will be randomly assigned with professionals/commissioners. Those who opt in will receive detailed instructions in early January.

HOUSING INFORMATION

Hyatt Regency Chicago (Host Hotel)
151 E. Wacker Drive, Chicago, Illinois

Web Link <https://resweb.passkey.com/go/IAPDPRA2016> or go to ilparksconference.com and click on Registration and Hotel Information

Phone 888/421-1442
Group Code APAD
Rates \$123 Single/Double; \$133 Triple; \$143 Quad
Upgrades \$30 per room to upgrade to Deluxe Room
\$50 per room to upgrade to Regency Club
\$30 per room to upgrade to View Room

Swissôtel (Overflow Hotel)
323 E. Wacker Drive, Chicago, Illinois

Web Link <https://resweb.passkey.com/go/soarnewheights> or go to ilparksconference.com and click on Registration and Hotel Information

Phone 888/73 SWISS or 312/565-0565
Group Code PARK0116
Rates \$123 Single/Double; \$133 Triple; \$143 Quad
Upgrades \$20 per room to upgrade to Lakeview Room
\$40 per room to upgrade to Corner King Room

Fairmont Chicago (Overflow Hotel)
200 N. Columbus Drive, Chicago, Illinois

Web Link <https://resweb.passkey.com/go/soaringtonewheights2016> or go to ilparksconference.com and click on Registration and Hotel Information

Phone 800/526-2008
Group Code SOAR
Rates \$123 Single/Double; \$153 Triple

- Rooms are reserved on a first-come, first-served basis.
- The cut-off date for reservations is **January 2, 2016**. Reservations made after this date may pay a higher rate and are subject to availability.
- One (1) night's room and tax advance deposit by check or credit card must accompany each reservation. This deposit is fully refundable before December 16, 2015. After December 16, 2015, there will be no refunds for cancelled rooms. The Joint Conference Committee implemented this policy in 1999 due to the high rate of rooms cancelled at the last minute.

Suites: IAPD member agencies or IPRA members interested in reserving a suite must first contact Leesa Johnson at IPRA (leesa@ilipra.org). Once IPRA has given approval, you will be put in contact with the Hyatt directly.

Exhibitors interested in reserving a suite must first contact Sue Triphahn at IAPD (striphahn@ilparks.org). Once IAPD has given approval, you will be put in contact with the Hyatt directly.

GENERAL INFORMATION

MOBILE APP

Bring the entire conference program to your fingertips, for easy access on the go. Get session alerts, personalize your schedule, and view interactive maps, session evaluations, speaker information and more with the dynamic, new conference mobile app powered by Mousetrap Mobile. Text SOAR to 57780, or download from the Apple App Store or Google Play for Android.

PARKING

Delegates who are **registered overnight guests** at the Hyatt Regency Chicago will receive 50% off the daily parking rate for valet parking; self-parking is not available. In/out privileges are allowed for overnight guests only. The parking rate for delegates who are **registered overnight guests** at the Swissôtel will receive a discounted daily parking rate of \$32 for valet parking; self-parking is not available. Delegates who are **registered overnight guests** at the Fairmont will receive a discounted daily parking rate of \$35 for valet parking.

Parking at the Hyatt Regency Chicago is quite limited. Other nearby parking options are listed below. This information is current as of July 2015. All of the parking lots listed below are no more than a two block radius from the hotel. Additional parking in the area can be viewed at chicagoparkingmap.com.

One Illinois Center, 111 E. Wacker Dr.

- 12 hours = \$29
- Early Bird (M-F): \$16
In by 8:00 am/Out by 7:00 pm

Three Illinois Center, 303 E. Wacker Dr.

- 12 hours = \$27
- Early Bird (M-F): \$15
In by 5:00 am - 9:30 am/Out by 7:00 pm; 5 Hour Minimum

Prudential Plaza, 130 E. Randolph St.

- 12 hours = \$29
- Early Bird (M-F): \$16
In by 4:30 am - 8:00 am/Out by 8:00 pm

Aon Center, 200 E. Randolph

- 12 hours = \$30
- Early Bird (M-F): \$16
In by 5:00 am - 9:30 am/Out by 7:00 pm

Millennium Park Garage, 5 S. Columbus Dr.

- 12 hours = \$29
- Early Bird (M-F): \$15
In by 5:00 am - 10:00 am/Out by 7:00 pm

Park Millennium, 222 N. Columbus Dr.

- 12 hours = \$29
- Early Bird (M-F): \$15
In by 7:30 am - 9:30 am/Out by 7:00 pm; 5 Hour Minimum

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FEATURES INCLUDE:

CONFERENCE AGENDA
UPCOMING EVENTS
SPEAKERS INFO
INTERACTIVE MAP
EXHIBITOR BINGO
EVALUATIONS
SESSION ALERTS
CONTACT EXCHANGE
AND MUCH MORE!

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GENERAL INFORMATION

PARKING CONT.

Aqua Self-Park, 225 N. Columbus Dr.

- 12 hours = \$34
- Early Bird (M-F): \$15
In by 4:00 am - 10:00 am/Out by 7:00 pm

Illinois Center, 233 N. Michigan Ave.

- 12 hours = \$29
- Early Bird (M-F): \$16
In by 12:00 am - 8:00 am/Out by 7:00 pm

Rates are current as of July 2015. Above rates are subject to change without notice.

All delegates are encouraged to take public transportation.

POLICY ON CHILDREN

To preserve a professional business environment and ensure a quality educational atmosphere at the IAPD/IPRA Soaring to New Heights Conference, no one under the age of 18 will be allowed to participate in conference sessions/pre-conference workshops, the welcome social and the exhibit hall. An exception will be made if the person is a speaker or a registered full- or part-time college or university student, and is attending the conference for the purpose of professional development and networking opportunities. The closing social will be open to children, however.

POLICY ON MEMBERS AND NONMEMBERS

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

- Members of the Illinois Park and Recreation Association in current standing through 12/31/16. **IPRA memberships not renewed for 2016 will be assessed the difference between the member and non-member conference registration fees upon their check-in onsite at Conference Registration.**
- Commissioners/park board members, attorneys, board treasurers and board secretaries of agencies that are members of the Illinois Association of Park Districts.
- A maximum of six **support** staff from IAPD member agencies (**"Support staff" is defined as clerical and maintenance personnel only.**)

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



SATISFACTION GUARANTEED

The Illinois Association of Park Districts (IAPD) and the Illinois Park and Recreation Association (IPRA) have instituted a Satisfaction Guaranteed Policy for the Thursday pre-conference workshops. IAPD and IPRA make every effort to ensure quality programs for participants. However, if a participant is not fully satisfied with the content of the workshop, he or she may request and receive a 100% refund of the workshop fee. A participant who wishes to request a refund for a pre-conference workshop **must do so no later than the end of the workshop in question.** Forms will be available at Conference Registration. Any 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.

REGISTRATION INFORMATION

Early Registration Deadline Monday, December 7, 2015

Registration Deadline Monday, January 18, 2016

Registration Methods:

- Online at ilparksconference.com to save \$25 per registration package; online registration must be accompanied by credit card for payment.
- Complete the Advance Registration Form and mail it with credit card or check to 2016 IAPD/IPRA CONFERENCE, PO Box 783, Elk Grove Village, IL 60009-0783
- Complete the Registration Form and fax it with credit card information to 847-759-6979; faxed registrations **must be** accompanied by credit card for payment.

Registration Information:

- Faxed, mailed and online registrations will be accepted until January 12, 2016. Register online at ilparksconference.com for a \$25 per registration package discount!
- **IAPD/IPRA will not invoice agencies or individuals for conference registrations.**
- 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 and **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.

Onsite Registration Hours:

- Thursday, January 28 7:30 am – 5:00 pm
- Friday, January 29 7:00 am – 5:00 pm
- Saturday, January 30 7:45 am – 12:00 pm

Registration Questions?

Contact CTE, our conference registration company, at either ilparks2016@cteusa.com or 847-759-4279.

SILENT AUCTION

The Illinois Park and Recreation Foundation (IPRF) provides resources to park and recreation agencies and professionals statewide.



Part of our commitment to the profession is ensuring that future and current park and recreation professionals have the tools they need to be successful. Each year, we hold a Silent Auction at the *IAPD/IPRA Soaring to New Heights Conference* to provide support and funding for educational programming, research that will benefit the Illinois Park and Recreation Association and its members, and funding support for professional development for students studying parks and recreation within Illinois.

If you would like to make a donation or need more information, please contact Heather Weishaar at IPRA at heather@ilpra.org.

SPECIAL DIETS/ACCOMMODATIONS

Persons with special needs may make arrangements by notifying Leesa Johnson at IPRA at leesa@ilipra.org **no later than January 11, 2016.**

SPONSORS

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STUDENT EVENTS

Thursday, January 28

5:30 pm – 6:30 pm

Professional Connection

You won't want to miss this unique opportunity to network with professionals in the field. The Professional Connection provides a relaxed, social atmosphere and an informal setting for talking with and getting to know professionals currently working in your area of interest. Everyone who attends will enjoy complimentary pizza and soda. And, be sure to arrive early and fill out your raffle ticket for great prizes! See page 47 for details and registration form.

Friday, January 29

8:15 am – 9:30 am

Tips in Resume Writing and Interviewing

This session will cover the basic areas in writing cover letters, resumes and reference lists. There will be helpful tips so the person reading these documents will be more likely to schedule an interview. The interviewing tips will also help people getting interviewed feel more comfortable in the interview process and help them be able to answer questions better.

12:15 pm – 2:15 pm

All-Conference Awards Luncheon

Opt in, at no additional cost, to join the celebration and to network with established professionals.

Saturday, January 30

10:15 am – 11:30 am

Mock Interviews/Resume Review

This session will offer students the opportunity to practice and improve their interviewing skills through participation in a mock interview. Professionals will ask interview questions, as well as review students' resumes. At the conclusion of the interview, students will receive feedback and constructive criticism in order to fully prepare them for real world interviews.



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, Welcome Social on Thursday, conference sessions on Friday and Saturday and the Closing General Session on Saturday. Tickets for the All-Conference Awards Luncheon and the Closing Social on Saturday evening will be available for purchase. See page 47 for registration.

GENERAL INFORMATION

VOLUNTEERS... CALLING ALL PROFESSIONALS AND COMMISSIONERS!

We are recruiting volunteers for Conference Registration and Conference Headquarters. If you are interested and have an hour or two to spare during conference, please send an email to the following people and include the day(s)/time(s) you are available.

CONFERENCE REGISTRATION

CONTACT: Alan Howard (ahoward@ilparks.org)

Hours of Operation:

Thursday, January 28 7:30 am – 5:00 pm
Friday, January 29 7:00 am – 5:00 pm
Saturday, January 30 7:45 am – 12:00 pm

CONFERENCE HEADQUARTERS

CONTACT: Heather Weishaar (heather@ilipra.org)

Hours of Operation:

Thursday, January 28 7:30 am – 5:00 pm
Friday, January 29 7:00 am – 5:00 pm
Saturday, January 30 7:45 am – 5:00 pm

WHAT TO WEAR

Exhibit Hall Grand Opening:	Casual business attire
Thursday Welcome Social:	Casual attire
Friday All-Conference Awards Luncheon:	Business attire
Saturday Closing Social:	Dressy-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!**

It's easy to be green with online registration!

Visit the conference website at ilparksconference.com and click on the Registration and Hotel Information link. You will save \$25 per registration package as an added bonus for registering online!

IAPD and IPRA are proud of their partnership with the Hyatt Regency Chicago and are committed to minimizing the environmental impact of the conference through increased education and awareness of environmental initiatives throughout the hotel. Please support the Hyatt's efforts and make a difference during your time at conference.

- Participate in the *Linen Reuse Program*.
- Turn off your lights and television every time you leave your room.
- Take any recyclable materials (paper, empty bottles/cans, aluminum, etc.) and deposit them in the commingled recycling bins located in the East Tower/Green Level and the East Tower/Bronze Level.



SAVE THE DATE:

January 19-21, 2017 & January 18-20, 2018



A NEW ERA BEGINS

WITH A \$150 MILLION REVITALIZATION



Hilton Chicago looks forward to welcoming you back to where classic meets cool during the *IAPD/IPRA Soaring to New Heights Conference* in 2017 & 2018. As the hotel enters its final phase of the extensive multi-million dollar renovation, we want to share the new comforts & conveniences you will experience during your next stay.

- 1,544 completely renovated guestrooms and suites with new bathrooms featuring contemporary design
- 13 residentially inspired specialty suites as well as a \$1.8M renovation of the *Conrad Hilton Suite*, the largest suite in the Midwest
- Multitude of user friendly media conveniences including 37-inch HDTV, PC workstation and high speed wired and wireless internet connections
- *720 South Bar + Grill*, your Libation + Flights | Small Plates + Dining Staples destination
- *Herb N' Kitchen*, your on-the-go urban market offering Starbucks coffee, bakers' confections and artisan salads & sandwiches
- A new *Kitty O'Sheas* to enjoy Irish farm to fork fare, tap to pint favorites and live entertainment
- The new *Grand Tradition Hall*, celebrating the history of this legendary Chicago landmark with activation stations
- Tech area keeping you connected with complimentary WiFi access & charging stations in *720 South Lounge*
- New carpeting and soft goods throughout meeting and public space
- Athletic Club with heated indoor lap pool, whirlpool spa, running track, seasonal sundeck, tanning bed, extensive cardio + strengthen training equipment and on-site certified massage therapist

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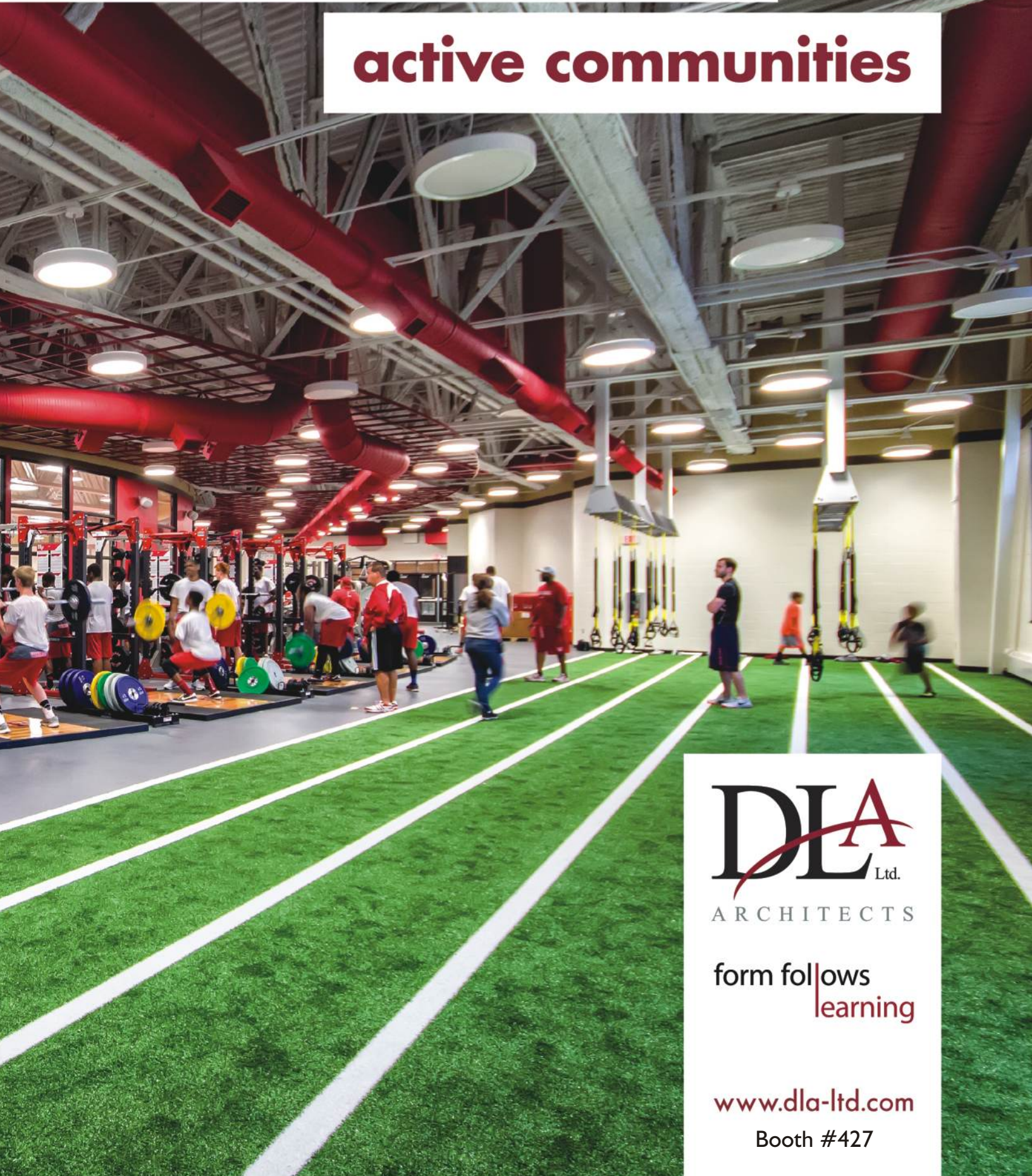
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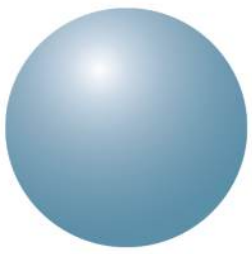


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Booth #332



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Sports Facilities

Outdoor Recreation Sports Complex, NIU



Public Gardens

Entry Plaza Garden, River Forest Public Library



Dynamic Play

Adelmann Park, Lockport Township Park District



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Booth #321



PRE-CONFERENCE WORKSHOPS - MORNING

All pre-conference workshops award 0.3 CEUs, pending approval. Pre-registration is mandatory. Register online at ilparksconference.com or see page 47.

9:00 am – 12:00 pm

10 Engagement, Motivation And Creativity: Finding Your Sweet Spot

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): Adam Shames, Innovation Consultant, Kreativty Network

How motivated are you at work (and in life)? How might you help yourself and others to engage more fully and more creatively? This interactive session will help you identify your individual “sweet spot”—where you are at your most engaged—and explores how your drives, talents and creative style can be most effectively activated. Based in part on the work on “flow” by Mihaly Csikszentmihalyi, Daniel Pink’s recent book, Drive, and other creativity research, participants will leave with a clear sense of the conditions that foster engagement, how to take more responsibility for their own engagement, and how to work with others in ways that increase motivation for everyone. You will also gain insights into current work challenges and stimulate new ideas for projects that will energize you for the coming year.

Learning Outcomes: Participants will: 1) gain a clearer understanding of how creativity and motivation are connected, and what work activities and behaviors can help them become more fully engaged; 2) learn and apply conditions that foster engagement in order to increase motivation for themselves and for staff and colleagues.

12 Adult Obesity In The US

Topic Track: Recreation

Registration Fee: \$75

Speaker(s): Cathy Birn, RN, Endoscopy Patient Education Coordinator, Memorial Sloan-Kettering Cancer Center

The goal of this program is to familiarize participants with the growing epidemic of obesity among adults in the United States, define its parameters and describe factors contributing to it. Presenters will also discuss the role trainers, community healthcare providers and recreation and fitness professionals can play in helping clients protect their health.

Learning Outcomes: Participants will: 1) be able to discuss the health and economic consequences of adult obesity; 2) be able to describe treatment options and coping methodologies of adult obesity.

101 Managing Customer Service And Loyalty

Topic Track: Leadership/Management

Registration Fee: \$75

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

Great service naturally yields greater profits. Even just a 5% increase in customer retention can boost revenues between 25-125%. Learn how to keep your customers coming back for more by effectively managing your organization’s service delivery and product promotion. In this workshop, we will review management strategies, including establishing service standards, offering staff training and recognition, and measuring service delivery. Additionally, we will target key ways to prepare your staff for top-notch service delivery through standards and skills such as listening and seeking out customer feedback via comment cards, audits, and secret shopping.

Learning Outcomes: Participants will: 1) be able to define customer service in a mission-oriented statement; 2) be able to make the connection between customer service delivery and customer loyalty, to achieve increased revenues and; 3) be able to identify management methods to better serve our customers and measure performance.

301 A Mile Wide And An Inch Deep

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): Jamie Sabbach, Founder, 110% and Jim Rogers, Executive Director, Elmhurst Park District

A perpetual interest in providing something for everyone has resulted in quantity over quality and mediocre service delivery. Be among those premier agencies that have embraced the management changes necessary to put their agencies on the track to fiscal health, organizational well-being and a resilient future.

Learning Outcomes: Participants will: 1) discuss the importance of addressing critical issues like deferred maintenance, unfair competition and identifying the true cost of doing business in public parks and recreation; 2) learn and apply strategies and tools to assist them in creating a business like culture that balances social service interests with enterprise operations, and provides for beneficial, habitual change.





9:00 am - 12:00 pm (continued)

303 Computer Forensics, Part I

Topic Track: Finance/IT
Registration Fee: \$75
Speaker(s): John Chirillo, Director of Security Practices, PC Connection
Computer crimes on IT systems by hackers, contractors and even employees is at an all time high. Knowing how to determine the root cause of a hacker attack and collect evidence legally admissible in court will go a long way in protecting your park district's assets and reputation. In this course, the presenter will cover forensic incidents, incident response, operating system and storage concepts, digital acquisition, and analysis and examination.

Learning Outcomes: Participants will: 1) gain a general understanding of computer forensics and incident response concepts; 2) view a personalized demonstration of digital acquisition, analysis and examination.

401 Goal Setting-Preparing For Your Future Today

Topic Track: Leadership/Management
Registration Fee: \$75
Speaker(s): Steve Beck, President, Beck Seminars

In this workshop, participants will explore the different types of roadblocks that get in their way of achieving absolute and astounding success in their job and in their life. After identifying their own individual barriers, participants will then learn how to develop a game plan for getting through the challenges, fears, and obstacles that stand in their way of achieving all their goals.

Learning Outcomes: Participants will: 1) come up with a list of their long and short-term S.M.A.R.T goals and learn the tools to achieve all of those goals; 2) leave the seminar with a game plan to achieve a one-year business goal.

501 Making Others Smile

Topic Track: Leadership/Management
Registration Fee: \$75
Speaker(s): Randy Fox, Motivational Speaker and Author, FoxPoint LLC

Making Others Smile is a fun, insightful and inspiring workshop that ultimately gets participants to find the victory in helping others succeed! The program combines compelling real life stories, with practical application, activities, discussion and engaging interaction to keep attendees ready to participate and learn. Bottom line, everyone will walk out of the room excited for who they are, what they do, ready to go out and change the world!

Learning Outcomes: Participants will: 1) learn to understand the differences in the personality of others and why they are often frustrated with people; 2) learn how to appreciate, respect and adapt accordingly to be a successful, high performance team; and 3) clearly see the value of leadership influence, working as a team, and how to overcome, obstacles and failure as they work together to achieve their goals and dreams.

901 Public Engagement 201: Developing An Effective Engagement Strategy

Topic Track: Marketing/PR
Registration Fee: \$75
Speaker(s): Cassandra Rice, Project Designer, Hitchcock Design Group; Amalia Turkewitz, Project Coordinator, Chicago Park District; Barbara Heller, Director of Parks Planning, Sasaki Associates; and Erin Maassen, Marketing and Communications Manager, Glencoe Park District

This interactive workshop will focus on helping attendees develop an effective public engagement strategy for their communities. After a brief introduction, participants will break into four small groups and discuss with workshop leaders what public engagement tools can be used to assist with marketing and outreach efforts, community meetings, online engagement and surveys, and design charrettes. Attendees will rotate through each group during the workshop.

Learning Outcomes: Participants will: 1) gain the knowledge to effectively outline a community engagement process for their own decision-making process; 2) learn and practice up to four methods of facilitating resident engagement in a decision-making process.

1001 Difficult People, Easy Conversations: Navigating Today's Lack Of Common Courtesy

Topic Track: Leadership/Management
Registration Fee: \$75
Speaker(s): Denise Barreto, Managing Partner, Relationships Matter Now, LLC

You've all seen them. Scowl on their face as they approach or even better, you hear them before they arrive. Difficult people. They are everywhere. And seemingly in abundance where you work and there are more of them than you. This interactive course will outline strategies and give practical tips on how to best navigate the current lack of courtesy extended to our front line staff. We will equip attendees with the emotional fortitude and communications skills to deal with difficult clients through a series of facilitated discussions and team exercises.

Learning Outcomes: Participants will: 1) develop language techniques to handle tough conversations; 2) build empathetic muscles to better serve their communities.





1:00 pm – 4:30 pm

Career Development Symposium

Location: Crystal Ballroom C, Green Level, West Tower
Registration Fee: \$89
Speaker: Carl Flowers



About the Speaker

With a high-energy, motivational approach, Carl delivers a message that both inspires and directs. His unique presentation style includes many visuals and examples that engage the audience. Participants leave with a one-week plan full of daily challenges designed to help them practice the new skills they have learned.

Carl’s multi-faceted career spans almost 35 years, and includes working exclusively for several direct sales companies in field sales management, sales promotion, training and special events. Carl received his B.A. in speech and mass communications from the University of Illinois, and a program certificate from the Caruth Institute for Entrepreneurship at Southern Methodist University’s Cox School of Business.

12:30 pm – 1:00 pm
 Registration/Check-In

YOU MUST GO TO CONFERENCE REGISTRATION, FIRST, LOCATED IN THE EAST TOWER/GOLD LEVEL.

1:00 pm – 4:30 pm*
Creating Optimism in the Workplace

Is negativity a problem in your agency? Are any of the following situations present in your workplace?

- Squabbles flare up over inconsequential matters.
- People are walking on egg shells, afraid to confront problems or volunteer help.
- Discipline and quality are suffering.
- Gossip, fear and rumors are distracting people from their jobs.
- People seem preoccupied with their personal agendas.
- Your best people are losing their enthusiasm.
- You’re spending more time soothing feelings and repairing damage.

Negativity is often the underlying cause of poor performance, deteriorating quality or a fall-off in teamwork. Workplace negativity can spread quickly and quietly, but it can be stopped if you recognize the danger signals and act on them. By attending this workshop, you will learn:

- What makes negative people behave the way they do.
- The toll that “downers” take on other people’s performance, productivity and job satisfaction.
- The difference between healthy and harmful skeptics.
- How to effectively challenge negativity in others.
- How to create an antidotal “pocket of optimism”.
- How to sidestep the “negativity traps” set by people you work with.
- What organizational negativity “looks” like, and how to bring it out into the open so you can work on repairing it.
- What to do when negativity is entrenched in the policies, personality and culture of an organization.

** Includes a 30-minute refreshment break*

4:30 pm
Tour the Exhibit Hall, Riverside Center, East Tower/ Purple Level



PRE-CONFERENCE WORKSHOPS - AFTERNOON

All pre-conference workshops award 0.3 CEUs, pending approval. Pre-registration is mandatory. Register online at ilparksconference.com or see page 47.

1:30 pm – 4:30 pm

11 Healthy Communities: Strategies And Tools To Reposition Parks And Recreation

Topic Track: Leadership/Management
Registration Fee: \$75
Speaker(s): Teresa Penbrooke, MAOM, CPRE, CEO and Founder, GreenPlay, LLC and Brian Meyer, Director of Recreation and Facilities, Arlington Heights Park District

The health care issue is front and center. The Healthy Communities Surveillance and Management Toolkit (SMT) helps communities and/or state systems learn how to demonstrate that their public parks and recreation are a catalyst in creating healthy communities.

Learning Outcomes: Participants will: 1) comprehend the relationship of parks and recreation to their jurisdiction's public health issues; 2) will comprehend the required information from each of five elements for analysis and will be familiarized with the SMT project methodology and steps for implementation.



102 Maximizing Your Leadership
Topic Track: Leadership/Management
Registration Fee: \$75
Speaker(s): Eileen Soisson, President, The Meeting Institute

Did you know that each of us influences at least four people per day and ten thousand other people during our lifetime? The next question is HOW are you influencing others and maximizing your leadership opportunities? This session will define leadership through current day leader examples and the phases of leadership.

Learning Outcomes: Participants will: 1) be able to define leadership through current day leaders, the phases of leadership and group discussion; 2) be able to discuss seven winning traits that are vital to being an effective leader and; be able to identify leadership strategies to maximize opportunities within your workplace.

202 Working With Nature To Improve Plant Health & Sustainability

Topic Track: Parks/Natural Resources
Registration Fee: \$75
Speaker(s): Steve Neumann, President/Owner, Logic Lawn Care and Michael Curry, President, GreenSite, Inc.

Going all in or just putting a toe in the water? This session will share real life trials of a successful organic lawn care program. We will discuss soil sampling and testing to improve our understanding of the site, its challenges, and how to amend soils when necessary.

Learning Outcomes: Participants will: 1) learn about practices that work, and do not work in an organic lawn care application; 2) learn about the importance of soils and soil testing; and (3) learn about the many benefits of soil bio-stimulants and bio-fertilizers; how to use them and how they work to increase productivity and sustainability, and reduce costs.

302 Improving Your Business Model
Topic Track: Marketing/PR
Registration Fee: \$75
Speaker(s): Jeff Price, CEO, Resources to Help

Let's face it, the general fund does not provide the financial support to parks and recreation services as it once did. New methods are needed to drive non-tax revenue and improve the customer experience. This top-rated, pre-conference workshop will provide in-depth, no cost, researched based methods to improve customer service and improve the bottom line.





1:30 pm - 4:30 pm (continued)

304

Computer Forensics, Part II

Topic Track: Finance/IT

Registration Fee: \$75

Speaker(s): John Chirillo, Director of Security Practices, PC Connection
In part II, the presenter will pick up where he left off from the morning session, and will continue the discussion on forensic incidents, incident response, operating system and storage concepts, digital acquisition, and analysis and examination.

Learning Outcomes: Participants will: 1) gain a general understanding of computer forensics and incident response concepts; 2) view a personalized demonstration of digital acquisition, analysis and examination.

402

Exceptional Customer Service- Dealing With Angry Customers And Difficult Personalities

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): Steve Beck, President, Beck Seminars

In this workshop, participants will examine their communication skills and learn how they can improve them. The four behavioral styles (Driver-Expressive-Analytical-Amiable) will be discussed in detail. For most people, recognizing that 75% of people are not like them is an eye opener. This workshop is also about learning when and how to flex one's own style when dealing with others so that communication flows more smoothly. Additional topics covered include: the importance of listening; how to handle difficult or angry customers in a positive and friendly way; the importance of 'Not taking things personally'; and how to deal effectively with the next customer, right after the "Jerk."

Learning Outcomes: Participants will: 1) reduce stress; 2) reduce mistakes; 3) head off tomorrow's problems TODAY; 4) communicate more effectively at home and work; 5) increase effective communication throughout the organization; and 6) understand one's own 'personal style' and how others perceive us.

602

Preserving, Planning, And Programming Historic Parks (Offsite Tour)

Topic Track: Facilities

Registration Fee: \$75

Speaker(s): Julia Bachrach, Planning Supervisor, Chicago Park District

The Chicago Park District is the owner and steward of hundreds of historic buildings, sculptures and landscapes. Some of the nation's most significant designers and artists contributed to this venerable collection of historic and cultural resources. Considering that these valuable assets must continuously provide for modern-day recreational needs, they are often under numerous pressures, and can be difficult facilities for park professionals to preserve, maintain, and program. This session will focus on several important historic park buildings, sculptures, and landscapes including Lincoln, Grant, and Clarendon Parks. It will also highlight recent projects such as Talking Statues.

Learning Outcomes: Participants will: 1) learn in-depth best practices related to adaptive reuse of historic architecture to provide a variety of recreational and educational programs while also maintaining historic integrity; 2) learn about the history of Chicago's parks and how recreation trends from the past have influenced the parks of today.

902

In Service, There Is No Finish Line: Round 2

Topic Track: Marketing/PR

Registration Fee: \$75

Speaker(s): Stephanie Emrich, Chief Service Officer/Founder, Service Speaks, Ltd.

Be Our Guest! De-mystify the 5-Star hotel approach, observing the Hospitality Industry as the model of epic service. Participate in a "give & take" audience-specific conversation. Develop an illuminating Infographic to demonstrate your commitment to service excellence through the Seven Elements of Service Gold: Authenticity. Intuition. Champion. Delivery. Delight. Initiative. Bonus Option: Become a Certified Guest Service Professional (CGSP) with a 30-question quiz following the session.*

*Additional Fee for certification through the American Hotel & Lodging Association.

Learning Outcomes: Participants will: 1) create an immediately applicable/daily functional Infographic directly related to their organization. Direct result: Customized two-page learning tool to reach and further motivate a range of organizational levels (from Board of Directors to staff to parents and children; 2) increase abilities to spotlight service as a 2016 branding strategy. Direct result: Hands-on application with the Seven Elements of Service Gold. Attention-getting (media!) "moments of truth" through specific touch points using Authenticity. Intuition. Champion. Delivery. Delight. Initiative.

1002

Politics: How To Play The Game Without Becoming The Game

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): Janice Geden, Director, National Recreation and Park Association Green School

Winning the game of politics does not mean losing your identity or compromising your values. You can play the game without becoming the game. The key is making conscious choices while always being brutally honest with yourself. Politics is a taboo word for some, but like it or not it's pervasive in the field of parks and recreation. It is no secret that top performers in our field have mastered the art of winning the game known as politics. And although it may sound dishonorable, understanding how the game is played, the role(s) you may have to play as a leader, and the harsh reality of the political arena can be critical in determining your future success. This session will examine from a no holds barred approach the "three-legged stool" of politics: internal politics, community politics and working with politicians. The rules of the political game will be explored along with an in depth look at your true appetite for playing it. The concepts of self-awareness, trust and gender will also be explored as they relate to political effectiveness.

Learning Outcomes: Participants will: 1) gain an understanding of the rules of politics and how it affects future career success; 2) gain insights into the realities of politics and how it impact leadership roles.

WELCOME SOCIAL



Shout Out

Thursday, January 28

9:00 pm – 12:00 am

Hyatt Regency Chicago,

Grand Ballroom,

East Tower/Gold Level

This is not a ticketed event... everyone is welcome!



SPONSORED BY:





**Saturday,
January 30
7:00 pm – 10:30 pm
Odyssey/
Spirit of Chicago Cruises**
Navy Pier

With breath taking city views, creative culinary delights, refreshing cocktails and upbeat, lively music, nothing on land compares to the energy and experience of an evening aboard the *Odyssey* or *Spirit of Chicago**. Join us for an unforgettable evening as we cruise along the lakefront, while dining and dancing the night away against the incredible backdrop of Chicago's amazing skyline.

THIS IS A TICKETED EVENT!

Ticket includes roundtrip shuttle service from the Hyatt Regency Chicago, admission aboard the *Odyssey* or *Spirit of Chicago*, dinner buffet, beer/wine/soft drinks and a great night of entertainment and fun!

TICKET INFORMATION:

- Delegates who register for the Full Package or the Saturday Only Package will receive one adult ticket.
- Adult tickets are \$95; Child tickets (12 and under) are \$35.
- Additional tickets may be purchased through the pre-registration process or onsite from Conference Registration.
- Tickets **will not be sold** on-site.
- Requests for tickets for a specific boat will be filled on a first-come, first-served basis.



Buses will depart from the Hyatt Regency Chicago beginning at 6:45 pm.

* Buffet dinner menu and entertainment will be the same on each boat.

SPONSORED BY:



	BOARDSMANSHIP	DIVERSITY	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/ LEGAL	HR/RISK MANAGEMENT
8:15 am - 9:30 am	#106 – Boardmanship Essentials, Part I	#1003 – Building Corporate Relationships That Lead to Volunteers and Donors	#115 – Sports Concussion #609 – Design Tips for Today’s Recreational Facility #611 – Historic Preservation Tools and Treatments for Park Buildings and Landscapes, Part I #621 – Open Water, Open Minds	#16 – Creating Smarter and More Engaging Parks – There’s An App for That! #108 – Your Financial Cycle – From B&A to Levy Ordinance to Tax Objections #324 – SHI Technology Partner Session	#110 – Legal/Legislative, Part I #127 – iGovern - Technology Use in the Public Sector #128 –Lakes and Other Bodies of Water in Parks: Special Liability Concerns, Part I #311 – What is GASB Up To? #319 – FOIA Versus Confidentiality Requirements – What the PAC Won’t Tell You	#323 – Managing Your Volunteer Resources
9:45 am - 11:00 am	#133 – Attracting and Onboarding Highly Effective Board Members	#1006 – Grants: More Than Clicking a Button, Part I #142 – Celebrating and Managing A Multi-Cultural Workplace	#138 – FootGolf Implementation #607 – Common Accessibility Issues and Solutions #627 – Historic Preservation Tools and Treatments for Park Buildings and Landscapes, Part II #616 –Join the LED Lighting Revolution! #620 – My Personal Trainers Don’t Make Money! 5 Mistakes Trainers Make	#136 – IMRF: Are You Ready for Retirement? #305 – Technology Roadmap: What Is It? Got One? Get One!	#111 – Legal/Legislative, Part II #120 – Couples Therapy: Intergovernmental Cooperation #122 – Park District Use of Social Media – Navigating the Legal Landscape #306 – You Have the Power! Cooperative Purchasing Programs: An Innovative Approach #309 – Tax Objection vs. Tax Appeal: How to Protect Your Money	#320 – Navigating the Maze of Employee Leaves of Absence
1:00 pm - 2:15 pm			#617 – Lifeguard Planning That Makes Sense – Young and Dumb Rescuers!	#27 – Partner With Your Peers! Collaborative Purchasing Saves Time and Money	#218 – Land and Facility Acquisition: “From Start to Finish”	
3:30 pm - 4:45 pm	#146 – Boardmanship Essentials, Part II	#1009 – Grants: More Than Clicking a Button, Part II	#603 – 7 Key Statistics You Need to Manage Your Fitness Business #604 – Aging Gracefully: It’s Important to Your Aquatic Facility As Well #614 – Integrating Long Term Operations and Maintenance into Your Design Process #626 – The ABC’s of ENERGY: Energy Fundamentals and a Sustainable Future	#116 – Public Entity Cybersecurity Risks #145 – Essential Elements of a Successful Investment Program #328 – Tips and Tricks with Microsoft Word and Excel	#104 – Review of Sunshine Laws - FOIA & Open Meetings Act #123 – Your Employees Are on Social Media - What Can You Do? #129 – Lakes and Other Bodies of Water in Parks: Special Liability Concerns, Part II #307 – Termination of Public Employees: A Legal Primer #308 – Volunteers: Opportunities or Trouble?	#314 – Employee Medical Issues and Leaves: What to Do? #329 – Completing Form INS I-9 Confidently and Competently

LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p>#20 – Financial Stability for Thriving Agencies</p> <p>#25 – Leading Optimistically</p> <p>#134 – Tailoring Your Public Process: Engaging Your Community Without Opening the Floodgates</p> <p>#139 – GEO – What? Geothermal, Wind and Other Evolving Trends for Energy Efficiency</p>	<p>#13 – Resume Writing and Review Tips</p> <p>#14 – Unplug Illinois: Your Role in This New Statewide Campaign</p> <p>#903 – Don't Be Boring: The Secrets to Telling a Compelling Story</p> <p>#916 – Social Media Data & Analytics: Get Digital Marketing Results</p>	<p>#210 – Prioritizing Park Improvements</p> <p>#220 – Storm Water Management Issues</p> <p>#221 – You Were Asked to Build An Athletic Field... Now What?</p>	<p>#404 – Active Adults 102: Dealing with Difficult Patrons and Situations</p> <p>#407 – Early Childhood Forum</p> <p>#412 – Get Fit and Flourish!</p> <p>#420 – Next Generation Training: Future of Educating Youth Coaches</p>	<p>#505 – Proactive Solutions to Challenging Behaviors: Helping Shape Tomorrow's Youth Today</p>
<p>#15 – Innovation Beyond the Buzzwords</p> <p>#19 – Community Engagement Primer</p> <p>#203 – On Fleek, Cost Effective and Value Added Tips for Projects</p> <p>#416 – Leading and Influencing During Difficult Times</p>	<p>#114 – Intellectual Property</p> <p>#905 – Web Adaptability: Keeping Your Website Ahead of the Curve</p> <p>#909 – Branding Guidelines</p>	<p>#204 – A Turf Grass Alternative – Save Money, Create Habitat!</p> <p>#212 – The ABC's of Comprehensive Planning</p> <p>#222 – Outdoor Ice Rinks in Illinois - Are We Still Nuts?</p>	<p>#24 – Worldwide Fitness Trends for 2016: What's Driving the Market</p> <p>#411 – Games and Activities for Happy Campers</p> <p>#415 – How to Proactively Address and Work Through Difficult Behaviors</p> <p>#424 – Virtual Senior Center</p>	
<p>#205 – Creating a Positive Environment in Your Workplace</p>	<p>#912 – Staff Communication: Control, Filters and Perception</p>		<p>#406 – Bringing More Play to Your Community – the Green Way</p>	
<p>#22 – The 13% Club</p> <p>#112 – Accreditation: A Blueprint for Excellence</p> <p>#140 – Empower Your Staff and Engage Your Board, Part I</p> <p>#143 – Personal Accountability</p> <p>#623 – Real World vs. Rec World: Emergency Planning Initiatives</p>	<p>#907 – Email Marketing + Social Media = Exponential Results!</p> <p>#914 – Developing a District-Wide Marketing Plan</p>	<p>#207 – GIS: Yes You Can!</p> <p>#211 – Sustainable Practices in Parks and Planning</p> <p>#214 – A River Runs Through It: Creating Waterfront Destination Parks</p>	<p>#403 – 75 Programs in 75 Minutes</p> <p>#414 – Helping Teens Understand the Value of Leadership</p> <p>#425 – Wanted! Natural Wonders</p>	<p>#506 – ADA Forum – Answering Your Questions About ADA</p>

	BOARDSMANSHIP	DIVERSITY	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/LEGAL	HR/RISK MANAGEMENT
10:15 am - 11:30 am		#1005 – Diversity and Inclusion: Competitive and Community Advantage	#610 – Effective Interior Design Renovation: Impacting the Bottom Line #618 – Lifeguards Love YouTube #619 – Maggie Daley Park: Explore Next-Gen Ice For All Seasons	#315 – Fringe Benefits for Commissioners and Employees – A Survival Guide #318 – Moving to the “Cloud” – Things You Should Know	#103 – Is Your Local Park Foundation Successful? #107 – OMA-FOIA Refresher and Recent Developments #118 – Park Board Wars – The Next Round #124 – Dealing with Bullying in Your Agency #310 – Staying Out of Litigation: When to Require Liability Waivers	#121 – Director Contracts – Hiring and Exiting #317 – Employment Law Update
12:30 pm - 1:45 pm		#1004 – Community Engagement Survey Model, Part I	#612 – History of Parks and Natural Areas in the Chicago Region #613 – Identifying Good Candidate Buildings for Adaptive Reuse #624 – Sccooorreee! Creating a Unique and Revenue Generating Sports Complex #625 – Seeing STARS: Energy Star Rating or LEED, Your Sustainable Future	#316 – Continuing Disclosure: Is Your Agency Up to Date?	#105 – Ethical Requirements for Public Officials #117 – Practices and Procedures for Effective Board Meetings #125 – Consolidation of Illinois Public Entities: How Park Districts Can Be Proactive	#109 – Cyber Security – Protecting Your Agency and Your Patrons #119 – What Commissioners Need to Know About Employment Litigation
2:00 pm - 3:15 pm	#137 – Commissioner’s Roundtable	#1008 – Community Engagement Survey Model, Part II	#113 – Environmental Risks in Real Estate Transactions #608 – Cooling Your Building HVAC Costs Down = Hot Energy Savings #615 – Is Your Recreation Facility Showing Signs of Age?	#135 – Issuing Bonds: What Commissioners Need to Know	#126 – Tort Immunity – Tips for Reducing Liability Exposure #130 – Parades and Festivals in Parks – Liability Issues and Recent Decisions #312 – 5 Things An Agency Should Know Before Beginning An Investigation	#132 – Transition Management and Succession Planning – Prepare for the Unexpected #322 – The Rapidly Evolving Law of Employee Protected Activities
3:30 pm - 4:45 pm		#1007 – Park and Recreation for the Soul	#605 – Applying Effective Business Strategies to Public Facilities #606 – Big Plans, Huge Impact: Improving an Existing Rec Center #622 – Our Kids Need Help – And So Do You!		#313 – Protecting an Agency From Procurement and Vendor Fraud	#321 – Dealing With Mandatory Criminal Background Checks of EEOC Guidelines

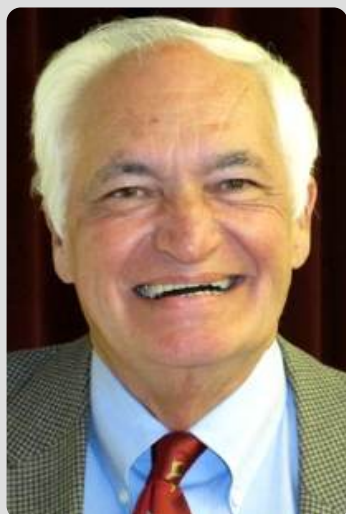
LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p>#23 – Social Capital: Measuring the Value of Parks and Recreation</p> <p>#141 – Empower Your Staff and Engage Your Board, Part II</p> <p>#325 – Bridge Employment – Understanding the Trend & Impact</p>	<p>#26 – Unplug Illinois: Your Role in This New Statewide Campaign (Repeated)</p> <p>#908 – C&M Roundtable</p>	<p>#213 – Oak Savanna Restoration, a Work in Progress</p> <p>#215 – Benefits of Artificial Turf</p>	<p>#408 – Enhancing Parental Involvement in Youth Sport Programs</p> <p>#418 – Leveraging Exercise Professionals in Your Community</p> <p>#422 – Understanding Adolescent Brain Development</p>	<p>#504 – Behavior Management Strategies in Therapeutic Recreation Settings, Part I</p>
<p>#18 – Get to Know Make a Splash</p> <p>#144 – Empower Your Staff and Engage Your Board, Part III</p> <p>#327 – Interviewing for RESULTS...Secrets to the Selection of Top Performers</p>	<p>#906 – Brain Science and Digital Marketing: 6 Ways to Connect</p> <p>#913 – Customer Service – Let Them Feel How Much You Care</p>	<p>#206 – FootGolf - Bringing a New Demographic to Your Golf Facility</p> <p>#208 – Greening Your Agency</p> <p>#216 – Nature Play: Intentional Design Strategies for Reconnecting Children to Nature</p>	<p>#417 – Let's Go Camping! Forest Preserves of Cook County CLIC Program</p> <p>#421 – Senior Centers: Where Will They Be in 5, 10 Years?</p> <p>#426 – Youth Sport and the American Development Model: Opportunities for Growth</p>	<p>#507 – Behavior Management Strategies in Therapeutic Recreation Settings, Part II</p>
<p>#21 – iLearn: Top 5 in 75</p> <p>#131 – Social Enterprise – How to Leverage Existing Assets for New Revenue</p>	<p>#904 – The Local Lifecycle: Converting Your Community Into Loyal Participants</p> <p>#911 – The Why and How of Content Marketing</p>	<p>#217 – Elements to Successful Multi-Use Trail and Bicycle Path Projects, Part I</p> <p>#219 – Innovative Solutions to Promoting Physical Activity in Multigenerational Park Settings</p> <p>#223 – 5 Dimensions of Success: Leveraging GIS to Revolutionize Parks Management</p>	<p>#409 – Finding the Opportunity – Succession Planning for the Recreation Program</p> <p>#410 – Finding Your Fit: Wellness in an Urban Setting</p> <p>#423 – Using Kids' Energy Creatively: Discipline and Kids</p>	<p>#503 – Divisive Devices: Balance, Boundaries and Developmentally Different Brains (ADHD/ASD)</p>
<p>#17 – Executive Director Roundtable</p>	<p>#326 – Creating a Culture of Customer Service Excellence for Your Agency</p> <p>#910 – Serving Your Constituents and Maximizing Revenue with Strategic Web Marketing</p> <p>#915 – Diving Into Data – Actionable Analytics for Agencies</p>	<p>#209 – Making Parks Relevant</p> <p>#223 – Elements to Successful Multi-Use Trail and Bicycle Path Projects, Part II</p>	<p>#405 – Baby Boomer Programming That Actually Works!</p> <p>#413 – Growing Staff</p> <p>#419 – Modifying to An Individual's Need Not An Individual's Disability</p>	

Keynote General Session with Lowell Catlett, Ph.D.

Saturday, January 30, 2016

9:00 am – 10:00 am

Grand Ballroom C-F, East Tower/Gold Level



Wonder Worlds

Mobile phones changed communications and society more in 20 years than the entire 140 year history of phones. Walmart reshaped all of retailing only to be reshaped again by the Internet. Big things, even if they are small in size, can be totally disruptive to markets, economies and society. What are the likely next big things? And how might they change all of us in ways that will propel societies to their highest human potential ever? Join us as Dr. Catlett takes you on a tour through the next big things and their likely impacts.

About the Speaker

DR. LOWELL CATLETT, retired as Regents Professor in Agricultural Economics and Agricultural Business and Extension Economics and the Dean and Chief Administrative Officer of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University in July 2015. He is an exciting futurist whose knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. His vast knowledge astounds corporate and association

audiences both nationally and internationally. His presentations are thought-provoking and highly-entertaining.

Dr. Catlett received the New Mexico Distinguished Public Service Award in 2013 from the Governor of the state because of his dedication to public service and to the betterment of life in New Mexico.

Dr. Catlett earned his bachelor's degree in agricultural business and economics from West Texas State University, his master's in agricultural economics at NMSU and his doctorate in economics at Iowa State University. Dr. Catlett has twice received the "Don C. Roush Award for Excellence in Teaching." He is also a recipient of the prestigious "Burlington Foundation Faculty Achievement Award for Outstanding University Teaching." In 1994 he was one of two western regional recipients of the National Association of State Universities and Land Grant Colleges "Excellence in College and University Teaching in the Food and Agricultural Sciences Award." Dr. Catlett received the "Carl F. Hertz Distinguished Service in Agricultural Award" in 2007 from the American Society of Farm Managers and Rural Appraisers. He was awarded the "2007 Distinguished Alumni Award" from West Texas State University. In 2010 Dr. Catlett received the "Henry A. Wallace Award" which was established in 1978 to honor an Iowa State University alumnus who has made an outstanding contribution to national or international agriculture in writing, teaching, research and leadership.

In addition to his selection in 2002 as a member of the original class of six New Mexico State University Regents Professors, Dr. Catlett has received every teaching award the university offers, including the "Westhafer Award for Teaching" in 1990.

He is a consultant to the U.S. Departments of Agriculture, Interior, Defense and Labor, and the World Bank. He is on the Board of Trustees of the International Food Information Council. He has also been a consultant to many Fortune 500 companies.



2016 Conference Registration Form

REGISTRATION DEADLINE IS JANUARY 18, 2016

Register online at ilparksconference.com for a **\$25 per registration package discount!**

Registration for conference and any pre-conference workshops must be done at the same time.

Faxed or mailed registration forms will be accepted until January 18, 2016.

SECTION I. ATTENDEE INFORMATION

NAME _____ TITLE _____

NICKNAME FOR BADGE _____

AGENCY _____ EMAIL ADDRESS (REQUIRED) _____ PHONE _____

MAILING ADDRESS, CITY, STATE, ZIP _____

MEMBER: IAPD IPRA NON-MEMBER PPRP APRP CPRP CTRS

MEMBER RATES: All registrations are checked for membership status. Refer to the Policy on Members and Non-Members on page 28.

Is this your first time attending the IAPD/IPRA Soaring New Heights Conference? Yes No

If "No," how many years have you attended? 2-5 6-9 10-15 16+

ADA COMPLIANCE: CONTACT LEESA JOHNSON AT IPRA AT LEESA@ILIPRA.ORG BY **JANUARY 11, 2016** IF YOU HAVE ANY SPECIAL ACCESSIBILITY/MEAL REQUIREMENTS.

Emergency Contact (REQUIRED):		
Name:	Relationship:	Phone:

SECTION II. PRE-CONFERENCE WORKSHOPS – THURSDAY, JANUARY 28, 2016 (Enrollment is limited – REGISTER EARLY!)

SESSION #	TITLE	FEE	CEUs
9:00 am – 12:00 pm			
10	Engagement, Motivation And Creativity: Finding Your Sweet Spot	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
12	Adult Obesity In The US Optional*: <input type="checkbox"/> BOC (\$5) <input type="checkbox"/> NCSF (\$5)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
101	Managing Customer Service And Loyalty	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
301	A Mile Wide And An Inch Deep	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
303	Computer Forensics, Part I	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
401	Goal Setting – Preparing For Your Future Today	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
501	Making Others Smile	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
901	Public Engagement 201: Developing An Effective Engagement Strategy	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1001	Difficult People, Easy Conversations: Navigating Today's Lack Of Common Courtesy	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1:00 pm – 4:30 pm			
CDS	Career Development Symposium: Optimism In The Workplace	<input type="checkbox"/> \$89	<input type="checkbox"/> \$5
1:30 pm – 4:30 pm			
11	Healthy Communities: Strategies And Tools To Reposition Parks And Recreation	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
102	Maximizing Your Leadership	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
202	Working With Nature To Improve Plant & Health Sustainability	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
302	Improving Your Business Model	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
304	Computer Forensics, Part II	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
402	Exceptional Customer Service – Dealing With Angry Customers/Personalities	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
602	Preserving, Planning, And Programming Historic Parks (Offsite Tour)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
902	In Service, There Is No Finish Line: Round 2	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1002	Politics: How To Play The Game Without Becoming The Game	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
SECTION II SUBTOTAL		\$	

* Pending approval, CEU's for Athletic Trainers (BOC) and Personal Trainers (NCSF) will be available on request.



2016 IAPD/IPRA Conference Registration Form Continued

SECTION III. CONFERENCE REGISTRATION – FRIDAY & SATURDAY

PACKAGE	EARLY (BY 12/7/15)		REGULAR (12/8/15 – 01/18/16)		ONSITE	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Full	<input type="checkbox"/> \$315	<input type="checkbox"/> \$620	<input type="checkbox"/> \$380	<input type="checkbox"/> \$750	<input type="checkbox"/> \$420	<input type="checkbox"/> \$830
No Frills	<input type="checkbox"/> \$260	<input type="checkbox"/> \$510	<input type="checkbox"/> \$315	<input type="checkbox"/> \$620	<input type="checkbox"/> \$370	<input type="checkbox"/> \$730
Friday Only	<input type="checkbox"/> \$225	<input type="checkbox"/> \$440	<input type="checkbox"/> \$255	<input type="checkbox"/> \$500	<input type="checkbox"/> \$280	<input type="checkbox"/> \$550
Saturday Only	<input type="checkbox"/> \$245	<input type="checkbox"/> \$480	<input type="checkbox"/> \$275	<input type="checkbox"/> \$540	<input type="checkbox"/> \$300	<input type="checkbox"/> \$590
Student	<input type="checkbox"/> \$110	<input type="checkbox"/> \$210	<input type="checkbox"/> \$110	<input type="checkbox"/> \$210	<input type="checkbox"/> \$110	<input type="checkbox"/> \$210
Retiree	<input type="checkbox"/> \$135	<input type="checkbox"/> \$135	<input type="checkbox"/> \$145	<input type="checkbox"/> \$145	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175
Guest/Spouse	<input type="checkbox"/> \$135	<input type="checkbox"/> \$135	<input type="checkbox"/> \$145	<input type="checkbox"/> \$145	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175
CEU's <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Friday and Saturday					\$ N/C	
Friday, Awards Luncheon Ticket					<input type="checkbox"/> \$60 x ___	\$ _____
Friday, Dessert Ticket					<input type="checkbox"/> \$15 x ___	\$ _____
Friday, Awards Luncheon Preferred Agency Seating (Nonrefundable; includes legislator tables; must have 12 people; see page 24 for details.)					<input type="checkbox"/> \$50 x ___	\$ _____
Saturday, Odyssey/Spirit Cruise* <small>*Boat selection will be confirmed upon receipt of paid registration.</small>					<input type="checkbox"/> \$95 Adult x ___	\$ _____
<input type="checkbox"/> Odyssey <input type="checkbox"/> Spirit of Chicago <input type="checkbox"/> No Preference					<input type="checkbox"/> \$35 Child* x ___	\$ _____ <small>*Age 12 and under</small>
CLE Package (3 CLEs = \$45; 4 CLEs = \$60; 7 CLEs = \$105)					<input type="checkbox"/> \$45 <input type="checkbox"/> \$60 <input type="checkbox"/> \$105	
STUDENTS: I would like to participate in the Awards Luncheon at no additional cost.					<input type="checkbox"/> YES	
IAPD/IPRA Members: I would like to donate a seat to a student at the Awards Luncheon at no additional cost.					<input type="checkbox"/> YES	
SECTION III SUBTOTAL					\$	

SECTION IV. SPECIAL EVENTS (Space is limited – REGISTER EARLY!)

SESSION #	TITLE	FEE
<i>Professional Connection: Thursday, January 28, 5:30 pm – 6:30 pm (see page 29 for details.)</i>		
PCS	Professional Connection – Student	<input type="checkbox"/> Complimentary
PCP	Professional Connection – Professional	<input type="checkbox"/> Complimentary

Instructions: Enter the subtotal from each section. Add Section II – IV line totals together to get the total amount now due.

SECTION II: PRE-CONFERENCE WORKSHOPS	\$
SECTION III: CONFERENCE REGISTRATION	\$
SECTION IV: SPECIAL EVENTS	\$ N/C
TOTAL AMOUNT DUE	\$

SECTION V. PAYMENT

METHOD OF PAYMENT		<small>* Should you make an error in calculating, your card will be charged for the correct amount.</small>	
<input type="checkbox"/> Check # _____ (Please make checks payable to IAPD.)	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	TOTAL \$ _____
Cardholder's Name _____			
Credit Card Number _____		Expiration Date _____	
Cardholder's Billing Address _____		Zip Code _____	
3-Digit CVC # _____		Signature _____	

FAXED OR MAILED REGISTRATION FORMS WILL BE ACCEPTED UNTIL JANUARY 18, 2016 AT:

2016 IAPD/IPRA CONFERENCE

PO BOX 783, Elk Grove Village, IL 60009-0783 OR FAX: 847-759-6979

QUESTIONS? EMAIL YOUR QUESTION TO ILPARKS2016@CTEUSA.COM OR CALL 847-759-4279.

IMPORTANT REGISTRATION INFORMATION

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

CEU FEES – There are no additional CEU fees for Friday and Saturday sessions. However, you must request CEUs on your registration so that CEU coupons are generated with your registration materials. CEU fees for pre-conference workshops will be charged a \$5 fee.

FULL – Includes Friday and Saturday sessions; Admission to the Exhibit Hall; Friday All-Conference Awards Luncheon ticket; Keynote General Session; Closing Social ticket.

NO FRILLS – Includes Friday and Saturday sessions; Keynote General Session; Admission to the Exhibit Hall.

FRIDAY ONLY – Includes Friday sessions; Admission to the Exhibit Hall.

SATURDAY ONLY – Includes Saturday sessions; Keynote General Session; Closing Social ticket.

STUDENTS/RETIREEES – Includes Friday and Saturday sessions; Professional Connection; Admission to the Exhibit Hall; Keynote General Session.

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

PLEASE NOTE:

- IAPD/IPRA will not invoice agencies or individuals for conference registrations.
- Please complete a separate registration form for each individual registering.
- Participants wishing to change workshops must pay the difference for a higher workshop or forfeit the difference for a lesser workshop.
- Cancellations must be submitted in writing and received by December 21, 2015 in order to receive a refund less a processing fee of \$25. No refunds will be granted for cancellations received after December 21, 2015.
- Registrations will not be accepted after January 18, 2016; registrations not postmarked or faxed by January 18, 2016 will be returned. However, onsite registration begins at 7:30 am on January 28, 2016.
- The deadline for Preferred Agency Seating is January 18, 2016.
- ADA Compliance: Please contact Leesa Johnson at leesa@ilpra.org, no later than January 11, 2016 if you have any special accessibility/meal requirements.

QUESTIONS:






- Email your question to ilparks2016@cteusa.com or call 847-759-4279. Be sure to reference the IAPD/IPRA Conference.

CONSENT TO USE PHOTOS AND OTHER REPRODUCTIONS

By registering for, participating in or attending IAPD/IPRA meetings or other activities, an individual irrevocably agrees to the use and distribution by IAPD/IPRA of his or her image or voice in photographs, video recordings, audio recordings and any other electronic reproductions of such events and activities for any purpose without inspection or approval and without compensation, right to royalties or any other consideration now and in the future.



2016 EXHIBITORS

COMPANY	BOOTH#	COMPANY	BOOTH#
3D Design Studio	422	Engineering Resource Associates, Inc.	303
ACTIVE Network, Inc.	444, 446	Ensol Energy Management Solutions Inc.	219
Adventure Realm	129	Entertainment Concepts	706
All Inclusive Rec LLC	227	Eriksson Engineering Associates, Ltd.	622
American Carnival Mart	232	EVP Volleyball Pros	236
American Red Cross	413	Executive Service Corps of Chicago	347
Amplivox Sound Systems	233	FacilityDude	348
Aqua Pure Enterprises, Inc.	343, 345	Farnsworth Group, Inc.	316
Awesome Amusement Party Rentals	118	FGM Architects, Inc.	600
Bagspot Pet Waste Solutions	819	FieldTurf	613
Base Productions, Inc.	936	Finishing Solutions Network	311
 BCI Burke	904, 906	ForeverLawn Chicago	722
Beacon Athletics	404	Fountain Technologies LLC	319, 420
Bounce Houses R Us LLC	609	Frederick Quinn Corp.	103
Bronze Memorial Company	225	Frontline Technologies LLC	314
 Brusseau Design Group, LLC	734	Game Day USA	532
BS&A Software	300	Gen Power	312
BSN Sports	235	Gold Medal Products, Co.	313, 315, 414, 416
Cabela's	805, 807	Green Source, Inc.	429
Call One	412	Haldeman-Homme, Inc.	638
Camosy Construction	605	Halogen Supply Company, Inc.	619, 720
Central Sod Farms Inc.	119	Harris Local Government	419
Chapman and Cutler LLP	325	Henry Bros. Co.	333
Charles Vincent George Architects	733	Herkowski Stickler & Associates	143, 145
Chicago Bulls/White Sox Training Academy	246	Hey and Associates, Inc.	223
CityReporter	632	Hitchcock Design Group	602
Clowning Around Entertainment	115	Homer Industries, LLC	334
CMS/Local Government Health Plan	234	Howard L. White & Associates, Inc.	320
Cody/Braun & Associates, Inc.	616	I.D. EDGE Inc.	431
Commeg Systems, Inc. (TimePro)	711	Illinois Association of Park Districts	503
Commercial Recreation Specialists, Inc.	224, 226	Illinois Girls Lacrosse Association (IGLA)	639
Connor Sports	123	Illinois Municipal Retirement Fund	220
Cordogan Clark & Associates, Inc.	540	Illinois Park and Recreation Association	500
Corporate Construction Services	539	INNOVA Disc Golf	836
Counselman-Hunsaker	335	 Innovative Aquatic Design, LLC	732
Crown Trophy	211	INSPEC, Inc.	322
 Cunningham Recreation/GameTime	133, 135, 137, 139	IPARKS	527, 529
Current Technologies	210	IPRM	604
Custom Manufacturing, Inc.	336	Iron Sleek Inc.	306
Custom Playgrounds Inc.	528, 530	Jeff Ellis & Associates, Inc.	231
CXT, Inc.	116	John Deere Company	719, 721, 723, 725, 820, 822, 824, 826
DASH Platform	524	Kafka Granite, LLC	257
Design Perspectives, Inc.	611	Kay Park Rec Corp	821
Dewberry Architects Inc.	620	Keeper Goals	406
Dewitt Horticulture Textiles	714	KI Furniture	245, 247
Direct Fitness Solutions	703, 705, 707, 804, 806, 808	Kiefer USA	445, 447
Divine Signs Inc.	205	Knutte and Associates, P.C.	601
DLA Architects, Ltd.	427	Lake Country Corporation	425
Doty & Sons Concrete Products, Inc.	215	LandTech Design, Ltd.	222
Drop Zone Portable Services, Inc.	200, 201	Lincoln Aquatics	243
ENCAP, Inc.	701	 Links Technology	332
		Lohmann Companies	700

2016 EXHIBITORS

COMPANY	BOOTH#	COMPANY	BOOTH#
Lord & Murphy, Inc.	329	Sink Combs Dethlefs	238
Mad Bomber Fireworks Productions	538	SkyLogix, LLC	426
Management Association	121	Smart Industry Products, LLC	323
Maul Asphalt & Sealcoating	423	Soccer Made in America	305
Medieval Times Dinner & Tournament	434	Sod Solutions, Inc.	212
Melrose Pyrotechnics, Inc.	526	SOS Technologies	213
Midwest Commercial Fitness	157	Spear Corporation	629
Midwest Transit Equipment, Inc.	451	Speer Financial, Inc.	216
Mineral Masters	712	Sport Court Midwest	104, 106
Mity-Lite, Inc.	304	Sportsfields, Inc.	239
Murdock Manufacturing	202	Stantec	436
Musco Sports Lighting, Inc.	615	Starfish Aquatics Institute (SAI)	346
Nagle Hartray Architecture, Ltd.	640	Starved Rock Lodge & Conference Center	105
National Park and Recreation Association	727	Stickersandmore.com	523
NiceRink	309	Studio Bloom, Inc.	627
Nicholas & Associates, Inc.	608, 610, 612	Sundek of Illinois, Inc.	438, 440
Norwalk Concrete Industries	214	Tallgrass Restoration, LLC	310
NuStep, Inc.	626	Team REIL, Inc.	715, 813, 816
NuToys Leisure Products	338, 340	TERRA Engineering, Ltd.	607
Palos Sports, Inc.	244	The Interlocal Purchasing Systems (TIPS)	131
Park District Risk Management Agency (PDRMA)	409, 411	The Lifeguard Store	344
Park Supply Direct	326	The Mulch Center	228
Parkreation, Inc.	636	The Pizzo Group	430
Perfect Turf LLC	389, 359	The Spargo Group	229
Personalized Awards, Inc.	421	The Wickcraft Company	713
PFM Asset Management LLC/IPDLAF+Class	339	Tintype Studio, Inc.	248
Planning Resources, Inc.	330	Trane	702
PMA Financial Network, Inc.	531	TSS Photography	606
PMI Sports Photography	230	Tyler Technologies	428
Porter Athletic	621	U.S. Arbor Products, Inc.	614
Prairie Forge Group	739	U.S. Tennis Court Construction Company	407
Prime Turf, Inc.	328	Ultimate RB, Inc.	337
Qualite Sports Lighting, LLC	730	 Upland Design, Ltd.	321
RAMUC Pool Paint	624	Vermont Systems, Inc.	534, 536
RATIO	221	Visual Image Photography, Inc.	424
RecClix LLC	525	Vortex Midwest	938
Record-A-Hit Entertainment	410	W.B. Olson, Inc.	327
ReCPro Software	324	Water Technology, Inc.	240
 Recreation Accessibility Consultants, LLC	631	Waterplay Solutions Corp.	623, 625
Recreonics, Inc.	237	Waupaca Sand & Solutions	209
Reese Recreation Products, Inc.	519, 520, 521, 522	WhiteWater	628
Reinders, Inc.	400, 401	Wight & Company	630
RenoSys Corporation	533	Williams Architects/Aquatics	603
Rettler Corporation	207	Willoughby Industries	709
RGC Design	726	 W-T Engineering, Inc.	633
Robert Juris & Associates Architects, Ltd.	147	Zenon Company	433, 435
SCORE Sports	204, 206	ZOPPÈ: An Italian Family Circus	917
Service Sanitation, Inc.	634		
Shade Creations by Waterloo	308		
Sikich LLP	203		

Exhibitors as of September, 2015

-  = Conference Diamond Sponsor
-  = Conference Platinum Sponsor
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How We Lead Matters Begin with Yourself

By **Bona Heinsohn**, President, McHenry County Conservation District Board of Trustees
& **Elizabeth S. Kessler**, MBA, CPRP, Executive Director

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.”
- Margaret Mead, Anthropologist

Each year, the McHenry County Conservation District Board of Trustees welcomes one to two new trustees who serve for five years under the Conservation District Act. Trustees arrive with the desire to serve the taxpayers and the passion to protect and preserve the flora and fauna entrusted to the district by the citizens of McHenry County. Like our fellow park district commissioners, McHenry County Conservation District Board of Trustees serve without compensation in a non-partisan role and work to develop long-range plans, establish policy and chart a strategic course and direction for the preservation of, education about, and recreational use of the county's public natural and cultural resources.

The requirements for trustees are simple: a resident of McHenry County, a registered voter, and have a demonstrated interest in the district. In addition, trustees cannot hold any other political office and or be officers of a political party.

Trustees are selected after the submission of an application and a personal interview before the Natural and Environmental Resources Committee of the County Board. Committee members recommend trustees for approval to the McHenry County Board Chairman. Once appointed, board members serve on an essentially independent board, an autonomous group whose final authority lies with the board members themselves with the exception of the adoption of the annual fiscal budget that must be accepted by the county board.

To their credit, county board members have selected a varied group of leaders to serve on the McHenry County Conservation District Board of Trustees. Most recently, trustees' backgrounds have included environmental initiatives, development, law, education, financial and

agriculture. It's the varied background of trustees, our executive director, and staff that encourages discussion and the examination of counterpoints. However, it's the mutual respect for one another that allows even the most controversial topics to be discussed with the spirit of cooperation and teamwork.

On-Boarding and Board Development

An effective board is shaped by numerous factors including the local socio-political climate and personal values the individual member brings to the board room, as well as the leadership styles of its president and executive director. The level of respect board members and executive director hold for one another as well as their degree of teamwork and cooperation also affects the relationship. Often times, the beginning of a relationship can set the tone for the lifetime of that relationship. This is especially true of the unique relationship between the executive director and his/her board.

To achieve this synergy, trustees prior to taking office are provided with a comprehensive orientation by the president and/or vice president of the board and executive director. This on-boarding includes a tour of sites and facilities; review of the *Board of Trustees Resource Guide*, enabling legislation, agency policies and procedures, strategic and long-range plans, and roles and responsibilities of board and staff; discussion of current and pending issues, review of the budget and fiscal outlook, and general housekeeping items such as Roberts Rules of Order, the Open Meeting Act, Freedom of Information Act, use of district email, crisis communication, etc. Trustees are encouraged to meet with members of the Executive Leadership Team and to continue to ask questions during their term. Board development is continuous and does not have a beginning or an end.

Effective boards facilitate conversations and resolve conflicts in a constructive manner, research and explore new ideas, attend meetings, workshops and conferences, and evaluate their effectiveness on a regular basis. Board members are encouraged to attend NRPA and IAPD events and development opportunities including Parks Day at the Capitol, IAPD/IPRA Conference, Boot Camp and Legislative Conference to name a few. These opportunities encourage board members to meet other board members across Illinois to share ideas and best agency practices.

As ambassadors to the public, board members must understand the laws and legal requirements of the district they represent and resist political, personal and special interest pressures. By regularly attending board and committee meetings and being prepared for these meetings and reviewing board packets ahead of time, a board member can actively participate in discussions and act in a manner that best represents the citizens they serve. With the understanding that board members are volunteers and have other responsibilities, providing board members ample time to review their packet is not only important, it is fair and respectful. Our board receives an electronic board packet no less than six days before the meeting, which allows questions to be asked and answered of the executive director before the meeting. As a way to streamline meetings and save time for new business and board development opportunities, our board uses a consent agenda to take care of routine business. Board members can always request to have an item removed from the consent agenda for discussion before the motion is acted upon. Establishing these types of governance guidelines at the onset helps manage expectations between the board and executive director.

Cultivating an effective governance culture that is optimally positioned for success requires a personal commitment from every board member to listen, learn, and grow. Effective boards commit in investing time and energy in their role as a board member. Due to the diversity of our board, strengths and weaknesses are balanced with different board members taking on different roles at different times. This may include parliamentarian, information seeker, consensus builder, planner and cheerleader.

Stewardship

An important attribute of highly effective boards is stewardship. Board members serve as guardians of public funds and are entrusted to be good stewards and make wise use of taxpayer resources. With this role comes the responsibility to serve the people's best interests even when doing the right thing may not always be the most popular decision. Our board has had to do this on numerous occasions whether determining to dedicate a parcel with a special covenant, to purchase a piece of property, to allow or not allow public access on a parcel, to expend resources on capital improvements, and/or in taking a position on a policy matter effecting the district. Effective boards speak with one voice and understand that once a decision has been made in the board room they stand united.

Communication

Another common theme found among effective leaders and boards is effective communication. One of the strategies established and practiced by the McHenry County Conservation District Board of Trustees is information flow within the agency. Trustees work through the president of the board when it relates to board governance issues. Trustees work through the executive director when it relates to the administration of the district (i.e., suggestions, direction, personnel, etc.). Trustees are encouraged to openly communicate with members of the leadership team (directors and managers) to obtain information but are encouraged to notify the executive director of their communication. Trustees are also encouraged to converse with all team members of the district during district and community events and programs.

Establishing clear communication channels fosters a culture of trust and mutual respect. One practice that has worked very effectively between our board and executive director is the *Weekly Update*, which is sent at the end of the week. This one to two page report provides the board of trustees with facts, information and upcoming meeting/development opportunities and encourages conversation with the executive director.

Focus

One common mistake leaders and boards can make is trying to be all things to all people. Mastery of planning and prioritizing of needs and wants in concert with financial and human resources can provide the necessary focus. A technique that has proven to be helpful for our board is to provide opportunities during a regular monthly board meeting or even a special call meeting for board discussions on new items and/ or board development opportunities. Most recently, the district's mission was profoundly impacted by a number of key issues including rapid growth (demand for services, acres acquired, habitat restored, sites opened), declining revenues with increasing costs due to reaching the district's statutory rate ceiling of 1/10th of 1% of the EAV, deteriorating infrastructure, unfunded mandates and competing demands for time, talent and resources. The board and staff accepted the challenge to adapt and worked together to focus efforts and resources through the development of a *Comprehensive Review and Assessment of Key Operations, Programs and Services and Recommendations for New Strategic Partnerships, Realignments and Initiatives Plan*. In essence, the board provided guidance and direction on items that represented a significant shift in the organization and/or allocation of resources to ensure the district would be able to continue to fulfill its mission. Together, the board provided focus on priorities: retain talent and functional staffing levels, ensure quality over quantity, alignment with best management practices, reduce expenditures and enhance non-tax revenue, identify programs and services core and non-core to mission, eliminate redundancies and create efficiencies and forge strategic alliances and partnerships.

Celebration

Taking the time to recognize and celebrate success is a key cornerstone of effective leaders and boards. While there are many good reasons and benefits as to why this is important, one of the most influencing factors is that it creates a culture that inspires an esprit de corps at all levels of the organization. Our board regularly recognizes employees for doing an outstanding job during public board meetings, reports on community meetings attended, adopts resolutions celebrating an employee's retirement, acknowledges volunteers, employees, partners and board members for awards and achievements. Board members can only serve for five years and by law are required to retire for at least one year before they are eligible for reappointment. It has become our tradition to pay tribute to the dedicated service of our fellow board members as they transition from trustee to trustee emeritus- a distinguished group of dedicated citizens committed to our conservation land ethic and mission. While these individuals no longer serve in a legal capacity on the board of trustees, trustees emeritus remain an integral part of the district's family serving as advocates and thought leaders; poised and positioned to assist whenever needed.





Leading the Round Lake Area Park District for **40 years of success**

By **Christine Gentes**, Round Lake Area Park District

John Quincy Adams said, “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” The mission of the Round Lake Area Park District (RLAPD) is just that – we promote healthy lifestyles through recreational programs, facilities and open space – encouraging our residents to learn more, do more and utilize our facilities and programs.

With over 60 parks and facilities in five separate municipalities and multiple school districts (all with their own boards), the Round Lake Area Park District Board of Commissioners understands the value of leadership.

“We have participated in joint projects with several of the Round Lake Area villages and schools. In one case we partnered to develop two small lots into playgrounds. With several school districts we have partnered to share gym space and provide programming at those spaces,” said Board President Paul Hollingsworth. “We have a reputation for cooperation, so when we approach different entities with ideas or projects, they are responsive. In addition, we are collaborating with the Lake County Forest Preserves to complete portions of the Millennium Trail that goes through our community.”

What makes the RLAPD Board effective is the diverse experience of its commissioners. The five-member Round Lake Area Park District Board of Commissioners has experience in special education, human resources, marketing, arboreal services, science and engineering, and program management. This experience provides a multi-discipline approach to managing the park district in the best interest of the residents.

“Although we come from different backgrounds, our board acts as a cohesive group. We work well together and support our staff without undermining their ability to think outside of the box or micromanaging their decisions,” added Hollingsworth.

The ability to work together well and in a cooperative manner has given all commissioners the ability to lead.

For the past 15 years it has been our policy to rotate our officers every two years to give each commissioner an opportunity to lead. We believe this enables different leadership styles to be shared with the board and the staff as well, and adds dimension to the board.

To enable new board members to get up to speed quickly, all new board members meet with Executive Director Bob Newport to review the policies and procedures manual and to understand the district's budget. Most also attend IAPD's Boot Camp.

“I have participated in IAPD's Boot Camp as well as the Legislative Conference and, indeed, feel they have benefited me personally and my entire board,” said Immediate Past Board President, Jennifer Blum, “Boot Camp is a great way for new commissioners to learn new tools and ways to handle situations that come up that they may never have experienced before. Not everyone has been in a position as an elected official or even in a position of authority over decision making, and Boot Camp allows for open discussion regarding expectations and how to work with others in a group environment.”



RLAPD Board members accept a check from the Huebner Foundation for outdoor programs. From left to right: Christine Gentes, Vice President; Sandra Shinsky, Huebner Foundation; Paul Hollingsworth, President; Jennifer Blum, Treasurer; Sue Lomo, Commissioner; Rev. Lisle Kauffman, Huebner Foundation; and Tim Pasternak, Commissioner.

“As a new commissioner, I attended a Boot Camp and learned so much about park districts. I felt much more confident in my role as a commissioner,” said Sue Lomo, a one-year veteran on the board. “There is so much to grasp as a new commissioner; the Boot Camp helped. I also sought out other commissioners on my board and the executive director when I felt I needed more information or had a question.”

Many other commissioners and staff attend the National Parks and Recreation Association Annual Conference, the IAPD/IPRA Annual Conference, the Legislative Conference and other IAPD-hosted events.

We are situated in northern Illinois, and there is no way we could know everything there is to know about policies, finance and programming. That's why it is important for our board and staff to attend these events and learn what others are doing across the state and country.

The RLAPD Board recently participated in an IAPD Board Evaluation lead by Peter Murphy. A nine-question survey was sent to each commissioner covering why they chose to run, what are the most important duties of the board, what improvements could be made to the board and others that dealt with strategic planning. IAPD summarized the comments and met with the board to discuss and review the comments. This evaluation enabled the board to understand how well they work together and with staff. It also enabled the board to look ahead and discuss projects that might be included in the next Master Plan.

“The review session was very informative and provided insight into how the other board members perceive their roles,” said Board Treasurer Tim Pasternak. “I found it very enlightening, enjoyable and productive. The members of the board have tremendous respect for each other, and the experience each of us brings to the board allows for this type of positive interaction, and as such, benefits the community and its residents.”

As for the Master Plan, a new one is in the process. We recently launched Engage, an online community engagement platform for feedback from the community and a community mail/telephone survey is planned.

“We have held meetings with the public, our affiliate sports groups and local government officials to update our Master Plan,” said Hollingsworth.

The RLAPD Board believes it is good practice to include senior staff in master planning. In the past, RLAPD has held a brainstorming workshop with supervisory and senior staff and commissioners.

“At a previous workshop, a wish list of programs, projects and facilities was generated and posted on display. Each participant received 10 colored sticker dots to affix next to whichever project, program or facility they thought the park district should include in the Master Plan. Participants could affix all 10 stickers next to one item or spread them out to many items. After everyone had had the opportunity to vote, the results were displayed, debated and discussed, and some were included in the Master Plan,” explained Pasternak.

The visual aspect of this type of rating system adds so much more dimension to a master planning work session. Everyone knows at a glance which projects, programs or facilities garner the most votes. The final tallies were sometimes surprising; other times there were overwhelming favorites. One such favorite was the addition of a splash pad to the district's swimming pool. The board and staff felt the kiddie pool was looking dated, and the district felt the best way to update the area was with a splash pad. The splash pad was added to the Master Plan and was opened in 2013.

Another idea that originated at the workshop was the development of the Natural Areas Management Plan. The RLAPD has 767 acres of open and natural areas for the residents to use. The natural areas range from savannas and prairies for passive recreation to forested areas with interpretive walking trails. The Natural Areas Management Plan provided a big step forward in planning for the future of open space and natural areas in the district and enabled the district to budget accordingly.

As the Round Lake Area Park District celebrated its 40th anniversary last year, the board knows it was through quality leadership and excellent management that enabled the district to flourish for all these years and the residents have reaped the benefits.

Christine Gentes is a freelance writer and has been a commissioner for the Round Lake Area Park District for 15 years. She serves on the IAPD Conference Program Committee.

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Issue	Focus	Feature Length Editorial Materials Due (1200-1500 words photos 300 dpi)	People & Places Section Materials Due (200 words photos 300 dpi)	Ad Reservation Date	Ad Materials Due
Jan/Feb	Foundations and Fundraising for Your Agency PLUS: Soaring to New Heights Conference Program	10/1/15*	11/14/15*	11/14/15*	11/28/15*
March/April	Golf Trends PLUS: Give Us Your Best Shot Photo Contest Winners	1/12/16	1/16/16	1/16/16	1/23/16
May/June	Partnerships that Drive Fitness Initiatives	3/16/16	3/20/16	3/20/16	3/27/16
July/August	Aquatics	5/11/16	5/15/16	5/15/16	5/22/16
Sept/Oct	Parks Designed to Match Community Interests PLUS: Soaring to New Heights Conference Preliminary Program	7/13/16	7/17/16	7/17/16	7/24/16
Nov/Dec	Marketing: Customer Focused Strategies that Work	9/14/16	9/18/16	9/18/16	9/25/16
Jan/Feb 2016	Putting Grant Money to Work for Your Agency: Success Stories PLUS: Soaring to New Heights Conference Program	10/1/16*	11/16/16*	11/16/16*	11/30/16*

* The conference issues are on an accelerated schedule. All editorial and advertising materials are due sooner than normal.



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PEOPLE & PLACES



Michael Hullihan Named Executive Director for the Forest Preserve District of DuPage County

Michael Hullihan has been named the executive director for the Forest Preserve District of DuPage County.

"Mike brings exceptional leadership skills to the district and will help ensure it remains a leading agency in conservation and preservation," said President Joe Cantore. "His executive experience and background will help advance this organization on behalf of all DuPage County residents."

Michael has been the public works director and village engineer for the village of Oak Brook for the last seven years. He has vast public and private sector experience having also served as the vice president of Gannett Fleming, a global company focused on infrastructure solutions. Michael is also a retired lieutenant colonel with the U.S. Army Corps of Engineers.

"It's an honor and a privilege to join a winning team," said Michael. "I'm looking forward to working for an organization with first class facilities and natural areas and a team of professionals from many different disciplines."



Fox Valley Park District Announces the Retirement of Nancy McCaul

After nearly three decades in the parks and recreation profession, Nancy McCaul will retire in December, having served since 2010 as the first female executive director in Fox Valley's 68-year history. Her park district career

began as business manager at Homewood-Flossmoor; she also served as director of finance and administration at Naperville, Bartlett and Fox Valley.

Notable achievements at Fox Valley, the state's second largest park district, include grant awards totaling nearly \$5 million, expansion of Stuart Sports Complex, large-scale renovations to Blackberry Farm and Red Oak Nature Center, completion of the Gilman Trail Bridge and new construction of Copley Boxing and Training Center and Lippold Park – all while keeping a flat tax levy the last four years.

Fox Valley is a finalist for the Gold Medal Award in its first year of eligibility since winning it in 2009, and received the IAPD/IPRA Distinguished Accredited Agency Award in 2014.

Nancy served as an IPRA board member and received the Administration and Finance Section's Distinguished Service Award in 2011, the 2012 Professional of the Year Award and the 2014 IPRA Chairman's Award. She's "looking forward to spending more time with family and exploring new hobbies."



Oak Brook Park District and Evergreen Bank Group welcome home seven of the eight players the Chicago Red Stars sent to the Women's World Cup. Not pictured, Shannon Boxx who announced her retirement earlier this week. (L to right) Oak Brook Park District Executive Director Laure Kosey, Christen Press, Melissa Tancredi, Julie Johnston, Karina LeBlanc, Lori Chalupny, Adriana Leon, Abby Erceg, Dan Inendino of Evergreen Bank Group, and Jerry Micelli of Evergreen Bank Group.

Oak Brook Park District Welcomes World Cup Stars Home

The Oak Brook Park District hosted a small reception on Evergreen Bank Group Athletic Field to congratulate the Chicago Red Stars on their recent WPSL National Championship and to welcome 7 of the 8 Women's World Cup players back home.

With this July marking the 30th Anniversary of National Park and Recreation Month, the Chicago Red Stars' recent victories resonated deeply with the Oak Brook Park District. "Your sacrifices and the countless hours of dedicated hard work right here on this very field help illustrate, to the nation, what happens when park and recreation agencies are able to provide access to quality recreational facilities and opportunities," said Oak Brook Park District's Executive Director, Laure Kosey, as she addressed the team.

The Chicago Red Stars have utilized Oak Brook Park District's Evergreen Bank Group Athletic Field as a practice facility since March of 2013, an opportunity that was made possible by a strong partnership between Evergreen Bank Group and the Oak Brook Park District. In 2011, the park district realized that the only way to increase the availability of outdoor recreational programming and available playing hours was to provide a synthetic playing surface. The agency approached Evergreen Bank Group with a partnership proposal and the Oak Brook bank committed funding necessary to make the outdoor facility a reality.

"When we were approached about this opportunity, we knew that the Evergreen Bank Group Athletic Field would serve as a great venue for soccer athletes in the Chicago area, but I can't say we ever envisioned having future World Cup winning athletes practicing their skills on our field," said Vice President and Head of Retail Banking and Marketing of Evergreen Bank Group, Dan Inendino.

Representatives from the Illinois Association of Park Districts; Illinois Park and Recreation Association; as well as Tracy Mulqueen, President & CEO of the Greater Oak Brook Chamber of Commerce; and Village Trustees Asif Yusuf and Edward Tiesenga, also attended to show their support for the outstanding athletes.

"Being able to be here with these women, who have worked so hard and accomplished so much, truly is a testament to the power parks and recreation has to positively impact people on a local, state and national level," said Kosey.



Adriane Johnson is Named "Rotarian of the Year"

The Rotary Club of Buffalo Grove has a tradition each year of the outgoing president naming a member the "Rotarian of the Year." This individual exemplifies distinguished service, loyalty and devotion to the ideals of Rotary. At the annual Rotary Club Service Recognition and Installation of Officers Dinner

on Tuesday, June 30, 2015, outgoing President Quintin Sleigh named Adriane Johnson the "2014-2015 Rotarian of the Year" for "...always stepping up when asked to help out at club events, special projects and key initiatives. We can always count on you..." said Sleigh at the installation dinner.

Adriane has been an active member of the Rotary Club of Buffalo Grove for nearly three years. She currently serves as the Chairperson of the Public Relations Committee, member of the Sunshine Committee, and has a ubiquitous presence at the club's many events. Adriane is also the President of the Buffalo Grove Park District Board of Commissioners, Commissioner of the Village of Buffalo Grove Fire and Police Commission, serves on the Board of Directors at the Buffalo Grove Lincolnshire Chamber of Commerce and is on the Board of Directors of the Illinois Association of Park Districts.



Stephen Eckelberry Named Chair-Elect of the NRPA Board of Directors

The National Recreation and Park Association named Stephen Eckelberry as chair-elect of the organization's 2015-2016 Board of Directors. Board members are representatives of NRPA's membership, which includes leaders in the park, recreation and conservation movement, park and recreation professionals, individuals from corporations, industry suppliers, commercial businesses, and volunteer and civic groups.

Stephen Eckelberry has been a strong asset to our board," said Detrick Stanford, chair of NRPA's Board of Directors. "He has supported the park and recreation movement and NRPA's mission on many levels throughout his career. We are excited to have his expertise and leadership skills in the role of chair-elect, which we know will contribute to achieving NRPA's goals and moving the association forward."

Stephen has been a board member since 2012 and is currently the secretary of the NRPA Board of Directors. Besides being involved with his national association, he is also a commissioner of the Bartlett Park District, since 1996. In his professional life, he is a technology manager for the Western DuPage Special Recreation Association. Stephen has also served on the NRPA Nominating Board Development Committee, the IAPD/IPRA Distinguished Accreditation Committee, the IPRA/IAPD Conference Committee as well as the IPRA Communications and Marketing Section.

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