

illinois

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PARKS AND RECREATION

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



foundations & fundraising for your agency

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FROM THE EDITOR



This issue of *IP&R* magazine is dedicated to foundations, fundraising and of course the 2016 IAPD / IPRA Soaring to New Heights Conference. In my experience, fundraising is often a difficult and somewhat daunting task. It is however, necessary for park districts to do fundraising in order to supplement their existing programs and facilities. This is where the foundations and friends groups come in. These entities are separate from the park district, usually with their own governing bodies created for the primary purpose of fundraising. They typically consist of volunteers who have a vested interest in the park district or one of the programs or features the district offers. This makes them effective fundraisers because they truly believe in their cause. Asking for money is not easy but the structure of a foundation or friends organization can certainly help. It is my hope that some of the articles in this issue will be able to offer some insight on how to run a successful fundraising foundation for your agency. Perhaps they will even offer valuable ideas for improvements to your current foundations as fundraising is key for all park district agencies.

Inside you will also find the complete guide to the largest state-wide conference in the industry, the IAPD / IPRA Soaring to New Heights Conference. This guide will give you all the information you need to know from scheduling workshops to visiting the exhibit hall and attending socials. Don't forget to take this issue with you to the conference so you have all this at your fingertips. I hope to see you at conference!

Rachel Laier

— Rachel Laier, Editor



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

Timeless Service

The Illinois Association of Park Districts is committed to providing our members with the highest level of service and support through education, research and advocacy. Looking back at 2015, I am proud of our accomplishments and grateful for your continued loyalty.

I wanted to share some of our many successes throughout the last year. Our annual report, which can be seen online at ILparks.org, contains the full Year In Review. Here are some of the highlights:

- IAPD advocated for the passage of four platform initiatives, helped to protect the OSLAD grant program from fund sweeps, responded to more than 375 legal inquiries and distributed more than 40 legislative alerts, updates, legal news briefs and legislative advocacy videos to keep IAPD members apprised of legislative developments, grant opportunities, new laws and regulations.
- We provided more than 50 educational programs in 2015 including the *Soaring to New Heights* annual conference sessions, *IAPD Leadership Institute*, *Legislative Conference*, *Fundraising Strategies*, five regional *Boot Camps*, *New Rules for Managing Local Electronic Records* workshops and webinar and a sold out *Legal Symposium*.
- Your association prepared and published a 57-page report on the Impact of Unfunded Mandates on Illinois Park Districts, which provided a survey and analysis of the costs and recommendations for improvements to 17 different state and federal laws and regulations. In addition, IAPD contracted with the University of Illinois to conduct a national literature review on the topic of consolidating local governments.
- IAPD attended all 16 meetings of the Lieutenant Governor's Local Government Consolidation and Unfunded Mandates Task Force and provided testimony on the advantages of the park district model and the specific ways that park districts efficiently and effectively deliver essential services to Illinois citizens.
- We also partnered with The Trust for Public Land and The Nature Conservancy on a new Statewide Capital Needs Assessment. This important research demonstrates a \$2.6 billion capital construction and land acquisition need by local park, recreation and conservation agencies during the next five years.
- IAPD offered the *2015-2016 Benefits of Membership* in hard copy form and as an interactive .pdf, featuring 698 hyperlinks to the IAPD website and external resources providing convenient access to grant information, practice tools and educational materials.
- IAPD's *Board Self-Evaluation Program* continued to increase in popularity in 2015, with numerous agencies receiving specialized assistance in defining roles and responsibilities, describing duties for oversight and governance and determining leadership within their agencies.
- IAPD published the *2015 Buyers' Guide*, the yellow pages for Illinois park districts, forest preserves, conservation, recreation and special recreation agencies.

The New Year ushers in many resolutions for self-improvement, among which is often the commitment to continue to be a more knowledgeable and effective board member.

The wonderful thing about January in Illinois is that the IAPD/IPRA Conference takes place over a three-day period with more than 175 educational sessions that are geared to increase the knowledge and

effectiveness of both board members and professional staff. It is simply the greatest opportunity of the year to network with like-minded, publically-elected officials from across the state of Illinois, see an exhibit hall brimming with the latest park and recreation equipment and take home ideas on best practices to be shared with your communities.

"The illiterate of the 21st Century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."
— Alvin Toffler




The following is only a sample of these opportunities:

- **Boardmanship Essentials, Part I:** (Friday, January 29) This nuts and bolts interactive session takes on the tough practice and procedure questions every board member must master, including key parliamentary rules, laws governing voting and special motions, consent/omnibus agendas, best practices for public participation, the powers and limits on commissioners and officers, and your questions on boardmanship.
- **FOIA vs Confidentiality What the PAC Won't Tell You:** (Friday, January 29) This session will offer a review of state and federal confidentiality laws that supersede FOIA, tips for best practices, how FOIA and confidentiality laws interact and conflict with each other, and a summary of recent Public Access Counselor binding opinions relating to confidentiality.
- **Highly Effective Boards and How to Create One:** (Friday, January 29) This session will focus on how you can work toward creating a board that clearly understands its role and responsibilities, is productive and strategic in its decision-making and works together with the management team to provide appropriate oversight and identify goals that help support the park district.
- **Your Employees Are On Social Media – What Can You Do?** (Friday, January 29) Park district employees and officials are Facebooking, Tweeting, Instagramming, and posting on Pinterest in increasing numbers, both at work and away from the workplace. The speaker, a recent author of the book "Social Media and Local Governments: Navigating the New Public Square," will discuss issues relating to employer monitoring of employee social media use, the legality of placing restrictions on employee use of social media, and the type of activities that can be the subject of discipline.
- **Boardmanship Essentials, Part II:** (Friday, January 29) Participants will discuss common challenges with board dynamics and how to resolve them, identifying and minimizing dysfunctional conflict


building consensus and maximizing constructive debate. Participants will learn why board performance is important to agency success and strategies to develop and deliver strong board outcomes. Participants will take away practical rules of engagement that will help propel their board to the next level.

- **Park Board Wars – The Next Round:** (Saturday, January 30) Seasoned and newly-elected trustees alike will benefit from this review and refresher of who has the power to do what within a local government. Come hear two experienced attorneys guide you through the landmine fields to find peace and harmony on your board.
- **Director Contracts – Hiring and Exiting Contracts:** (Saturday, January 30) The new director contract is a process where both parties want their own interests protected and preserved in the document. The board does not want to give away the shop yet still have accountability and control in the contract. The director wants salary, security and stability in the document. Come listen on how to complete the process in securing a great candidate and a successful future relationship of board and director. The newer trend of contracts for exiting directors will be discussed.
- **Ethical Requirements for Public Officials:** (Saturday, January 30) This session will offer a review of statutes and case law concerning prohibited political activity and gift ban, prohibited interest in contracts and conflicts of interest. Tips for best practices will also be provided.
- **What Commissioners Need to Know About Employment Litigation:** (Saturday, January 30) This program is designed to update park officials and administrators on the hottest topics in employment litigation from the last year.
- **Issuing Bonds: What Commissioners Need to Know:** (Saturday, January 30) Discussion will entail on the process of issuing bonds and the issues to be aware of, particularly with respect to increased regulation by the IRS and SEC. Common pitfalls when issuing debt and how to avoid them will be addressed.
- **Commissioner's Roundtable:** (Saturday, January 30) You will hear from experienced commissioners who will share their knowledge and advice from their years on their boards. Please come to this session prepared to ask questions and pick their brains about being a commissioner.

I wish you a happy and prosperous New Year filled with exciting opportunities for leadership development and teamwork.



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Applications must be postmarked February 26, 2016. Grant recipients will be notified **March 18, 2016.**

Apply for a PowerPlay! grant today!



\$546,450

Total amount of PowerPlay! grants IAPD has awarded to member agencies since the program began

2016 CALENDAR OF EVENTS

- | | |
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| <p>January 28-30 IAPD/IPRA Soaring to New Heights Conference Hyatt Regency Chicago</p> <p>April-May Flying for Kids Month Statewide Kite Fly</p> <p>May 3 Parks Day at the Capitol Illinois State Capitol</p> <p>May 3 Legislative Reception Illini Country Club</p> <p>May 4 Legislative Conference Crowne Plaza, Springfield</p> <p>May 9 IAPD Summer Golf Tour #1 Schaumburg Park District's Schaumburg Golf Club</p> <p>May 12 IAPD Leadership Institute Redefining Leadership Workshop 6:00pm – 9:00pm Downers Grove Park District's Recreation and Fitness Center</p> <p>June 6 IAPD Summer Golf Tour #2 Cary Park District/GolfVisions Management, Inc.'s Foxford Hills Golf Club</p> <p>June 16 IAPD Leadership Institute Everyone Communicates – Few Connect Webinar</p> <p>July 14 Joint Legislative Awareness Golf Outing Bensenville Park District's White Pines Golf Club</p> <p>July 21 IAPD Leadership Institute Transformational Leadership Webinar</p> | <p>August 15 IAPD Summer Golf Tour #3 Byron Forest Preserve District's Prairie View Golf Club</p> <p>August 18 IAPD Leadership Institute Leading Community Engagement Webinar</p> <p>August 20 Park District Conservation Day IL State Fairgrounds, Springfield</p> <p>September 19 IAPD Summer Golf Tour #4 Park District of Highland Park's Highland Park Country Club</p> <p>September 22 IAPD Leadership Institute Leading Through Turbulent Times 6:00pm – 9:00pm Downers Grove Park District's Recreation and Fitness Center</p> <p>October 6-8 NRPA Congress St. Louis, MO</p> <p>October 21 IAPD Awards Gala Best of the Best Awards Gala Wheeling Park District's, Chevy Chase Country Club</p> <p>November 3 IAPD Legal Symposium McDonald's University/Hyatt Lodge</p> <p>January 19-21, 2017 IAPD/IPRA Soaring to New Heights Conference Hilton Chicago</p> |
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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

See YOU at the IAPD/IPRA Soaring to New Heights Conference!

On behalf of the IPRA Board of Directors and staff team, we are eagerly looking forward to seeing so many of you at this year's "IAPD/IPRA Soaring to New Heights Conference!" For many of our members, the conference is the highlight of the year and the top rated member benefit. It is the culmination of so many volunteers coming together as one community, bound together in our passion for parks and recreation. I can't wait!

My thanks to the volunteers on the hard working Joint Conference Committee. This committee, which includes professionals from IPRA's membership and commissioners from IAPD's membership, are a passionate group of volunteers who work tirelessly on the conference for twelve months planning every detail to ensure the best conference experience. My thanks to them including IPRA Co-Chair Matt Barber from Midtown Athletic Club and IAPD Co-Chair Mike Vogl from Bloomingdale Park District, and the committee: IAPD Events Chair, Tom Barz, Frankfort Park District; IPRA Exhibits Co-Chair, John Curran, Tinley Park-Park District; IAPD Operations Co-Chair, Kevin Dolan, Mundelein Park & Recreation District; IAPD Exhibits Co-Chair, Eric Entler, Park District of Forest Park; IPRA Program Chair, Tom Hartwig, Oak Lawn Park District; IPRA Events Chair, Mike Kies, Hoffman Estates Park District; IAPD Program Chair, Lili Kilbridge, Hoffman Estates Park District; IAPD Operations Chair, Jerri-Lynn Kleina, Alsip Park District; IAPD Exhibits Chair, Greg Kolinek, Advisor; IPRA Operations Chair, John Robinson, Western Springs Park District; IPRA Operations Co-Chair, Kevin Romejko, Wheeling Park District; IPRA Exhibits Chair, John Wilson, Lan-Oak Park District; along with Conference Directors Leesa Johnson from IPRA and Sue Triphahn from IAPD.

My thanks to the dedicated Program Committee. This committee, which also includes professionals and commissioners, works to ensure that you have the best educational experience at conference. My thanks to the IPRA Program Chair Tom Hartwig, Oak Lawn Park District and IAPD Program Chair Lili Kilbridge, Hoffman Estates Park District, and the committee: Lisa Barrera, NEDSRA; Jason Bullman, Vernon Hills Park District; John Chase, Bolingbrook Park District; Mat Emken, DeKalb Park District; Lonette Hall, Harvey Park District; Kim Hansen, Batavia Park District; Tammy Hoggatt, Champaign Park District; Dayell Houzenga, WDSRA; Theresa Kiel, Hoffman Estates Park District; Pat Klawitter, Arlington Heights Park District; Jennifer Knitter, Woodridge Park District; Sue Leninger, Bartlett Park District; James Less, Downers Grove Park District; Ken McEwen, Bolingbrook Park District; Glen Nance, Wildwood Park District; Darleen Negrillo, NSSRA; Megan Pettit, Woodridge Park District; John Short, Buffalo Grove Park District; Rob Sperl, Wheaton Park District; Erika Strojinc, Buffalo Grove Park District; Stacey VanEnkevort, Arlington Heights Park District; Crystal VanHuning, Skokie Park District; along with Conference Directors Leesa Johnson from IPRA and Sue Triphahn from IAPD.

Plus, conference would not be possible without the hard work and dedication of many onsite volunteers. We rely on their assistance in daily logistics, registration and Conference Headquarters.

This year's conference will be January 29-30, 2016 at the Hyatt Regency Chicago. There are 18 preconference workshops on Thursday and more than 170 sessions on Friday and Saturday, with over 325 exhibit booths.

As usual, we also have exciting entertainment planned to enhance your networking opportunities. On Thursday night, January 28, enjoy the Welcome Social featuring the band, Shout Out. No tickets needed, all conference attendees are welcome! On Saturday night, January 30, enjoy the annual Closing Social which will feature a dinner cruise aboard the Odyssey and Spirit of Chicago off Navy Pier. We will have a buffet dinner, drinks, and entertainment. Both ships have multiple floors inside the boats as well as outdoor viewing areas above the boats; you will stay warm and dry inside and have the opportunity to see breathtaking views of the Chicago skyline from the water. This is like a "New Year's Eve" experience at conference! You won't want to miss this memorable celebration. You'll need a ticket to this exciting event.

"My thanks and congratulations to the Joint Conference Committee and the Program Committee on a successful conference. All your work is going to culminate in a successful and memorable conference that we will all remember. I look forward to seeing you all there."



And, be sure not to miss the Keynote General Session, which was moved to Saturday morning on January 30 at 9:00 AM. Our speaker this year is Lowell Catlett, Ph.D. who will be presenting on "Wonder Worlds". You may remember Dr. Catlett from his keynote at NRPA a few years ago. He is an economist with an interesting take on the world. He will share with you how industries, markets, and economics have been disrupted and how that effects society. What will be the next big thing? He will share with you his predictions of the next "big things" and their likely impacts on all of us. Dr. Catlett received the New Mexico Distinguished Public Service Award in 2013 from the Governor. Dr. 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 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. He is a futurist whose knowledge of technologies and their implications on the way we will live and work is thought-provoking and highly-entertaining.

We want to thank our conference sponsors who help make the conference possible for us. Thanks to our Diamond Sponsor: Cunningham Recreation, our three Platinum Sponsors: DLA Architects, Upland Design Ltd, and Links Technology Solutions, Inc., Gold Sponsor: Burke, and Silver Sponsor: W-T Engineering.

We also have some other exciting events planned. We will have our annual Silent Auction. Proceeds go to the Illinois Park and Recreation Foundation (IPRF) to provide scholarships to professionals and college students all over the state. If you would like to make a donation or need more information, please contact Heather Weishaar at IPRA at heather@ilipra.org.

Our premier option for students is the Sponsor a Student program at the Awards Luncheon on Friday, January 29 from 12:15 pm – 2:15 pm. In this program, students can opt in when they register to attend the lunch for free and be matched with an organization who will share their table with you, giving you a chance to network with professionals in the field. We also offer “Professional Connection” on Thursday, January 28 from 5:30 pm – 6:30 pm. 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. We also offer “Tips in Resume Writing and Interviewing” on Friday, January 29 from 8:15 am – 9:30 am. This session will cover the basic areas in writing cover letters, resumes and reference lists. 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. Finally, we also offer “Mock Interviews/Resume Review” on Saturday, January 30 from 10:15 am – 11:30 am. 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.

After the conference, our new board year will begin with Mary Jeanne Hutchison of the O'Fallon Parks and Recreation as the 2016 IPRA Chair of the Board of Directors. Mary Jeanne is already planning a busy year for IPRA. Additionally, we will have two new board members in 2016 in the positions of Southern Region Rep and Chicago Region Rep. Our 2016 Chair-Elect is Rita Fletcher of the Bartlett Park District. I look forward to working with our new Chair and our new leaders.

My thanks also to Rick Hanetho, our outgoing Chair for 2015. During Rick's year as Chair, we focused on streamlining IPRA's structure and implementing our rolling five year strategic plan. We traveled together all over the state with the IPRA Board of Directors, meeting in every region of the state, sharing meals with local park and recreation VIPs and regional affiliate groups. Rick spoke at the inaugural ProConnect culmination luncheon. Rick was a strong leader for us and IPRA is better today than when he started. Thank you, Rick, I enjoyed every minute of working with you!

I also want to thank the 2015 IPPRA Board of Directors for all their time and commitment to IPRA this year: Chair Rick Hanetho, Northbrook Park District; Chair-Elect Mary Jeanne Hutchison, O'Fallon Parks and Recreation; Past Chair Jan Hincapie, Lincolnwood Parks & Recreation Dept.; Secretary/ Chicago Metro Region Rep Rita Fletcher, Bartlett Park District; North West Region Rep Molly Hamer, Geneseo Park District; Central Region Rep Dawn Schaefer; Southern Region Rep George Bryant, Mt. Vernon Parks and Recreation Department; Membership Council Representative Matthew Corso, South East Association for Special Parks and Recreation (SEASPAR); and At Large Rep Jeff Fougerousse, Vernon Hills Park District.

IPRA is thriving today because of the continued dedication and commitment of our volunteers. Again, my thanks and congratulations to the Joint Conference Committee and the Program Committee on a successful conference. All your work is going to culminate in a successful and memorable conference that we will all remember. I look forward to seeing you all there.

2016 Skills Development Webinar Series

- Monthly professional development delivered to your home or office
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Photo by Arlington Heights Park District staff



Jason Anselment
Legal/Legislative Counsel

Park District Model Enhances the Success of Foundations and Fundraising Efforts

For many years, park districts, forest preserves and conservation districts have successfully utilized private foundations as an instrument to help fulfill their mission. In fact, in a recent IAPD survey nearly 60% of respondents indicated that their agency has helped to organize a charitable foundation for fundraising efforts.

The stories in this issue of *Illinois Parks and Recreation* are emblematic of the many partnerships between park districts and their local foundations which have resulted in the construction and renovation of recreational facilities, preservation of open space and the delivery of high quality programs to communities throughout Illinois.

This success begs the question of why individual and corporate donors are willing to make private contributions to their local park district. The easy answer is that supporters readily identify with their park district's mission and want to contribute to making a positive impact on the quality of life within their community. But that cannot be the sole reason that supporters choose park districts and their affiliate foundations. After all, many other organizations help improve communities in a variety of ways as well.

Like many readers, I have had the opportunity to serve on foundation boards and stewardship committees. In those capacities, I have learned much from professional fundraisers and donors themselves about their priorities and the factors that influence them. Issues and causes are important, but because there are so many opportunities to donate time and resources, donors typically consider additional criteria when making gifts.

Among these considerations are whether an organization has the capacity to carry out the donor's intent in a responsible manner, the likelihood of a high return on the donor's investment, and whether the organization will protect their investment into the future. Understandably, these principles are even more important when a donor is considering a major gift.

Park districts are well-positioned to meet these standards because of the park district model and the laws that govern them. Indeed, the Park District Code, which has helped make Illinois the nation's leader in providing park, recreation and conservation services, also enhances the success of park foundations and fundraising efforts.

1. Park Districts Are Reliable and Trustworthy Stewards

Like taxpayers, individual and corporate donors place a high value in knowing that their dollars will be spent wisely for their intended purpose and will not be redirected or used as a replacement for other purposes. Park districts are governed by a locally elected board of volunteer citizens that are highly visible within their communities. This means that these elected officials are easily accessible and readily available to respond to

citizen demands and priorities in the area of parks and recreation. When it comes to board decisions, the park district model also ensures that these representatives are directly accountable to their constituents.

Unlike general purpose governments that have many different departments and are responsible for a wide array of services, park districts are focused specifically on parks, recreation and conservation. This concentration results in a higher level of scrutiny over park district expenditures and provides for greater public transparency than a bigger, general purpose government. In fact, under the park district model the community knows exactly what it spends for these services. Such accountability, focus and transparency are all qualities that are highly valued by taxpayers and donors alike.

Another reason that donors choose park districts to direct their gifts is that general purpose governments often place a greater emphasis on public safety and public works to the detriment of investments in parks and recreation. While there are certainly examples of successful municipal recreation agencies where village boards and city councils recognize the importance of parks and recreation, donors who wish to support these services recognize that municipal priorities are often quite different from park districts and that general purpose governments offer very few protections against changes in economic conditions or administrations. Like taxpayers, donors also understand the shortcomings of general purpose governments when it comes to government bureaucracy.

To illustrate, I recently met with a group of park and recreation professionals who have worked in both park districts and municipal systems in other states. In discussing their experiences in each system, several professionals cited the stability of park districts as a major advantage and explained that the park district model provides a level of continuity and consistency, which is less likely to exist in municipalities where there is often a higher rate of turnover and change from administration-to-administration. They also noted that the park district model better lends itself to long term planning. As an example, these professionals cited their past experience with the municipal budget process, which encouraged their department to spend all of its appropriations each year and avoid leaving any fund balance regardless of need or priority. This was because any remaining funds would very likely be swept for other municipal uses or the amount would automatically be cut from their next budget, or both. They also reported that their municipal park and recreation budgets and the revenues they generated were often raided to cover expenses in other parts of municipal government rather than reinvested in the parks department.

These professionals contrasted those experiences with the park district model, which they have found to be much more efficient and cost effective. Not only does the park district model discourage the budget practices they experienced in their municipalities, but it has encouraged them to operate as efficiently as possible throughout the year because

they are able to work with their park board to apply savings to address long term capital needs for the district. Others contend that the economies of scale which some presume of larger, general purpose government are not reality and that a bigger bureaucracy is often costlier, less efficient and more susceptible to waste.

Again, these examples are not to suggest that there are not successful municipal recreation departments. Rather, the point is simply that the park district model has contributed to a high level of citizen satisfaction as evinced in recent studies and that corporate and individual donors value these attributes.

Want to Learn More?

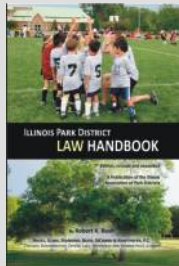
IAPD offers a number of educational resources and training opportunities related to foundations and fundraising.



Register for the upcoming IAPD/IPRA Soaring to New Heights Conference and attend sessions on foundations and fundraising. While at the Annual Conference, take advantage of

the opportunity to network with commissioners and professionals throughout the state and learn their strategies for fundraising success. There is no better venue to gain valuable information on these and other best practices.

The most recent edition of the Park District Law Handbook provides an excellent discussion of the process for organizing foundations, how to obtain and maintain tax exempt status and other important information. Obtain your copy today by visiting ILparks.org.



IAPD regularly offers low cost or free workshops and webinars related to foundations, fundraising and other important topics. Look for these and other educational opportunities throughout the year.

Finally, you can always call the IAPD office at 217/523-4554 for additional information!

2. Park Districts Maintain Legal Safeguards to Protect Community Assets

The immediate ability to carry out a donor's intent in a responsible manner is an important consideration for most donors. But, donors are also concerned about any potential risk that their investment could be divested or used for some other purpose in the future. The Park District Code contains a number of important safeguards to protect community assets, including gifts.

Park land offers an excellent example. Because park districts are in the business of preserving and protecting open space, the Park District Code is designed to ensure that these assets are preserved for the community in perpetuity and not sold for other purposes unless

the park district follows rigorous procedures. Because there are very few exceptions to this process, the Park District Code protects park land and open space, whether acquired by purchase or gift. These protections have contributed to the success of park districts, forest preserves and conservation districts when asking voters to approve referenda because voters know if they approve the referendum, their investment will be secure in the future. Donors value these protections for the same reasons as voters.

By contrast, it is relatively easy to sell real property under the statutes governing general purpose governments such as counties, cities, villages and townships. To donors, this means that there is a greater risk that their gift could be disposed of by these governments in the future.

The legal protections offered by the Park District Code are not limited to real estate. As alluded to above, park district financial procedures and practices help protect tax levies and other revenues that are dedicated to parks and recreation. In fact, a primary reason that citizens form park districts in the first place is to help to ensure the delivery of park and recreation services and to protect these services into the future. Like taxpayers, donors place a premium in knowing that their investments can only be spent in furtherance of park, recreation and conservation related programs, facilities and services and that their donations will not later be swept or otherwise used for purposes that are unrelated to parks and recreation.

3. Park Districts Provide a Tremendous Return on Investment

No one is interested in "throwing good money after bad." Conversely, when individual and corporate donors see the difference their generosity can make to the community, they have a much greater incentive to contribute.

The partnerships that park districts have formed with corporate and private donors often make the difference in whether a project can be completed. For example, corporate and individual donors have helped to provide matching funds for OSLAD and PARC projects resulting in the construction of new parks and swimming facilities in a number of communities. In many cases, without the partnerships among park districts, foundations and donors, communities would be without these important assets. Again, the park district model helps to provide the flexibility and incentives to make these projects happen.


Citizens understand the value their park district brings to their community and know that their park district will provide a tremendous return on investment. In addition to improving overall quality of life, citizens understand that parks and open space improve property values within their community. They know that their park district helps improve health and wellness by providing convenient and affordable access to trails and recreational facilities. They recognize that afterschool and summer school programs help fight childhood obesity by promoting physical and mental health and wellness while also helping to reduce crime by offering children and young adults safe alternatives during critical hours when school is not in session.

While these are only a few of the many ways park districts improve communities, they very likely contribute to the success park districts and their foundations have had in raising private funds.

Park districts have a proud history of successfully utilizing private foundations as an instrument to help support their mission. While much of this success is attributable to the important causes that these agencies advance within their communities, the park district model also provides the necessary assurances to donors that their intent will be carried out responsibly, that their investment will be protected and that their gift will yield major dividends into the future.

By Dr. Nathan A. Schaumleffel, CPRP, CNP, CFRM, CVA, IYD
Proprietor & Senior Consultant, Driven Strategic LLC

Setting Your Park Foundation's Cornerstone to Build Optimally Functioning, Fundraising, & Engaging Volunteer Organizations

An illustration on a teal background. At the bottom, a hand in a dark suit sleeve holds a brown globe. A tree with a brown trunk and green leaves grows from the globe. Several gold coins with dollar signs are falling from the tree. In the upper right, another hand in a white sleeve pours a green bill with a large dollar sign into the tree.

What is an Optimally-Functioning Friends Group or Park Foundation?

Friends groups and park foundations are where public park and recreation administration and the nonprofit world of philanthropy, fundraising and volunteer management collide!

Some have described park foundations and friends groups as “individual nonprofit organizations that support a specific local park or park project with time, expertise and privately-raised funds.”

Now, from my experience, the world of park foundations and friends groups is a lot murkier, or colorful, depending on your perspective.



Successful park foundations take board leadership that has the capacity to understand the benefits of public parks and recreation, and the power of philanthropy, volunteerism, advocacy and nonprofit governance.

First, park foundations and friends groups have been known to provide short-term support to a specific park or facility improvement project; or provide long-term support to a specific program, park, or facility, like the Friends of Griffin Bike Park with the Vigo County (Indiana) Parks and Recreation Department; or even provide long-term support to an entire park system like the Champaign Parks Foundation.

Some park and recreation systems like the Wheaton Park District, directed by Mike Benard, partner with multiple friends groups that benefit different parts of the park district.

Park foundations and friends groups exist at the city, township, and park/forest preserve district levels, as well as at the county, state, and national levels. Friends groups evolve into park foundations, from volunteerism to resource development, from informal to incorporated.

Whatever the group's structure, the goal is to hone the power of the nonprofit sector in terms of philanthropy, fundraising and volunteerism to further the mission of the public agency. As the friends group matures into a separate membership-based nonprofit organization, it is critical that the public agency establish a memorandum of understanding (MOU) with the park foundation to ensure that the group works within the mission and strategic plan of the public agency and in concert with the park staff.

An **optimally-functioning park foundation** can counteract public budgeting trends by invoking the power of philanthropy and volunteerism to replace unfunded budgetary items, which reduces the need for user fees and the pay-to-play trends happening across public recreation.

Friends groups that evolve into independent, tax-exempt nonprofit organizations that sign MOUs with public agencies can address liability and risk management issues, and facilitate appropriate insurance, positive communication, and:

- The development of financial resources through annual fundraising, major gifts, capital campaigns, planned giving and endowment funds
- The development of in-kind donations of equipment, supplies and land
- Engagement of the broader citizenry
- Increased volunteerism
- Effective advocacy efforts
- Land holding
- Protection from potential litigation against a public park and recreation agency
- The isolation of politics and conflict from making a park system more impactful (Comerio, 1999; LaPorte County Park Foundation Brochure, n.d.; Schaumleffel, 2015).

How to Set the Cornerstone in a Park Foundation?

The benefits can only be realized if the park foundation sets the cornerstone. Metaphorically, the cornerstone of a park foundation or friends group is the board of directors. The cornerstone or foundation stone concept is derived from the first stone set in the construction of a masonry foundation, important since all other stones will be set in reference to this stone, thus determining the position of the entire structure (Wikipedia, n.d.).

Successful park foundations take board leadership that has the capacity to understand the benefits of public parks and recreation, and the power of philanthropy, volunteerism, advocacy and nonprofit governance. They need to function within the BoardSource Board Member's Code of Ethics.

Park foundation board membership should not be a personal play for a political appointment or an upcoming political election for a park district commissioner or city council seat.

Board members need to be prepared to generously give their financial resources, as well as invest their time and talent for governance roles and for serving in specific positions that would typically be a staff role for a more developed organization.

Engaging Members as Volunteers: Not Everyone Can or Should be a Board Member

Unfortunately, there are a lot of well-meaning park lovers who serve on these boards that simply do not have the skill, time, or money to be a board member. Most folks join a friends group because they love a specific property, trail, stream, campground or vista. They join to be affiliated and to be supportive. They want to be a part of something that helps sustain and improve the park. Beyond paying dues, wearing a t-shirt or hat, maybe putting a sticker on their automobile or a patch on their pack, and visiting the park, many park friends do little else.

They do little else, not because they are lazy, but because they have not been engaged in the work of the group in meaningful ways that highlight their strengths, minimize their weaknesses, work with their personal schedules, and connect with their motivations to volunteer. We can't forget that folks visit parks for fun, leisure, relaxation, recreation, and to connect socially. In the same way, people join and participate in friends groups for the same reasons. Volunteerism is leisure for many!



Fun cost funds, and funds come from a strong, engaged and happy cadre of volunteers who are having satisfying leisure experiences through volunteerism.

The leadership of friends groups should place a strong emphasis on engaging members in the organization by focusing on high-quality volunteer management. Often times, member engagement takes the form of board/committee meetings, event planning, membership recruitment and fundraising. These sorts of activities are typically not what most park visitors had in mind when they took a brochure from the gatehouse, trading post, or community center and became a friend of the park. The challenge of board leaders, park staff, and volunteer managers is to remember and understand that volunteer opportunities are as much a part of the recreation opportunity spectrum at the park as the opportunity to picnic, paddle, hike or camp.

Fun Cost Funds!: Engaging Volunteers in Fundraising

Park foundations and friends groups in all of their forms are essentially a group of park advocates who want to help the staff improve the visitor experience in terms of the environment, indoor and outdoor facilities, historic preservation, park programming and interpretation. Ultimately, park improvements happen through fundraising. Fun cost funds, and funds come from a strong, engaged and happy cadre of volunteers who are having satisfying leisure experiences through volunteerism.

If the cornerstone of a park foundation is the board of directors, then the keystone is the fundraising function. The keystone locks all of the stones into position (Wikipedia, n.d.). The trick to setting your keystone is to establish a development committee that builds a robust, sustainable annual fund campaign, so you're not living hand to mouth and stringing along from grant to grant. The goal of an annual fund campaign is to raise enough money to cover monthly operating expenses for the organization, from salaries to rent to insurance to utilities to copy paper. It is better to think of an annual fund as the fund that pays for your organization's annual operating expenses, like a checking account. Now, annual fund doesn't mean we ask each prospect/donor to give once each year. It is quite appropriate to ask donors to give multiple times per year.

Annual fund campaigns are only successful if the board of directors, the cornerstone of the park foundation, leads by achieving 100% board giving of their personal treasure, as well as 100% board participation in getting treasure from others!

Before you start soliciting funds, let me share some actionable steps in establishing an annual fund.

First, for now, forget about grants! Grants are a nice addition for offering mission-focused services after you are generating enough dollars to keep your doors open without grants.

Second, remember about 80% or so of charitable dollars come from individual donors. Your most reliable individual donors are your volunteers and board members, so you'll need to be sure your volunteer manager is building positive relationships with volunteers or you'll be "shooting yourself in the fundraising foot."

Next, get acquainted with the Association of Fundraising Professionals' (AFP) Code of Ethical Standards, Donor Bill of Rights and eDonor Bill of Rights. Live and breathe these documents! Fundraising is about personal relationships and the foundation of relationships is ethics! Ensure all friends upon joining know that the central function of impactful friends groups is fundraising, which means all members should be acquainted with the AFP ethics.

Fourth, write a case statement for your organization. A well-written case statement is the foundation for all fundraising activities, even grant proposal writing. Don't do anything else until your case statement is complete and board approved!

After the case statement is approved, you'll need to set a realistic fundraising goal, as well as adopt a donor management system, board giving policy and gift acceptance policy. Then you'll need to create an annual fund campaign plan that includes memberships as one fundraising strategy. You'll also need to establish opportunities to engage volunteers in the fundraising function of the organization without necessarily directly making asks, such as database management or special event planning.

Your park foundation will also need to begin prospect research, launch a web site with appropriate social media integration, establish online giving, build an employee matching gift program, establish a signature special event, devise a donor acknowledgement system and launch a direct mail campaign.

As you can see, the fundraising function is truly the keystone to optimally-functioning park foundations. Following these tips to establish or enhance your friends group or park foundation, to develop the capacity of your board, and to engage volunteers in the fundraising function will generate resources to support the mission of the public park and recreation agency.

Read more about park foundations and fundraising at the National Association of Park Foundation 's Cornerstone Blog with @drschaumleffel: <http://www.the-napf.org/>

Consider joining NAPF today! You'll get the capacity-building resources to start, build, and grow the impact of your local park foundation or friends group!



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NA Schaumleffel. (2015, August 7). National Association of Park Foundations – Cornerstone Blog with @drschaumleffel: What is an optimally-functioning friends group or park foundation [Web log post]? Retrieved from <http://www.the-napf.org/page-1798888/3469815>

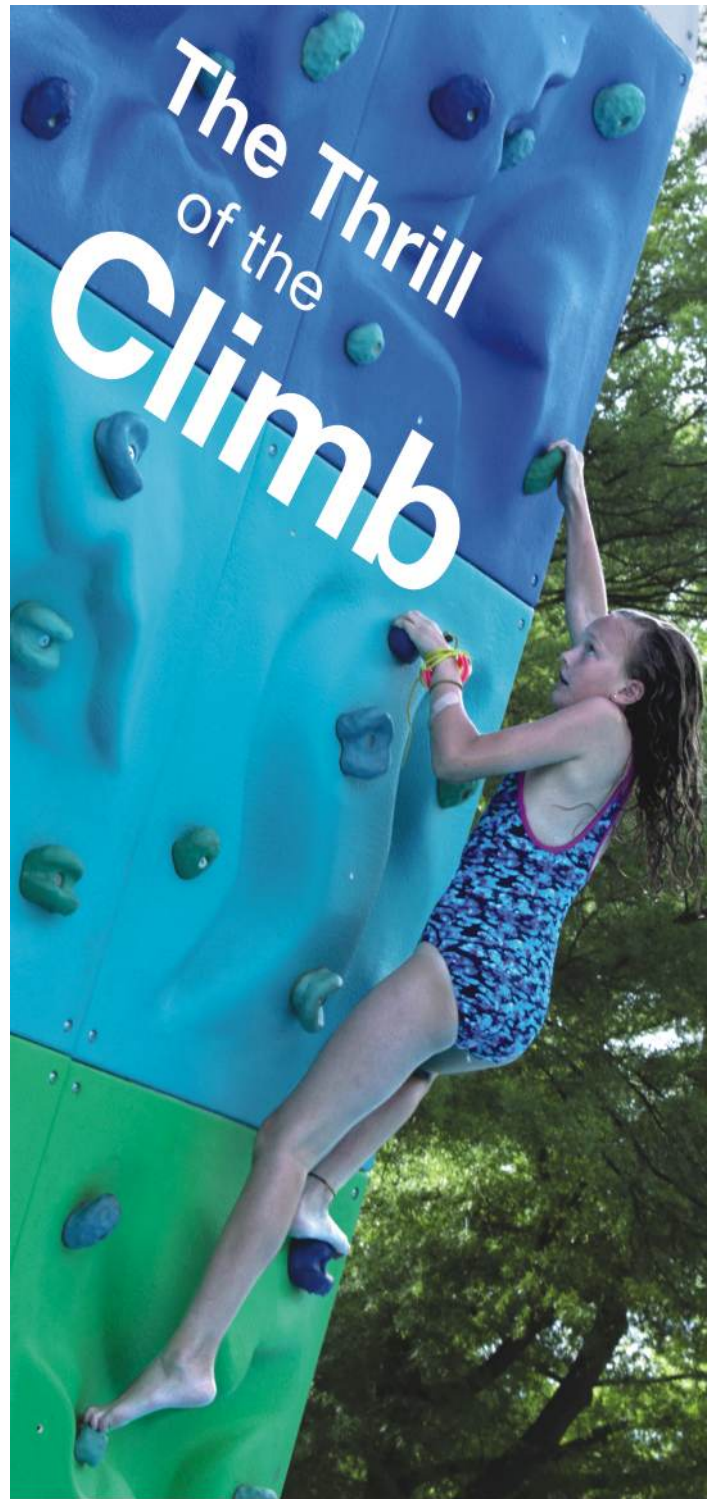
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FOUNDATIONS FOR Success

by **Fred Delcomyn**, *President, Urbana Parks Foundation &*
Tim Bartlett, *Executive Director, Urbana Park District*

We've all been there. The park district has a compelling need that is too costly to be covered by normal operating funds, but not nearly costly enough to go to the voters for more money to cover it. Sure, you can go to the public with a fund raising campaign, but you don't really want to antagonize people by asking them to give money when they already pay taxes.



One of the subtle yet significant advantages of a foundation is that an independent group is better able to target solicitations for specific programs that the district wants to fund.

What to do? For an immediate problem, probably not much. But can longer term problems be handled successfully in the future?

An approach adopted by friends of the Urbana Park District may be successful for your district as well – to establish an independent parks foundation.

Just how can a foundation help? Won't taxpayers be just as resistant to requests for money from a foundation? Not necessarily. Everyone understands the need for more resources; it just strikes people as inappropriate for a taxing body to be asking for more than they already receive in taxes. A foundation, however, is expected to solicit funds, and even though the money will go to the park district, it doesn't seem to strike people in the same way, making them more receptive to a request for a donation. Moreover, if a parks foundation is independent of a park district, it will have community members, not elected officials, doing most of the asking.

Benefits of a Foundation

There are also other, more substantive benefits to having a foundation. We will focus on four.

1. Flexibility in Handling Gifts

Although park districts in Illinois can sell unusable parcels of land larger than two acres, there are a number of legal hoops that they must go through in order to do so.

A gift of land to a parks foundation, on the other hand, may be retained for income or sold to raise money, whatever the foundation and the donors agree is in the park district's best interests. This flexibility is immensely valuable and allows the district to benefit from gifts that it otherwise could not accept or that would be a long-term drain on district resources.

2. Long Term Management of Gifts

One important long-term source of gifts is trusts or bequests. It is certainly possible for individuals to leave bequests directly to a park district, but a legacy gift given to a parks foundation may be more acceptable both to a donor and to the district than leaving the gift to a park district and run the risk that the funds may be comingled with tax revenues.

To encourage people to think about the park district as a benefactor of a bequest, the Urbana Parks Foundation has recently established the Joseph C. Blair Society—named for the longest serving Urbana Park District Commissioner and the first president of IAPD—for those who have drafted wills naming the foundation as a beneficiary. The foundation will honor those individuals in various ways during their lives, recognizing the donors (if they wish to be recognized) for providing a lasting legacy to benefit Urbana parks.

The very positive public reaction to the establishment of the Joseph C. Blair Society suggests that it will serve to encourage many to give to the Urbana Parks Foundation, as well as providing important resources to the Urbana Park District over the years.

Another element of long-term fiscal management is the establishment of endowment funds. A foundation can set up endowments, the income from which can benefit the park district over the decades. As a taxing body, it can be difficult for a park district to explain why it needs more money when it may be sitting on a million dollar endowment.

A parks foundation has no such problem. In fact, a significant argument to donors to make a major gift, whether immediately or in the form of a bequest, is the long-term benefit that such a gift has for the park district, especially if the gift is directed into an endowment established by the foundation for some specific, targeted purpose.

3. Professional Management and Advice

Park districts rarely have staff members with the professional expertise they might need in the areas of investment management, fund raising, legal matters, or other disciplines in which some knowledge can significantly help the district. An independent parks foundation can seek members for its board of trustees who have such expertise and are willing to volunteer their time to help the district.

Furthermore, although a park district might find it hard to convince the tax-paying public that expenditures to hire experts is a good use of its resources, a foundation can use its resources to hire professionals as needed.

4. Active Advocacy

A foundation can act as an advocate for a park district in favor of a referendum in ways that employees of the district themselves cannot. Being an independent organization, it is not restricted by many of the laws that constrain taxing bodies. If the governing board of the foundation includes local community and business leaders, they can also help lend credibility to requests for funds since they are at arm's length from the taxing body itself.

One of the subtle yet significant advantages of a foundation is that an independent group is better able to target solicitations for specific programs that the district wants to fund. Fund raising by the district itself is usually done to supplement bond issues or grants sought for specific, highly visible, and costly projects like a new pool. A foundation, however, can establish goals that are more long term.



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A Foundation in Action

How do these benefits of a foundation translate into practice? In Urbana, we have seen both short-term and long-term benefits. For example, each year, the Urbana Park District offers popular summer programs for young people. As with other fee-based programs of this type, the district has a youth scholarship program to help youths from low-income families to attend. The Urbana Parks Foundation helps this project by raising money for these scholarships, hence allowing the district to serve many more youths than it would otherwise be able to.

On a longer time scale, the foundation has also, with a seed gift from a donor, established an endowment to help maintain Meadowbrook Park. This park, a 130-acre signature park that includes the historic McCullough family farmstead, an interpretive center, sculpture garden, and 80 acres of native prairie restoration with biking and hiking trails throughout, is by all measures the most popular park in Urbana. The park district has a maintenance plan for the park, but there is always more to do than funds to do it with. Many important activities such as rehabilitating stream corridors, reforestation, upgrading park infrastructure, establishing interpretive exhibits, and controlling invasive plants cannot all be funded every year.

An endowment for Meadowbrook Park, once it reaches a sufficient level, can help alleviate this problem. With a long-term target of \$1 million, this is a decades-long project, but the benefit will be substantial. The income from the endowment will be something that the park district will be able to count on each year to help it maintain and enhance Meadowbrook Park.

Setting up a Foundation

There are many possible ways to set up a foundation. In Urbana, we chose to have a foundation board of trustees that is independent of the board of commissioners of the Urbana Park District. Individuals from the community are invited to serve on the board of trustees based on their interest in Urbana parks and the professional expertise that they may bring to the board, such as experience in the areas of investment or fund raising.

Having an independent foundation board requires careful attention to communication. It is essential that the foundation and the park district work together to establish goals and procedures. We handle this vital need for communication in part by having a park district commissioner and the executive director of the park district sit on the foundation board. Even in the short time the Urbana Parks Foundation has been in existence we have found significant benefits to be gained from the diverse points of view and professional expertise our board members bring to the organization. This in turn has translated into an overwhelmingly positive response from our community when we discuss the park district programs we are supporting.

Setting up a parks foundation is not a trivial task, and any community that wishes to explore the possibility should seek broad citizen input as to how such a foundation should be structured. Furthermore, it is critical that the park district and those who want to set up a foundation obtain thorough legal advice as to how to go about it and the legal ramifications of the particular organization that is proposed. If done carefully and with sufficient planning, establishing a parks foundation may work for your park district as well.



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| Pre-Conference Workshops..... | C 26 - C 30 |
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| | |
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| IPRA Annual Business Meeting..... | C 11 |

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2016 FINAL CONFERENCE PROGRAM

HYATT REGENCY CHICAGO

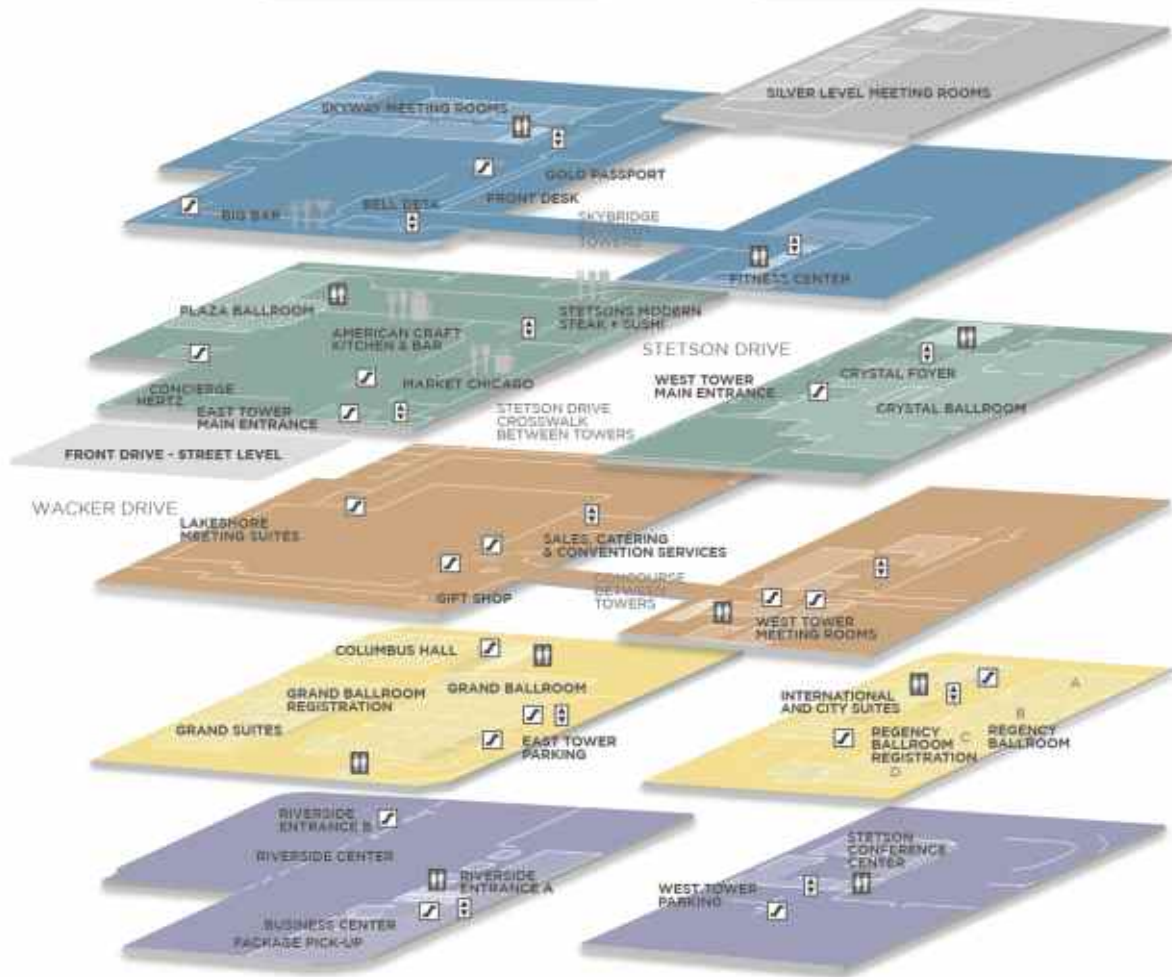
GUEST MAP



WELCOME TO HYATT REGENCY CHICAGO. Meeting rooms, ballrooms, restaurants and guest amenities are listed in alphabetical order and color coded by floor. For help, dial Guest Services at Extension 4460.

EAST TOWER

WEST TOWER



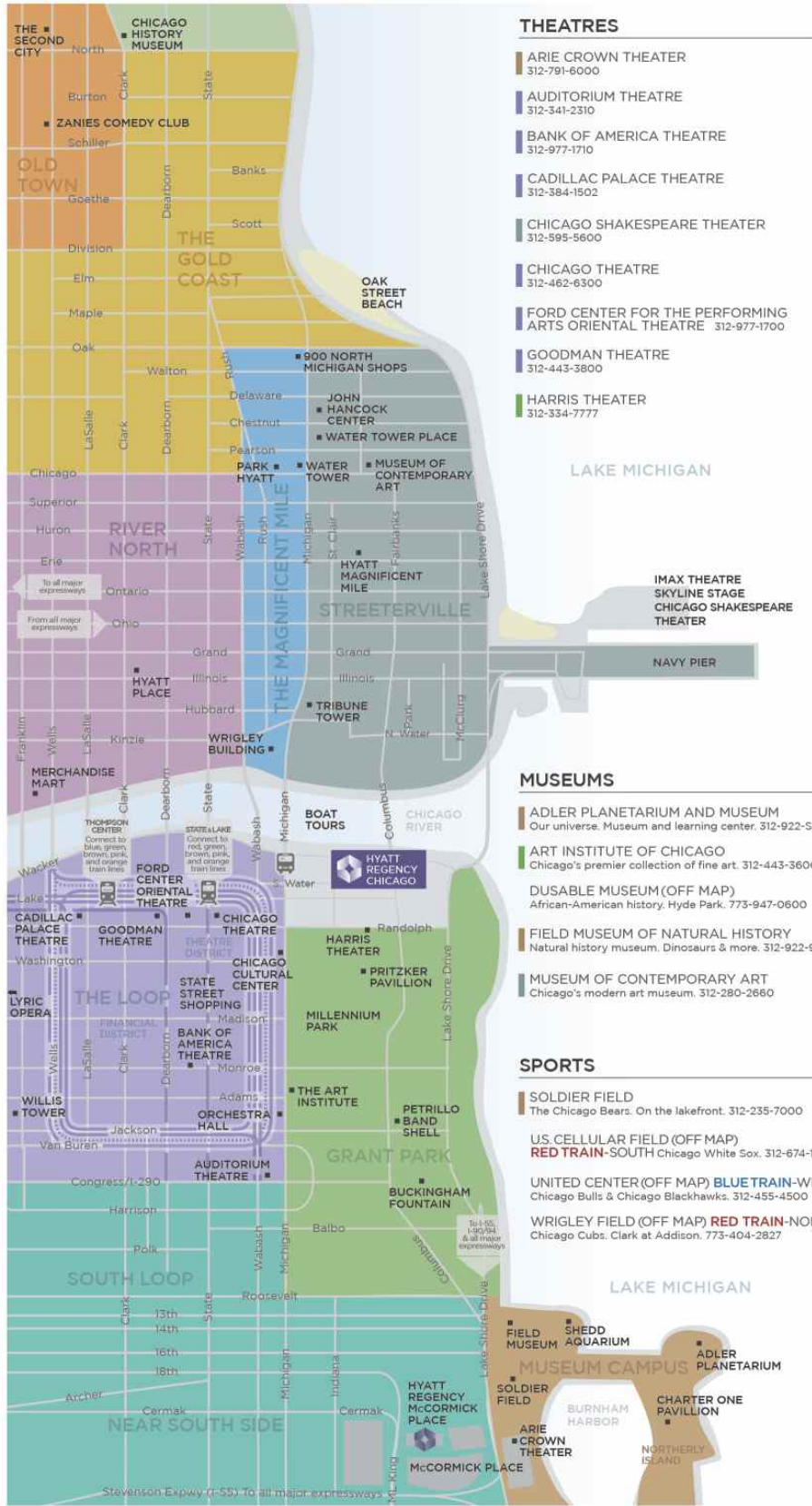
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| ACAPULCO West Tower, Gold Level | CRYSTAL BALLROOM West Tower, Green Level | HAYMARKET West Tower, Bronze Level | REGENCY BALLROOM West Tower, Gold Level |
| ADDAMS West Tower, Silver Level | DUSABLE West Tower, Silver Level | HERTZ East Tower, Green Level | RIVERSIDE CENTER East Tower, Silver Level |
| AMERICAN CRAFT KITCHEN & BAR East Tower, Green Level | EAST TOWER MAIN ENTRANCE East Tower, Green Level | HONG KONG West Tower, Gold Level | SALES, CATERING & CONVENTION SERVICES East Tower, Bronze Level |
| ATLANTA West Tower, Gold Level | EAST TOWER PARKING East Tower, Gold Level | HORNER West Tower, Silver Level | SAN FRANCISCO West Tower, Gold Level |
| BELL DESK East Tower, Blue Level | FIELD West Tower, Silver Level | LAKESHORE MEETING SUITES East Tower, Bronze Level | SANDBURG West Tower, Silver Level |
| BIG BAR East Tower, Blue Level | FITNESS CENTER West Tower, Blue Level | Michigan, Wendolyn, Roosevelt, Jackson Boardroom | SKYWAY MEETING ROOMS East Tower, Purple Level |
| BUCKINGHAM West Tower, Bronze Level | FRONT DESK East Tower, Blue Level | MARKET CHICAGO East Tower, Green Level | SOLDIER FIELD West Tower, Bronze Level |
| BURNHAM West Tower, Silver Level | GIFT SHOP East Tower, Bronze Level | MCCORMICK West Tower, Silver Level | STETSON CONFERENCE CENTER West Tower, Purple Level |
| BUSINESS CENTER East Tower, Purple Level | GOLD COAST West Tower, Bronze Level | NEW ORLEANS West Tower, Gold Level | STETSON'S MODERN STEAK + SUSHI East Tower, Green Level |
| COLUMBIAN West Tower, Bronze Level | GOLD PASSPORT East Tower, Blue Level | OGDEN West Tower, Silver Level | TORONTO West Tower, Gold Level |
| COLUMBUS HALL (ROOMS A-L) East Tower, Gold Level | GRAND BALLROOM East Tower, Gold Level | PACKAGE PICK-UP East Tower, Purple Level | WATER TOWER West Tower, Bronze Level |
| COMISKEY West Tower, Bronze Level | GRAND BALLROOM REGISTRATION East Tower, Gold Level | PICASSO West Tower, Bronze Level | WEST TOWER PARKING West Tower, Purple Level |
| CONCIERGE East Tower, Green Level | GRAND SUITES East Tower, Gold Level | PLAZA BALLROOM East Tower, Green Level | WRIGHT West Tower, Silver Level |
| | | | WRIGLEY West Tower, Bronze Level |

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- CHICAGO SHAKESPEARE THEATER**
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- CHICAGO THEATRE**
312-462-6300
- FORD CENTER FOR THE PERFORMING ARTS ORIENTAL THEATRE** 312-977-1700
- GOODMAN THEATRE**
312-443-3800
- HARRIS THEATER**
312-334-7777

MUSIC

- CHARTER ONE PAVILLION**
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- LYRIC OPERA OF CHICAGO**
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- ORCHESTRA HALL AT SYMPHONY CENTER**
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- SHOPS AT 900 NORTH MICHIGAN**
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- STATE STREET SHOPPING**
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- TRIBUNE TOWER**
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- WATER TOWER**
Chicago Visitor's Center.
- WATER TOWER PLACE**
Magnificent Mile shops and restaurants.
- WILLIS TOWER**
Chicago's tallest building & Skydeck. 312-875-0066
- WRIGLEY BUILDING**
Classic Chicago architecture.
- ZANIES COMEDY CLUB**
One of Chicago's oldest comedy clubs. 312-337-4027

MUSEUMS

- ADLER PLANETARIUM AND MUSEUM**
Our universe. Museum and learning center. 312-922-STAR
- ART INSTITUTE OF CHICAGO**
Chicago's premier collection of fine art. 312-443-3600
- DUSABLE MUSEUM (OFF MAP)**
African-American history. Hyde Park. 773-947-0600
- FIELD MUSEUM OF NATURAL HISTORY**
Natural history museum. Dinosaurs & more. 312-922-9410
- MUSEUM OF CONTEMPORARY ART**
Chicago's modern art museum. 312-280-2660

SPORTS

- SOLDIER FIELD**
The Chicago Bears. On the lakefront. 312-235-7000
- US CELLULAR FIELD (OFF MAP)**
RED TRAIN-MUSEUM (OFF MAP) Chicago White Sox. 312-674-1000
- UNITED CENTER (OFF MAP)** **BLUE TRAIN-WEST**
Chicago Bulls & Chicago Blackhawks. 312-455-4500
- WRIGLEY FIELD (OFF MAP)** **RED TRAIN-NORTH**
Chicago Cubs. Clark at Addison. 773-404-2827

TRANSPORTATION

- SUBWAY & ELEVATED TRAIN STATIONS**
Train lines are color coded. Train information: 312-836-7000
- TO O'HARE AIRPORT (OFF MAP)** **BLUE TRAIN-NW**
Train information: 312-836-7000
- TO MIDWAY AIRPORT (OFF MAP)** **ORANGE TRAIN-SW**
Train information: 312-836-7000
- BUS TO MCCORMICK PLACE (No. 3-SOUTH)**
Michigan Avenue bus stop. Bus information: 312-836-7000



OFFICE OF THE GOVERNOR
JRTC, 100 W. RANDOLPH, SUITE 16-100
CHICAGO, ILLINOIS 60601

BRUCE RAUNER
Governor

January 28, 2016

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

Illinois Park and Recreation Association
536 East Avenue
LaGrange, Illinois 60525

Greetings!

As Governor of the State of Illinois, I am pleased to welcome everyone gathered for the 2016 "IAPD/IPRA Soaring to New Heights" Conference hosted by the Illinois Association of Park Districts (IAPD) and Illinois Park and Recreation Association (IPRA).

Park districts, forest preserves, conservation, recreation and special recreation agencies serve valuable roles within our communities by acting as stewards of Illinois' natural resources, recreational programs and facilities. These agencies recognize that a beautiful Illinois has benefits not only for the environment but also for the leisure of its residents. The IAPD and IPRA members serve the people of Illinois by providing all ages' recreation programs, facilities, parks and open spaces.

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

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

Sincerely,

Governor



**OFFICE OF THE MAYOR
CITY OF CHICAGO**

RAHM EMANUEL
Mayor

January 28, 2016

Dear Friends,

As Mayor, and on behalf of the City of Chicago, I am pleased to extend warm greetings to everyone gathered for the 2016 IAPD/IPRA *Soaring to New Heights Conference*.

Established in 1928, the Illinois Association of Park Districts (IAPD) has been at the forefront of preserving Illinois' natural resources and continues to provide exceptional parkland and forest preserves for all Illinois residents. Incorporated in 1963, The Illinois Park and Recreation Association (IPRA) is a national leader in providing tremendous opportunities in education and networking for all those who have dedicated their time and efforts to parks and recreation. Together, these associations protect and nurture Illinois' environment and ensure its beauty for residents to enjoy for years to come.

As leaders in conserving and improving the environment of Illinois, this conference offers its attendees new ways to assist in helping Illinois maintain its natural beauty. Through providing an education in developing trends, tools, and services, attendees are afforded a skill set that strengthens the environmental community and continues the growth and prosperity of Illinois forest preserves, parks and recreation.

I hope that those visiting our great city take time to experience some of the special places in Chicago. Our iconic skyline and incredible lakefront invite you to explore all Chicato has to offer. I hope you have a chance to sample our distinguished restaurants, tour our great universities, and visit our world-class museums during your stay.

On behalf of the people of Chicago, I am proud to extend heartfelt congratulations to all of you on this special event. Best wishes for much continued success.

Sincerely,

Mayor



WELCOME AND GREETINGS!



Dear Friends and Colleagues:

We wish to extend a warm greeting as we welcome you to this year's Soaring to New Heights Conference! It is an honor to be part of this exciting endeavor, which brings together inspired people who are passionate about ensuring that parks and recreation in Illinois remains at the forefront of education in the industry.

In keeping with our goal and commitment of providing quality professional development, we have gathered together a top-notch line-up of speakers who will be presenting on a wide variety of topics that run the gamut from (A)ctive Adults 102 to Navigating the Ma(Z)e of Employee Leaves of Absence. So, whether you're a Parkie who is interested in storm water management issues or a newly elected official interested in learning best practices and procedures for effective board meetings, with over 170 educational sessions and 18 pre-conference workshops, there is something for everyone in this year's program!

As veteran conference goers know, conference isn't just about the learning opportunities. Since "play" is an integral part of our work and daily lives, we would be remiss in our planning if conference did not offer the excellent array of social activities that enables attendees to network, relax and unwind. To that end, we look forward to kicking off the conference with you at the Thursday night Welcome Social, or cheering on your colleagues and friends at the All-Conference Awards Luncheon on Friday. For those staying until conference close, don't forget to purchase your tickets in advance for the Saturday night Closing Social aboard the Odyssey/Spirit of Chicago. It's a three-hour celebration cruise, complete with a special fireworks show (weather permitting), that you won't want to miss!

To further enhance your conference experience, we are pleased to feature our new mobile app, which will give you real time updates, scheduling alerts, access to conference surveys, and so much more! We encourage you to download the app from the Apple store or Google Play for Android. Also, be sure to make time to visit the conference exhibit hall, home to over 325 vendors and one of the largest commercial exhibit halls for parks and recreation in the mid-west.

To host a successful conference requires a year's worth of planning and effort put forth by an extremely dedicated and talented group of volunteers. From the conference moderators who provide onsite assistance to the hard-working committee members who provide year-round support, we are so grateful to each and every one of you. We are also fortunate and enormously thankful for the leadership and guidance of our outgoing conference chairs, Mike Vogl and Matt Barber. To say we couldn't have done this without you, as well as all of our highly motivated and wonderful volunteers, is truly an understatement.

Finally, we would like to thank each of you for attending conference and bringing your curiosity, eagerness and enthusiasm for continued personal and professional growth. Enjoy your time at conference. Let's make it the best one ever!

DIANE MAIN

President
Westmont Park District
IAPD Chairman of the Board

RICK HANETHO, CPRP

Executive Director
Northbrook Park District
IPRA Chairman of the Board

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JOINT CONFERENCE COMMITTEE

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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 9, 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, all conference sessions and workshops requires 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

Grand Ballroom, East Tower, Gold Level

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 and recreation, special recreation, forest preserves and conservation agencies.



Columbus AB, East Tower, Gold Level

The Agency Showcase is 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.

Agency entries and winners will be on display in Columbus AB, on Friday, January 29 until 4:00 pm. Stop by to cast your ballot for the *People's Choice Award!* People's Choice winners will be tallied and announced at the IAPD Annual Business Meeting on Saturday, January 30 at 3:30 pm.

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/education/awards.

Proudly brought to you by IPRA and IAPD.



ALL-CONFERENCE AWARDS LUNCHEON PREFERRED AGENCY SEATING (Includes Legislator Tables!)

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 should have done so 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.

ANNUAL MEETINGS FOR IAPD AND IPRA

Regency AB, West Tower, Gold Level (IPRA)
Grand AB, East Tower, Gold Level (IAPD)

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

Crystal Ballroom, West Tower, Green Level

Attention all IAPD members! Please join us for the Commissioners' Reception on Friday, January 29 at 5:00 pm in the Crystal Ballroom. The reception is 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 are required for this event.

CONFERENCE ETIQUETTE

As a courtesy to speakers and other delegates, please turn the volume down on your phone or set it to vibrate during workshops and sessions.

IAPD and IPRA endorse responsible drinking policies for all delegates. Persons under the age of 21 and/or those who appear intoxicated will not be served at IAPD/IPRA functions. Delegates may be asked to produce valid identification for age confirmation.

CONFERENCE 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) |
| 12:00 pm – 1:30 pm | Silent Auction Open |
| 12:30 pm – 1:00 pm | Career Development Symposium Registration/Check-In |
| 1:00 pm – 4:30 pm | Career Development Symposium |
| 1:00 pm – 6:00 pm | Exhibit Hall Grand Opening |
| 1:30 pm – 4:30 pm | Pre-Conference Workshops (0.3 CEUs) |
| 3:00 pm – 5:00 pm | Silent Auction Open |
| 5:30 pm – 6:30 pm | Professional Connection |
| 9:00 pm – 12:00 am | Welcome Social with <i>Shout Out</i> |

FRIDAY, JANUARY 29

| | |
|---------------------|---------------------------------|
| 7:00 am – 5:00 pm | Conference Registration Open |
| 8:00 am – 12:15 pm | Silent Auction 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 – 12:00 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 |
| 2:00 pm – 3:00 pm | Silent Auction Open |
| 2:15 pm – 3:00 pm | Dessert in the Exhibit Hall* |
| 2:15 pm – 3:30 pm | Exhibit Hall Dedicated Hours |
| 3:30 pm – 4:45 pm | Conference Sessions (0.1 CEUs) |
| 3:30 pm – 4:45 pm | Silent Auction Open |
| 5:00 pm – 6:30 pm | IPRA Annual Business Meeting |
| 5:00 pm – 6:30 pm | IAPD Commissioner's Reception** |
| 9:30 pm – 11:00 pm | Chairmen's Reception** |

SATURDAY, JANUARY 30

| | |
|---------------------|---|
| 7:45 am – 12:00 pm | Conference Registration Open |
| 8:00 am – 10:00 am | Silent Auction 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 - Spirit of Chicago/ Odyssey Cruises* |

*Ticketed Event ** By Invitation Only

CONFERENCE HEADQUARTERS

Grand Ballroom Foyer, East Tower, Gold Level

Conference Headquarters is the general information center for all conference activities. All session Moderators and Hosts must check in here prior to their scheduled session. Staff and volunteers will be available throughout the entire conference to answer your questions. The phone number for Conference Headquarters is 312-239-4818 or extension 4818 from any house phone.

Conference Headquarters Hours

| | |
|----------------------|-------------------|
| Thursday, January 28 | 7:30 am – 5:00 pm |
| Friday, January 29 | 7:00 am – 5:00 pm |
| Saturday, January 30 | 8:15 am – 5:30 pm |

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.**
- 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 Moderator or Host 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 (*pending approval*).
- If you would like to apply for CLEs, you must register and pay for them with your conference registration.
- 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 Moderator or Host 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 are noted in the session listing. Attorneys will be eligible to earn up to 7 CLE credits.

EVENT LOCATIONS

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)

Thursday

Welcome Social:

Grand Ballroom East Tower, Gold Level

Friday

All-Conference Awards Luncheon:

Grand Ballroom, East Tower, Gold Level

IPRA Annual Business Meeting:

Regency AB, West Tower, Gold Level

Saturday

Keynote General Session:

Grand Ballroom C-F, East Tower, Gold Level

IAPD Annual Business Meeting:

Grand AB, East Tower, Gold Level

Closing Social:

Navy Pier (Odyssey/Spirit Cruise Cruises)



EXCEPTIONAL WORKPLACE AWARD/SESSIONS

Agencies that submitted an application and met the criteria for the Exceptional Workplace Award (EWA) will receive their award at the IPRA annual business meeting taking place in the Regency AB Ballroom on Friday, January

29 at 5:00 pm. Agencies receiving the Exceptional Workplace Award are recognized for a five year term.

Additionally, sessions with a focus on health and wellness will be easily identifiable with the EWA logo appearing next to their listing in this year's conference program.

Questions regarding the Exceptional Workplace Award and the work of the Health and Wellness Committee can be directed to Lori Neubauer, Itasca Park District, at lneubauer@itascaparkdistrict.com

EXHIBIT HALL

Riverside Center, East Tower, Purple Level

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.

Each registered delegate will have multiple opportunities to win great prizes. Drawings will take place on Thursday and Friday throughout each day (see page C74 for drawing times). 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 – 12:00 pm

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

1:00 pm – 4:00 pm

2:15 pm – 3:30 pm (*dedicated hours*)



GO GREEN AT CONFERENCE AND EVERY DAY!

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

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.

For eco-friendly ideas and programs to incorporate into your agency, be sure to attend sessions displaying the green logo next to their listing in this year's conference program.

MAKE A DIFFERENCE AND IMPACT THE FUTURE! SPONSOR A STUDENT!

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 to a student at no additional cost? Opt in to be matched with a student, who will be a guest at your table during the All-Conference Awards Luncheon.

Students will be randomly assigned with professionals/commissioners. Those who opt in will receive detailed instructions prior to the conference.

MOBILE APP

Bring the entire conference program to your fingertips, for easy access on the go **AND get FREE WiFi at the conference!** It's easy! Follow these three simple steps.

Step 1: Text SOAR to 57780, or download from the Apple App Store or Google Play for Android.

Step 2: From your device's WiFi settings/selection dialogue box, choose the network ID "Parks."

Step 3: When prompted, type in the password "Illinois."

Once connected, get session alerts, personalize your schedule, submit session evaluations, view interactive maps and more with the dynamic, new conference mobile app powered by Mousetrap Mobile.

NEWLY ELECTED OFFICIALS

Are you a newly elected commissioner? The IAPD Program Committee has put together a great line up of sessions for you to attend! Look for the thumbs up icon throughout the conference brochure for sessions that are recommended for a newly elected official to attend.



PHOTO RELEASE

By registering for, participating in or attending the IAPD/IPRA conference, 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.

PARKING

Delegates who are **registered overnight guests** at the Hyatt Regency Chicago will receive a discounted daily parking rate of \$31.50 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. Additional parking in the area can be viewed at www.chicagoparkingmap.com.

All delegates are encouraged to take public transportation.

Guaranteed Parking – To make parking easy and stress free, IAPD/IPRA has partnered with **Parking Panda**, the nationwide leader in online parking reservations, to allow visitors to purchase guaranteed parking for the IAPD/IPRA Soaring to New Heights Conference. View real-time availability and pricing at many locations near the Hyatt Regency.

Once purchased, parking is 100% guaranteed even if the location otherwise fills up. Simply present your purchase confirmation at the selected location, and this serves as your payment with no additional payments of fees ever. Parking availability is very limited, so it is strongly recommended that you purchase your parking in advance, if driving. **Exclusive partner promo:** To receive a 10% discount on your reservation use promo code IAPD10.

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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.

REGISTRATION

Grand Ballroom Foyer, East Tower, Gold Level

| | |
|----------------------|--------------------|
| 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 |

Pre-registered delegates may pick up their name badge, event tickets and CEU/CLE coupons (if applicable) at the onsite Registration desk. To expedite registration, please provide the bar coded email confirmation you received after completing your pre-registration. A photo ID is required to pick up your registration materials. There is a \$5 charge to reprint your name badge if lost. **EVENT TICKETS WILL NOT BE REPRINTED.** If you lose your tickets, new tickets must be purchased at the current onsite price in order to attend any ticketed event. Access to the exhibit hall, conference sessions or pre-conference workshops requires a name badge. Attendees without the proper name badge will not be permitted at these events.

SAVE-THE-DATE

Mark your calendars now to attend future IAPD/IPRA Soaring to New Heights Conferences.

- 2017: January 19-21, Hilton Chicago
- 2018: January 18-20, Hilton Chicago
- 2019: January 24-26, Hyatt Regency Chicago
- 2020: January 23-25, Hyatt Regency Chicago
- 2021: January 28-30, Hyatt Regency Chicago

SILENT AUCTION

Grand Ballroom Foyer, East Tower, Gold Level

Each year at conference the Illinois Park and Recreation Foundation (IPRF) hosts a silent auction to provide support and funding for educational programming, research that will benefit IPRA and its members, and professional development for students studying parks and recreation within Illinois. Show your support of this worthy venture by bidding on a variety of fabulous items available in the auction.

Silent Auction Hours

| | |
|-----------------------------|---|
| <u>Thursday, January 28</u> | |
| Viewing and Bidding | 12:00 pm – 1:30 pm 3:00 pm – 5:00 pm |
| <u>Friday, January 29</u> | |
| Viewing and Bidding | 8:00 am – 12:15 pm 2:00 pm – 3:00 pm |
| Winner Pick Up | 3:30 pm – 4:45 pm |
| <u>Saturday, January 30</u> | |
| Winner Pick Up | 8:00 am – 10:00 am |

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.**



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.



2016

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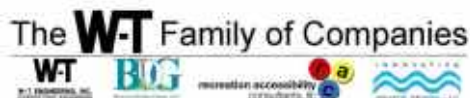
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Spouse/Guest Program and Registration

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 includes a name badge for admission to the Exhibit Hall, Welcome Social on Thursday, conference sessions on Friday and Saturday and the Keynote General Session on Saturday. Tickets for optional activities such as the All-Conference Awards Luncheon and the Closing Social on Saturday evening are made available for purchase.

Student Events

Thursday, January 28
5:30 pm – 6:30 pm
Professional Connection
Regency AB, West Tower, Gold Level

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!

Friday, January 29
3:30 pm – 4:45 pm
Resume Writing and Interview Tips
Regency D, West Tower, Gold Level

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
Grand Ballroom, East Tower, Gold Level

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

Saturday, January 30
10:30 am – 11:30 am
Mock Interviews/Resume Review
Skyway 265/269/273, East Tower, Blue Level

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.

Volunteers... Calling All Professionals and Commissioners!

Volunteers are needed 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 at 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 – 5:00 pm |

Conference Headquarters

CONTACT: Heather Weishaar at 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 | 8:15 am – 5:30 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 |





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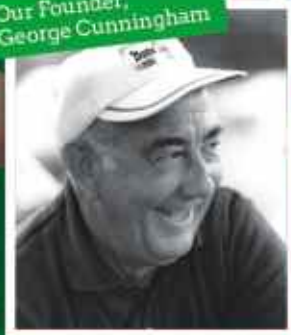
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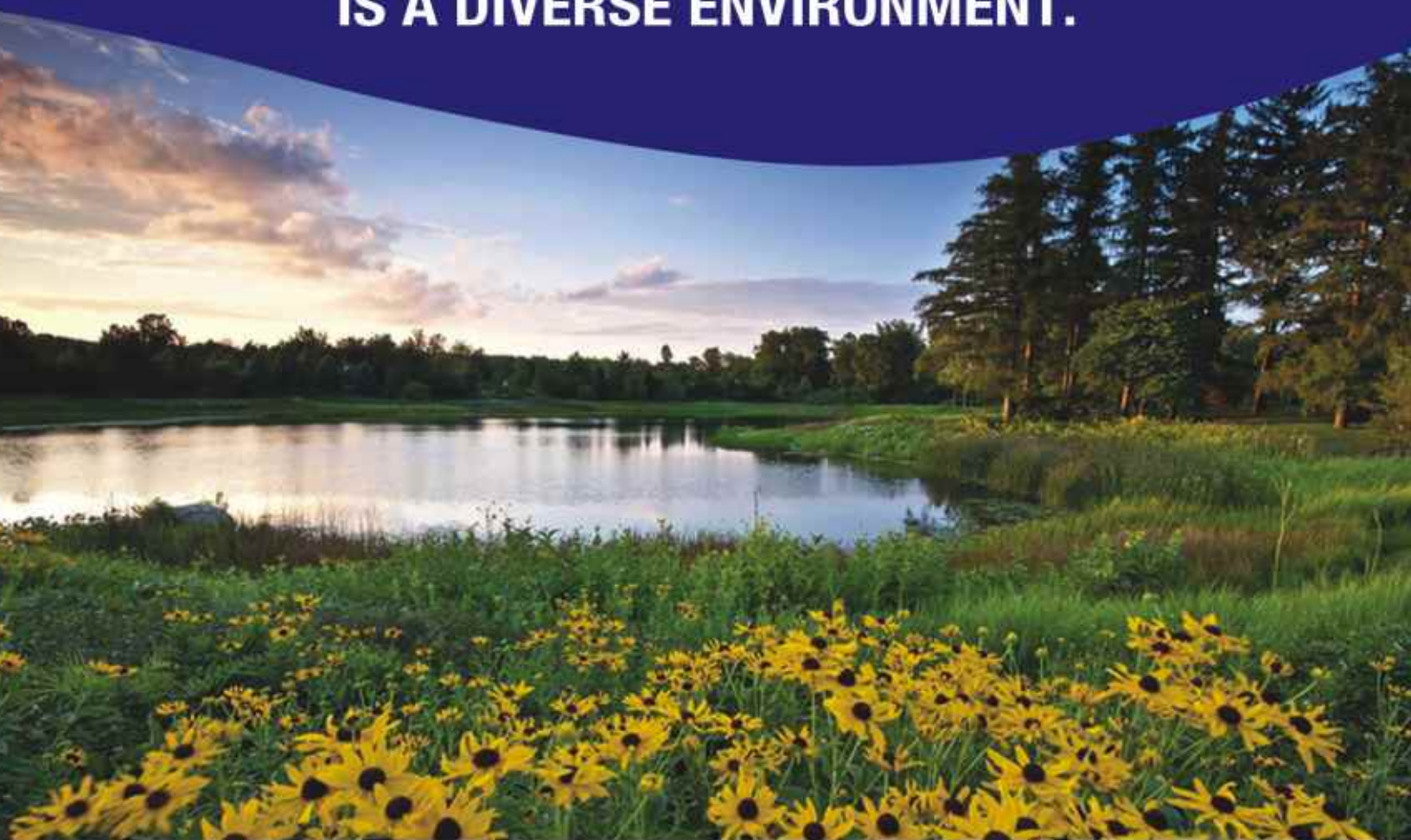
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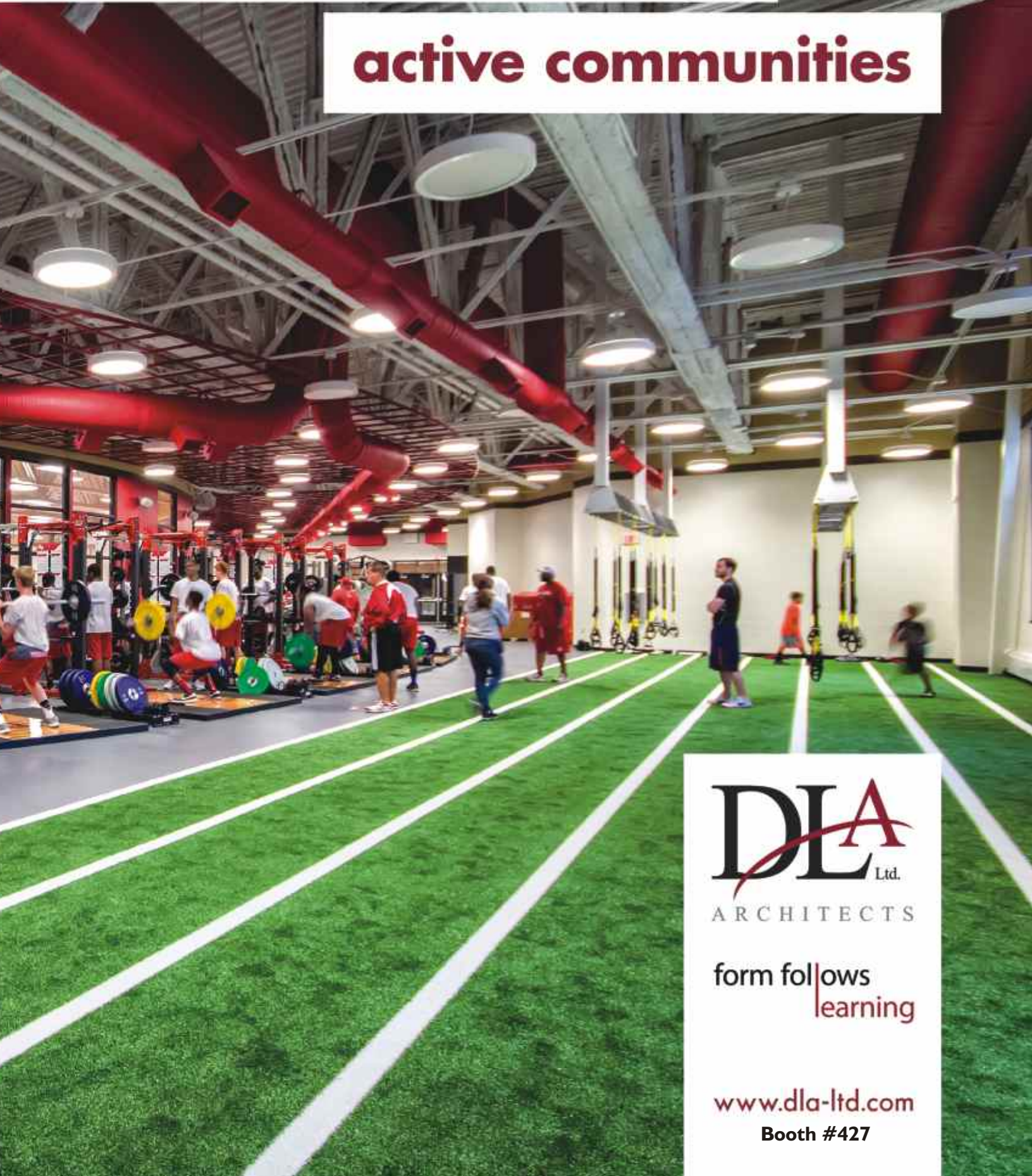
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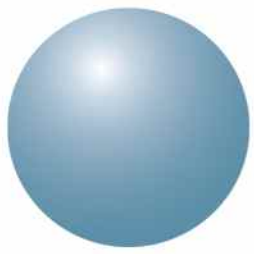


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Booth #427



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Public Gardens

Entry Plaza Garden, River Forest Public Library



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Adelmann Park, Lockport Township Park District



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Booth #321

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THURSDAY AT-A-GLANCE

7:30 am – 5:00 pm

Conference Registration Open

9:00 am – 12:00 pm

Pre-Conference Workshops (0.3 CEUs)

12:00 pm – 1:30 pm

Silent Auction Open

12:30 pm – 1:00 pm

Career Development Symposium Registration/Check-In

1:00 pm – 4:30 pm

Career Development Symposium (0.3 CEUs)

1:00 pm – 6:00 pm

Exhibit Hall Grand Opening

Join us as we celebrate the grand opening of the exhibit hall! Meet with over 325 exhibitors who will be displaying their latest products and services for the parks, recreation, forest preserve and conservation industry.

1:30 pm – 4:30 pm

Pre-Conference Workshops (0.3 CEUs)

3:00 pm – 5:00 pm

Silent Auction Open

5:30 pm – 6:30 pm

Professional Connection

Don't miss this excellent opportunity to network and connect with future employers/employees.

9:00 pm – 12:00 am

Welcome Social with Shout Out

Put on your party shoes as we hit the dance floor and kick off the conference with an evening of high-energy fun, music and friends!

PRE-CONFERENCE WORKSHOPS MORNING

9:00 am – 12:00 pm

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



10

Engagement, Motivation And Creativity: Finding Your Sweet Spot

Topic Track: Leadership/Management

Location: Columbus CD, East Tower, Gold Level

Time: 9:00 am - 12:00 pm

Registration Fee: \$75

Speaker(s): Adam Shames, Innovation Consultant, Kreativiti 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 be 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

Location: Randolph, East Tower, Bronze Level

Time: 9:00 am - 12:00 pm

Optional CEUs (pending approval): 3.0 BOC CEUs; 3.0 NCSF CEUs

Registration Fee: \$75

Speaker(s): Cathy Birn, RN, Endoscopy Patient Education Coordinator, Maureen Buongiorno, RN, Endoscopy Charge Nurse and Veronica McLymont, Director, Food & Nutrition Services, 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: 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.

PRE-CONFERENCE WORKSHOPS MORNING

9:00 am – 12:00 pm

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



101 Managing Customer Service And Loyalty

Topic Track: Leadership/Management
Location: Regency D, West Tower, Gold Level
Time: 9:00 am - 12:00 pm
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 course, 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
Location: Columbus GH, East Tower, Gold Level
Time: 9:00 am - 12:00 pm
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.

303 Computer Forensics, Part I

Topic Track: Finance/IT
Location: Plaza B, East Tower, Green Level
Time: 9:00 am - 12:00 pm
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
Location: Columbus EF, East Tower, Gold Level
Time: 9:00 am - 12:00 pm
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
Location: Columbus IJ, East Tower, Gold Level
Time: 9:00 am - 12:00 pm
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; 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
Location: Acapulco, West Tower, Gold Level
Time: 9:00 am - 12:00 pm
Registration Fee: \$75
Speaker(s): Cassandra Rice, Project Designer, Hitchcock Design Group; Amalia Schwartz, Senior Planner, Park District of Highland Park; 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.



PRE-CONFERENCE WORKSHOPS AFTERNOON 1:30 pm – 4:30 pm

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

PRE-CONFERENCE WORKSHOPS MORNING

9:00 am – 12:00 pm

All pre-conference workshops award 0.3 CEUs.

Pre-registration is mandatory.

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

Topic Track: Leadership/Management
Location: Columbus KL, East Tower, Gold Level

Time: 9:00 am - 12:00 pm

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.



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

Topic Track: Leadership/Management

Location: Columbus CD, East Tower, Gold Level

Time: 1:30 pm - 4:30 pm

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. This workshop will provide an overview of the steps needed for assessment, policy creation, financial analysis, and management process to create and validate a method for building healthy communities, repositioning parks and recreation, and gaining credibility as a public health provider. Examples and lessons from Arlington Heights Park District will be discussed.

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

Location: Regency D, West Tower, Gold Level

Time: 1:30 pm - 4:30 pm

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. Seven winning traits of leaders are being a producer, mentor, innovator, team player, motivator, servant and GO getter. These traits are vital to effectively implement the necessary leadership strategies to succeed within both personal and professional worlds. Check out this session to see how you can maximize your own leadership opportunities within your own recreational workplace.

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.



PRE-CONFERENCE WORKSHOPS AFTERNOON

1:30 pm – 4:30 pm

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



202 Working With Nature To Improve Plant Health & Sustainability



Topic Track: Parks/Natural Resources
Location: Randolph, East Tower, Bronze Level
Time: 1:30 pm - 4:30 pm
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. We will also dive into how to best establish and maintain a beneficial microorganism population, required for optimal sustainability and thriveability of our landscapes.

Learning Outcomes: Participants will: 1) learn from actual experiences and about practices that work, and do not work in an organic lawn care application; 2) learn about the importance of soils and soil testing. Participants will also 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
Location: Columbus GH, East Tower, Gold Level
Time: 1:30 pm - 4:30 pm
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. You'll learn how one parks and recreation agency is utilizing these tools to generate record revenue and experience a 97% customer satisfaction rating from the community. Social marketing, business planning, donations, incentivized instructor contracts, and research-based messaging, are just a few of the items that will be discussed in detail. You'll walk away with more than 30 proven, no cost, specific tactics that you can begin implementing right away!

Learning Outcomes: Participants will: 1) be able to list and identify key words and concepts; 2) practice techniques in class to take back to his/her agency.

304 Computer Forensics, Part II

Topic Track: Finance/IT
Location: Plaza B, East Tower, Green Level
Time: 1:30 pm - 4:30 pm
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.





PRE-CONFERENCE WORKSHOPS AFTERNOON

1:30 pm – 4:30 pm

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

402 Exceptional Customer Service-Dealing With Angry Customers And Difficult Personalities

Topic Track: Leadership/Management
Location: Columbus EF, East Tower, Gold Level
Time: 1:30 pm - 4:30 pm
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; 6) understand one's own 'personal style' and how others perceive us.



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

Topic Track: Facilities
Location: Plaza A, East Tower, Green Level
Time: 1:30 pm - 4:30 pm
Registration Fee: \$75
Speaker(s): Julia Bachrach, Planning Supervisor, and Michael Fus, Preservation Architect, 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
Location: Acapulco, West Tower, Gold Level
Time: 1:30 pm - 4:30 pm
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
Location: Columbus KL, East Tower, Gold Level
Time: 1:30 pm - 4:30 pm
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 impacts leadership roles.

1:00 pm – 4:30 pm


 100%
 SATISFACTION
 GUARANTEED

Career Development Symposium

Location: Crystal Ballroom C, West Tower, Green Level

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

| | BOARDMANSHIP | 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 – Cloud Wi-Fi That Delivers Value Beyond Connectivity | #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 | #132 – Transition Management and Succession Planning – Prepare for the Unexpected #323 – Managing Your Volunteer Resources |
| 9:45 am - 11:00 am | #133 – Highly Effective Boards and How to Create One | #1006 – Grants: More Than Clicking a Button, Part I #142 – Celebrating and Managing A Multi-Cultural Workplace | #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 | #116 – Public Entity Cybersecurity Risks #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 #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 #628 – GPGC: Under Par, But Not Under Water | #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>#22 – The 13% Club</p> <p>#25 – Leading Optimistically</p> <p>#134 – Tailoring Your Public Process: Engaging Your Community Without Opening the Floodgates</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 Point, Cost Effective and Value Added Tips for Projects</p> <p>#416 – Leading and Influencing During Difficult Times</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>#508 – Making A Difference: Assisting Everyone to Find Their Purpose</p> |
| <p>#205 – Creating a Positive Environment in Your Workplace</p> | <p>#912 – Staff Communication: Control, Filters and Perception</p> <p>#917 – Creating High Impact Signage in Our Fast Moving Communities</p> | | <p>#406 – Bringing More Play to Your Community – the Green Way</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>#13 – Resume Writing and Review Tips</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> |

SATURDAY, JANUARY 30

| | 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 Employees and Commissioner Access to Programs and Facilities | #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 – Scooooorreee! Creating a Unique and Revenue Generating Sports Complex | #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 – Cybersecurity – 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 #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 | #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 #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>#225 – Green Fleets & Alternative Fuels</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 – The Changing Image of Aging: Future of Facilities and Programming</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</p> <p>#219 – Innovative Solutions to Promoting Physical Activity in Multigenerational Park Settings</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>#503 – Understanding ADHD and Executive Functioning Challenges From the Inside Out</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>#209 – Making Parks Relevant</p> <p>#224 – Wetland Enhancements and Streambank Stabilization</p> | <p>#419 – Modifying to An Individual’s Need Not An Individual’s Disability</p> | |



FRIDAY AT-A-GLANCE

7:00 am – 5:00 pm
Conference Registration Open

8:00 am – 12:15 pm
Silent Auction 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 – 12:00 pm
Dedicated Exhibit Hall 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

2:00 pm – 3:00 pm
Silent Auction Open

2:15 pm – 3:00 pm
Dessert in the Exhibit Hall*

2:15 pm – 3:30 pm
Dedicated Exhibit Hall Hours

3:30 pm – 4:45 pm
Conference Sessions (0.1 CEUs)

3:30 pm – 4:45 pm
Silent Auction Open

5:00 pm – 6:30 pm
IPRA Annual Business Meeting

5:00 pm – 6:30 pm
IAPD Commissioners' Reception**

9:30 pm – 11:00 pm
Chairmen's Reception**

* Ticketed Event **By Invitation Only

FRIDAY MORNING CONFERENCE SESSIONS 8:15 am - 9:30 am

Pre-Registration is not required to attend Friday sessions.
All conference sessions award 0.1 CEUs.
Attorneys: Sessions that award 1.0 CLEs (*pending approval*)
are noted in the session listing.

14

Unplug Illinois: Your Role In This New Statewide Campaign



Topic Track: Marketing/PR

Location: Regency A, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Denise Barreto, Managing Partner, Relationships Matter Now, LLC; Greg Bruggeman, Aquatic Supervisor, City of Elgin

This interactive session will equip agencies of all sizes and budgets to integrate the new community campaign Unplug Illinois into their existing and future branding, marketing and promotional efforts. We will ensure that attendees are educated on all of the tools available to leverage this very exciting and long term investment by IPRA. Participants will have a chance to brainstorm the best ways to use current tools as well as give input and insight on future tool development and efforts.

Learning Outcomes: Participants will: 1) equip their agency with communication tools for the new community campaign; 2) be to execute local Unplug Illinois campaigns in their communities

16

Creating Smarter and More Engaging Parks- There's An App for That!

Topic Track: Finance/IT

Location: Plaza A, East Tower, Green Level

Time: 8:15 am - 9:30 am

Speaker(s): Al Juarez, Vice President Sales, Marketing & Business Development, GeLo, Inc

Learn how to create an enhanced user experience for discovering parks, trails, city centers, nature centers, museums etc. through the use of Bluetooth Low Energy beacon-based mobile applications. The session will cover what the technology is (top-level, non-technical), how it is being used, and share examples and outcomes of places where it is being used (Sleeping Bear Dunes National Lakeshore in Empire, Michigan).

Learning Outcomes: Participants will: 1) will understand the highest and best use of beacon-triggered mobile applications for creating an optimal experience for their customers; 2) understand how to properly evaluate and determine where beacon-triggered mobile applications do not fit.



FRIDAY MORNING CONFERENCE SESSIONS

8:15 am - 9:30 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



20

Financial Stability for Thriving Agencies

Topic Track: Leadership/Management

Location: Grand Suite 3, East Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Teresa Penbrooke, CPRE, MAOM, CEO and Founder, GreenPlay, LLC

Funding is tight. Alternative funding is scarce and determining where to put funding that you do have is difficult. To perpetuate the issue, organizations are expected to offer a greater variety of services to growing and more diverse populations, all the while maintaining high quality standards. This session will explore the economic and political environment in which you work, highlighting the importance of positioning our agencies to be successful. An introduction to a useful and progressive approach leading to financial sustainability includes the importance of analyzing the community's values, the agency's vision, intensive assessment of the agency's current services determining those that are "core" to values and vision, and the development of a cost recovery and subsidy allocation philosophy.

Learning Outcomes: Participants will: 1) be introduced to a useful and sequential approach intended to assist in the organization in its quest for financial, and ultimately, organizational sustainability; 2) learn why organizational values and vision are the fundamental basis for justifiable and defensible decisions and learn two solid and logical methodologies being utilized by organizations across the country that identify "core services", and direct a subsidy allocation and cost recovery philosophy.

22

The 13% Club

Topic Track: Leadership/Management

Location: Regency C, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Jamie Sabbach, Founder, 110%

Fact: only 13% of organizations across all sectors see their strategic initiatives implemented. As with most planning efforts, hundreds of hours of work and loads of cash result in wordy, static documents that find their way to a shelf near you in preparation of years of dust and decay. These planning efforts tend to be neither motivating nor engaging. While this all sounds grim, planning processes can be vastly improved by employing some common sense methods that are proven to ensure that your agency belongs to the 13% Club.

Learning Outcomes: Participants will: 1) discuss and evaluate forms of planning and their usefulness and effectiveness in public parks and recreation, and specifically, how to create measurable outcomes; 2) review and evaluate the merits of contemporary action planning which includes the factors that lead to effective implementation and execution.

25

Leading Optimistically

Topic Track: Leadership/Management

Location: Columbus IJ, East Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Jeff Price, CEO, Resources to Help

Rigorous research indicates that optimism is a learned trait, and not something we are born with. Our level of optimism greatly impacts our performance, the teams we are part of, and the teams that we lead. This interactive session will provide 5 case studies from the world of professional sports, culture, and corporate america. You'll be introduced to a university researched practical way to become more optimistic, and hear the presenter's profound, life-changing journey into improving optimism.

Learning Outcomes: Participants will: 1) recite five case studies and learn how to apply them (through writing them down and practicing the process); 2) review key words and definitions.

106

Boardmanship Essentials, Part I

Topic Track: Boardmanship

Location: Columbus EF, East Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Steve Adams, Partner, Tressler LLP

This nuts and bolts interactive session takes on the tough practice and procedure questions every board member must master—including key parliamentary rules, laws governing voting and special motions, consent/omnibus agendas, best practices for public participation, powers and limits on commissioners and officers, and your questions on boardmanship.

Learning Outcomes: Participants will: 1) learn the essential rules for lawful, efficient and effective board meetings, including electronic communication during meetings, public participation dos and don'ts, common parliamentary procedure issues, and specific laws regarding voting, including counting abstaining voters, "super majorities," consent agendas, and reconsideration; 2) learn about the differences between ordinances and resolutions and when to use each, when and how to publish ordinances, agency website requirements, how to conduct a website audit and commissioner powers and limits.

108

Your Financial Cycle- from B&A to Levy to Tax Objections

Topic Track: Finance/IT

Location: Water Tower, West Tower, Bronze Level

Time: 8:15 am - 9:30 am

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Andrew Paine, Partner, Tressler LLP

The Levy and Budget cycle demystified; how to prepare, present, adopt, file and amend B&A and Levy ordinances; legal dangers, levy invalidation and how to prevent it; how to minimize tax objections through intelligent budgeting and levying; appropriation transfers, when and how to use the new supplemental appropriation process.

Learning Outcomes: Participants will: 1) learn specific nuts-and-bolts details on the annual budget and appropriation ordinance, tax levy process, including truth in taxation compliance, transfers and supplemental appropriations, and common tax objections; 2) be brought up to speed on recent legislation and court opinions on budget, levy and finance matters affecting park districts and forest preserve districts.

110

Legal/Legislative Update, Part I

Topic Track: Governance/Legal

Location: Columbus KL, East Tower, Gold Level

Time: 8:15 am - 9:30 am

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Jason Anselment, Legal/Legislative Counsel, Illinois Association of Park Districts; Robert K. Bush, Equity Partner, Ansel Glink Diamond Bush DiCianni & Krafthefer P.C.

Legal experts will discuss new laws and recent court decisions that impact park districts, conservation districts, forest preserves and park and recreation agencies. Stay current on a wide variety of changes in the law and how those changes will affect the operations of your agency.

Learning Outcomes: Participants will: 1) learn about recent legal developments and other issues that impact their agency's operations; 2) obtain information that will help them determine how to adapt to the requirements of new laws.



FRIDAY MORNING CONFERENCE SESSIONS

8:15 am - 9:30 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

115

Sports Concussion

Topic Track: Facilities

Location: Columbus CD, East Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Rebecca Carl, Assistant Professor of Pediatrics and Adam Potteiger, Certified Athletic Trainer, Ann & Robert H. Lurie Children's Hospital of Chicago

A physician and nurse practitioner from The Ann & Robert H. Lurie Children's Hospital of Chicago's Institute for Sports Medicine will discuss the background of sports concussion, how to recognize sports concussion in young athletes, how to manage the risks of head injury and educational resources available for community education programs.

Learning Outcomes: Participants will: 1) become familiar with how to recognize sports concussion; 2) be able to identify programs that are available for educating athletes, parents, coaches and officials about sports concussion.

127

iGovern - Technology Use in the Public Sector

Topic Track: Governance/Legal

Location: Michigan B, East Tower, Bronze Level

Time: 8:15 am - 9:30 am

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Chrissie Peterson, Attorney, Heyl Royster

This session will provide attendees with information on how to comply with the Freedom of Information Act and Open Meetings Act in the digital age. Additional topics to be covered include: required website postings; the pros and cons of using social media to communicate with your constituents; how to properly regulate technology within your organization with email retention and technology use policies; tips and strategies for regulating public comments; cyber liability insurance and what can you do to protect yourself from hackers.

Learning Outcomes: Participants will: 1) gain an understanding of how electronic communications are treated under the Freedom of Information Act; 2) understand how digital communications, when contemporaneous, may constitute a violation of the Open Meetings Act.

128

Lakes and Other Water Bodies: Special Liability Concerns, Part I

Topic Track: Governance/Legal

Location: Comiskey, West Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Maura Yusof, Attorney and Mark McClenathan, Partner, Heyl Royster

From Chicago's harbors along Lake Michigan to the smaller lakes, ponds and rivers throughout Illinois, this session will review the special liability concerns for park districts and their various bodies of water. We will review premises liability issues and defenses specific to park districts' bodies of water and public pools, recent court decisions and liability issues for water sports and recreation activities, consideration for swimmers' safety around docks and maintenance of docks, and liability concerns regarding access lots to waterways adjacent to privately owned property.

Learning Outcomes: Participants will: 1) learn ways to reduce exposure to potential liability pertaining to park district facilities at lakes, ponds, rivers and pools; 2) take away recommendations as to procedures and protocols to use when considering maintenance of park district facilities to avoid hazards at lakes, ponds, rivers and pools.

132

Transition Management and Succession Planning - Prepare for the Unexpected

Topic Track: HR/Risk Management

Location: Crystal C, West Tower, Green Level

Time: 8:15 am - 9:30 am

Speaker(s): Joan Walsh, Specialist, Leadership, Strategy and Solutions, Executive Service Corps of Chicago

Planning for transition, whether expected or unexpected, ensures continuity and stability throughout the process of change, keeping the agency and its management team focused while sustaining program quality and service. This is an interactive and insightful introduction to the benefits, best practices and methods of highly effective transition management and succession planning strategies - and how to ensure excellence and effective leadership at every level during your agency's transition.

Learning Outcomes: Participants will: 1) learn the elements of successfully planning for leadership transition and change; 2) be able to recognize the importance of developing new leaders for anticipated and unplanned transitions, both at the management and Board level.

134

Tailoring Your Public Process: Engaging Your Community Without Opening Floodgates

Topic Track: Leadership/Management

Location: Roosevelt, East Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Lindsey Peckinpugh, Associate Principal, Sink Combs Dethlefs, Sports Architecture; Jeff King, President, Ballard King & Associates

The task of managing a public process can be a scary endeavor. As stewards of public resources, agencies often want to invite public input but fear that unrealistic expectations and vocal naysayers may derail efforts to effectively collaborate with the community. This can be daunting when public support is necessary to fund a project. A well-executed public process can engender support from the community, help prepare for an election campaign, and can appeal to broader community stakeholders.

This process must be a two-way street and the tone must be clear. An effective public process is not a decision making forum, but rather one of information gathering, public education, and ultimately relationship building. This session will outline strategies for information gathering, pros and cons for various surveying methods, and innovative approaches for collaborative public outreach. It will also identify the risks of engaging the public and strategies for managing expectations.

Learning Outcomes: Participants will: 1) learn how to structure a successful public outreach campaign to maximize input while minimizing conflict. 2) learn the value of survey methods and how to creative collaborative public outreach exercises.

FRIDAY MORNING CONFERENCE SESSIONS

8:15 am - 9:30 am

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210

Prioritizing Park Improvements

Topic Track: Parks/Natural Resources

Location: Plaza B, East Tower, Green Level

Time: 8:15 am - 9:30 am

Speaker(s): Bobbi Nance, Senior Manager of Strategy & Innovation, Park District of Oak Park; Daniel Grove, Associate Principal, The Lakota Group

With competing public interests and dwindling funding for grants, prioritizing and gaining support for park development projects is critical. Learn how to identify the park infrastructure most in need of attention and examine how well parks are meeting current community needs through tools such as park report cards, equity mapping, and others.

Learning Outcomes: Participants will: 1) be able to identify and prioritize park improvements in a capital improvement plan beyond simply using equipment life expectancy; 2) learn how to use data to justify the improvements before they are scheduled and demonstrate the impact to the community after they are completed.

220

Storm Water Management Issues

Topic Track: Parks/Natural Resources

Location: Michigan C, East Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Derke J. Price, Equity Partner and Brent O. Denzin, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

This session will provide a review of the regulatory requirements concerning Storm Water Management for projects and for parks. The presenters will then review legislation pass by the State of Illinois and the intent of the USEPA under the Clean Water Act concerning future requirements for managing storm water and their likely impact on park districts.

Learning Outcomes: Participants will: 1) learn the regulatory environment for storm water issues; 2) become familiar with the specific regulatory requirements applicable to your projects and the impact of storm water utilities.



221

You Were Asked to Build an Athletic Field...Now What?!

Topic Track: Parks/Natural Resources

Location: Grand Suite 5, East Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Tom Rychlik, Associate/Senior Engineer, Gewalt Hamilton; Tim Howe, Director of Parks and Risk Management, Buffalo Grove Park District

Your Executive Director asks you to build an athletic field to help out with the increase in athletics. Do you know what to do? Do you want a multipurpose field so you can accommodate multiple sports? This class will help in discovering the options of building an athletic field. This class will talk about outside and inside regulations needs to be met, the permitting process, storm water detention, etc. It will talk about whether you need to have a construction manager or if you can handle the project in house. This class will also talk about what went right, went wrong, and what we would do differently during the process.

Learning Outcomes: Participants will: 1) gain an understanding of how to pick the type of field that works best for your district; 2) learn how to properly plan and develop an athletic field.

311

What is GASB Up to This Year?

Topic Track: Governance/Legal

Location: Wrigley, West Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Fred Lantz, Partner, Sikich LLP

This session will provide an update on recent pronouncements issued by the Governmental Accounting Standards Board (GASB), as well as review the status of current projects on GASB's project calendar.

Learning Outcomes: Participants will: 1) gain an understanding of GASB Statement Nos 72-77, focusing on how those new pronouncements may impact park districts in Illinois; 2) gain an understanding of the projects on GASB's agenda and how those projects may impact park districts in Illinois in the future.

319

FOIA vs. Confidentiality – What the PAC Won't Tell You

Topic Track: Governance/Legal

Location: Michigan A, East Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Kathleen Elliott, Attorney, Robbins Schwartz

This session will offer a review of state and federal confidentiality laws that supersede FOIA, tips for best practices, how FOIA and confidentiality laws interact and conflict with each other, and a summary of recent Public Access Counselor binding opinions relating to confidentiality.

Learning Outcomes: Participants will: 1) learn to check FOIA responses to ensure that state and federal confidentiality laws are complied with; 2) learn to consult with appropriate persons trained in confidentiality law compliance before releasing FOIA responses; 3) possible consequences of violating confidentiality laws; 4) learn that they must affirmatively assert confidentiality laws when responding to a Public Access Counselor inquiry into a FOIA denial.

323

Managing A Volunteer Program

Topic Track: HR/Risk Management

Location: Randolph, East Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Jacki Peterson Sluder and Dennis Skidmore, Leadership, Strategy and Solutions Specialists, Executive Service Corps of Chicago

Would you like some ideas about developing that wonderful resource - volunteers?

Join us for an interactive discussion about working with volunteers at your park district and an introduction to the *Volunteer Program Benchmark Assessment*, a free management tool developed by the Executive Service Corp of Chicago.

Learning Outcomes: Participants will: 1) gain a clear understanding of a successful volunteer program; 2) receive tools to evaluate their own volunteer program.



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



FRIDAY MORNING CONFERENCE SESSIONS

8:15 am - 9:30 am

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324

Cloud Wi-Fi that Delivers Value Beyond Connectivity

Topic Track: Finance/IT

Location: Atlanta, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Matthew Edwards, Product Marketing Manager, Aerohive

SHI will bring one of its strategic partners Aerohive to give a technology driven presentation that will be relevant to local Park Districts. Summary: State and local governments continually strive for new ways to engage and support the community, and enhance overall public services. With the mobile-first generation, there is a new opportunity, driven by apps, cloud services, and even your public Wi-Fi infrastructure, to stay connected with your community, increase safety, and fuel economic development. Join this session to learn how you can leverage the power of mobility to transform your parks and recreation facilities into a hotspot for insight, engagement, and growth.

Learning Outcomes: Participants will: 1) learn how analytics generated from Wi-Fi can help justify funding and expansion; 2) identify new ways where you can employ Wi-Fi to facilitate economic development and engage the younger generation.

404

Active Adults 102: Dealing with Difficult Patrons and Situations

Topic Track: Recreation

Location: Hong Kong, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Teresa Grodsky, Active Adult Coordinator, Addison Park District; Mary Stallings, Senior Center Director, Dundee Township Senior Center

In the active adult world, staff face many unique situations from dealing with families of participants to bullying of bridge players. Two veterans in the field will discuss various situations and how to best handle day to day challenges. There will be an opportunity to share your questions about issues within your programs.

Learning Outcomes: Participants will: 1) learn to evaluate difficult situations; 2) be able to describe steps to solve problems.

407

Early Childhood Forum

Topic Track: Recreation

Location: Regency D, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Rachel Hubsch, Inclusion Coordinator, Northwest Special Recreation Association; Alisa Kapusinski, Division Manager of Recreation Programs, Arlington Heights Park District; Teresa Varco, Early Childhood Supervisor, Schaumburg Park District

This session will highlight three "hot topics" in early childhood programs. Participants will learn about the following topics: Early Learning and Development Standards, kindergarten readiness, and handling undiagnosed disabilities – working with your SRA. Valuable time will be provided to open up the floor and share stories and feedback.

Learning Outcomes: Participants will: 1) learn ways to apply early learning and development standards in an early childhood program; 2) learn ways to work with your SRA when handling undiagnosed disabilities; 3) learn ways to help prepare the children for kindergarten, and review teaching ideas and various stages of learning.

412

Get Fit and Flourish!

Topic Track: Recreation

Location: Regency B, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Sandy Noel, Professor, Concordia University

This workshop provides a variety of lessons and activities, from the Get Fit and Flourish manual, to help students develop the skills needed for life-long physical activity. Each lesson focuses on the importance of team-building and cooperative learning, and enhances the amount of time spent in moderate-to-vigorous physical activity. Handouts include tips for families and resources for getting students moving in physical education class, after-school programs, and at home.

Learning Outcomes: Participants will: 1) learn how to empower individuals to make healthy choices in regard to personal wellness through active participation and goal setting experiences; 2) learn how to communicate that decisions in regard to nutrition, physical activity, hydration, and sleep affect the way individuals feel, learn, and perform by participating games and activities that teach personal fitness.

420

Next Generation Training: Future of Educating Youth Coaches

Topic Track: Recreation

Location: Columbian, West Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Duane Smith, Recreation Supervisor, Mokena Community Park District; John LaMalva, Founder, Alpha Youth Sports

Using results from a state-wide survey, speakers will discuss the current practices in Illinois for training youth coaches, as well as national trends. Participants will be presented with a next generation model that evolves training from a generic, open-ended approach to an age-specific, closed-loop approach that helps coordinators drive improvements in both the quality and consistency of youth coaching. Some time will be allocated for round table discussion about the topic.

Learning Outcomes: Participants will: 1) be able to identify and list current practices in Illinois and nationally for training youth coaches; 2) be able to explain how a new model of coaching education can be used to improve the quality of coaching provided by youth coaches.

505

Proactive Solutions to Challenging Behavior: Helping Shape Tomorrow's Youth Today

Topic Track: Therapeutic Recreation

Location: Acapulco, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Becky Simpson, Behavioral Specialist/Special Education Teacher

Teaching through discipline: This educational session will provide attendees with a new perspective on what behavior management is at its core and learn ways to effectively utilize discipline as means through which we can teach youth skills for life. The session will take an incisive look at a holistic approach to behavior management that seeks to address challenging behaviors before they occur. The strategies that will be presented are positive, proactive and preventative in nature and are designed to help build a respectful, cooperative atmosphere that also aims to promote social-emotional learning through the development of essential life and social skills.

Learning Outcomes: Participants will: 1) learn how to prevent or decrease unwanted inappropriate behavior, as well as how to avoid or minimize power struggles and instead gain the cooperation of difficult youth; 2) learn how to maximize their effectiveness as a behavior manager through learning how to utilize discipline as a means to teach responsibility, accountability and ownership of one's behavior

FRIDAY MORNING CONFERENCE SESSIONS

8:15 am - 9:30 am

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609

Design Tips for Today's Recreational Facilities

Topic Track: Facilities

Location: Toronto, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Tom Poulos, AIA, Vice President/Managing Principal and Douglas Holzrichter, AIA, LEED AP, Project Executive, Williams Architect

From sustainable elements to functional, yet creative design, there are a variety of options when it comes to today's recreational facilities. This session will provide insight to help ensure your recreation facility not only maintains relevancy but is able to adapt to ever-changing trends.

Learning Outcomes: Participants will: 1) be able to identify driving factors in determining facility size, configuration, program space, amenities, materials and finishes; 2) understand how programming goals can be effectively translated into facility characteristics.

611

Historic Preservation Tools and Treatments for Park Buildings and Landscapes, Part I

Topic Track: Facilities

Location: Soldier Field, West Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Rachel Leibowitz, Deputy State Historic Preservation Officer and Anthony Rubano, Project Designer, Illinois Historic Preservation Agency

This session will discuss how to assess, document, manage, and maintain historic park properties. We will provide definitions of historic resources, local landmark and National Register designations, and we will explain why and when the State Historic Preservation Office (SHPO) is needed for review of projects that receive federal or state grants, permits, or licenses. We will discuss treatments for historic properties, including technical briefs on building materials and other resources to ensure best practices, and provide examples of important issues for historic rehabilitations, including ADA compliance/accessibility, and sustainability/energy efficiency. We also will discuss helpful tools such as inventories, cultural landscape reports, and preservation plans.

Learning Outcomes: Participants will: 1) learn how to inventory and assess historic park resources to determine if they are eligible for historic designations, and how this may be related to potential regulatory review for projects that receive federal or state grants, permits, or licenses; 2) learn about the Secretary of the Interior's Standards for Historic Preservation and appropriate treatments of historic park resources, including buildings and structures such as bridges, barns, statues, and shelters.

621

Open Water, Opens Minds

Topic Track: Facilities

Location: New Orleans, West Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Stephane McCormick, Owner/Captain, Backyard Lifeguards/BYLG Sport Water Rescue; Jori Cooper, Manager, Bloomington Park & Recreation/Tri-Mom Events

This presentation gives an account of how many organizations--each different in size, structure and revenue sources--formed an alliance to meet the needs of triathletes in the area of open-water safety. Their public/private partnership has brought forth a weekly open-water swim training series, and upgraded swim race supervision to a professional level. With applications wider than just aquatics, speakers will reveal the relationship benefits enjoyed by parks and recreation customers, staff members, and supervisors, and provide suggestions and instructions for moving forward successfully.

Learning Outcomes: Participants will: 1) discover ways to consider and respond to unique requests that may initially seem incongruous with standard practice; 2) learn to anticipate and prepare to meet the needs of potential partners, and to structure invitations and requests to collaborate with the best chance for a positive outcome.

903

Don't Be Boring: The Secrets to Telling a Compelling Story

Topic Track: Marketing/PR

Location: Crystal A, West Tower, Green Level

Time: 8:15 am - 9:30 am

Speaker(s): Jill Pollack, Story Instructor, StoryStudio Chicago

If you really want people to listen to you, tell a story. A great story captures attention, stirs emotion, inspires action. Isn't that what you want from your colleagues, partners, and stakeholders? This workshop will be highly interactive, practical, and fun. Jill Pollack, the founder of StoryStudio Chicago, will share the secrets of making your voice heard and how thinking like a storyteller can make you a faster and more successful communicator at work. Using storytelling techniques to unlock the inner writer, this workshop will show participants how to tap into their own creative spirit, while remaining true to organizational philosophy and culture. Whether you have to write RFPs, reports, marketing materials, or simply think you're too shy to tell a story, think again. We'll (re)open the door to your creativity and all you need to bring is pen, paper and a little imagination.

Learning Outcomes: Participants will: 1) become familiar with key story craft elements and learn how to use them in professional communications. This includes asking the right questions "before" you start writing, the importance of message structure, and the use of details; 2) understand how to use story elements to compel an audience to action.

FRIDAY MORNING CONFERENCE SESSIONS

8:15 am - 9:30 am

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916 Social Media Data & Analytics: Get Digital Marketing Results

Topic Track: Marketing/PR

Location: Gold Coast, West Tower, Bronze Level

Time: 8:15 am - 9:30 am

Speaker(s): Mana Ionescu, President, Lightspan Digital

Most companies believe that successful marketing starts with creativity and pretty designs. In the social media space too much attention is being placed on fuzzy concepts such as "likes" and "engagement," and the burning "ROI" question is often ignored. The BEST marketing starts with data. From understanding who your customers are and where they hang out online, to evaluating and evolving your current marketing activities, data will be your best marketing ally. This presentation will teach you how to: make data-driven social media marketing decisions; establish benchmarks and KPI's; use the best tools and techniques to track campaign data; evaluate your social media marketing ROI; gain demographic and other insights from your social media work; and a Bonus: The Daily Social Media Workouts ROI edition - a cheat sheet to guide your social media measurement work.

Learning Outcomes: Participants will: 1) learn how their brand can create compelling social media messages, not only on Twitter, but across multiple social channels; 2) learn how to read audiences, find trending topics and create memories through storytelling and real-time social media interactions.

1003 Building Corporate Relationships that Lead to Volunteers and Donors

Topic Track: Diversity

Location: Columbus GH, East Tower, Gold Level

Time: 8:15 am - 9:30 am

Speaker(s): Nanette Sowa, Superintendent of Development, Special Leisure Services Foundation

Participants will learn what it takes to enter a room of strangers and leave with at least one contact that will become a long term supporter, volunteer or donor and perhaps all three.

Learning Outcomes: Participants will: 1) discern appropriate places/circumstances to meet corporate contacts; 2) learn what steps need to be taken to build and maintain relationships.

FRIDAY MORNING CONFERENCE SESSIONS

9:45 am - 11:00 am

Pre-Registration is not required to attend Friday sessions. All conference sessions award 0.1 CEUs. Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

15 Innovation: Beyond The Buzzwords

Topic Track: Leadership/Management

Location: Plaza B, East Tower, Green Level

Time: 9:45 am - 11:00 am

Speaker(s): Bobbi Nance, Project Manager, Park District of Oak Park

It's easy to talk about the concept of "innovation," but much harder to actually achieve. How do you move beyond the aspiration to be more like companies such as Google and Apple while working within reality of local government? Learn about tweaks to incorporate in your work spaces and schedules, programs and training to implement with your staff, as well as other resources and real-life examples to help support a culture of innovation. **Learning Outcomes:** Participants will: 1) discuss the different types of innovation and how to create an innovation strategy; 2) identify steps that they can incorporate in their daily routines and in their organization at-large to encourage more innovation to take place.

19 Community Engagement Primer (Who, What, When, Why)

Topic Track: Leadership/Management

Location: Gold Coast, West Tower, Bronze Level

Time: 9:45 am - 11:00 am

Speaker(s): Theodora (Teddy) Anderson, Manager of Community Relations and Greg Petry, Executive Director, Waukegan Park District

Learn strategies to fill a room for a park district strategic planning meeting, Hear the success story of one district in assessing community need, developing relationships, maintaining leadership resolve in the face of fierce and vocal opposition, and creating a megaphone using the local press. All park districts face challenges when obtaining and responding to community input. What tactics work to connect and engage the community, create relevance and support, and ensure an agency is truly meeting its community's needs? The discussion will suggest a framework that integrates involvement from the staff, board and advisory groups, to volunteers and special interest groups with much in between. Learn how to leverage these relationships, and others, to help ensure parks and recreation personnel are engaging the community and accomplishing the district's mission.

Learning Outcomes: Participants will: 1) learn why community engagement is important and its advantages and benefits; 2) be able to create a community engagement plan for their agencies.

24 Worldwide Fitness Trends for 2016: What's Driving the Market

Topic Track: Recreation

Location: Columbus CD, East Tower, Gold Level

Time: 9:45 am - 11:00 am

Speaker(s): Walter Thompson, Regents' Professor and Associate Dean, Georgia State University

In December 2006 ACSM's Health & Fitness Journal published the first worldwide fitness trends survey with commentary by four international experts within the commercial, community, clinical, and corporate wellness sectors. The trend analysis was repeated from 2007 to 2016. Now in its 10th year, the 2016 survey reveals trends within the fitness industry to help practitioners establish direction for their programs. The results of the 2016 survey will be summarized and compared against the previous years' survey results. The commercial health club can use this information to build exciting new, high-volume, low-cost, and profitable innovative programs. Corporate health promotion programs can develop novel approaches to improving employee fitness and morale while decreasing absenteeism. Medical fitness centers can capitalize on the growing trends of medical referrals, especially those dealing with childhood obesity. Community programs will find the survey results to be of benefit because of its public health implications.

Learning Outcomes: Participants will: 1) learn worldwide trends in the commercial, corporate, clinical (including medical fitness), and community health fitness industry; 2) be able to identify and understand the difference between a fad and a trend in the fitness industry.

FRIDAY MORNING CONFERENCE SESSIONS

9:45 am - 11:00 am

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111 Legal/Legislative Update, Part II

Topic Track: Governance/Legal

Location: Columbus KL, East Tower, Gold Level

Time: 9:45 am - 11:00 am

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Steve Adams and Andrew Paine, Partners, Tressler LLP

This session will bring your agency up to speed on the latest, most relevant legislative enactments, PAC opinions, and court rulings affecting Illinois park districts and forest preserve districts.

Learning Outcomes: Participants will: 1) learn information essential to lawful operations in HR, ADA (including the requirement of accessible websites), OMA/FOIA, real estate, public finance, privacy and records, civil rights, election law and more; 2) be brought up to speed on the latest court decisions, PAC opinions, and legislative enactments affecting your district.

116 Public Entity Cybersecurity Risks

Topic Track: Finance/IT

Location: Crystal A, West Tower, Green Level

Time: 9:45 am - 11:00 am

Speaker(s): Jim Giszczak, Vice Chair, Litigation Department and Dominic Paluzzi, Associate, McDonald Hopkins PLC

Public entities are increasingly becoming victims of cybersecurity incidents and data breaches. This session will explore real-world risks, costs associated with a breach, proactive steps entities should be implementing to minimize their risk, and steps entities should take in responding to a data privacy incident and the resources available to assist them.

Learning Outcomes: Participants will: 1) be able to identify the risks involving data privacy and security and the proactive steps organizations can take to minimize these risks; 2) be able to identify the steps organizations should take in responding to a data privacy incident.

120 Couples Therapy - Intergovernmental Cooperation

Topic Track: Governance/Legal

Location: Roosevelt, East Tower, Bronze Level

Time: 9:45 am - 11:00 am

Speaker(s): Derke J. Price, Equity Partner and Adam B. Simon, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

Good intergovernmental agreements can produce enriched programs, expanded resources, and positive results for the district. Getting the right language in the agreement is critical to avoiding litigation, undesirable results, added expense, and costly breakups. All parties need to obtain their objectives, end game results, and positive productions. Listen to attorneys seasoned in making agreements where all parties come out winners.

Learning Outcomes: Participants will: 1) learn new skills in getting stronger intergovernmental agreements; 2) get more tips in making their intergovernmental agreements for better district objectives.

122 Park District Use of Social Media Navigating the Legal Landscape

Topic Track: Governance/Legal

Location: Columbus EF, East Tower, Gold Level

Time: 9:45 am - 11:00 am

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Julie A. Tappendorf, Equity Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

The use of social media impacts many facets of local governance and, among other things, is reshaping the ways in which park districts and their constituents interact. Yet, as with many aspects of technological evolution, these resources bring challenges such as Open Meetings Act and FOIA compliance, privacy and copyright issues, and other legal concerns. The speaker, a recent author of the book "Social Media and Local Governments: Navigating the New Public Square," will provide an overview of the legal and ethical issues that can arise in a park district's use of social media.

Learning Outcomes: Participants will: 1) learn how to lawfully discipline employees for excessive and inappropriate social media conduct and monitor and restrict employee use of social media; 2) gain tips for drafting and enforcing a social media policy and training employees on appropriate social media use.

133 Highly Effective Boards and How to Create One

Topic Track: Boardmanship

Location: Columbus GH, East Tower, Gold Level

Time: 9:45 am - 11:00 am

Speaker(s): Don Schwarz and Mike Snipes, Leadership, Strategy and Solutions Specialists, Executive Service Corps of Chicago

An effective board starts with well-intentioned, caring, committed board members. But to be a great board, it takes something more. In this session, we will focus on how you can work toward creating a board that clearly understands its role and responsibilities, is productive and strategic in its decision-making and works together with the management team to provide appropriate oversight, identify and help support park district or SRA goals.

Learning Outcomes: Participants will: 1) learn the specific characteristics of highly effective boards and how to cultivate them; 2) learn the importance and value of effective strategies, board roles and responsibilities and best practices in governance processes.

136 IMRF: Are You ready to Retire? Pre-Retirement Overview

Topic Track: Finance/IT

Location: Crystal C, West Tower, Green Level

Time: 9:45 am - 11:00 am

Speaker(s): Kate Setchell, Tecya Anderson and Paul Parise, Field Services Representatives, IMRF

Meeting with IMRF staff is only one step towards retirement. Learn the other steps necessary to retire, to meet your financial and medical needs in retirement.

Learning Outcomes: Participants will: 1) gain an understanding of how their IMRF retirement benefits are calculated, what applications and forms should be completed and when they should be filed, and what they need to know about Health Insurance Continuation; 2) learn what to expect before, during and after their IMRF retirement benefits begin.



FRIDAY MORNING CONFERENCE SESSIONS

9:45 am - 11:00 am

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142

Celebrating and Managing a Multi-Cultural Workplace

Topic Track: Diversity

Location: Columbus IJ, East Tower, Gold Level

Time: 9:45 am - 11:00 am

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

As our workplaces become increasingly diverse, we are faced with the challenge of managing and respecting differences in order to cultivate effective and cohesive teams. In this session, participants will identify and learn to understand cultural differences, as well as define discrimination, prejudice, and stereotypes. We want to embrace globalization and welcome new cultures into our client and employee base- we can only do this by having an acceptable awareness and knowledge of cultural diversity. Join this session to learn how to not only understand but to celebrate diversity and make it work for your team.

Learning Outcomes: Participants will: 1) be able to define and identify discrimination, prejudice and stereotypes; 2) learn about cultural differences and enhancing a pluralistic culture within the workplace; 3) identify cultural strategies to implement within the workplace so as to celebrate diversity and maximize effective multicultural management.

203

On Point, Cost Effective and Value Added Tips for Projects

Topic Track: Leadership/Management

Location: Michigan B, East Tower, Bronze Level

Time: 9:45 am - 11:00 am

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

Section 1: RFP/RFQ do's and don'ts; Section 2: How to make you look good; Section 3: What you should be getting from a well qualified consultant. This presentation will take an in depth look at the sections above and provide cost effective and value added ideas on how to make sure projects run smoothly.

Learning Outcomes: Participants will: 1) come away from this presentation with a solid understanding of what to include in an RFP/RFQ and the differences between the two requests; 2) understand what a well qualified consultant should be providing and suggestions on how to run a project smoothly.



204

A Turf Grass Alternative - Save Money, Create Habitat!

Topic Track: Parks/Natural Resources

Location: Grand Suite 5, East Tower, Gold Level

Time: 9:45 am - 11:00 am

Speaker(s): James Kleinwachter, Conservation@Home Program Manager, The Conservation Foundation

In this session we will discuss the benefits of reducing the acres of turf grass in parks. Turf with mowing, fertilizer, herbicide, raking -- is a very costly surface to maintain. Creating a "pollinator meadow" can save thousands, create wonderful habitat for birds and butterflies - and create flowering areas that add beauty to the park and enhance the park user experience.

Learning Outcomes: Participants will: 1) understand how a pollinator meadow can be used in park settings for greater environmental impact; 2) learn why grass is not "green" and how mowing is costing a huge portion of the park budget annually. Converting turf grass to Meadow can improve the look, create habitat for birds and butterflies -- and is about 50% less costly to maintain!

212

The ABC's of Comprehensive Planning

Topic Track: Parks/Natural Resources

Location: Plaza A, East Tower, Green Level

Time: 9:45 am - 11:00 am

Speaker(s): Bill Inman, Principal/Senior Vice President, Hitchcock Design Group; Barbara Heller, President, Heller and Heller

A districtwide comprehensive master planning process must focus on your district's specific context in order to develop strategies that are attainable, custom and unique to your community. This session will focus on what a successful comprehensive master plan should contain, how to create one and how to make it focused on your priorities and your community's needs.

Learning Outcomes: Participants will: 1) develop an action plan that is supported by the public's needs as well as the science of planning; 2) create an action plan that is realistic, practical and attainable.



222

Outdoor Ice Rinks in Illinois- Are We Still Nuts?

Topic Track: Parks/Natural Resources

Location: Grand Suite 3, East Tower, Gold Level

Time: 9:45 am - 11:00 am

Speaker(s): Keith Woodke, Landscape Specialist, Clarendon Hills Park District

This session will be focused on actual maintenance of ice rinks and how to maintain the best ice with the least amount of time and manpower involved. We hope to share ideas with the audience as well as show things we have learned over the years.

Learning Outcomes: Participants will: 1) learn new ideas and be encouraged to share their experiences involving outdoor ice rink operations; 2) have a better basis to expand their control over manpower and time involved; 3) learn new tools and practices to overcome major headaches confronting outdoor rinks; 4) be able to budget or plan for the purchase of multiple use tools and equipment to make life easier.

305

Technology Road Map: What Is It? Got One? Get One!

Topic Track: Finance/IT

Location: Skyway 260, East Tower, Blue Level

Time: 9:45 am - 11:00 am

Speaker(s): Derrick Havis, Executive VP, Sales & Marketing, Call One

Premise based! VoIP! Cloud Services! Hosted! Do you need these and which one is right for your organization? What is a technology road map and how is it important? This will be a high level discussion on how to achieve your goal of deploying new technology within your organization for your employees and residents. This session will include important information on key components such as premise/cloud/hosted/managed services, virtualization, carrier services, LAN (Local Area Networks), WAN (Wide Area Networks), data storage and more.

Learning Outcomes: Participants will: 1) be introduced to a few voice and data solutions that park districts have historically (and currently) deployed and how phone companies are negatively impacting your budget today in an effort to force you to newer technologies; 2) learn what a technology road map is and how it will help achieve your goal to upgrade and deploy new technologies benefiting employees/residents; 3) learn how it informs you of what you need to look at, what order to look and when to look at multiple items together.

FRIDAY MORNING CONFERENCE SESSIONS

9:45 am - 11:00 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



309

Tax Objection vs. Tax Appeal: How to Protect Your Money

Topic Track: Governance/Legal

Location: Michigan A, East Tower, Bronze Level

Time: 9:45 am - 11:00 am

Speaker(s): Gina Madden, Attorney, Law Office of Gina L. Madden; Brian Sullivan, CPRP, MPA, CPSI, Director, Parks and Recreation, Village of Hawthorn Woods

This session is designed to explain the difference between a tax appeal and a tax objection, how to defend against each and how to take preventative measures.

Learning Outcomes: Participants will: 1) learn how to distinguish between a tax appeal and a tax objection; 2) learn how to prepare for each and how to convey the important aspects of each to the Board; 3) learn how to assess risk associated with each claim and how to protect the District's funds from these attacks.

320

Navigating the Maze of Employee Leaves of Absence

Topic Track: HR/Risk Management

Location: Water Tower, West Tower, Bronze Level

Time: 9:45 am - 11:00 am

Speaker(s): Susan Glover, Senior Counsel, Robbins Schwartz

This session will provide a review of the provisions of FMLA, ADA, and Workers' Compensation as they relate to employee leaves, tips on best practices.

Learning Outcomes: Participants will: 1) identify what leave laws apply to your employee's situation; 2) learn what pitfalls to avoid when assessing an employee's need for leave.

411

Games and Activities for Happy Campers

Topic Track: Recreation

Location: Crystal B, West Tower, Green Level

Time: 9:45 am - 11:00 am

Speaker(s): Janice Jodlowski, Catalog Manager, Palos Sports, Inc.

This session will teach attendees new game ideas for a variety of age groups. Participants will learn to use teamwork, strategy and sportsmanship while learning fast-paced, inclusive games. This is a participation session, so be prepared to play and learn!

Learning Outcomes: Participants will: 1) learn the rules of games presented in session in a manner that will allow them to teach it to their campers and staff; 2) learn how to use teamwork to accomplish goals in groups settings; 3) learn team strategies to succeed in game play and how to instill good sportsmanship in players while playing activities and games.

415

How to Proactively Address and Work Through Difficult Behaviors

Topic Track: Recreation

Location: Comiskey, West Tower, Bronze Level

Time: 9:45 am - 11:00 am

Speaker(s): Ted Adatto, Evelyn Kourliouros and Valerie Thompson, Inclusion Coordinators, Northwest Special Recreation Association

Behavior management, as we are sure you will agree, is a constant challenge for ALL of us. Proactive strategies and interventions should be used on an ongoing basis in an attempt to reduce the likelihood of occurrence of difficult behaviors. Lets take a look at what difficult behaviors are telling us, what expectations are established for the program and for participants within the program and how we are going to create an environment that allows participants work through their difficult behaviors.

Learning Outcomes: Participants will: 1) gain an understanding of all behaviors; 2) learn the difference between idealistic vs. realistic behaviors and how to establish expectations to meet the needs of the program; 3) learn how to identify and define the target behaviors as well as the antecedents and environmental variables that effect behaviors; 4) find ways to guide and support behaviors while creating a strategy for positive change within program.

416

Leading and Influencing During Difficult Times...with Sometimes Difficult People

Topic Track: Leadership/Management

Location: Regency D, West Tower, Gold Level

Time: 9:45 am - 11:00 am

Speaker(s): Kevin O'Connor, Consultant/Professional Speaker, Kevin E. O'Connor and Associates, Ltd.

Do issues come up that you never anticipated? Do the people involved sometimes cause more problems than the problems themselves? Are you ever caught off guard and as the leader wonder just how this all happened? This session will focus on your role as the leader, often of small working groups and how to best adapt relationally to them. How to lead, how to observe, how to engage, how to work, and how to resolve conflict within the small group structure will be our focus. Using lecture, discussion, role play, and demonstration this session will help the participant master the theory and the skill needed to work with individuals and with small groups of all kinds.

Learning Outcomes: Participants will: 1) acquire the theory and the understanding of how relationships in organizations work during difficult moments and challenging times; 2) understand the newest understanding of the psychology of verbal and non-verbal behavior and how that applies to normal conflict.

424

Virtual Senior Center

Topic Track: Recreation

Location: Michigan C, East Tower, Bronze Level

Time: 9:45 am - 11:00 am

Speaker(s): Gerri Fiterman-Persin, Manager of Center for Healthy Living and Barbara Milsk, Project Manager, Wellness and Technology, CJE Senior Life

Too many homebound elders experience social isolation, which extends hospital stays and delays recovery. Selfhelp's Virtual Senior Center bridges the isolation barrier. This session will address the lessons learned from a national demonstration project in Chicago, Baltimore, New York and San Diego including the findings of a research study on the initiative. CJE SeniorLife will share national research findings and the Chicago experience and program. Come and see how you could use this virtual center in your own programming.

Learning Outcomes: Participants will: 1) learn about the Virtual Senior Center and its research study; 2) understand how they can incorporate virtual programming into their own programs.



FRIDAY MORNING CONFERENCE SESSIONS

9:45 am - 11:00 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

508

Making a Difference: Assisting Everyone to Find Their Purpose

Topic Track: Therapeutic Recreation
Location: Acapulco, West Tower, Gold Level
Time: 9:45 am - 11:00 am
Speaker(s): Lauren Ruiz, CTRS, Program Manager, Maine-Niles Association of Special Recreation

M-NASR's "Difference Makers" program provides incredibly meaningful opportunities for participants to make a difference in the lives of others! So often, the focus for individuals with disabilities is on their limitations and the help they may need themselves. Frequently, these individuals are not given the opportunity to demonstrate their own abilities, strengths, and talents. Through staff assistance and adapted equipment, M-NASR enables our participants to gain this much-needed sense of self-purpose by helping others in need. Over three years, M-NASR's "Difference Makers" has grown to be a vital part of our adult programming, summer camps, and leisure education for youth and teens. Attendees to this session will surely be inspired by our participants' contributions to our communities and the potential within all of us to make a difference in others' lives.

Learning Outcomes: Participants will: 1) better understand the importance of focusing on each individual's abilities and inherent need to make a difference; 2) obtain the ideas and tools required to develop a client volunteering program at their own organizations.

607

Common Accessibility Issues and Solutions

Topic Track: Facilities
Location: Wrigley, West Tower, Bronze Level
Time: 9:45 am - 11:00 am
Speaker(s): Andrew Dogan, ALA, LEED AP, Senior Project Manager, Williams Architects

In this session, the speaker will identify common accessibility issues present in many indoor and outdoor facilities. A review of some straightforward, effective strategies for addressing these issues will be offered.

Learning Outcomes: Participants will: 1) identify straightforward, cost-effective solutions for addressing common accessibility issues; 2) identify common accessibility issues present in many outdoor and indoor facilities.

616

Join the LED Lighting Revolution!

Topic Track: Facilities
Location: Toronto, West Tower, Gold Level
Time: 9:45 am - 11:00 am
Speaker(s): Michael Stanch, Midwest Sales Manager, Energy Solutions International; Doug Kettel, Superintendent, Schaumburg Park District

LED Lighting is in the midst of a revolutionary change as to how we will look at lighting forever! The advances in technology as well as the plunge in pricing for quality LED products combine to give park districts a unique opportunity to save energy, money and the environment. There are also great side benefits to LED lighting that will be discussed.

Learning Outcomes: Participants will: 1) learn the basics of LED lighting technology; 2) understand the various applications of LED lighting technology for park districts.

620

My Personal Trainers Don't Make Money! 5 Mistakes Trainers Make

Topic Track: Facilities
Location: Hong Kong, West Tower, Gold Level
Time: 9:45 am - 11:00 am
Speaker(s): Adrienne Gabel, Health & Fitness Manager, Barrington Park District

Are your personal trainers slowly killing their own careers? Do they even realize they could be? Learn some of the top mistakes trainers make and how you can help them avoid these mistakes. Learn about industry trends in training and how you can incorporate these new trends into your center. Help your trainers improve on sales and keep them informed on industry trends.

Learning Outcomes: Participants will: 1) be able to take a more clear look at their personal training programs and begin to build more income stemming directly from these programs; 2) learn how to better grasp personal training programs with options for tracking, selling and leading their trainers to be more effective on the floor.



627

Historic Preservation Tools and Treatments for Park Buildings and Landscapes, Part II

Topic Track: Facilities
Location: Soldier Field, West Tower, Bronze Level
Time: 9:45 am - 11:00 am
Speaker(s): Rachel Leibowitz, Deputy State Historic Preservation Officer and Anthony Rubano, Project Designer, Illinois Historic Preservation Agency

This session will discuss of how to assess, document, manage, and maintain historic park properties. We will provide definitions of historic resources, local landmark and National Register designations, and we will explain why and when the State Historic Preservation Office (SHPO) is needed for review of projects that receive federal or state grants, permits, or licenses. We will discuss treatments for historic properties, including technical briefs on building materials and other resources to ensure best practices, and provide examples of important issues for historic rehabilitations, including ADA compliance/accessibility, and sustainability/energy efficiency. We also will discuss helpful tools such as inventories, cultural landscape reports, and preservation plans.

Learning Outcomes: Participants will: 1) learn how to inventory and assess historic park resources to determine if they are eligible for historic designations, and how this may be related to potential regulatory review for projects that receive federal or state grants, permits, or licenses; 2) learn about the Secretary of the Interior's Standards for Historic Preservation and appropriate treatments of historic park resources, including buildings and structures such as bridges, barns, statues, and shelters.

FRIDAY MORNING CONFERENCE SESSIONS

9:45 am - 11:00 am

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

905

Web Adaptability: Keeping Your Website Ahead of the Curve

Topic Track: Marketing/PR

Location: Regency A, West Tower, Gold Level

Time: 9:45 am - 11:00 am

Speaker(s): Brian Pohl, Owner & Founder, Sam Bell, Web Developer/SEO Strategist, and Brian Limback, Google AdWords Expert/SEO Strategist, Invex Design

The goal of this presentation is to familiarize participants with concepts and their corresponding tools to their websites adapt to constantly changing technologies and standards. Through exposure to current technologies and best practices to utilize them, participants will have a better idea of how to manage the user experience on their website as well as how their website and its content is viewed and consumed in today's world.

Learning Outcomes: Participants will: 1) be able to quantify and measure the average user's experience on their website based on the tools and concepts presented; 2) have a better understanding of responsive design, social media, and content automation, allowing them to ensure that the way their website is being consumed is aligned with the latest digital trends.

909

Branding Guidelines

Topic Track: Marketing/PR

Location: Regency C, West Tower, Gold Level

Time: 9:45 am - 11:00 am

Speaker(s): Jason Witt, Creative Director, Jason Witt Design

In this session, attendees will learn proven tactics to help build a strong brand from the inside out. We will cover the creative brief process, developing a brand promise, research, legal implications, brand implementation, brand guidelines, and developing brand ambassadors. Case studies that applies these tactics from research to implementation will be discussed. We will also discuss how staff members participate in promoting your brand, the most critical component of successful branding and marketing for your organization.

Learning Outcomes: Participants will: 1) walk away with knowledge and strategy for developing a organizations brand through proven creative and marketing tactics; 2) learn the critical components needed in order to deliver on a successful brand promise. They will be able to apply this learning with an existing brand and a newly developed brand.

1006

Grants: More than Clicking a Button, Part I

Topic Track: Diversity

Location: Randolph, East Tower, Bronze Level

Time: 9:45 am - 11:00 am

Speaker(s): Kendall Parrott, Grants Administrator, Dolton Park District; Cathy Splett, Foundation and Grant Coordinator, Northwest Special Recreation Association

In this two-part session, we will explore the grant application process in full, including researching funding opportunities, writing proposals and grants, soliciting supporting material, and following up with potential funders.

Learning Outcomes: Participants will: 1) learn different venues to research grants and be able to identify appropriate funders for your organization; 2) learn the basics of writing an effective grant proposal and how to get support and resources in a competitive environment.



FRIDAY AFTERNOON CONFERENCE SESSIONS

1:00 pm - 2:15 pm

Pre-Registration is not

required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

27

Partner With Your Peers! Collaborative Purchasing Saves Time and Money

Topic Track: Finance/IT

Location: Grand Suite 3, East Tower, Gold Level

Time: 1:00 pm - 2:15 pm

Speaker(s): Jennifer Sulentic, Program Manager, U.S. Communities

With limited staff and even fewer dollars available, your State provides relief in the form of a statute that allows you to collaborate with other agencies when making purchases. This allows all agencies to aggregate spend and lower costs. Learn what cooperative purchasing is, where to find legal statutes, and how to access contracts that are available to you at no cost. Find out how to differentiate between programs that are available to make sure you are compliant. Additional topics such as green purchasing and online purchasing will be highlighted. Don't leave money on the table, take advantage of these free resources.

Learning Outcome: Participants will: 1) learn how to easily access free competitively bid contracts to save money and time; 2) explain cooperative purchasing to your boards/supervisors to encourage approval to use this method.





FRIDAY AFTERNOON CONFERENCE SESSIONS

1:00 pm - 2:15 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

205 Creating a Positive Environment in Your Workplace



Topic Track: Leadership/Management
Location: Columbus EF, East Tower, Gold Level
Time: 1:00 pm - 2:15 pm
Speaker(s): Phil Graf, Urban Forester, Business Owner, Graf Tree Care, Inc.

We will discuss the value of creating a positive environment in the workplace. We will demonstrate specific steps one can take to do it whether you are the boss, a mid-level supervisor, or the newest employee in the group.

Learning Outcomes: Participants will: 1) be motivated to go back to work and begin to transform their workplace to a more positive and uplifting place to be; 2) have the "desire to inspire". They will want to empower those around them to be equally positive and uplifting. This is just not another talk about having a positive attitude, but reaching out to others and spreading positive energy.

218 Land and Facility Acquisition: "From Start to Finish"

Topic Track: Governance/Legal
Location: Columbus KL, East Tower, Gold Level
Time: 1:00 pm - 2:15 pm
CLEs Awarded: 1.0 (*pending approval*)
Speaker(s): John Redlingshafer, Attorney/Partner, Heyl Royster

Learn the fundamentals of acquiring land and recreational facilities for your park district and recreational departments. Includes a survey of legal questions associated with land and facility acquisition opportunities.

Learning Outcomes: Participants will: 1) learn to identify the legal issues in acquiring or selling real property; 2) take away related financial and zoning issues in acquiring or selling property.

406 Bringing More Play to Your Community - the Green Way



Topic Track: Recreation
Location: Columbus GH, East Tower, Gold Level
Time: 1:00 pm - 2:15 pm
Speaker(s): Joyce Hemphill, Ph.D., Play Advocate, University of Wisconsin (Retired); Michelle Kelly, Principal Landscape Architect, Upland Design Ltd.

A plethora of ideas will be shared to bring more play to your community, the green way. First we will look at easy to do games, activities along with make and play crafts to incorporate into any youth program. Then we will explore how other communities are taking these on the road with mobile "art campers", community play days and pop up parks. We will explore various untapped resources to gain materials and volunteers to make events doable at low cost. Using recyclables will be a key ingredient which can save money while connecting your agency to local industry and businesses.

Learning Outcomes: Participants will: 1) make and take three or four games or activities using safe common household recyclables and recognize first hand the value of recyclables as potential craft material; 2) learn about ways communities are incorporating play into programs, special event and outdoor park sites.

617 Lifeguard Planning That Makes Sense - Young & Dumb Rescuers!

Topic Track: Facilities
Location: Grand Suite 5, East Tower, Gold Level
Time: 1:00 pm - 2:15 pm
Speaker(s): Christopher Gantz, Firefighter/Water Safety Specialist, FireZone

Lifeguards are responsible for lifesaving, but agencies are not always best prepared to save lives. This session is designed to help identify and prepare your agency to help your guards with alternative training, equipment and procedures. If you have lifeguard and aquatic staff, you won't want to miss this!

Learning Outcomes: Participants will: 1) learn to recognize new hazards within your facilities, programs and staff; 2) learn about important tools and training to increase safety amongst guests and staff.

912 Staff Communication; Control, Filters and Perception



Topic Track: Marketing/PR
Location: Columbus IJ, East Tower, Gold Level
Time: 1:00 pm - 2:15 pm
Speaker(s): Lori A. Hoffner, Professional Speaker, Trainer and Consultant, Supporting CommUnity, Inc.

The way you communicate greatly influences the outcome of a conversation. What you say and when and how you say it determines the conversation's success or failure. Our communication is continually influenced by individual filters. Those filters are established by many different factors, one of the most prevalent these days is the generational filter, developed in the process of socialization and experiences. These filters crucially affect communication and interaction. We will discuss multiple communication models, helping you determine what will be the most successful approach for you and your staff.

Learning Outcomes: Participants will: 1) be able to describe leadership styles and the impact on communication success or failure; 2) be able to define critical conversations and how the filters one is using; generational, societal or experiential, influence how messages are received.

917 Creating High Impact Signage in Our Fast Moving Communities

Topic Track: Marketing/PR
Location: Columbus CD, East Tower, Gold Level
Time: 1:00 pm - 2:15 pm
Speaker(s): Jeff Miller, President, Divine Signs and Graphics

Oftentimes we are asked to design/create facility and/or event signage for challenging applications. Issues like content, distance, colors, complex message, municipal codes, costs, available materials and existing conditions creates the need for eye catching, cleverly designed, sharp, and value rich signage. We will discuss problem areas and best sign design practices.

Learning Outcomes: Participants will: 1) understand the "checklist" for problem signs and challenging applications; 2) discuss and explore best design practices for interior and exterior signage.

FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



113 Resume Writing and Interview Tips

Topic Track: Marketing/PR

Location: Regency D, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Tony Oligney-Estill, Programs Manager, Champaign Park District

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.

Learning Outcomes: Participants will: 1) learn ways to make their resume more appealing to a hiring committee; 2) learn techniques to improve their interview skills.

104 Review of Sunshine Laws - FOIA & Open Meetings Act

Topic Track: Governance/Legal

Location: Michigan B, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Kathleen Elliott, Attorney, Robbins Schwartz

An update on changes to FOIA and OMA, a review of requirements, tips for best practices.

Learning Outcomes: Participants will: 1) learn about the variety of confidentiality laws that must be considered in considering what documents shall be released under FOIA; 2) learn about Public Access Counselor opinions that relate to confidentiality and whether such opinions properly respect confidentiality laws.

112 Accreditation: A Blueprint to Excellence

Topic Track: Leadership/Management

Location: Grand Suite 3, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Steve Eckelberry, Commissioner, Bartlett Park District; Mike Clark, Executive Director, Palatine Park District

This session will introduce interested agencies that are seeking distinguished and accredited status in the state of Illinois for delivery of park and recreation services. The session will cover the basics of the program, application process, timelines, what it takes to prepare and how and what standards have to be met to achieve this award.

Learning Outcomes: Participants will: 1) be informed with the basic information, process, requirements and application processes to achieve accredited status; 2) learn and understand the requirements and structure of the accreditation program and begin to understand the requirements to comply with the standards of the program and how to position the agency applying towards success.

123 Your Employees Are On Social Media - What Can You Do?

Topic Track: Governance/Legal

Location: Columbus CD, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Julie A. Tappendorf, Equity Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

Park district employees and officials are Facebooking, Tweeting, Instagramming, and posting on Pinterest in increasing numbers, both at work and away from the workplace. The speaker, a recent author of the book "Social Media and Local Governments: Navigating the New Public Square," will discuss issues relating to employer monitoring of employee social media use, the legality of placing restrictions on employee use of social media, and the type of activities that can be the subject of discipline. The session will also discuss the importance of creating and implementing a social media policy and employee training.

Learning Outcomes: Participants will: 1) learn how to lawfully discipline employees for excessive and inappropriate social media conduct and monitor and restrict employee use of social media; 2) gain tips for drafting and enforcing a social media policy and training employees on appropriate social media use.



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



FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

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129

Lakes and Other Bodies of Water in Parks: Special Liability Concerns, Part II

Topic Track: Governance/Legal

Location: Comiskey, West Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Maura Yusof, Attorney, Heyl Royster

In this second session, we will review risk management and insurance considerations for the issues discussed in session I, including issues pertaining to management by yacht and other club boards and the interplay with park district and contracted harbor and other management companies.

Learning Outcomes: Participants will: 1) learn ways to reduce exposure to potential liability pertaining to park district facilities at lakes, ponds, rivers and pools; 2) take away recommendations as to procedures and protocols to use when considering maintenance of park district facilities to avoid hazards at lakes, ponds, rivers and pools.

140

Empower Your Staff and Engage Your Board, Part I



Topic Track:

Leadership/Management

Location: Roosevelt, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Gina Madden, Attorney, Law Office of Gina L. Madden; Brian Sullivan, Director of Parks & Recreation, Village of Hawthorn Woods

In part I of a three-session series, we will provide an overview of policies and procedures that will assist management and executive level staff in creating a positive work environment that promotes efficiency and team work. The legal components will focus on policies that comply with employment laws as well as taking into consideration requirements of insurance/risk pool providers.

Learning Outcomes: Participants will: 1) be able to empower staff through positive and productive policy implementation and team building; 2) develop an understanding of appropriate staff and board roles in order to facilitate productivity and positive morale.

143

Personal Accountability



Topic Track:

Leadership/Management

Location: Regency C, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Ray Ochromowicz, Principal, Executive Decisions

Are you a person of impeccable integrity? Do you accept responsibility and consequences for all of your decisions and behaviors? Do you examine yourself first before pointing a finger or blaming others? No matter what your title is or what position you have, holding yourself accountable is the first step in creating and maintaining healthy relationships and an accountable workplace.

Learning Outcomes: Participants will: 1) learn to create a culture of accountability in your agency and yourself; 2) become aware that in every situation there is something YOU can do.

145

Essential Elements of a Successful Investment Program

Topic Track: Finance/IT

Location: Soldier Field, West Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Michelle Binns, Senior Managing Consultant and Jeff Schroeder, Managing Director, PFM Asset Management LLC

The presentation will focus on the key areas of developing a successful investment program which include creating and implementing sound investment policies and determining your District's appropriate investment horizon. This session will also provide an overview of current market conditions and discuss strategies on how to safely maximize investment earnings.

Learning Outcomes: Participants will: 1) be able to identify and familiarize themselves with the key components of a comprehensive investment program; 2) learn how to invest their park district's funds safely while maximizing interest income.

146

Boardmanship Essentials, Part II

Topic Track: Boardmanship

Location: Columbus EF, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Steve Adams, Partner, Tressler LLP

This session will help your board achieve outstanding results. Participants will discuss common challenges with board dynamics and how to resolve them, identifying and minimizing dysfunctional conflict, building consensus and maximizing constructive debate. Participants will learn why board performance is important to agency success and strategies to develop and deliver strong board outcomes. Participants will take away practical rules of engagement that will help propel their board to the next level.

Learning Outcomes: Participants will: 1) learn how to focus their board on leadership, promote focused and constructive debate, and develop strategies to ensure impactful leadership; 2) learn practical ways to make meetings more efficient, create meaningful goals, track progress, build credibility and achieve meaningful results.



FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

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Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



207

GIS: Yes You Can!

Topic Track: Parks/Natural Resources

Location: Grand Suite 5, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Stephen Lane, GIS Coordinator, Graf Natural Resources Management and GIS

Does the term "GIS" make you shudder? When your contractor starts talking about GIS terminology, are you lost less than a minute into the conversation? Then this workshop is for you! Even if you've dabbled a little bit using some GIS software or Google Earth, there will still be much offered here for you. Steve will go over the basics of GIS terms and fundamentals, as well as showcase some basic mapping tools available to you, so that you can feel comfortable getting started with GIS technology, or at least be able to hang in the conversation with coworkers and vendors when GIS terminology starts getting thrown around. This workshop will be lecture and Q&A, so if you have a burning question about GIS, bring it along. This workshop is intended to apply to all experience levels, but is particularly geared towards beginners and intermediate users.

Learning Outcomes: Participants will: 1) be able to have basic fluency with GIS terminology; 2) be exposed to some of the mapping platforms available in the market today

211

Sustainable Practices in Parks and Planning

Topic Track: Parks/Natural Resources

Location: Plaza B, East Tower, Green Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Andrew Dogan, ALA, LEED AP, Senior Project Manager, Williams Architects; Rob Sperl, Director of Parks and Planning, Wheaton Park District

This session will review easily implemented, practical strategies for improving sustainability in park and facility maintenance and planning.

Learning Outcomes: Participants will: 1) identify and apply easy-to-implement, no- or low-cost sustainable practices in park and property care and maintenance; 2) identify and apply easy-to-implement, no- or low-cost sustainable practices in facility maintenance and upkeep.



214

A River Runs Through It: Creating Waterfront Destination Parks

Topic Track: Parks/Natural Resources

Location: Plaza A, East Tower, Green Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Steve Konters, Principal and Andrew Howard, Senior Associate, Hitchcock Design Group; Tom Polzin, Vice President of Civil Engineering, Hey and Associates, Inc.

Whether the body of water in a community is a lake, river or pond, it can be capitalized on to serve as an important park and recreation resource. This session will feature examples of how several communities have capitalized on their water amenities to create destination parks that have provided recreational programming while also helping to revitalize their communities.

Learning Outcomes: Participants will: 1) be able to determine how to best utilize the water resources in their community for recreation programming as well as community revitalization; 2) understand the process undertaken to create a destination park.

307

Termination of Public Employees: A Legal Primer

Topic Track: Governance/Legal

Location: Michigan A, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Elizabeth Jensen, Attorney, Heyl, Royster, Voelker & Allen, P.C.

A legal primer on the termination of public employees will be presented. Topics to be discussed include the additional due process requirements for public employees before termination, as well as recommendations for policies and procedures. Recent case decisions and practical lessons from those cases will also be discussed.

Learning Outcomes: Participants will: 1) learn what the due process requirements are prior to disciplining or terminating a public employee; 2) learn that public employers must consider an employee's liberty interests prior to disciplining or terminating an employee.

308

Volunteers: Opportunity or Trouble?

Topic Track: Governance/Legal

Location: Michigan C, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Stacy Crabtree, Attorney, Heyl Royster

A brief overview of the legal implications of using volunteers for park and recreational projects and programs will be discussed. The session will include instruction as to when courts may consider volunteers as employees under the Fair Labor Standards Act and Title VII and the potential liability park districts may face as a result. Practical advice will be provided to assist park district's in ensuring volunteers maintain their volunteer status, including advice related to policies, handbooks, compensation and discipline.

Learning Outcomes: Participants will: 1) learn how to structure their organization's relationship with its volunteers so to avoid liability to the employee for wages and other benefits; 2) will learn how to document the volunteer relationship so to avoid the implication that the volunteer is an employee.





FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

314

Employee Medical Issues and Leaves: What to Do?

Topic Track: HR/Risk Management

Location: Water Tower, West Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Kelly Hayden, Chief Legal Counsel, Management Association

Under what circumstances can you ask an employee for medical documentation? And what should you do when you get it? (Or what if you don't)? Not to mention employees who go on leave. How long must you wait for them to return? What are your obligations while they are on leave? Must you hold their jobs open? What if they cannot perform the same job duties when they return? What if they keep asking for additional time off? If any of these questions sound familiar, this session is for you. The Equal Employment Opportunity Commission has been clear in its positions concerning these issues, yet employee medical and leave issues continue to challenge employers. As the workforce ages, the EEOC has made employer compliance with medical laws a priority, making it crucial that employers understand how to handle these issues in the workplace.

Learning Outcomes: Participants will: 1) will learn what to do when an employee medical issue arises in the workplace; 2) will learn what to do when an employee is unable to return to work on the agreed upon date or is unable to return to "full duty."

328

Tips and Tricks with Microsoft Word and Excel

Topic Track: Finance/IT

Location: Columbus IJ, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Chip Rose, Computer Software Training and Consultant, Bright Insight Computer Instruction

Becoming more productive in the use of Microsoft Word and Microsoft Excel by learning how and when to use features that will save you time and increase productivity.

Learning Outcomes: Participants will: 1) be able assess a situation at work that requires the use of their software and know which software program will work the best in achieving their goals; 2) be able to effectively apply a specific software's tools for the best outcome, efficiently and productively.

329

Completing Form INS I-9 Confidently and Competently

Topic Track: HR/Risk Management

Location: Toronto, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Cindy Guthrie, HR Consultant, Three Degrees of Change

This workshop will provide an introduction to completing the INS Form I-9 accurately, completely, and in a timely manner. Although a "simple" form, there are nuances that can cause an employer fines and penalties. Additionally, the workshop will provide information and techniques for requesting, reviewing, storing, and auditing documents. **Learning Outcomes:** Participants will: 1) recognize the history, function, importance, and implications of accurately completing the I-9 form; 2) be able to describe how to accurately process the completion of the I-9 form, review documentation, and implement an audit process for existing forms.

403

75 Programs in 75 Minutes

Topic Track: Recreation

Location: Columbus GH, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Lisa Panizo, Early Childhood Director, Glencoe Park District

"75 Programs in 75 Minutes" is a brainstorming session to share Early Childhood programming ideas with others in the field. Participants will come away from the session with a large list of new ideas to bring back to their program. Please come prepared with new and innovative ideas to share with the group. **Learning Outcomes:** Participants will: 1) learn new ideas in the field of early childhood; 2) gather ideas about new and innovative programs from others in the field.

414

Helping Teens Understand the Value of Leadership

Topic Track: Recreation

Location: Columbian, West Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Lori A. Hoffner, Professional Speaker, Trainer and Consultant, Supporting CommUnity, Inc.

Leadership begins with personal insight, a movement toward and a commitment to continuous improvement of yourself. If your organization has teens in leadership roles through employment or advisory boards, Lori will guide participants to create teen leadership training inspiring teamwork, productivity and positive communication. Participants will be able to demonstrate how teen leadership thrives when young people knows who they are, who the adults are supporting them and how to embrace what they stand for. **Learning Outcomes:** Participants will: 1) outline what teen leadership means and explore current trends and ideas for teen leadership development and the strategy needed for success; 2) discuss goals and roles and the importance of having them clearly defined.

425

Wanted! Natural Wonders

Topic Track: Recreation

Location: Wrigley, West Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Jessica Reyes, Naturalist, Heller Nature Center/ Park District of Highland Park

Teaching about nature can be daunting, but you'll leave with the skills needed to teach about nature indoors and outdoors. Learn how to engage participants in nature, confront fears that you or your participants may have, learn how to overcome space and equipment limitations and leave with nature based activities and lessons to add to your bag of tricks.

Learning Outcomes: Participants will: 1) learn the nature of inquiry and the importance of adding nature into their program; 2) leave with activity ideas that will help them investigate nature indoor and outdoor with their participants.



FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



506

ADA Forum – Answering Your Questions on the ADA

Topic Track: Therapeutic Recreation

Location: Columbus KL, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Steven Kleinman, General Counsel, PDRMA; John McGovern, President, Recreation Accessibility Consultants

The ADA covers a broad spectrum, including inclusion, accessibility, and employment. With ever-changing developments in regulations and the law, this session is intended as an open forum for attendees to bring their unanswered and unique questions and issues to a panel of ADA experts. The panel will further provide an overview of the most recent developments impacting park and recreation agencies and professionals and provide guidance, perspective, and insights on common ADA issues facing park and recreation agencies, including dispelling common myths and misperceptions.

Learning Outcomes: Participants will: 1) better understand the nuances of the ADA as it applies to inclusion, accessibility and employment; 2) be able to have their questions and issues addressed by a panel of ADA experts.

603

7 Key Statistics You Need To Manage Your Fitness Business

Topic Track: Facilities

Location: Skyway 260, East Tower, Blue Level

Time: 3:30 pm - 4:45 pm

Speaker(s): John Chase, Fitness Manager, Bolingbrook Park District

Managing your business performance means more than watching the bottom line. Your financials are driven by the right activity. This session will highlight the things you need to focus on to keep your members engaged and create an outstanding fitness center

Learning Outcomes: Participants will: 1) learn 7 key non-financial statistics that drive their fitness operation; 2) be able to connect each statistic to financial performance.

604

Aging Gracefully: It's Important to Your Aquatic Facility As Well

Topic Track: Facilities

Location: Hong Kong, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Scott Hester, President and Nick Balsman, Project Director, Councilman-Hunsaker

Many public use aquatic facilities are challenged with the aging process regarding both physical and functional obsolescence. Physical obsolescence needs little explanation as concrete decks heave, equipment does not perform as designed, excessive water is lost from the pool tank, etc... While these physical issues can be repaired or equipment replaced, this does not address the issue of functional obsolescence. This type of obsolescence refers to how your facility is used and the programmatic requirements that are being met. Considering that aquatic programs and user expectations are continually changing, aging pools are not used to the extent they once were, resulting in decreased attendance and programmatic offerings, along with ever increasing financial commitments. This discussion will include a presentation with commentary on historic and contemporary issues in dealing with aging facilities, case study analysis and an open forum question and answer session.

Learning Outcomes: Participants will: 1) learn how and why swimming pools age and what to look for when identifying both physical and functional obsolescence, and how each of these factors can limit opportunities within your facility; 2) develop a working knowledge of options for managing an aging pool and how to best proceed with developing a protocol for making repairs, renovations, or complete facility replacements.

614

Integrating Long Term Operations and Maintenance into Your Design Process

Topic Track: Facilities

Location: New Orleans, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Tom Poulos, AIA, Vice President/Managing Principal, Williams Architects; Gregg Calpino, LEED AP BD+C, ASLA, Regional Practice Center Leader, SEH; Leon Younger, President, PROS Consulting

In this session we will examine the integration of long term operations and maintenance into the early stages of the design process. By understanding staff capabilities prior to construction ensures staff can properly operate and maintain the facility.

Learning Outcomes: Participants will: 1) discover how design based on 'use and care perspective' will ensure the components of the building fit within their system-wide operational capabilities; 2) have a better understanding of the actions required when you enter the operational phase of a project.

623

Real World vs. Rec World: Emergency Planning Initiatives

Topic Track: Leadership/Management

Location: Atlanta, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Christopher Gantz, Emergency Planning Specialist, Dept. Homeland Security/FEMA

Park and rec agencies are little "cities" with a variety of facility types, work environments, staff and programming. This session helps agencies better recognize potential hazards and best prepare for different situations found within parks and recreation. Attendees will be guided through the 7 Steps Emergency Planning in order to help best prepare for a variety of possible incidents.

Learning Outcomes: Participants will: 1) learn to better recognize new hazards within your facilities, programs and staff; 2) learn about training tools and procedures to increase safety among guests and staff.



FRIDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm - 4:45 pm

Pre-Registration is not required to attend Friday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

628

GPGC: Under Par, But Not Under Water

Topic Track: Facilities

Location: Skyway 272, East Tower, Blue Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Tom Rychlik, P.E., LEED-AP and Karl Jensen, Engineer, Gewalt Hamilton Associates, Inc.; Rick Jacobson, President/Principal Designer, Jacobson Golf Course Design; Ron Cassidy, Director, Golf Operations, Glenview Park District; Joe Kenney, Community Development Director, Village of Glenview

Learn how an intergovernmental agreement (IGA) for the construction of 22 acre feet of stormwater detention at the Glenview Park Golf Club (GPGC) resulted in a win-win opportunity for the Glenview Park District and the Village of Glenview and its residents. The park district's primary goal to improve playability of the course paired well with the Village's goal of providing stormwater benefits for neighboring properties. Key to the project was the creation of a Stormwater Task Force, which included community input and review of project plans. In the end, the stormwater project benefited over 130 single family resident parcels and led to the development of a Golf Course Master Plan that identified opportunities to improve the golf course experience for patrons, control long term expenditures and enhance the stormwater management system.

Learning Outcomes: Participants will: 1) learn about the opportunity presented when a Stormwater Task Force is combined with Golf Course Master Planning, and what contributed to the success of this project; 2) learn the benefits of an IGA and how a partnership approach can lead to exceeded outcomes when people, teams and agencies work together towards common goals and interests.

907

Email Marketing + Social Media = Exponential Results!

Topic Track: Marketing/PR

Location: Gold Coast, West Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Betsy Armstrong, Regional Development Director - Upper Midwest, Constant Contact

Digital marketing done right will deliver increasing customer engagement – but what does “done right” mean? It means taking core components from two powerful tools, email marketing and social media, and combining them to extend your reach, lead you to new clients and drive repeat business from your current customers. In this seminar we will look at best practices that will get your email noticed, opened and clicked upon. Then we will explore the 6 most popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, Instagram and Google+. We'll show you the benefits of using each, how other organizations are marketing with them, and some dos and don'ts of each channel. Finally, we'll show you how to use these marketing methods in tandem - and thus, making your marketing efforts exponentially successful!

Learning Outcomes: Participants will: 1) learn: a) what to write about in your newsletter or announcement and how to use images; b) subject line best practices, and when to send your newsletter; c) the importance of understanding how connected email and social media are and d) what types of additional tools might be useful; 2) be able to compare and contrast the 6 top social media channels with regards to: a) demographics of users; b) creating and/or curating content and frequency of posts and c) scheduling and managing multiple marketing channels.

914

Developing a District-Wide Marketing Plan

Topic Track: Marketing/PR

Location: Acapulco, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Sameera Luthman, Director of Marketing & Communications, Naperville Park District; Kim Smith, Director of Marketing & Customer Care, Bolingbrook Park District; Ginger Wade, Director of Marketing & Communications, Elmhurst Park District

This will be a panel presentation by marketing professionals within the field of parks and recreation. Representatives from a number of districts including Naperville and Elmhurst will discuss everything that goes into a district-wide marketing plan from development to implementation to evaluation.

Learning Outcomes: Participants will: 1) learn how to put together a district-wide marketing plan; 2) get real-world advice from professionals currently utilizing a district-wide marketing plan

1009

Grants: More than Clicking a Button, Part II

Topic Track: Diversity

Location: Randolph, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Kendall Parrott, Grants Administrator, Dolton Park District; Cathy Splett, Foundation and Grant Coordinator, Northwest Special Recreation Association

In the second part of this two-session series, we will explore the grant application process in full, including researching funding opportunities, writing proposals and grants, soliciting supporting material, and following up with potential funders.

Learning Outcomes: Participants will: 1) learn different venues to research grants and be able to identify appropriate funders for your organization; 2) learn the basics of writing an effective grant proposal and how to get support and resources in a competitive environment.



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



SATURDAY AT-A-GLANCE

7:45 am - 12:00 pm

Conference Registration Open

8:00 am - 10:00 am

Silent Auction 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

SATURDAY MORNING CONFERENCE SESSIONS 10:15 am - 11:30 am

Pre-Registration is not required to attend Saturday sessions.
All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*)
are noted in the session listing.

23

Social Capital: Measuring the Value of Parks and Recreation

Topic Track: Leadership/Management

Location: Columbus CD, East Tower, Gold Level

Time: 10:15 am - 11:30 am

Speaker(s): Jim Dower, Co-Founder & Executive Director, Urban Initiatives; Bob Foster, Senior Project Manager, Chicago Park District; Mark Woodhurst, Landscape Architect, SmithGroup JJR

This session will focus on the different tools and software systems available to help park districts measure the social capital of their parks. These tools provide a meaningful look into the progress of planning efforts and analyze the environmental, social, economic and spiritual impacts that park programming has on the surrounding community. The discussion will explore the impacts of youth and community programming and case studies will be presented to demonstrate various strategies to measure the benefit of parks in your community.

Learning Outcomes: Participants will: 1) learn how to optimize the economic value of parks through a variety of tools and software systems available online; 2) learn about various programming options that can help promote positive environmental, social and spiritual change within the community.

26

Unplug Illinois: Your Role In This New Statewide Campaign (REPEATED)



Topic Track: Marketing/PR

Location: Plaza A, East Tower, Green Level

Time: 10:15 am - 11:30 am

Speaker(s): Denise Barreto, Managing Partner, Relationships Matter Now, LLC; Greg Bruggeman, Aquatics Supervisor, City of Elgin

This interactive session will equip agencies of all sizes and budgets to integrate the new community campaign Unplug Illinois into their existing and future branding, marketing and promotional efforts. We will ensure that attendees are educated on all of the tools available to leverage this very exciting and long term investment by IPRA. Participants will have a chance to brainstorm the best ways to use current tools as well as give input and insight on future tool development and efforts.

Learning Outcomes: Participants will: 1) equip their agency with communication tools for the new community campaign; 2) be to execute local Unplug Illinois campaigns in their communities



SATURDAY MORNING CONFERENCE SESSIONS 10:15 am - 11:30 am

Pre-Registration is not required to attend Saturday sessions.
All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

103 Is Your Local Park Foundation Successful

Topic Track: Governance/Legal
Location: Columbus GH, East Tower, Gold Level
Time: 10:15 am - 11:30 am
Speaker(s): Donald Ortale, Executive Director, National Association of Park Foundations

Presenter will discuss the benefits of starting a local park foundation and/or making an already existing local park foundation stronger. The session will include segments that pertain to start up strategies, board development, mission/vision statement development, PR/marketing strategies, fund raising strategies, the importance of long range and short range strategic planning, and the application process for both the state and IRS.

Learning Outcomes: Participants will: 1) learn what some of the important things to be aware of are when making application for a new local park foundation; 2) learn what are the best methods and strategies of building a solid board of directors for your local park foundation, and how to develop a sustainable business plan.

107 OMA-FOIA Refresher and Recent Developments



Topic Track: Governance/Legal
Location: Grand Suite 5, East Tower, Gold Level
Time: 10:15 am - 11:30 am
CLEs Awarded: 1.0 (*pending approval*)
Speaker(s): Nicole Karas, Attorney, Tressler LLP

Is it okay to conduct business on your personal cell phone, computer or i-pad? What are the risks of doing so? Is my committee a public body? Do I have the right to require a FOIA requester to declare whether his request is voluminous? Learn the latest in the world of OMA/FOIA from a comprehensive review of legislative changes, PAC opinions, and cases interpreting the many facets of these essential sunshine laws.

Learning Outcomes: Participants will: 1) refresh their understanding of FOIA and OMA and learn best practices in order to help effectively navigate their agency's responses to FOIA requests and conduct meetings compliance with OMA; 2) understand how recent developments based on court opinions and PAC opinions will affect their agency in complying with FOIA and OMA.

118 Park Board Wars - The Next Round



Topic Track: Governance/Legal
Location: Columbus IJ, East Tower, Gold Level
Time: 10:15 am - 11:30 am
Speaker(s): Robert K. Bush and Scott A. Puma, Equity Partners, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

Board wars are personal, up close, distractive, and sometimes nasty. They can also cause litigation and un-effective district direction. Are your meetings going until midnight? Does your board resemble a reality TV show? Seasoned and newly-elected trustees alike will benefit from this review and refresher of who has the power to do what within a library government. Discussion will focus on procedures and ideas on how to avoid hand to hand combat and power plays that surface at times on all boards. Come hear two experienced attorneys guide you through the landmine fields to find peace and harmony on your board.

Learning Outcomes: Participants will: 1) learn to deal with board issues to stay the course in getting goals and objectives reached in the shortest time; 2) hear tips and tricks in getting power plays and personality issues into working relationships to accomplish board goals.

121 Director Contracts - Hiring and Exiting Contracts

Topic Track: HR/Risk Management
Location: Columbus AB, East Tower, Gold Level
Time: 10:15 am - 11:30 am
CLEs Awarded: 1.0 (*pending approval*)
Speaker(s): Keri-Lyn J. Krafthefer, Equity Partner and Robert Porter, Director of Special Projects, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

The new director contract is process where both parties want their own interests protected and preserved in the document. The board does not want to give away the shop yet still have accountability and control in the contract. The director wants salary, security, and stability in the document. Come listen on how to complete the process in securing a great candidate and a successful future relationship of board and director. The newer trend of contracts for exiting directors will be discussed.

Learning Outcomes: Participants will: 1) learn the pluses and minuses in offering a contract for the hiring and exiting of the executive director; 2) learn the points in making a great contract for both parties and to avoid the typical mistakes.

124 Dealing with Bullying in Your Agency's Programs and Staff



Topic Track: Governance/Legal
Location: Columbus KL, East Tower, Gold Level
Time: 10:15 am - 11:30 am
Speaker(s): Darcy L. Proctor, Partner, James D. Rock and Erin M. Baker, Attorneys, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

It isn't just a school issue. Bullying occurs in district programs and unfortunately at the staff level, too. Dealing with this issue is sensitive, expensive, and potentially expensive with legal costs unless dealt with correctly. Bring yourself up to speed on this growing awareness issue by listening to experienced attorneys.

Learning Outcomes: Participants will: 1) develop an understanding of how to recognize and identify bullying in all its forms; 2) learn about the tools, strategies, and systems available to help park and recreation agencies prevent and appropriately address bullying.

141 Empower Your Staff and Engage Your Board, Part II



Topic Track: Leadership/Management
Location: Roosevelt, East Tower, Bronze Level
Time: 10:15 am - 11:30 am
Speaker(s): Gina Madden, Attorney, Law Office of Gina L. Madden; Brian Sullivan, Director of Parks & Recreation, Village of Hawthorn Woods

Part II will provide a continuation of the concepts and ideas discussed in part I of this series.

Learning Outcomes: Participants will: 1) be able to empower staff through positive and productive policy implementation and team building; 2) develop an understanding of appropriate staff and board roles in order to facilitate productivity and positive morale.

SATURDAY MORNING CONFERENCE SESSIONS

10:15 am - 11:30 am

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



213 Oak Savanna Restoration, a Work in Progress



Topic Track: Parks/Natural Resources

Location: Atlanta, West Tower, Gold Level

Time: 10:15 am - 11:30 am

Speaker(s): Denis Kania, Manager of Natural Areas, St. Charles Park District

We will talk about the importance of the savanna habitat in Illinois. What makes up an oak savanna. We will also discuss a couple of approaches that have been tried, pros and cons of the various approaches.

Learning Outcomes: Participants will: 1) learn about the importance of Savanna habitats; 2) understand the pitfall of restoring Savannas.

215 Benefits of Artificial Turf

Topic Track: Parks/Natural Resources

Location: Hong Kong, West Tower, Gold Level

Time: 10:15 am - 11:30 am

Speaker(s): Jonathan Huard, Regional Sales Manager, FieldTurf

This session will include a discussion of the benefits of artificial turf over natural grass. Additional topics to be covered include the pros/cons of artificial turf, the cost benefit analysis over time and things to consider when building a field.

Learning Outcomes: Participants will: 1) be able to understand the benefits of artificial turf over natural grass for certain applications; 2) be able to select the proper artificial turf system for your needs.

225 Green Fleets & Alternative Fuels



Topic Track: Parks/Natural Resources

Location: Columbian, West Tower, Bronze Level

Time: 10:15 am - 11:30 am

Speaker(s): Samantha Bingham, Environmental Policy Analyst, Chicago Department of Transportation; Ben Rea, Deputy Director/Superintendent of Parks & Facilities, Cary Park District; Brent Carpenter, Park Services Supervisor, Glenview Park District

Professionals will share information on working systems and vehicles that your organization may consider. Get the bigger picture on current trends and actual examples of real life applications of propane filling stations and propane mowers. What should agencies consider: electric, hybrid, propane or other? Learn about past and present grant programs and how they can aid your organization's budget. Learn what organizations can help in the search to get started on the road to alternative fuels for your district or department.

Learning Outcomes: Participants will: 1) learn which organizations and resources are available in offering grants for alternative fuel fleets and efficiency; 2) hear from organizations that use green vehicles and how it impacts their operations, budget and the current status of use.

310 Staying Out of Litigation: When to Require Liability Waivers

Topic Track: Governance/Legal

Location: Grand Suite 3, East Tower, Gold Level

Time: 10:15 am - 11:30 am

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Mark McClenathan, Attorney, Heyl Royster

Gain an understanding of liability waivers, and when to use and require them to protect your park district and avoid litigation. Includes a case study of liability waivers. Expanded from last year's presentation to include practical advice on other methods to avoid claims.

Learning Outcomes: Participants will: 1) learn ways to reduce exposure to potential litigation especially due to third party use of park district facilities; 2) take away suggested liability waiver forms, and learn how to evaluate the forms they may already use.

315 Fringe Benefits for Employees and Commissioner Access to Programs and Facilities

Topic Track: Finance/IT

Location: Michigan C, East Tower, Bronze Level

Time: 10:15 am - 11:30 am

Speaker(s): Steve Adams and Andrew Paine, Partners, Tressler LLP

The IRS continues its auditing to address improper reporting and tax treatment of fringe benefits, reimbursement plans, and aggressively enforcing the fringe benefit rules. This session will help you identify whether your employee fringe benefits are taxable and also tackle the tough issue of benefits for elected commissioners. Treatment of access to golf, swimming pools other free or discounted agency facilities or services, and other commissioner and employment fringes will be addressed.

Learning Outcomes: Participants will: 1) learn what is and what is not a "fringe benefit", determining which benefits are treated as income and which are not; 2) learn the procedures to secure "statutory fringes" and less well-known administrative exclusions.

317 Employment Law Update

Topic Track: HR/Risk Management

Location: Water Tower, West Tower, Bronze Level

Time: 10:15 am - 11:30 am

Speaker(s): Durga Bharam, Partner, Tressler LLP

Is your agency up to date on the treacherous terrain of public employment law? Are you confident that the adverse employment action you plan to take won't result in a six-figure lawsuit or the EEOC knocking at your door? This session will help you navigate the ever-shifting employment law landscape whether you are updating your policy or considering an employee termination.

Learning Outcomes: Participants will: 1) learn about the latest cases, laws and regulations affecting the employer-employee relationship; 2) receive practical advice on how to avoid legal traps for the unwary.



SATURDAY MORNING CONFERENCE SESSIONS 10:15 am - 11:30 am

Pre-Registration is not required to attend Saturday sessions.
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325

Bridge Employment - Understanding the Trend & Impacts

Topic Track: Leadership/Management
Location: Columbus EF, East Tower, Gold Level
Time: 10:15 am - 11:30 am
Speaker(s): Michael Mulvaney, Associate Professor, Eastern Illinois University

The concept of retirement is changing. Longer life spans, better health, and more active lives have influenced what it means to retire. While some recreation professionals pursue a traditional retirement route by transitioning from full-time employment to full-time leisure, a growing number of professionals are choosing to remain in the workforce after they retire from their career jobs. This session will explore this trend, leading to a discussion of the prevalence of this trend in public park and recreation agencies. The impact of this redefinition of retirement on recreation professionals and their agencies will be discussed. Following this discussion, recommendations and implications for agencies will be presented.

Learning Outcomes: Participants will: 1) recognize the bridge employment concept and its presence in parks and recreation; 2) discuss the impact of bridge employment experiences for professionals and agencies in parks and recreation.

408

Enhancing Parental Involvement in Youth Sport Programs

Topic Track: Recreation
Location: Comiskey, West Tower, Bronze Level
Time: 10:15 am - 11:30 am
Speaker(s): Raquel Hutchinson, Director, Illinois Youth Sport Initiative; Chris Maliszewski, Recreation Supervisor II, Park District of Highland Park; Kevin Riley, Commissioner, Batavia Park District

Adult behaviors have a profound effect on how children develop, and this is particularly true in the context of youth sports. In recent years, through the work being done by the Aspen Institute's Project Play and the University of Illinois's Youth Sport Initiative, it has become clear that one of the prevailing challenges that youth sport providers face is parental expectations of, and involvement in, their children's sport programs. Different involvement styles – absent, passive, active – are reviewed with specific attention to the related behaviors that promote or inhibit positive youth sport experiences. Strategies to manage and optimize parental involvement in youth sport programs are provided.

Learning Outcomes: Participants will: 1) understand how children interpret and react to adult behaviors and the effect that has on their participation in sport programs; 2) develop skills to engage with different types of parents in order to foster a youth sport environment and culture that is healthy and positive for all children.

418

Leveraging Exercise Professionals In Your Community

Topic Track: Recreation
Location: Michigan B, East Tower, Bronze Level
Time: 10:15 am - 11:30 am
Speaker(s): Sheila Franklin, Federal Advocacy Manager, American Council on Exercise

The fitness industry is one that is continually evolving and changing, and one that can alter the way a park and recreation professional chooses to program. Discover current trends in fitness programming and how well-qualified fitness professionals can supplement and enhance your department's exercise and fitness programming within the confines of today's budget realities. There are a wide variety of exercise professional roles and credentials; attendees will gain a working knowledge of the differences between them enabling them to hire highly qualified individuals. The session will also discuss expanded shared use agreements for professionally-led physical activity in the community (examples include boot camps, stroller strides, etc.) which go beyond the traditional school-community agreements. Developing an understanding of the benefits and challenges presented with such non-traditional agreements will allow professionals to develop agreements that are designed for success. Model guidelines for successful implementation of shared use agreements will be shared with attendees.

Learning Outcomes: Participants will: 1) understand what qualities and credentials constitute a well-qualified exercise professional. This includes being able to distinguish between different roles of exercise professionals and different types of credentials; 2) be able to draft and implement shared-use and permitting guidelines for professionally-led physical activity programs that their department can use in the development of partnerships with



SATURDAY MORNING CONFERENCE SESSIONS

10:15 am - 11:30 am

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



422

Understanding Adolescent Brain Development; It's All About Relationships

Topic Track: Recreation

Location: Randolph, East Tower, Bronze Level

Time: 10:15 am - 11:30 am

Speaker(s): Lori A. Hoffner, Professional Speaker, Trainer and Consultant, Supporting CommUnity, Inc.

Do you have employees 24 years of age or younger? Do you plan programs for children and youth; maybe you prepare and offer parenting classes or you get to have fun all day working with kids, one question that comes up over and over again; "Why do they act that way?" Research is giving us new insights to that question and together we will explore brain development of young people and how we can impact 'new pathways' through positive experiences and supportive, positive relationships. We'll explore scientific findings through easy-to-understand terms and learn ways to be creative with programming, relationship building and interaction with all young people.

Learning Outcomes: Participants will: 1) discuss new brain research and how it can shape your work with youth and younger staff; 2) identify opportunities for and apply the critical importance of meaningful youth engagement to build positive relationships at home, in youth programs, on the job and in the community.

504

Behavior Management Strategies in Therapeutic Recreation Settings, Part I (Beginner)

Topic Track: Therapeutic Recreation

Location: Toronto, West Tower, Gold Level

Time: 10:15 am - 11:30 am

Speaker(s): Matthew Richmond, Psy.D., Licensed Clinical Psychologist, Educational & Psychological Services, Ltd.

This series of presentations will cover evidence-based ("research-based") approaches to appropriately address challenging behavior from both staff and participants in the therapeutic recreation or general recreation ("inclusion") setting. Topics to be covered will include how to identify the "function" of a behavior using functional analysis of behavior, implementing antecedent controls in the environment to prevent disruptive behaviors before they happen, and addressing reinforcement contingency plans (i.e., "behavior plans") in order to either promote or extinguish challenging behaviors. This will all be covered in the "Beginners" session, which is most appropriate for program-level or line-level staff members.

Learning Outcomes: Participants will: 1) be able to identify the function of (or reason behind) a range of challenging behaviors, which may be exhibited by either participants or staff members in the therapeutic recreation or Inclusion setting; 2) master the ability to identify the antecedents and consequences of challenging behaviors.

610

Effective Interior Design Renovation: Impacting the Bottom Line

Topic Track: Facilities

Location: Skyway 260, East Tower, Blue Level

Time: 10:15 am - 11:30 am

Speaker(s): Frank Parisi, AIA, LEED AP BD+C, Principal, Williams Architects; Carrie Kotera, Director of Interiors, Williams Interiors

This session will focus on the master planning and implementation of budget driven interior renovations. The intent of the session is to demonstrate how proper planning and good design directly impact the operational efficiency of a facility, inclusive of maintenance costs, green considerations, marketing / branding and revenue generation.

Learning Outcomes: Participants will: 1) learn strategies to effectively plan a cost driven interiors renovation; 2) understand that good design directly impacts your District's customer service leading to a positive revenue impact.

618

Lifeguards Love YouTube

Topic Track: Facilities

Location: Gold Coast, West Tower, Bronze Level

Time: 10:15 am - 11:30 am

Speaker(s): Tim Jaskiewicz, Aquatic Manager, Bolingbrook Park District

This session will cover how to incorporate YouTube and videos to enhance preseason trainings and weekly inservices. The session was created by Kelly Martinez and Becky Hulett from the City of Phoenix.

Learning Outcomes: Participants will: 1) be shown numerous internet videos that are available for teaching young staff the importance and realness of their job; 2) leave with resources that can be used to reinforce concepts and help in teaching new skills.

619

Maggie Daley Park: Explore Next-Gen Ice For All Seasons

Topic Track: Facilities

Location: Michigan A, East Tower, Bronze Level

Time: 10:15 am - 11:30 am

Speaker(s): Jim Maland, Chief Recreation Facility Designer, Stantec Consulting Services, Inc.; Nichole Sheehan, Project Manager, Planning and Construction, Chicago Park District

When people think of ice skating, many think of large sheets of ice in an indoor arena or windswept lakes and rivers. These are the types of places where many learned to skate, however ice design is becoming more creative and adventurous. This session will explore a new form of outdoor skating, the multi-use ice ribbon. An ice ribbon provides a unique skating experience that expands the user group, accommodates a wide variety of all-season use, and fits well into a park-like context. Through the use of interesting graphics, Jim will describe the development of the new, Maggie Daley Park Ice Ribbon in downtown Chicago. Following Jim's overview, Chicago Park District's Project Manager, Nichole Sheehan will reflect on post-project performance, covering the park's first year of programming, revenue, opportunities, and challenges. The presentation will conclude with a brainstorm session on a variety of complementary all-season applications supported by project examples.

Learning Outcomes: Participants will: 1) learn the design parameters and multi-use functions and how they fit into the landscape of Maggie Daley Park to provide a year round downtown Chicago destination. Other ice ribbons projects will be presented to allow participants an understanding; 2) learn the outcomes from the first season of Maggie Daley Ice Ribbon operation including successes, challenges, operations, programming and attendance.

SATURDAY MORNING CONFERENCE SESSIONS 10:15 am - 11:30 am

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs. Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

908 C&M Round Table

Topic Track: Marketing/PR

Location: Wrigley, West Tower, Bronze Level

Time: 10:15 am - 11:30 am

Speaker(s): Theresa Kiel, Marketing Communications Specialist, Carol Stream Park District

The C&M roundtable is your place to be in the know- to keep up with all the marketing and communications initiatives in parks and recreation and interact with marketing colleagues from other park districts. Be ready to share ideas and resources and to collaborate on marketing opportunities. To make the most of the gathering come prepared with marketing collateral, guides, digital examples or anything else you want to share.

Learning Outcomes: Participants will: 1) share experiences and best practices in C&M; 2) network with other C&M professionals.

1005 Competitive and Community Advantage: Diversity and Inclusion



Topic Track: Diversity

Location: Acapulco, West Tower, Gold Level

Time: 10:15 am - 11:30 am

Speaker(s): Jim Norman, Leadership, Strategy and Solutions Specialist, Executive Service Corps of Chicago; Daisy Feidt, Executive Vice President, Access Living

Race, disability, gender and ethnicity matter, but so do our experiences, backgrounds and perspectives, as well as, friendships, road trips and chance meetings. This interactive session will share the value of and demonstrate best diversity practices.

Learning Outcomes: Participants will: 1) be given a broad definition and experience of diversity and inclusion; 2) be given the essential elements for building and sustaining an effective Diversity & Inclusion initiative.

SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm - 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

18 Get to Know Make a Splash

Topic Track: Leadership/Management

Location: Water Tower, West Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Shweta Shreyarhit, Make a Splash Program Coordinator, USA Swimming Foundation

The USA Swimming Foundation's Make a Splash initiative is saving children's lives through swimming lessons, with the goal of providing the opportunity for every child in America to learn to swim. Join us as we walk you through Make a Splash, and how the USA Swimming Foundation partners with learn-to-swim providers and water safety advocates across the country to provide swimming lessons and educate children and their families on the importance of learning how to swim. To date, more than 3 million children have received the lifesaving gift of swim lessons through the USA Swimming Foundation Make a Splash Local Partner network, learn how you too can be a part of our network of more than 700 qualified lesson providers across the nation!

Learning Outcomes: Participants will: 1) gain a full understanding of the services and resources available to them through the USA Swimming Foundation's Make a Splash initiative; 2) evaluate their current water marketing and promotional efforts in regards to terminology, assess their existing program operations to allow for industry best-practices, and explore inclusionary practices for the under-served populations within their communities.

105 Ethical Requirements for Public Officials



Topic Track: Boardmanship

Location: Columbus GH, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Kathleen Elliott, Attorney and Heidi Katz, Partner, Robbins Schwartz; Julianne Elliott, Commissioner, Rockford Park District

This session will offer a review of statutes and case law concerning prohibited political activity and gift ban, prohibited interest in contracts and conflicts of interest. Tips for best practices will also be provided.

Learning Outcomes: Participants will: 1) become familiar with their ethical

109 Cybersecurity – Protecting Your Agency and Your Patrons

Topic Track: HR/Risk Management

Location: Columbus KL, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Ken Sullivan and Todd Rowe, Partners, Tressler LLP

From breaches at Sony and Target to our own personal security, cybersecurity has become a major concern for park districts and other governmental entities. This presentation will analyze the threats specifically targeting park districts and will include a discussion on how to: recognize information and data that must be protected; safeguard information and data; and the use of insurance to protect against cyber threats and risks. Additionally, our presentation will address concerns related to document retention requirements in the context of cybersecurity for park districts.

Learning Outcomes: Participants will: 1) learn how to diagnose and reduce the risk of cyber attacks; 2) know how to respond to a cyber attack when it occurs and how to recover from a cyber attack.

117 Practices & Procedures for Effective Board Meetings



Topic Track: Governance/Legal

Location: Columbus IJ, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Robert K. Bush and Scott A. Puma, Equity Partners, AnceL Glink Diamond Bush DiCianni & Krafthefer P.C.

Effective and productive board meetings do not happen by accident. This session will deal with techniques, practices and procedures that will keep the elected board members on focus for matters at hand and meeting legal requirements in the process.

Learning Outcomes: Participants will: 1) learn skills on dealing with board issues for staying on course; 2) gain a better understanding on how to deal with distractions on the board to reach goals & objectives.

SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm - 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



119 What Commissioners Need to Know About Employment Litigation



Topic Track: HR/Risk Management

Location: Grand Suite 5, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Thomas G. DiCianni, Equity Partner and Lucy B. Bednarek, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

Attend this session to hear from two seasoned litigators who have successfully defended public employers in employment discrimination, harassment and related litigation, as well as before the Illinois Human Rights Commission and the EEOC. The program is designed to update park officials and administrators on the hottest topics in employment litigation from the last year.

Learning Outcomes: Participants will: 1) learn procedures on park operations that will reduce or eliminate employment litigation exposures; 2) learn about employment litigation trends impacting park districts, loss prevention exposures and other practice suggestions.

125 Consolidation of Illinois Public Entities: Be Proactive

Topic Track: Governance/Legal

Location: Columbus AB, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Keri-Lyn J. Krafthefer, Equity Partner and James D. Rock, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

There is another commission formed by the state exploring consolidation and elimination of local units of government. It is time to be proactive in these discussions and to prepare for possible politically charged direction that could overpower the best direction for the residents of the park district.

Learning Outcomes: Participants will: 1) develop an understanding of the status of State government efforts to consolidate Illinois units of local government; 2) learn to effectively use tools and strategies available to park and recreation agencies to proactively address efforts by others to consolidate units of local government.

144 Empower Your Staff and Engage Your Board, Part III



Topic Track: Leadership/Management

Location: Roosevelt, East Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Gina Madden, Attorney, Law Office of Gina L. Madden; Brian Sullivan, Director of Parks & Recreation, Village of Hawthorn Woods

Part III will provide a continuation of the concepts and ideas discussed in parts I and II of this series.

Learning Outcomes: Participants will: 1) be able to empower staff through positive and productive policy implementation and team building; 2) develop an understanding of appropriate staff and board roles in order to facilitate productivity and positive morale.

206 FootGolf, Bringing a New Demographic to Your Golf Facility

Topic Track: Parks/Natural Resources

Location: Columbian, West Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Roberto Balestrini, Founder, American FootGolf League

Speak with managers of Golf Course and Parks and Rec department heads about the possibilities of having FootGolf at their course. They will learn what is involved in installing a FootGolf course, what the expected revenue is from FootGolf, and how to keep those new players coming back to your facility not only for FootGolf, but also to introduce them to golf.

Question and answer time is welcome as operators always have a lot of questions.

Learning Outcomes: Participants will: 1) understand how FootGolf can benefit the bottom line of their golf course; 2) learn what they need to do to ensure their program is successful and introduced properly; 3) learn the evolution of the sport and the plans for the future to expand FootGolf across the country and around the world.

208 Greening Your Agency

Topic Track: Parks/Natural Resources

Location: Wrigley, West Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Brendan Daley, Director of Strategy & Sustainability, Chicago Park District



Want to learn how to make your agency more efficient with an eye on sustainability? Green it up! This session will provide examples of low or no cost green initiatives as well as tools to determine cost benefit of implementation.

Learning Outcomes: Participants will: 1) be able to identify sustainable operations that can be implemented within their agency using third party certifications or other resources to assist. These include facilities and land management, programming, and special events; 2) be able to conduct a simple return on investment or cost benefit analysis for a new sustainable operations or project prior to implementation.

216 Nature Play: Intentional Design Strategies for Reconnecting Children to Nature

Topic Track: Parks/Natural Resources

Location: Grand Suite 3, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Jennie Sumrell, Director of Education, PlayCore



Nature plays a critical role in child development and our emotional and psychological well-being. It is essential, that park planners and designers of outdoor play and learning spaces focus their attention on infusing nature back into children's everyday free play environments. This session will provide best practices and case examples that offer research-based solutions to reconnect children and families with the natural world. Be inspired to advocate and deliver compelling play opportunities for children and families in naturalized settings that attract users, promote active lifestyles outdoors, address child development, and provide unique learning opportunities.

Learning Outcomes: Participants will: 1) be able to list three design strategies for outdoor play and learning environments intended to engage children with nature; 2) be able to summarize case examples, implementation, and sustainability practices to help advocate, plan, and fund community-based nature initiatives and goals.



SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm - 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

316

Continuing Disclosure: Is Your Agency Up to Date?

Topic Track: Finance/IT

Location: Michigan C, East Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Steve Adams, Partner, Tressler LLP

The SEC is cracking down on those who fail to keep up to date with the continuing financial disclosures required on your public financings. This session will discuss the importance and necessary contents of your agency policies regarding continuing disclosure undertakings, when and how to use EMMA, determining when a disclosure is material, disclosures on private borrowings, and what to do when there is an error or omission. This session is critical for all agency executives, especially finance personnel who regularly deal with the agency's financings. **Learning Outcomes:** Participants will: 1) learn about the disclosure process and the importance of staying up to date on the agency's disclosures; 2) learn when certain disclosures are required, how to handle private borrowings, voluntary reporting of violations, and responding to an SEC audit.

327

Interviewing for RESULTS...Secrets to the Selection of Top Performers

Topic Track: Leadership/Management

Location: Acapulco, West Tower, Gold Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Scott Chovanec, President, Scott Chovanec & Associates, Inc.

Without hesitation, it is always the 'people' in your programs that are the critical success factors in any agency. But, finding the right candidates that align with you needs can be a challenging task. Using behavior-based interviewing strategies that actually get results, this workshop will allow you to investigate the needed competencies specific to job functions while you also create a system of strategic questioning that has proven results. In addition to learning how to interview for results, you will explore those necessary leadership skills that not only ATTRACT, but also KEEP these peak performers. This is an interactive and highly participative workshop. If you are interested in enhancing your interview and employee selection skill sets, then don't miss this one.

Learning Outcomes: Participants will: 1) be able to develop a list of key competencies needed for selected and specific job titles /function and then create a S-T-A-R set of questions to test these competencies; 2) learn leadership-oriented skills critical to both attracting and keeping your talented 'peak performers'.

417

Let's Go Camping! Forest Preserves of Cook County CLIC Program

Topic Track: Recreation

Location: Comiskey, West Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Brian Arnoldt, Program Coordinator - Outdoor Recreation, Forest Preserves of Cook County

Always wanted to take your park group camping but didn't have the know-how or the gear? In this session you'll learn about The Forest Preserves of Cook County's Camping Leadership Immersion Course (CLIC), a program focused on getting people out camping even if they don't have the gear or the experience. Parks already get young people outside, and camping is a great next step in connecting users to a more intensive outdoor experience. In this session you'll learn how CLIC allows groups to camp within the Forest Preserves of Cook County with up to 30 users with access camping gear, curriculum ideas and the training for a great camping experience. Attendees will also understand the connection to the outdoors that overnight camping provides as well as learn details about the CLIC program and how they and their group can get involved.

Learning Outcomes: Participants will: 1) learn the importance of using camping as a catalyst to connect young people to the outdoors; 2) learn how to gain access to the CLIC program and take advantage of its offerings.

421

The Changing Image of Aging: Future of Facilities and Programming

Topic Track: Recreation

Location: Columbus EF, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Rica Cuff, 50+ Active Adult Coordinator, Hoffman Estates Park District; Mary Lester, Recreation Supervisor, West Chicago Park District

Rica and Mary will discuss the changing image of aging and the effect on senior centers and programming including current demographics, emerging senior center models and evidenced based programs for participants 50 years olds and older. With the last of the baby boomers turning 65 it is time to determine changes that need to be made to our facilities (Senior and Recreation Centers), trends in programming for the 50+ population, how the needs of the baby boomers differ from needs of the older adult, and how to train our front line staff against "ageism".

Learning Outcomes: Participants will: 1) be able to determine if a program is evidenced-based and if it meets the needs of their participants 50 years and older; 2) be able to change the image of aging by training staff members about "ageism" and offering programs that meet the needs of all of their participants 50 years and older.

426

Youth Sport and the American Development Model: Opportunities for Growth

Topic Track: Recreation

Location: Gold Coast, West Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Raquel Hutchinson, Director, Illinois Youth Sport Initiative and Laurence Chalip, Department Head/Professor, Department of Recreation, Sports & Tourism, University of Illinois; Jarrod Scheunemann, Community Service Coordinator, Office of Recreation & Park Resources, University of Illinois

This interactive session introduces park and recreation professionals to the American Development Model (ADM) for youth sport provision with a particular focus on its relevance for designing and marketing sport programming for young people. The session explains the logic and evidence base for the ADM, and then describes means to use ADM principles and practices to attract and retain program participants. Specific examples are provided. Differences between ADM programming and traditional programming are highlighted, and advantages of the ADM for building and retaining participation by youth in sport programming are illustrated. Strategies to promote and build demand for ADM programming are described.

Learning Outcomes: Participants will: 1) become familiar with techniques and systems by which the American Development Model can build and retain markets for youth sport programs while adding efficiencies to program delivery; 2) be able to formulate tactics to build and sustain demand for youth sport programs that are designed and delivered using American Development Model principles and practices.

SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm - 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



507 Behavior Management Strategies in Therapeutic Recreation Settings, Part II (Advanced)

Topic Track: Therapeutic Recreation
Location: Toronto, West Tower, Gold Level
Time: 12:30 pm - 1:45 pm
Speaker(s): Matthew Richmond, Psy.D.,
Licensed Clinical Psychologist, Educational
& Psychological Services, Ltd.

This series of presentations will cover evidence-based ("research-based") approaches to appropriately address challenging behavior from both staff and participants in the therapeutic recreation or general recreation ("inclusion") setting. In the Advanced session, which is most appropriate for administrators and/or supervisory level staff or those with a good foundation, session attendees are especially encouraged to bring case examples for consultation and content will also be extended to address more advanced concepts such as Differential Reinforcement and Extinction as they relate to challenging behaviors.

Learning Outcomes: Participants will: 1) be able to identify the function of (or reason behind) a range of challenging behaviors, which may be exhibited by either participants or staff members in the therapeutic recreation or Inclusion setting; 2) master the ability to design behavioral intervention programs that are aimed at implementing advanced behavior analytic principles such as Differential Reinforcement and Extinction.

612 History of Parks and Natural Areas in the Chicago Region

Topic Track: Facilities
Location: Hong Kong, West Tower, Gold Level
Time: 12:30 pm - 1:45 pm
Speaker(s): Julia Bachrach, Historian, Chicago Park District; Steve Swanson, Director of The Grove, Glenview Park District

This session will focus on the historic legacy of parks and natural areas in Chicago and the surrounding region. It will highlight such early leaders as Dr. John A. Kennicott, an advocate for saving green spaces early as the 1850s, and Donald Culross Peattie, author of nationally popular books on nature, who both contributed to the Grove, a National Historic Landmark in Glenview. The session will also feature Chicago's 1860s park movement in which parks and boulevard were developed along the outskirts of the city. At the turn of the 20th century, pioneering parks provided green spaces along with social services to the nearby tenement districts, and included the world's first field house. This session will highlight the campaign to establish the Cook County Forest Preserves, and feature contributions of important figures in history such as Jane Addams, Frederick Law Olmsted, Daniel H. Burnham, and Jens Jensen.
Learning Outcomes: Participants will: 1) learn about the early history of parks and natural areas in the Chicago region; 2) better understand the contributions of such park advocates and early designers as John A. Kennicott and Jens Jensen.

613 Identifying Good Candidate Buildings for Adaptive Reuse

Topic Track: Facilities
Location: Plaza A, East Tower, Green Level
Time: 12:30 pm - 1:45 pm
Speaker(s): Lindsey Peckinpugh, AIA, LEED AP, Associate Principal and Brent Ross, AIA, Associate, Sink Combs Dethlefs, Sports Architecture

The construction of brand new recreation facilities is often out of reach for public agencies. Some districts find themselves asking if a creative adaptive reuse of an existing facility will meet their communities' growing needs in a cost effective manner. The repurposing of an existing structure can be full of unknowns, but also provide great economic and social benefit to a community if

undertaken in a responsible way. By thoughtfully and strategically reusing existing structures, communities may find added benefit in preserving cultural history, being stewards to the environment, and realizing cost savings over new construction. This session will explore the benefits of adaptive reuse projects and provide attendees some creative solutions for how outdated or underutilized space may be re-imagined. It will also help decision makers understand some of the requisite questions that must be answered to determine if their facility is a good candidate for adaptive reuse.

Learning Outcomes: Participants will: 1) explore the benefits of adaptive reuse projects and provide attendees some creative solutions for how outdated or underutilized space may be re-imagined; 2) better understand some of the requisite questions that must be answered to determine if their facility is a good candidate for adaptive reuse.

624 Sccoorree! Creating a Unique and Revenue Generating Sports Complex

Topic Track: Facilities
Location: Michigan B, East Tower, Bronze Level
Time: 12:30 pm - 1:45 pm
Speaker(s): Eric Hornig, Principal, Hitchcock Design Group; Frederick Barofsky, President, The Fred Barofsky Company; Dan Martin, Managing Principal, Market & Feasibility Advisors

Amateur sports facilities are a growing business across the country that has generated millions of dollars in tourism income for the communities that host the tournaments. This increasing need has caused many public agencies to create a "game plan" that creates unique sports complexes and allows them to compete for those same sports tourism dollars. This session will cover what steps are undertaken to help a community determine if they can support a facility, the key amenities to include that enhance player and visitor experience and the economic feasibility of managing the facility to insure that it remains profitable and meets the needs of the users.
Learning Outcomes: Participants will: 1) be able to determine if their community can support a sports tournament facility; 2) discuss the various options available for managing a complex as well as the possible avenues to further the complexes profitability.



SATURDAY AFTERNOON CONFERENCE SESSIONS

12:30 pm - 1:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

906

Brain Science and Digital Marketing: 6 Ways to Connect

Topic Track: Marketing/PR

Location: Columbus CD, East Tower, Gold Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Andrew Crestodina, Strategic Director, Orbit Media Studios, Inc.

Call it neuromarketing. Call it behavioral economics. Call it Jedi mind tricks. Whatever you call it: brain science and marketing go together. And anyone can learn how to do it. In this presentation, we will review the research, case studies and web marketing tactics that work with natural, human behavioral tendencies, including:

- Herds, halos and the science of social proof
- Context, contrast and colorFear, loss and scarcity
- Eye tracking, color and visual prominence
- Writing copy for busy minds

We'll reveal secrets of the brain, behavior and marketing on the web. If there are humans in your target audience, this presentation is for you.

Learning Outcomes: Participants will: 1) learn how to adapt their website to work with human psychology trigger action; 2) learn how to create content that is more compelling by leveraging cognitive bias.

913

Customer Service - Let Them Feel How Much You Care



Topic Track: Marketing/PR

Location: Randolph, East Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Danielle Eisenach, Director of Marketing, CDH

Learners will understand the importance of providing quality customer service, understand the components of providing quality customer service, and evaluate their current level of service. Ideally, learners will be customer facing, but techniques discussed can apply to co-workers as internal customers.

Learning Outcomes: Participants will: 1) understand basic components of quality customer service; 2) learn how to implement a customer service plan with internal and external customers.

1004

Community Engagement Survey Model, Part I

Topic Track: Diversity

Location: Michigan A, East Tower, Bronze Level

Time: 12:30 pm - 1:45 pm

Speaker(s): Jeffrey Jones, Community Engagement Specialist, INCLINE Professional Development

In this two-part, interactive session, participants will engage in the process of identifying and developing cultural/diversity goals and standards that can be included as measurable criteria for agency enhancements, quantitative data, audience surveys and community engagement. In part one, the value and purpose of community engagement will be discussed. Participants will also be introduced to survey design methods and cultural competency indicators.

Learning Outcomes: Participants will: 1) understand the value of community engagement and the importance of incorporating cultural competency measures to drive engagement of diverse communities; 2) be able to identify cultural/diversity goals that can be included as measurable criteria.



SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm - 3:15 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

21

iLearn Top 5 in 75

Topic Track: Leadership/Management

Location: Toronto, West Tower, Gold Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Leadership Academy Participants

In partnership with the Professional Services Committee's iLEARN program, this year's Leadership Academy students are proud to present five trending topics in parks and recreation. Each group will discuss the background, case studies, research, and solutions for the following topics: Minimum Wage Increase, STEAM (Science, Technology, Engineering, Arts and Math) Programming, Best Practices for Collecting and Analyzing Program Reviews, the New Law for Concussions and Youth Sports, and Best Practices for Employee Evaluations. Participants will walk away with ways to address these situations, best practices, and policy templates to take back to your agency. Ask us how you can get involved in the iLearn program and be in the speaker's seat next year!

Learning Outcomes: Participants will: 1) learn about five different hot topics in parks and recreation and how to handle them at your agency; 2) take away best practices and policy templates for addressing these issues.

113

Environmental Risks in Real Estate Transactions

Topic Track: Facilities

Location: Roosevelt, East Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Steve Grossmark and Steve Adams, Partners, Tressler LLP

Property acquisition is one of our most fundamental practices. This session will provide you with essential practical information on how to protect your agency from the large uncovered risks that can arise in even the smallest real estate transaction.

Learning Outcomes: Participants will: 1) learn best practices for identifying, managing and shifting remediation risks away from the agency when acquiring property; 2) take away essential real estate contract terms that hold the seller accountable, and advice on how to negotiate these provisions; 3) learn to how to obtain the most cost effective, reliable assessments necessary to secure crucial legal protections and the availability of grants to make your dream land acquisition project a reality.

SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm - 3:15 pm

Pre-Registration is not required to attend Saturday sessions.

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Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



SATURDAY, JANUARY 30, 2016

126

Tort Immunity - Tips for Reducing Liability Exposure

Topic Track: Governance/Legal

Location: Grand Suite 5, East Tower, Gold Level

Time: 2:00 pm - 3:15 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Thomas G. DiCianni, Equity Partner, and Lucy B. Bednarek, Partner, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

Parks need to understand how the Illinois Governmental Tort Immunity Act applies to their operations and common liability pitfalls to avoid. Experienced attorneys will discuss the tort immunity defenses available to park districts and their employees, recent case decisions and how parks can use tort immunity to defend against liability exposure. The session will also offer practical tips on how parks may best utilize tort immunity protections.

Learning Outcomes: Participants will: 1) learn about ways to avoid litigation through tort immunity defenses; 2) learn practical way to keep your park facilities safe and how to avoid certain liability traps through preventative tools.

130

Parades and Festivals in Parks - Liability Issues, Recent Decisions

Topic Track: Governance/Legal

Location: Water Tower, West Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Maura Yusof, Attorney and Mark McClenathan, Partner, Heyl Royster

This session is intended both for park districts that have experience in managing parades and festivals and those that may be considering the same. We will start with an overview of the laws and possible local ordinances to consider for parades and festivals. We will address the contracting and application process, necessary provisions to require - including the necessary police and insurance - and pitfalls to avoid. We also will review recent court cases regarding allegations of personal injuries sustained during parades and festivals.

Learning Outcomes: Participants will: 1) learn ways to address concerns and reduce/eliminate injuries, and thus liability, during parades and festivals at park district property; 2) take away suggested ordinances,

131

Social Enterprise - Leverage Existing Assets for New Revenue

Topic Track: Leadership/Management

Location: Columbus GH, East Tower, Gold Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Tom Lamb, Leadership, Strategy and Solutions Specialist, Executive Service Corps of Chicago

This session will examine the four-stage process for creating new revenue streams by leveraging current assets. Determine your agency's readiness for this new direction and what is required to ensure success.

Learning Outcomes: Participants will: 1) learn what social enterprise is and what it is not; 2) learn how to recognize when an agency is ready to explore realistic options for building a new source of revenue; 3) learn what is involved in each of the four phases of a social enterprise project, covering: a) Readiness Self Assessment, b) Identify, c) Plan, and d) Implement.

135

Issuing Bonds: What Commissioners Need to Know

Topic Track: Finance/IT

Location: Columbian, West Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Kyle Harding, Partner and Anjali Vij, Associate, Chapman and Culter LLP

In this session, discussion will entail on the process of issuing bonds and the issues to be aware of, particularly with respect to increased regulation by the IRS and SEC. The different types of bonds, the roles of the financing team, timeline and post-issuance compliance obligations will all be discussed. Lastly, common pitfalls when issuing debt and how to avoid them will be addressed.

Learning Outcomes: Participants will: 1) learn the basics of how to issue debt and also how to avoid common pitfalls when issuing debt; 2) learn what compliance obligations exist when issuing debt on a tax-

137

Commissioner's Roundtable

Topic Track: Boardmanship

Location: Columbus EF, East Tower, Gold Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Tom Barz, Vice President, Frankfort Park District; Mary Ann Chambers, Commissioner, Northbrook Park District; Adriane Johnson, President, Buffalo Gove Park District; Dick Volker, Vice President, Princeton Park District; Jeff Fougerousse, Executive Director, Vernon Hills Park District

You've just been elected as a new commissioner, now what? How do I become an effective board member and a good volunteer? Being a commissioner means more than just attending board meetings. You have to get involved in the agency and community events. You will hear from five experienced commissioners who will share their knowledge and advice from their years on their boards. Please come to this session prepared to ask questions and pick their brains about being a commissioner.

Learning Outcomes: Participants will: 1) learn how veteran commissioners manage various situations, challenges and obstacles; 2) be able to ask veteran commissioners about issues or circumstances they cannot discuss during their local meetings.

217

Elements to Successful Multi-Use Trail and Bicycle Path Projects

Topic Track: Parks/Natural Resources

Location: Columbus KL, East Tower, Gold Level

Time: 2:00 pm - 3:15 pm

Speaker(s): John Mayer, Project Manager/Principal, Engineering Resource Associates, Inc.

Trails and Biking Paths are a part of every park district's DNA. Due to the nature of the multiple properties located throughout a community, park districts need to collaborate with other agencies in order to establish continuity and regional benefits throughout their district. This discussion will present different potential funding sources, provide case studies of successful partnerships to successful continuous trails and present some of the potential pitfalls that can derail a project in a New York second!

Learning Outcomes: Participants will: 1) become acquainted with some of the funding sources that are being used for the construction of trail and bike paths along with the elements of a project that can make the project a better candidate for selection; 2) learn of measures that have been successful taken on recent trail and bike projects that result in providing overall continuity throughout their communities.





SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm - 3:15 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

219 Innovative Solutions to Promoting Physical Activity in Multigenerational Park Settings

Topic Track: Parks/Natural Resources

Location: Grand Suite 3, East Tower, Gold Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Jennie Sumrell, Director of Education, PlayCore

Park and recreation professionals play a critical role in promoting physical activity, health, and wellness. This session will explore unique case examples in which communities have intentionally implemented new and exciting ways to make regular physical activity and exercise more available, more accessible, more affordable, and more enjoyable- transforming their local parks and playgrounds into active, fun multigenerational destinations. Advocacy messages, design best practices, and effective programming ideas will be shared to motivate people of all ages to MOVE! **Learning Outcomes:** Participants will: 1) be able to list three intentional design strategies and research-based best practices for creating multigenerational play destinations that promote physical activity; 2) create an "elevator speech" in order to effectively advocate how outdoor play and recreation environments can be a valid solution to combating obesity and promote healthy lifestyles through active play.

312 5 Things An Agency Should Know Before Beginning an Investigation

Topic Track: Governance/Legal

Location: Michigan B, East Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

Speaker(s): James Sullivan, Director, Dispute Advisory, Sikich, LLP

An internal investigation presents many hurdles and exposes an agency to many risks. Thoughtful, informed decision-making from the onset helps an agency navigate critical issues including resource allocation, compliance, employee rights and outside scrutiny. Thinking about the five crucial concerns discussed in the presentation will help an agency save time and money and perhaps the reputation of the agency. Many

agencies do not have an oversight department - like an Inspector General's Office - to respond to evaluate and respond to complaints of employee or vendor misconduct. The presentation will detail five crucial considerations an agency must consider before it determines if an investigation is warranted and who should conduct the investigation.

Learning Outcomes: Participants will: 1) learn of the many inherent issues related to evaluating complaints of misconduct, assessing the need for follow-up and determining the appropriate resources to allocate to this crucial oversight function; 2) be advised of legal and compliance issues related to the investigative process.

322 The Rapidly Evolving Law of Employee Protected Activities

Topic Track: HR/Risk Management

Location: Michigan C, East Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Robert T. McCabe, Equity Partner and Elizabeth K. Barton, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

Can your employees argue and curse in the workplace without fear of discipline? Badmouth you on social media? Can they use your email system to encourage unionization? Agencies and courts around the country have recently ruled in favor of employees on all of these issues. Illinois law will likely evolve in the same way. Keep a step ahead of potential employment issues by not only knowing where the law is currently, but how it is likely to develop, from attorneys who not only advise on these issues every day, but blog about them daily in the Workplace Report with Ancel Glink.

Learning Outcomes: Participants will: 1) hear a lively and relevant discussion about employee protected activities, and will learn valuable "how-to's" to properly navigate the challenges employers face; 2) focus on understanding the NLRB's recent expansion of protected concerted activities and how this expansion affects employers regardless of whether your employees are unionized. We will also discuss developing strategies for addressing and analyzing expanded

409 Finding the Opportunity - Succession Planning for the Recreation Program

Topic Track: Recreation

Location: Gold Coast, West Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Michael Mulvaney, Associate Professor, Eastern Illinois University

Terminating a recreation program can be a difficult task. From the timing of the termination to the potential outcry of those few, but extremely loyal, program participants, retiring a program can present many challenges. This session will discuss a proactive approach to this process by presenting multiple strategies and indicators that can assist the professional in taking a more strategic and opportunistic approach to this stage in the program life cycle. Several examples and programming data will also be shared throughout the session.

Learning Outcomes: Participants will: 1) discuss the issues, impacts, and opportunities associated with retiring a recreation program; 2) examine proactive planning strategies in anticipation of life after the existing recreation program.

410 Finding your Fit: Wellness in an Urban Setting

Topic Track: Recreation

Location: Comiskey, West Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Colleen Lammel-Harmon, RD, CPRP, CPT-ACE, Wellness Manager, Community Recreation/Wellness and Michelle Baldwin, Park Supervisor, Chicago Park District

The Chicago Park District has endured many challenges with big box style competitors, facing budget cuts for less specialized fitness staff, high turnover rates, and finding solutions to address wellness in both affluent and underserved communities. This session will highlight methods to solicit corporate funds to hire instructors, offer a high-quality wide range fitness menu, all while using a sliding scale to keep prices matched to community levels. We will discuss true park stories on special fitness events, teaching kids to prepare healthy foods and learn healthy eating habits. Also, wellness programs that incorporate physical activity for caregiver and child to ensure quality time while exercising, and finding grassroots community partners to join in the mission while dividing costs.

Learning Outcomes: Participants will: 1) compare and contrast the main causes of obesity and how they can be combated in a park setting; 2) analyze and critique community data on potential service partners and how best to serve multilevel demographics; 3) identify how community and corporate partners provide enhancement and fill gaps with current wellness programming.

SATURDAY AFTERNOON CONFERENCE SESSIONS

2:00 pm - 3:15 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



503

Understanding ADHD and Executive Functioning Challenges From the Inside Out

Topic Track: Therapeutic Recreation

Location: Columbus IJ, East Tower, Gold Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Eric Tivers, Licensed Clinical Social Worker, Tivers Clinical Specialties, PC

This presentation is for parents, therapists or anyone interested in gaining a deeper understanding of ADHD and executive functioning. You will learn about the myths, misinformation, and common misconceptions about ADHD. This session will explore brain science, behavior modification, ADHD research, treatments and strategies. Attendees will hear about case examples and the personal stories of a therapist of who has ADHD. We will explore the importance of utilizing a multi-modal treatment approach and what that means for providing effective interventions and accommodations for individuals with ADHD.

Learning Outcomes: Participants will: 1) understand the role of executive functioning, how it impacts individuals with ADHD, and what they can do to support those with executive functioning impairments; 2) learn how misinformation about ADHD and misguided approaches aimed to help kids with ADHD can increase the likelihood of developing co-occurring mental health disorders challenge, including anxiety and depression.

615

Is Your Recreation Facility Showing Signs Of Its Age?

Topic Track: Facilities

Location: Plaza A, East Tower, Green Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Lindsey Peckinpugh, AIA, LEED AP, Associate Principal, Sinks Combs Dethlefs, Sports Architecture; Jeff King, President, Ballard King & Associates

All building operators are faced with a growing list of program and space demands which must be accommodated within existing and aging facilities. Taking a close look at space utilization and program trends within the recreation market, many facilities are choosing to renovate under-utilized space into higher quality, multi-purpose space. Racquetball course and rock climbing walls which serve a very dedicated population are falling out of

favor for more flexible, inclusive spaces that can be programmed in creative ways. Astute operators are wary of the pitfalls of designing spaces that are "multi-useless" because they try to serve too many masters. They are also hungry for ways to update their facilities and realize operational benefits of improved energy performance, enhanced indoor air quality, and safer environments for their patrons.

Learning Outcomes: Participants will: 1) learn of the growing trends in renovation design and creative ideas for repurposing space; 2) learn operational strategies for analyzing the cost benefit of renovations and understanding how to get the most bang for their buck when undertaking a renovation.

904

The Local Lifecycle: Converting Your Community Into Loyal Participants

Topic Track: Marketing/PR

Location: Randolph, East Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Sara Wise-Martinez, Senior Account Executive, ACTIVE Network

This presentation will highlight the intricacies of the 'local lifecycle' and how you can understand and engage with the members of your community. This lifecycle is critical to your organization, as it evaluates the stages a constituent will go through to become a loyal participant. It will give insight into the various buying personas that exist in your community, how they can be engaged and where these audiences can be found. It will underline different lead generation strategies you can adopt to make sure you are generating the right audiences at the right time. Finally, it will address how you can retain these relationships, so they continue to come through your door.

Learning Outcomes: Participants will: 1) understand the various buying personas that exist in your community; 2) learn how to develop lead generation strategies, engage your audience, and retain the relationships generated through various marketing tips and tricks.

911

The Why and How of Content Marketing

Topic Track: Marketing/PR

Location: Columbus CD, East Tower, Gold Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Andrew Crestodina, Strategic Director, Orbit Media Studios, Inc.

You've likely heard about content marketing. Maybe you're already investing in it. But have you taken the first critical step that can make all the difference to your success? This session answers the top questions and addresses the top objections: What's content marketing? Why invest in content? What topics does your audience really care about? What if we're not writers? We don't have time to create marketing content. This session puts marketing in a fresh context, showing how everyone in a sales or leadership role is already a content marketer although many don't even know it yet. This session is ideal for the marketers and business leaders responsible for driving growth within your organization, regardless of the size of your marketing department or budget.

Learning Outcomes: Participants will: 1) understand how content pulls visitors toward websites and inspires action; 2) how social media, search engines and email marketing can work together.

1008

Community Engagement Survey Model, Part II

Topic Track: Diversity

Location: Michigan A, East Tower, Bronze Level

Time: 2:00 pm - 3:15 pm

Speaker(s): Jeffrey Jones, Community Engagement Specialist, INCLINE Professional Development

In part two, participants will explore the survey design principles discussed in part one by developing an online survey that will measure the importance of cultural/diversity and inclusion competence indicators. Based on the number of indicators selected, participants will also develop a set of measurable criteria.

Learning Outcomes: Participants will: 1) be able to create an online survey that measures the importance of cultural/diversity and inclusion competence indicators; 2) be able to educate others on the literature focused on diversity in parks and recreation.



SATURDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm – 4:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.

17 Executive Director Roundtable

Topic Track: Leadership/Management
Location: Columbus EF, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Allison Niemela, Executive Director, Batavia Park District; Bill McAdam, Executive Director, Downers Grove Park District; Angela Sullivan, Director of Parks & Recreation, City of Jerseyville

Whether you are a new executive director or a seasoned veteran, this session will provide a confidential, peer-to-peer forum for exchanging ideas, problem-solving and crowd-sourcing answers to some of your toughest agency challenges. Led by a panel of enthusiastic executive directors, who will assist in guiding discussion, this highly interactive session will offer participants an opportunity to seek advice, share stories highlight accomplishments and learn tips and strategies from others' shared experiences.

Learning Outcomes: Participants will: 1) be able to connect with their peers and discuss timely, sensitive issues; 2) gain new perspectives and strategies from others' shared experiences.

209 Making Parks Relevant

Topic Track: Parks/Natural Resources
Location: Columbus KL, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Ginny McDougal, Play Advocate, Playworld

Communities change continuously. If their parks and outdoor spaces do not change in parallel, societal needs and what is offered for outdoor recreation will be mismatched. We will review trends that affect outdoor spaces, Park & Recreation funding trends and examples of low cost ways to change the perceived value of outdoor recreation to the community.

Learning Outcomes: Participants will: 1) identify the major trends that change communities and the perceived value of outdoor spaces and discuss ways to connect an outdoor space to a community's needs; 2) use positioning theory to change how your organization and project is perceived.

224 Wetland Enhancements and Streambank Stabilization

Topic Track: Parks/Natural Resources

Location: Grand Suite 3, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Andrew Kustus, Professional Environmental and Civil Engineer, Engineering Resource Associates, Inc.; Andy Stahr, LEED AP, Principal, ecology+vision, llc

Many park districts are tasked with the challenge of maintaining water bodies, flood-prone and wetland areas. This discussion will present several projects that have successfully addressed bank erosion problems in an environmentally responsible manner and reduced overall maintenance at the same time. These example projects serve to inspire others to take measures and in turn realize long term cost savings. The four highlighted projects will include: 1. Elliot Lake Stabilization Project, 2. Oak Meadows Golf Preserve, 3. Ginger Creek Shoreline Stabilization, 4. Tolentine Park, Olympia Fields, Illinois
Learning Outcomes: Participants will: 1) gain a greater understanding and appreciation for environmental elements in a project; 2) become inspired by these projects to take measures and in turn realize long term cost savings.

313 Protecting an Agency From Procurement and Vendor Fraud

Topic Track: Governance/Legal

Location: Michigan B, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): James Sullivan, Director, Dispute Advisory, Sikich, LLP

The presentation will review applicable procurement rules and the fraud risks inherent in the procurement process. The presentation will also present the variety of others vendor fraud risks. The presentation will conclude with a discussion of fraud prevention and effective internal controls.

Learning Outcomes: Participants will: 1) learn applicable procurement rules, the risk of fraud related to procurement and effective controls; 2) learn about the fraud risks when dealing with vendors and effective controls to reduce the risk of vendor fraud.



321 Dealing with Mandatory Criminal Background Checks of EEOC Guidelines

Topic Track: HR/Risk Management

Location: Michigan C, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

CLEs Awarded: 1.0 (*pending approval*)

Speaker(s): Robert T. McCabe, Equity Partner, and Greg Jones, Attorney, Ancel Glink Diamond Bush DiCianni & Krafthefer P.C.

Come listen to experience attorneys discuss this issue to help your district avoid making costly errors in dealing with mandatory criminal background checks.

Learning Outcomes: Participants will: 1) gain a greater understanding the federal and state laws that regulate the use of background checks in hiring decisions as well as recent legal trends on this issue; 2) learn to recognize potential issues related to the improper use of background checks as well as how to properly conduct background checks to avoid potential litigation.

326 Creating a 'Culture of Customer Service Excellence' for Your Agency

Topic Track: Marketing/PR

Location: Acapulco, West Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Scott Chovanec, President, Scott Chovanec & Associates, Inc.

Let's face it...seldom do you get a second chance to make a first impression! Your customers are remembering the beginning and end of every visit, of every encounter...how do you measure up? This interactive workshop will provide the tools that will help you close the gap between 'customer perception' and 'delivery reality'. From data collected on over 1,100 customer service audits and experiences with many Fortune 500 companies, you will gain insights into 'best practices' and standards that work. Identifying what customers want before they ask, how to turn complaints into opportunities, and strategies to retain patrons are a few of the key components that this highly interactive session offers. The ultimate goal of this workshop is to provide the platform to help you gain a competitive advantage. Remember, everyone is competing for your customer's discretionary dollar - how you care for them makes a difference in the bottom line.

Learning Outcomes: Participants will: 1) learn how to identify, differentiate and deliver remarkable and memorable service experiences; 2) utilize information gained from this session to develop a working SERVICE EXCELLENCE plan of action which will enhance facility and agency success.

SATURDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm – 4:45 pm

Pre-Registration is not required to attend Saturday sessions.

All conference sessions award 0.1 CEUs.

Attorneys: Sessions that award 1.0 CLEs (*pending approval*) are noted in the session listing.



419

Modifying To An Individual's Need Not An Individual's Disability

Topic Track: Recreation

Location: Columbus GH, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Andrea Griffin, Superintendent of Recreation, and Rachel Hubsch, Manager of Inclusion Services, Northwest Special Recreation Association; Jamie Petteys, Inclusion Manager, West Suburban Special Recreation Association

STOP...COLLABERATE & LISTEN... Ask yourself the following questions: Are you putting individualized modifications into place to help your residents with disabilities have successful and meaningful recreational experiences at your programs? When working with an individual with a disability are you programming to their highest level of ability and making modifications based on their individual needs? Is your program environment set up to help ensure success for the individual with a disability?

Learning Outcomes: Participants will: 1) learn how to recognize individual needs and a variety of modifications that can be put into place to ensure success for the individual with a disability included; 2) learn how to focus and capitalize on an individual's strengths in a recreational setting; 3) discover ways to plan your program and create an environment to build on individual strengths while keeping the original program format; 4) gain an understanding on how to provide individualized assistance to your residents with disabilities while benefiting everyone in your programs and your communities.

605

Applying Effective Business Strategies to Public Facilities

Topic Track: Facilities

Location: Randolph, East Tower, Bronze Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Scott Crowe, Superintendent of Recreation, Mike Szpylman, Superintendent of Business, and Shawn Zimmerman, Fitness Facility Manager/FitNation, Gurnee Park District

As the economic and political climate around us changes, so must we. In this session participants will be introduced to several effective business strategies that have been proven to be successful in public membership-based facilities. Strategies include development of a business plan, identifying important benchmarks, and establishing other plans such as marketing plans, sales plans, and retention plans. The importance of properly positioning yourself in your target market through branding, advertising, and community involvement will also be reviewed.

Learning Outcomes: Participants will: 1) learn the importance of developing an effective business plan for their facility and how to use this tool to better guide them toward their financial goals; 2) learn how branding, advertising, pricing strategies, sales strategies, payment recovery strategies, and operational efficiencies can help them increase their bottom line and customer satisfaction.

622

Our Kids Need Help- And So Do You!

Topic Track: Recreation

Location: Grand Suite 5, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Parker Johnson, Relationship Manager and Jarrod Saracco, Manager, Exergame Fitness

Childhood obesity. Inactivity. Technology. Sports. Kids Fitness. Tweens. Can you say, OVERWHELMING?! Our world is exploding with these buzz words and what is more is that our country is exploding with more and more fitness options, but we aren't making any progress. How can you and your facility cater to our next generation of leaders and truly make a difference in their lives? How do we motivate, stimulate and educate this technology driven generation to want to lead a healthier lifestyle? What solutions exist that can help that ever growing 7 to 14 year old population to get active and be more involved at your P&R Center? Find out in this enthusiastic and energetic presentation.

Learning Outcomes: Participants will: 1) learn current strategies being used that are not working and why along with new age equipment, systems and practices that get results; 2) be able to implement some of the solutions immediately to improve their younger member engagement.





SATURDAY AFTERNOON CONFERENCE SESSIONS

3:30 pm – 4:45 pm

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910

Serving Your Constituents and Maximizing Revenue with Strategic Web Marketing

Topic Track: Marketing/PR

Location: Columbus CD, East Tower, Gold Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Andy Clements, Chief Executive Officer, Weblinx, Inc.

Your organization has competition for many of the services you provide. Effective content marketing and search engine marketing strategies can help you connect to your constituents and generate revenue in a competitive environment.

Learning Outcomes: Participants will: 1) learn how to utilize the tools available to implement cutting-edge web design in order to provide the best possible user experience; 2) learn how to implement current digital marketing best practices to find and engage their constituents.

1007

Park and Recreation for the Soul



Topic Track: Recreation

Location: Plaza B, East Tower, Green Level

Time: 3:30 pm - 4:45 pm

Speaker(s): Charles Dockery, Executive Director, Calumet Memorial Park District; Joyce Olushola, Assistant Professor of Sports Management, Arkansas State University

The purpose of this workshop is to assist park and recreation professionals in identifying their patrons' spiritual needs and provide practical implications for incorporating these needs into: program planning and evaluation; staff recruitment and training; and civic engagement. Learners will be assessed through written exercises (spiritual needs assessment, creation of program implementation and evaluation form), a case study in which learners will create and evaluate programs based on holistic development, and SWOT analysis to identify collaborations with local and national organizations to meet patron needs.

Learning Outcomes: Participants will: 1) be able to assess the spiritual needs of patrons, and create and evaluate programming that focus on holistic development; 2) develop staff training tools that engage community organizations as collaborators in providing leisure and recreation experiences.



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



WELCOME SOCIAL, THURSDAY, JANUARY 28, 2016



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 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. We will cap off the evening with a special fireworks show, co-sponsored by Melrose Pyrotechnics (*weather permitting*).

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:



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? Joins us as Dr. Catlett takes you on a tour through the next big things and their likely impacts.

About the Speaker

Lowell Catlett, Ph.D., a futurist with positive and upbeat predictions, is an enthralling and spellbinding presenter. His unique perspective of emerging technologies prepares us to anticipate coming changes, and to deal winning hands when the deck is being continually reshuffled.

He awakens our awareness to human potential even in changing times and shifting terrain. Lowell is a Regents Professor in Agricultural Economics and Agricultural Business and Extension Economics and the Dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University.

He is the author of numerous books and articles and won the university's highest award to a professor, the Westhafer Award. He works nationally and internationally with corporations and organizations doing futuristic planning concerning the impacts of technology on careers, lifestyles and the economy.

Lowell also works with the U.S. Departments of Agriculture, Labor, Interior, Defense, Education, Energy and the World Bank. Lowell has been a visiting professor or delivered invited presentations at over 50 universities including Harvard, MIT, Cornell and the University of Illinois.



EXHIBIT HALL INFORMATION

The IAPD/IPRA Soaring to New Heights exhibit hall is the largest exhibit show for Illinois' park and recreation field.



Open Thursday and Friday (see times noted below), the exhibit hall is located in the Riverside Center, East Tower, Purple Level of the Hyatt Regency Chicago. Visit over 325 commercial vendors as they showcase their latest products and services.

While perusing the hall, don't forget to look for the roaming raffle drum and complete an entry form for the drawings to win a mini iPad or a Fitbit Charge. Drawings will take place Thursday afternoon and throughout the day on Friday. Entry forms will be in the registration materials that you pick up at Conference Registration. You must be present to win. Additional rules and regulations apply.

The locations of the raffle drum are random. Conference Registration, Conference Headquarters and Exhibitor Registration personnel/ volunteers *do not* know the locations of the drum.

EXHIBIT HALL EVENTS & HOURS

Thursday, January 28

1:00 pm – 6:00 pm, Grand Opening

Prize drawings will take place at 3:00 pm, 3:30 pm, 4:00 pm, 4:30 pm, 5:00 pm and 5:45 pm

Friday, January 29

9:00 am - 12:00 pm

11:00 am - 12:00 pm Dedicated Hours

1:00 pm - 4:00 pm

2:15 pm - 3:00 pm Dessert in the Exhibit Hall*

2:15 pm - 3:30 pm Dedicated Hours

Prize drawings will take place at 9:00 am, 10:00 am, 10:30 am, 11:00 am, 11:30 am, 2:30 pm, 3:00 pm, 3:15 pm, 3:30 pm and 3:45 pm

*Ticketed Event

CONTEST RULES

Prizes must be claimed the same day as the drawing. At the end of the day, any unclaimed prizes will go back into the drum for the next day's raffle. Prizes may only be claimed during exhibit hall hours.

- Only official entry forms will be accepted.
- You may win only once during the conference.
- Only one entry per delegate is allowed.
- The delegate must claim his/her prize in person from Exhibitor Registration
- A picture ID may be requested for winner verification



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(AS OF DECEMBER 22, 2015)

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Presenters: The Conference Program Committee is seeking proposals for workshops and sessions that brings forward the best ideas, informed by research, theory or practice, for parks, recreation, special recreation and conservation. Proposals that highlight emerging trends, best practice case studies or issues of diversity and inclusion are highly encouraged.

Proposal topics should fall into one of the following content areas:

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- ? • Recreation
- ? • Therapeutic Recreation

To submit a proposal for consideration, please visit ilparksconference.com > Events & Programs > Call For Proposals. The deadline for submission is **June 3, 2016**. **Only online submissions will be considered. No paper submissions will be accepted.**

Attendees: Got an idea for a topic, or wish to suggest a speaker for a workshop or session? Visit ilparksconference.com > Events & Program > Attendee Suggestion to submit your ideas. Suggestions will be accepted until **March 11, 2016**.

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By Laura Auteberry, Development Director
Champaign Park District/Champaign Parks Foundation



FOUNDATIONS & FUNDRAISING:

A Park District's Perspective

Donations are the foundation on which many park districts were built. With increasing expenses, tax caps and rising unfunded mandates, fundraising is becoming even more important for parks and recreation agencies. Household budgets are tighter, yet more residents are seeking affordable, leisure and recreational activities closer to home. This is a role easily fulfilled by park districts. However, it is challenging due to limited tax dollars and uncertainty in the future of grants.

For many park districts, the need for a more focused effort on fundraising is becoming more critical every day. As a result, more agencies are either forming foundations or hiring staff whose sole responsibility is to raise the funds necessary to help fulfill both long term and short term goals. In 2005, the Champaign Park District formed the Champaign Parks Foundation, a 501(c)(3) charitable nonprofit established to provide philanthropic support for the district. This means the primary purpose of the foundation is to raise funds to support the many parks, programs and services of the Champaign Park District.



A foundation board should not only represent the community, but include people who can open doors to conversations about specific needs and opportunities to contribute.

Board development is an important first step for forming a foundation. A foundation board should not only represent the community, but include people who can open doors to conversations about specific needs and opportunities to contribute. Add members that have quality networks. Awareness is key to the success of any fundraising effort.

The Champaign Parks Foundation formed an eleven member board of directors, including the park district's executive director and an appointed park commissioner to serve as a liaison between the two boards (both voting members). Once policies were adopted, fundraising priorities were established. This was not an easy task with a plethora of needs and an ambitious strategic plan. However, with a passion for parks and a commitment to the community, the Champaign Parks Foundation board began the journey to ensure quality recreational experiences would remain for future generations to enjoy.

With priorities set and awareness increasing, a new, positive challenge emerged. People began contacting the district with specific, more individual interests for donations. These interests focused on particular parks or were related to selected programs. To be able to respond quickly to donor requests, the district began developing

updated master plans for all district parks, detailing specific needs and "Wish Lists" for each. This included a list of parks needing tree plantings due to the memorial tree program being a huge target for annual donations. Not all parks necessarily need more trees. Being prepared with a list of agency needs allows staff to be responsive to donors while accomplishing the goals of the organization.

For the Champaign Parks Foundation, a variety of fundraising methods are utilized each year. These include an annual appeal that goes out in late November and has resulted in over \$100,000 in donations since 2007. This mailing usually targets a specific area of need within the district, however the response mechanism allow donors the option of choosing other areas within the district to direct their donation.

Campaigns like the "Can You Swing \$5" have been implemented. This provides patrons an option of adding \$5 to their registration fees that goes directly toward the district's youth scholarship fund. This has proven to be a fairly effective fundraising tool. It is ongoing and makes it very easy for program users to offer support to the Foundation without having to attend an event or mail in a separate donation. In addition to direct mail and other various drives, special event fundraisers like a car raffle that has netted nearly \$40,000 in two years have been held.

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When looking at fundraising, individuals play a critical role in the success of all fundraising efforts. Building relationships and increasing awareness about needs within the community and the foundation's role in helping achieve those needs is an ongoing job for both the staff and the board. Donor cultivation events and receptions are an effective tool in achieving both of these goals. Events can be as broad as those recognizing all donors to those recognizing various segments of contributors, like donors of a certain level or those who have supported a specific cause. In November of 2014, the Champaign Parks Foundation held a reception to honor all land donors, as nearly half of all the of the district's land (parks and trails) has been donated. Since much of the land was donated many years ago and the donors have since passed, family members were honored for the significant contribution their family made to the preservation of open space in our rapidly growing community. The recognition celebrates the legacy their families have left and encourages future contributions. It also brought new potential donors into the arena.

Less traditional methods of fundraising have also been explored by the foundation. In 2000 the Champaign Park District took over a historic theatre that was being threatened with demolition. The theatre was a long-standing icon in downtown Champaign and residents rallied and convinced the park district that restoration was important for the entire community. Unfortunately, the restoration would cost millions due to years of neglect. A campaign began utilizing all of the traditional methods of fundraising, but the goal always seemed out of reach. In addition to regular fundraising efforts, a \$1 fee was added to every ticket sold for shows at the theatre. This was critical in the efforts to raise the funds necessary to bring the theatre back to her glory days of the early 1920's. Fifteen years and over \$7 million later, the theatre is completely restored. This was a tremendous effort that ultimately involved the entire community in collaboration with people from all over the world who had attended shows at the theatre and felt passionate about the restoration.

The ultimate success of any foundation or fundraising effort is to have a well-rounded program. For foundations, it's very easy for board and staff members to get caught up in special event fundraising and do little else. While special events garner publicity and offer an opportunity to bring large groups of people together to learn more about your organization, they are not the best way to target wealthy donors. The truth is, a well-developed program includes events and much more.

Donors come in all shapes and sizes and a one size fits all approach rarely works. Where a direct mail piece might trigger a gift from one donor, it may completely alienate another. Some people respond well to large, special events while others want the personal attention they receive by attending small receptions or dinners. And not all donors want their names known, privacy may be a concern. If it is, keep 'anonymous' truly anonymous. The bottom lines is, be flexible, know your donors and be willing to try a variety of approaches.

Since its inception, the Champaign Parks Foundation has raised nearly \$3 million on behalf of the Champaign Park District. Through a variety of fundraising methods and a huge learning curve that continues today, thousands of dollars have been raised to provide program scholarships to youth in need, build amenities for parks like playgrounds for people of all ages and abilities, and gazebos for family picnics and photos. In addition, with the support of grants and tax dollars, donations helped restore a historic theatre to the way it was when the doors first opened in 1921.

Although the groundwork for success has been laid, there is still much work to be done. New needs are being identified every day. The work of the Champaign Parks Foundation board and staff will continue to evolve in order to meet the growing demands of our community.



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It is with sincere appreciation and gratitude to our Members that in this, our 25th anniversary year, we extend to you a heartfelt...

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PEOPLE & PLACES



Jay Sandine Has Been Appointed to Lead the Rockford Park District's Operational Leadership Team as Assistant Executive Director

Jay Sandine is a graduate of Rockford University with a master's in business administration. He's been with the district

since 1996, taking on additional roles and responsibilities throughout his career. He began his career in maintenance at Elliot Golf Course, most recently serving as deputy director of operations overseeing major district operations including golf courses, police, Sportscore Complexes, aquatics, ice facilities, park maintenance, skilled trades, concessions, and revenue development, among other administrative functions. In 2013, Jay graduated from the National Recreation and Park Association's Directors School in Ogelbay, West Virginia.

In addition to his leadership at the Rockford Park District, Jay has led numerous community partnerships with organizations such as the YMCA, RPS 205, The First Tee of Greater Rockford, Rockford IceHogs, and the Harkins Community Memorial Foundation. Jay has also been active in Transform Rockford as an original member of the Shared Values and Process teams. He has also served on several boards throughout the community.



Bourbonnais Township Park District Announces Promotion of Sarah Winkel to Deputy Director

Sarah Winkel began her 14 year storied career with the BTPD as a college intern over the summer of 2002. Sarah holds a bachelor's degree in recreation & park administration from Illinois State

University. She was hired full-time upon graduation in 2002 as a recreation supervisor. Sarah was in charge of youth and senior programming, special events and assisted in coordinating trips. She was also responsible for starting the Before & After School program, School Break Days and managed a large portion of the Funtime Day Camp.

Sarah was then promoted to the general manager of the Exploration Station, a children's museum in June of 2007. Under her leadership, the programming structure was revamped to include a museum assistant director and an education and community relations coordinator. Sarah has been instrumental in developing many community partnerships, adding many family events and adding over 15 new exhibits.

Sarah's new position will include overseeing the recreation supervisors, front desk staff, and all recreation department facilities. She will also remain responsible for the Exploration Station as she transitions into her new duties.



Fox Valley Park District Welcomes New Executive Director, Jim Pilmer

The Fox Valley Park District's Board of Trustees announced the selection of **Jim Pilmer** as the district's new executive director. Jim becomes the sixth executive director in the park district's 68-year history.

Jim brings a varied background to the position, with extensive experience in both the public and private sectors. Most recently, he worked as director of neighborhood standards for the City of Aurora and also served in an administrative role at Aurora University for three years prior to that.

From 2002 to 2009, Jim was director of parks and recreation for the City of Aurora, overseeing highly successful park projects and renovations that included McCarty Park, Solfisburg Park and Phillips Park, one of Aurora's most popular destinations featuring such attractions as the Sunken Garden, Mastodon gallery, zoo, "Movies in the Park" and holiday lights tour.

"Jim is a visionary; a critical thinker with strong leadership capabilities who will pursue common objectives for the common good," said Vaughan. "He is a respected community leader with a proven ability to work hard for the betterment of everybody he represents in our communities."



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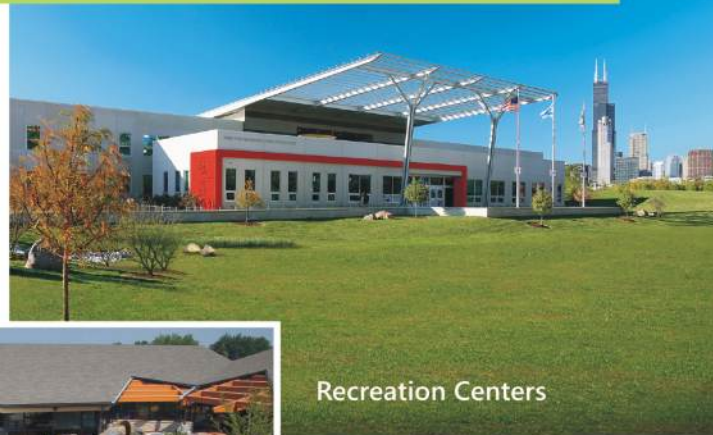


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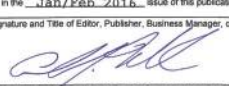
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Available in 60+ colors of natural stone and recycled materials.

Our Stabilized Pathway Mix consists of decomposed granite or crushed stone screenings blended with a stabilizing binder. This binds and locks the pathway mix to provide a durable, permeable, and natural aggregate surface. These surfaces substantially resist the erosive effects of weather and traffic compared to traditional

gravel materials. With a natural look much less obtrusive than concrete or asphalt, the Stabilized Pathway surface blends in well with natural settings, making it popular for use in botanical gardens, patios, courtyards, bike paths, nature trails, golf courses, commercial properties, or any environment where a more organic look and feel is desired.

