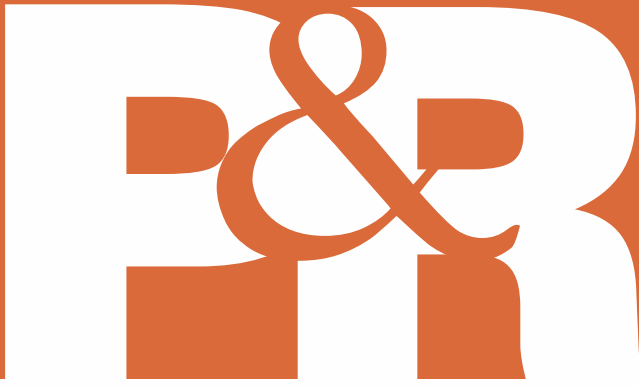


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PARKS AND RECREATION

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



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FROM THE EDITOR

Fall is upon us and the leaves are changing to the beautiful fire reds, burnt oranges and golden yellows that will carry them off of the trees in transition to winter. The seasons are a perfect reminder for us to re-evaluate the need for change in our own personal and professional lives. Sometimes a little change in our actions can make us better leaders.



There are so many things to learn about leadership and being an effective board member. Personally, I find the best motivation for me to continually improve as a leader and specifically as a board member is simple passion. I have found that if someone has a personal passion for what they are doing, they are more likely to strive to be the best at what they do.

Currently, I serve on the board of directors for a grass-roots canine rescue. We all love what we do and so we put everything we have into it because at the end of the day, it is all about the dogs.

The people in the parks and recreation family seem to share that same passion that drives them to constantly improve as leaders of their agencies. I hope you will enjoy this stellar selection of stories by authors who are all extremely passionate about what they do- Enjoy!

Warm regards,

— Rachel Laier, Editor



"Give Us Your Best Shot" Photo Contest

ENTRIES DUE DECEMBER 1!

Do you have a great photo from one of your agency events you would like to share? Enter them in this year's photo contest! You may enter up to five photos in each of the following categories:

- Recreation / People at Play
- Sports
- Wildlife (live animals and insects, etc.)
- Nature / Landscapes (flowers, sunsets, lakes and other landscapes, etc.)

Contest rules and waiver form can be found online at ILparks.org/PhotoContest. Please send us your "Best Shots" soon. The deadline for entry is December 1, 2017.



211 East Monroe Street, Springfield, Illinois 62701-1186 217.523.4554 FAX 217.523.4273 iapd@ilparks.org www.ilparks.org www.ILipra.org

Managing Editor
PETER M. MURPHY, President and Chief Executive Officer, IAPD

Editor
RACHEL LAIER, Publications Director, IAPD

Graphic Design
GOSS ADVERTISING, 217.423.4739, www.gossadvertising.com

Advertising Sales Representative
TODD PERNSTEINER, 952.841.1111, info@pernstainer.com

JOINT EDITORIAL COMMITTEE

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211 East Monroe Street, Springfield, IL 62701-1186 217.523.4554 www.ILparks.org

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IPRA HEADQUARTERS

536 East Avenue, LaGrange, IL 60525-6815 708.588.2280 Fax 708.354.0535 www.ILipra.org

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The object is simplicity.

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Peter M. Murphy, Esq., CAE, IOM
IAPD President and CEO

Executive Performance Evaluations Lead to Good Governance

A major responsibility of the board is to evaluate the performance of the executive. The evaluation should be an ongoing process, but an annual evaluation should be conducted on a formal basis. The informal evaluations take place on a day-by-day, week-by-week and month-by-month basis. They primarily come from board members' observations, comments heard expressed by citizens and leaders in the community and the executive's communications with the board. Board members should take their responsibilities seriously in evaluating the executive in a timely manner. The president should ask each board member to develop a list of the outcomes that they expect from the performance evaluation. This list can be used to establish objectives for the evaluation process and to assess the success of the process itself.

Here are some of the outcomes that a performance evaluation can produce:

1. Enables the board to focus on and agree to performance criteria that's related to the agency's mission, goals, vision, values, direction and priorities.
2. Makes sure that the executive is evaluated on the goals and accomplishments rather than on personality traits.
3. Determines how well the executive shows leadership in the community and his or her work with staff?
4. Reviews how well the executive identifies opportunities, challenges and strategic issues before problems arise.
5. The performance evaluation will give the executive a very good understanding of how the board perceives the quality of his or her work.
6. The appraisal should lead to improving the executive and the agency.
7. It should also build a better working relationship between the executive and the board reflecting their expectations, duties and responsibilities.

Most boards commit to this as an ongoing process. The board monitors the executive's performance throughout the year and doesn't wait until the annual performance session to review things that happened six months ago. It should not be a place to tell the executive all the things that have gone wrong over the past year. If you have ongoing communications, you share this information throughout the year. You don't surprise your executive during the performance evaluation meeting.

Conducting the Performance Appraisal

As I indicated before, evaluating the executive is an ongoing process. At one end of the continuum are short conversations with the board president. At the other end is board members using written evaluation forms, reviewing accomplishments and, in some cases, an evaluation committee is formed to come back and give a report to the board. The board should address the following questions:

1. *How will the board agree on the criteria for evaluation?*
 - The performance appraisal is to evaluate how well the executive does his or her job. Personal issues are not part of the evaluation unless they have had some affect on the operations and the overall performance of the agency.

- It should focus on board members' individual expectations put into a unified set of board expectations and these, of course, should be based on the strategic plan and agreed upon goals.
- It should be kept in mind that a dialogue required to create a common set of performance criteria encourages board members to articulate their unspoken expectations, and to agree upon what comprises a successful performance by the executive. At the end of a performance evaluation, the board should set expectations for the executive for the next year. In this respect, the executive knows the goals he needs to accomplish in order to successfully meet the expectations set by the board.

"Written goals have a way of transforming wishes into wants; cant's into cans; dreams into plans; and plans into reality. Don't just think about it — ink it."



2. *Time-frame for the performance evaluation?*
 - Be sure to allow time to do it well. Some boards have a two evening process to evaluate the executive and get feedback from the executive, as well. Many boards also ask the executive to evaluate them as a whole.
3. *How will the information be summarized and presented to the executive?*
 - Many boards use a questionnaire. A combination of quantifiable and open-ended questions often is effective and is a tool that you can use in this process.
4. *How will the executive participate throughout the process? When will the executive be allowed to respond to the evaluation?*
 - The executive should be involved in the entire process by reviewing their job description and the goals and objectives of the agency. The executive needs to be a partner in the process. The overall purpose of the evaluation is to improve the performance of the executive and the agency.
5. *How do you evaluate the performance process?*
 - At the end, the executive and the board should evaluate the process that was used and make suggestions for improvements, if there are any, and use them for the following year.

Beginning the Process

The evaluation process begins with an up-to-date, comprehensive job description. This is vitally important to the process. In addition, the board needs to assess whether or not the executive has met other goals and expectations established by the board, and especially through the strategic or long-range plans.

Here are some points to think about as you plan the performance appraisal meeting.

- Be sure that the person leading the evaluation meeting is comfortable in this role. He or she needs to be able to keep the conversation on track and to keep everyone involved, even when there is bad news.
- Set the meeting time to avoid outside distractions so that everyone can focus on the purpose of the meeting. Do not hold the meeting over a dinner. If the meeting is held during work hours, make sure that there are no interruptions.
- Provide enough time for everyone involved in the performance appraisal, including the executive, to discuss performance issues.
- Try to arrange the chairs to encourage group discussion with a free exchange of ideas and opinions. Avoid putting the executive on one side of the table and the evaluator(s) on the other side.
- Start the meeting with accomplishments and positive statements. Be as specific as possible in your examples. Remember that you want to recognize what is going well, and to build on those strengths.
- Be diplomatic and specific in your suggested areas for improvement.
- Explore possible reasons that goals and/or expectations were not met. These might include:
 - the goal or expectation was unrealistic.
 - the goal or expectation was not specific enough.
 - there were insufficient resources and/or time to complete the goal.
 - the executive did not have the necessary knowledge or skills to complete the goal.You need to decide whether you will drop the goal or keep it for the next appraisal period. If you decide to keep it, you must also decide what will be done to make its achievement possible.
- Establish goals for the next performance period. Make sure that these goals, expectations, and/or changes are within the executive's control.

What Do You Include in the Written Performance Appraisal?

The board needs to prepare a final written report. This report includes:

- Accomplishments over the appraisal period.
- Unmet goals, with an explanation.
- Goals for the next appraisal period.
- A description of any follow-up with the executive.
- Identification of professional development needs and opportunities.

The executive signs and dates the report, indicating that he or she has read and understood the contents. You need to include a space on the report for your executive to add his or her comments about the performance appraisal itself and/or the appraisal process. All of the board members who were involved in the assessment meeting also sign the report. Whoever carried out the process files the report in the executive's personnel file, and prepares a summary for the entire board.

What Is the Final Step?

The final step in the performance appraisal process is evaluating the performance of those who carried out the evaluation, as well as the overall effectiveness of the process. Use the objectives established at the beginning of the process to answer the following questions:

- What did we do well?
- What could we do better?
- What recommendations, if any, do we want to make to the board?

Performance appraisals are not easy to do. They require time, energy, skill and resources. However, when done well with honest, sincere and open communication, performance appraisals can help to build a strong board and executive relationship that leads to a more effective, high-performing agency.

2017/2018 CALENDAR OF EVENTS

September
26-28, 2017

NRPA Congress

Ernest M. Morton
Convention Center
New Orleans, LA

Friday, October 13,
2017

IAPD Best of the Best Awards Gala

Wheeling Park
District's, Chevy
Chase Country Club

IAPD
Illinois Association of Park Districts

Thursday,
November 9, 2017

IAPD Legal Symposium

McDonald's
University
Hyatt Lodge

January 18-20, 2018

IAPD/IPRA Soaring to New Heights

Conference
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By Debbie Trueblood, CAE
IPRA Executive Director

Boards - From the Board Member and Employee Perspective

This issue is dedicated to Leadership and Board Development.

Throughout my career in association and nonprofit management, I have worked with and been accountable to Boards. In my personal life I have served on Boards and led as the Board Chair. I have worked with large boards (31 board members plus 34 lifetime board members) and small boards (seven people). I have worked with boards who come together from all over the world (at one time my board chair was in Australia and my Treasurer was in Germany- took a while to get the big checks co-signed and that 15 hour time difference to Australia was challenging!) I have worked on a board where there are no staff and the board are the true “worker-bees”. I also worked for a board where we “lowly” staff were not allowed to refer to board members by their first names- the same organization had a large board AND a House of Delegates with over 300 voting members. At one time, I reported to a Board Chair who was a true celebrity in the association community- members routinely sent him fan mail, his hometown was building a museum in his honor, and at conference we had to arrange special meal opportunities for him to ensure with all his many interruptions from the “fans” that he still had a chance to eat. I won't say which one, but there is a couple characters in a famous movie who are modelled in part after he and his highly accomplished wife. We had to be creative just to ensure that the Board Chair received my emails in his overflowing in-box.

Needless to say, I have seen a wide variety of board cultures during my career. They are each one incredibly fascinating to me for what makes them each unique. As an extroverted person myself, I have fond memories of serving a board of all introverts- the board Chair would ask if anyone had any comments and two or three minutes might go by of total silence while each board member considered the facts and gathered their thoughts prior to discussion. This was in stark contrast to another board where passions ran high and at the breaks, apologies were sometimes needed. In the end, every board is unique in its culture, personality, and expectations, but there are common themes that make boards effective. I have often been called upon to do board orientations for nonprofit boards and these are some of the things I've shared with boards over the years that I think may apply to you in your park board or other volunteer board or committee position.

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

report on how these programs or events fit into our long term strategies visions. For those people who have seen the orientation time after time, it always helps to add some new and creative pieces each year.

Secondly, on the nonprofit board side, we talk about fiduciary responsibility including duty of care, duty of loyalty, and duty of obedience. These things are slightly different for a publicly serving park board, but while they legally apply to nonprofit boards, I think you'll find some relevance for park boards too. Board members have a responsibility for the financial health of the organization, as well as the responsibility to look after its resources wisely. Under duty of care, board members are responsible to properly care for the organization

In the end, every board is unique in its culture, personality, and expectations, but there are common themes that make boards effective.



which includes being well educated about the organization; reading the board materials, attending events, participating fully as an active part of the organization, so that when decisions are made, they are made with full understanding of the issues. Under duty of loyalty, boards often hear about avoiding a conflict of interest and disclosing any conflict of interest they have. In these situations, I recommend that the conflict be disclosed immediately and to cover yourself fully, that the person with the conflict leave the room for the discussion and the vote, rather than just abstaining in the vote. In some conflicts, the person's very presence can sway the vote (think of the celebrity board member situation I referred to above, when you are well regarded your presence affects people's decisions). Also under duty of loyalty is confidentiality, due to the Open Meetings Act, confidentiality is a little different with public park boards. With nonprofit boards, there is often confusion between the idea that all board members are held to the utmost confidentiality vs. the idea that board members may be accountable to a specific constituency group who they are expected to report back to, such as a board member who is a region representative or committee chair. In these situation, the most extreme interpretation is that only what is in the minutes is public and even then, only after those minutes have been approved at the next meeting. In reality, the time delay often makes that impossible, especially if a group is waiting for a decision from the board to move forward with an action. My advice to boards is always to assume that *as a group*, there is no confidentiality, but *as an individual* board member, to act with respect for sensitive matters and

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

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

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

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

Upcoming Events

October 3-5, 2017
**Certified Playground
 Safety Inspector (CPSI)
 Fall Course**

October 12, 2017
**CPRP October-
 December Exam
 Preparation - Class 1**

October 11&19, 2017
**Skills Development
 Webinar Series:
 Improving Morale in
 Good Times and Bad**

October 20, 2017
**Facility Management
 Workshop**

November 2, 2017
**Senior Staff Roundtable
 Discussion III**



For details and registration, please visit the IPRA event calendar at ILipra.org



Professional Development School



Nov. 12-15, 2017

**Eagle Ridge Resort
 Galena, IL**

Keynote Speaker:

Jason Benetti is a TV announcer who also has cerebral palsy. He currently works as a play-by-play for the Chicago White Sox. In having a disability, Jason has encountered life from an angle at which most people do not.

Register at ILipra.org



Jason Anselment
Legal/Legislative Counsel

Governor Completes Action on Spring Session Bills

As has been the case for several years, the General Assembly remained in “continuous session” this summer. However, the legislative calendar for the regular Spring Session established deadlines around the normal May 31st adjournment date, so most legislation that was approved by both the House and Senate occurred before that regular adjournment date.

Once the General Assembly approves legislation, it has 30 days to send the bill to the Governor, and the Governor has 60 days after he receives a bill to sign or veto it. This generally means action on all bills approved by the General Assembly during the regular Spring Session must be completed by the end of August.

Two IAPD Platform Bills Signed into Law

Both IAPD Platform bills approved by the General Assembly this past spring have been signed into law by the Governor.

HB 3120 / Public Act 100-0154 (Demmer, T. / Bivins, T.) is an IAPD Platform initiative that will help IAPD member agencies and all other local governments save taxpayer dollars every year by eliminating the unnecessary requirement to publish the annual newspaper notice associated with the adoption of an agency's prevailing wage ordinance. This state-mandated newspaper publication cost taxpayers hundreds of dollars per local government every year but provided almost no value.

As a result of IAPD's advocacy efforts, agencies no longer need to publish this notice each year as long as the agency provides electronic access to the notice on its website with a hyperlink to the Department of Labor's (IDOL) uniform prevailing wage schedule for that locality. Not only will this IAPD Platform bill reduce unnecessary costs and expenses for local governments, it will also provide the public with even more information than the current newspaper notice because the website notice will provide immediate access to the IDOL's prevailing wage schedule for that locality.

The other IAPD Platform bill that was recently signed into law, **HB 776 / Public Act 100-0351 (Andersson, S. / Althoff, P. - McConnaughay, K.)**, ensures that the terms of park commissioners remain staggered in instances where the size of park boards are reduced from 7 to 5 members.

Both these IAPD Platform initiatives are effective immediately.

Local Government Consolidation

The issue of local government consolidation continued to be a major legislative issue throughout the Spring Session. Ultimately, the General Assembly approved **SB 3 / Public Act 100-0107 (Cullerton, T. / Yingling, S.)**, and the Governor signed the measure into law.

SB 3 / Public Act 100-0107, which was introduced at the beginning of the 100th General Assembly as part of the Senate's original grand bargain package and was the subject of intense negotiations throughout the Spring Session, contains many recommendations from the Lt. Governor's Local Government Consolidation and Unfunded Mandates Task Force. The new law expands the ability of counties to unilaterally dissolve units of local government with appointed board members to all 102 counties and also contains numerous other recommendations related to the consolidation, merger and dissolution of townships, road districts and other governmental units.

Because of IAPD's steadfast and persistent advocacy on this issue for many years, **none of the provisions in SB 3 / Public Act 100-0107 impact park districts.**

While we are pleased with the results of our successful advocacy on this issue, pressure to pass additional local government consolidation legislation like the so-called “Citizens Empowerment Act” continues. This legislation was originally proposed as **HB 347 (McSweeney, D.)**, was later included as an amendment to **SB 1033 (Righter, D.)** and then reintroduced as **HB 4067 (Durkin, J.)** this summer. Although these proposals do not specifically target park districts, they would allow just 5% of voters casting ballots in the last general election to initiate a referendum to dissolve any unit of local government and transfer all its property and other assets to any other unit of government. The unit of local government would be dissolved if the referendum was approved by either (1) a majority of those voting in the election, or (2) three-fifths of those voting on the specific question.

IAPD testified about our serious concerns with these proposals on multiple occasions this year, including before a Committee of the Whole on the floor of the House of Representatives. Contrary to its title, the legislation provides no protections for citizens when it comes to their long-term investments in open space, facilities, programs and services. Instead, the legislation places public assets and services at risk without providing citizens with any safeguards to protect those assets. Moreover, the claimed savings are purely hypothetical, as nothing in the legislation requires or guarantees savings to taxpayers. In fact, studies show that such initiatives may end up costing taxpayers more in the long run.

Because this is a very dangerous proposal that has long-term implications for Illinois communities, we will continue our staunch advocacy on this important issue.

Sex Offender Certification Requirement for Certain Park District Volunteers

HB 786 / Public Act 100-0472 (Andrade, J., Jr. / Martinez, I.) amends the Park District Code to require volunteers who report to, and are under the direct supervision of, a park district's administrative staff to complete an application certifying that the volunteer has not

been convicted of a sex offense or found to be a child sex offender if the volunteer provides personal services to a park district recreational program offered to children. Before the General Assembly's final approval, an amendment was added to the bill at IAPD's urging which will allow parents of volunteers who are under 18 to sign the document on behalf of their minor children.

If a current park district volunteer is convicted of or found to be a child sex offender, the new law requires the volunteer to immediately disclose the conviction or finding to the park district and the park district to terminate the services of the volunteer upon the discovery of an offender.

These changes are effective immediately.

It is important to note that because of IAPD's ongoing efforts in working with the bill's sponsor during the past couple years, the version of the legislation that was signed into law is substantially narrower than the original version that was filed in the 99th General Assembly. That original proposal would have required a park district to screen **any** individual who volunteered on the park district property for **any** activity, including all volunteers of affiliate organizations that use park district facilities, regardless of whether the volunteer was under the supervision or control of the park district.

If your agency currently requires its volunteers (or their parents) to sign a waiver and release, consent to background check, permission slip or other similar form, you may simply add a question on the form for the volunteer to answer which states that he or she has not been convicted of or found to be a child sex offender.

Other Bills Impacting Member Agencies

The Governor recently signed several other measures impacting IAPD member agencies into law.

HB 512 / Public Act 100-0298 (Olsen, D. / Nybo, C.) amends the Election Code to allow an election authority to publish a notice of referendum up to 60 days (previously 30 days) before the election. The minimum number of days before the election that a referendum notice must be published remains at 10 days prior to the election.

HB 2585 / Public Act 100-0072 (DeLuca, A. / Mulroe, J.) amends the Notice By Publication Act and the Newspaper Legal Notice Act to allow required newspaper notices to be published in a secular newspaper having general circulation within the unit of local government if the law specifically requires publication in a newspaper published within the particular unit of local government but no such newspaper exists.

Under the current versions of those Acts, if no newspaper is published within the unit of local government itself, the notice must instead be published in the same county as the unit of local government or in an adjoining county. The change is effective January 1, 2018.

HB 2828 / Public Act 100-0381 (Meier, C. / Schimpf, P.) requires the Department of Natural Resources to prioritize projects under the PARC grant program that create parks universally designed to meet everyone's needs, ages, and mobility and where all equipment, and the park itself, is handicap-accessible.

HB 3044 / Public Act 100-0002 (Hoffman, J. / Silverstein, I.) requires IDOL to publish the prevailing wage schedule for each county on its official website by August 15th each year.

SB 701 / Public Act 100-0411 (Morrison, J. / Nekritz, E.) excludes vehicle allowances from the definition of "earnings" for **new IMRF employees** on or after August 25, 2017. The bill also changes the

existing IMRF rule that requires an employer to pay the present value of a pension increase resulting from an earnings increase that is greater than 6% during the 12-month period used to determine an employee's final rate of earnings. Under the change, earnings increases resulting from payments for unused vacation time that are made during the final 3 months of the final rate of earnings period are excluded from the IMRF's penalty calculation.

SB 1493 (Jones, E., III / Slaughter, J.) expands an existing law that currently applies to park districts and some other local governments by allowing for the abatement of unpaid taxes and existing liens for certain property acquired by a forest preserve district beginning next year.

Governor Vetoes Minimum Wage and Salary History Information

The Governor also vetoed a number of bills approved by the General Assembly, including **SB 81 (Guzzardi, W. / Lightford, K.)**, which proposed to increase the minimum wage to \$15 per hour over the next five years.

As a direct result of IAPD's advocacy efforts, **SB 81** would have raised the exemption threshold from \$.50 (6% of the minimum wage) to \$3.00 per hour (20% of the minimum wage) for workers under the age of 18 who work less than 650 hours per calendar year.

If the General Assembly fails to override the Governor's veto and as minimum wage legislation is introduced in the future, we will advocate for this 20% exemption by using the tiered approach in **SB 81** as a model.

The Governor also vetoed **HB 2462 (Moeller, A. / Biss, D.)** which proposed to amend the Equal Pay Act of 2003 to prohibit employers from: (i) screening job applicants based on their wage or salary history, (ii) requiring that an applicant's prior wages satisfy minimum or maximum criteria, and (iii) requesting or requiring as a condition of being interviewed or as a condition of continuing to be considered for an offer of employment that an applicant disclose prior wages or salary. The bill would similarly prohibit an employer from seeking the salary, benefits or other compensation or salary history of a job applicant from any current or former employer unless (1) the job applicant is a current employee and is applying for a position with the same employer; or (2) the job applicant's wage or salary history is a matter of public record under the Freedom of Information Act, or any other equivalent State or federal law, or is contained in a document completed by the job applicant's current or former employer and then made available to the public by the employer, or submitted or posted by the employer to comply with State or federal law.

The General Assembly may attempt to override these and other bills that were vetoed by the Governor during the Fall Veto Session, which is scheduled for October 24-26 and November 7-9, 2017.

These are just a few of the many legislative issues that IAPD worked on throughout the Spring Session. In addition to our efforts to protect the OSLAD grant fund from special funds sweeps and to educate lawmakers on the impact of, and to oppose, a local property tax freeze, there were numerous other bills which did not become law that IAPD worked on behind the scenes through the amendment process or provided testimony in committee hearings.

A complete list of the status of the hundreds of bills IAPD has been tracking is available under the Public Policy section of the IAPD website at ILparks.org.

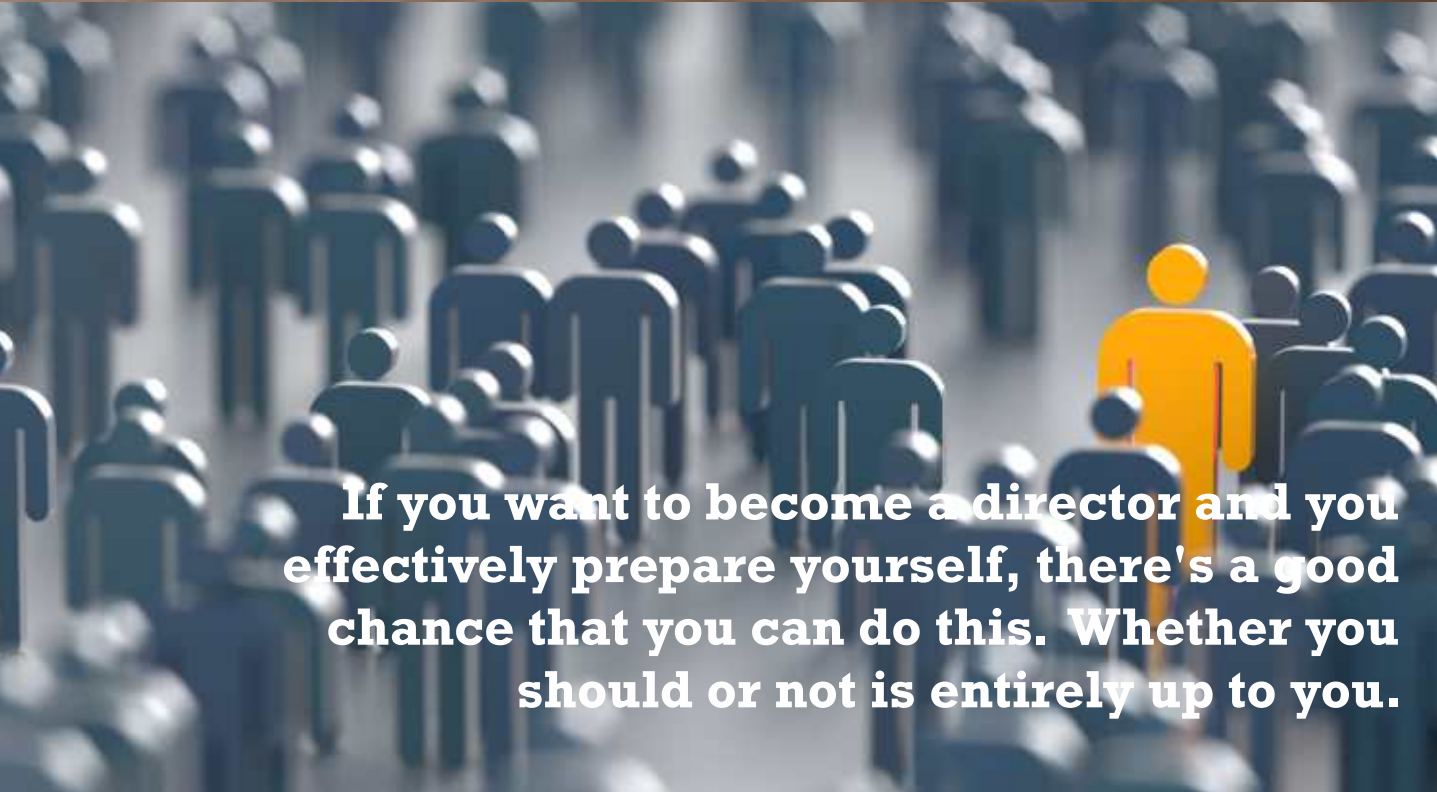


TAKE THE RISK, ADVANCE YOUR CAREER...

You've Got This!

As long-serving professionals continue to retire throughout our industry, they leave behind large leadership holes that need to be filled by qualified, dedicated, innovative, and enthusiastic professionals. We need the best and brightest to sit in these seats to ensure the longevity of all the recreational facilities and services that our communities treasure.

By **Carrie Fullerton**, *Executive Director, Bloomingdale Park District*



If you want to become a director and you effectively prepare yourself, there's a good chance that you can do this. Whether you should or not is entirely up to you.

Fact: I've wanted to be an executive director of a Park District since I was 15 years old. For a reason I cannot entirely identify, I honestly thought everyone else wanted to do this too. So, you can imagine my shock when I was leading a session at the IPRA Leadership Academy, and asked the room of 30 bright, engaged professionals if they wanted to do this too, and their response was "NO!"

What I gathered from further talking with these individuals is that they believe serving as the director will seriously disrupt their lifestyle.

- They believe that having to report to a Board of 5 or 7 bosses instead of one will be more stressful
- They believe that there will be more night and weekend commitments
- They believe they will have a lack of schedule flexibility
- They believe they can't, or don't want to make very difficult decisions that not everyone may like
- They think they will miss the comfort they feel from not "being in charge" by continuing to serve in a number two or number three seat

Some of these thoughts are accurate, but they shouldn't stop you from going forward.

- It is more challenging to work for 5 or 7 people than just one, but it can be done. When you're interviewing for a job it's as much your responsibility as it is the Board's to determine if there is a mutual fit. If you don't think you can work for a particular Board, you're probably right.
- There are certain events you must attend, even when they don't fit your personal schedule. That's just part of the job. You might have to miss one of your kid's softball games or a concert you've been dying to attend.
- Many times, as the director your schedule is not your own. I can't remember the last time I had lunch with a friend, rather than trying to accomplish some sort of business over my lunch hour.

- You must be able to make the tough decisions, because remember if everyone could make the tough calls, then everyone would be the boss. Leadership isn't a popularity contest. It's about doing the right thing, for the right reason.
- Don't get too comfortable in your number two or three seat. What's holding you back from continuing to grow, and taking some risk? The answer lies within you.

So...what would it take to make a professional feel comfortable enough to take the risk, and decide to advance their careers? Preparation is the key to success in almost every situation. Preparation also leads to the eradication of fear. When you are prepared, you can feel comfortable and confident enough to take action.

Here are some ideas on how professionals can get prepared and gain the confidence to take the next step:

- Watch and study other leaders. Determine what you think they do well, and you'd like to incorporate into your practice. You should also determine what they don't do well, and how you might do it better in the future.
- Read and understand all of the IAPD Publications you can such as The Park Code, The Park Commissioner Handbook, Get on Board, Robert's Rules of Order and Illinois Park District Law Handbook. (Your Director probably already has these books on his/her book shelf – ask to borrow them).
- Get one or two mentors who already serve as an Executive Director. Meet with these people regularly and ask them to help you to prepare for the next step. The IPRA Pro-Connect program is a perfect resource to help you get started.
- Get a mentor in the area of public finance. Learn about the tax levy, the budget and appropriation process, bond issues, etc. You need to know this information.

- Other things to learn about: liability (PDRMA is a great resource), legal issues that agencies regularly face, marketing/communications, how to build partnerships, etc. Ask your mentors what topics you need to know more about.
- Register for the IPRA Leadership Academy, and progress through Level 3.
- Expand your network. You never know who will be able to assist you in getting your next position. It's natural when you go to a conference to spend time with those you already know. Set a goal to meet at least one Director you don't know, and one commissioner from an agency you might like to work at in the future.
- Fine tune your communication skills, build your resume and increase your marketability by speaking at a conference or writing an article. Start letting people know who you are as a professional.
- Learn how to work with and communicate with legislators. Ask for guidance from one of the members of the IAPD/IPRA Joint Legislative Committee, or attend "Parks Day at the Capital" in Springfield with your Director and watch how they interact with legislators. What legislative issues are affecting your agency right now? Find out.
- Practice upping your decision-making game. When something happens at your agency, think about how you might address the issue and then share your thoughts with your mentor to get

their perspective. Begin thinking beyond your job or your department. The Director has to make global decisions that everyone may not like, but are in the best interest of the entire agency, not individuals or departments.

- Be confident in all that you do know, because you probably know more than you think. Be willing to thoroughly learn those things that you do not know. Choosing to be a life-long learner is a critical decision that every strong, progressive leader makes early in their career.
- Know that if you land the position, there is an incredibly strong network of other Directors who are just waiting for the opportunity to help guide and support you. There will always be another professional poised and ready to offer advice, and answer your questions on areas you may be unsure about.
- Lastly, remember that even the most confident-appearing leader is nervous at times. If they tell you that they aren't, then they are not telling the truth. It's absolutely normal to feel anxious about taking the next step, and applying for that job. Take a deep breath and just do it!

Fear not my friends. If you want to become a director and you effectively prepare yourself, there's a good chance that you can do this. Whether you should or not is entirely up to you. Yes, your lifestyle might change, but it is not unmanageable. The satisfaction in leading a valued park and recreation agency really is one of the best parts of my life. Work/life balance does exist beyond the job!



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2018

PRELIMINARY PROGRAM



IAPD/IPRA
SOARING to
NEW HEIGHTS
CONFERENCE



January 18-20 | Hilton Chicago

720 S. Michigan Avenue, Chicago, Illinois

IAPD
Illinois Association of Park Districts

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ILparksconference.com

WELCOME



WELCOME AND GREETINGS!

On behalf of the 2018 Joint Conference Committee, we wish to extend warm greetings to the commissioners, elected officials, professionals, students and supporters of parks, recreation and conservation throughout our great state of Illinois. We can feel the excitement building for the **2018 IAPD/IPRA Soaring to New Heights Conference**, and we have been hard at work preparing for our return to the venerable Hilton Chicago. Believe it or not, this signature event is just a few short months away!

Conference is a dynamic event that provides attendees the opportunity to learn new ideas and trends from experts in the field; explore hundreds of businesses that provide products and services tailored to parks, recreation and conservation agencies; celebrate achievements and network with colleagues.

We have assembled another impressive line-up this year. The Thursday night Welcome Social will feature *The Breakfast Club*, whose radical sounds of the 80's will "spin you right round". The Friday Awards Luncheon will leave you motivated and inspired as we recognize the contributions and achievements of leaders in the field. And, Saturday night's Closing Social returning to the amazing Museum of Science and Industry will be a thrilling experience that you won't want to miss!

If all of this sounds exciting, but overwhelming, you can easily stay organized with the conference mobile app. Simply go to the Apple Store or Google Play (for Android) and download the app on your cell phone or tablet. Once you've registered for conference, you can login to the app to personalize your schedule, search for exhibitors, track continuing education units (CEUs), submit session surveys, stay current with important announcements and much more! And, don't forget to use the new photo-sharing feature. Snap pictures with your cell phone or tablet and upload them to the conference app to create and share fun memories with your fellow colleagues.

To the many outstanding conference volunteers, we THANK YOU for your countless hours of work and dedication. And, to all who participate in conference as an attendee, exhibitor or speaker, we thank you for your steadfast support of parks, recreation and conservation in Illinois. You are the backbone of the unprecedented success of Illinois park districts, forest preserves, conservation, recreation and special recreation agencies.

Mark your calendars now so you don't forget - **January 18-20, 2018** – we look forward to seeing you there!

TOM BARZ

President
Frankfort Park District
IAPD Conference Co-Chair

MICHAEL R. KIES, MBA, CPRE

Director of Recreation and Facilities
Hoffman Estates Park District
IPRA Conference Co-Chair

Published by:

**ILLINOIS ASSOCIATION
OF PARK DISTRICTS (IAPD)**
211 East Monroe Street
Springfield, IL 62701
P: 217/523-4554; F: 217/523-4273
ILparks.org

**ILLINOIS PARK AND
RECREATION ASSOCIATION (IPRA)**
536 East Avenue
La Grange, IL 60525
P: 708/588-2280; F: 708/354-0535
ILipra.org

Designed by:

GOSS ADVERTISING
1806 North Oakcrest Avenue
Decatur, IL 62526
P: 217/423-4739
gossadvertising.com



SCHEDULE - AT - A - GLANCE

THURSDAY, JANUARY 18

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

FRIDAY, JANUARY 19

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

SATURDAY, JANUARY 20

7:45 am – 12:00 pm	Conference Registration Open
8:30 am – 9:45 am	Keynote General Session with Eddie Slowikowski
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
7:15 pm – 10:30 pm	Closing Social at the Museum of Science and Industry*

* Ticketed Event

** By Invitation Only

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Event photography provided by JHyde Photography.

GENERAL INFORMATION

ACCESSIBILITY

Parking: Parking at the Hilton Chicago is accessible for persons with disabilities.

Restrooms: Public restrooms located throughout the lobby and meeting room floors of the Hilton Chicago and The Blackstone are accessible.

Meeting Rooms: All meeting rooms are accessible at the Hilton Chicago and The Blackstone.

Restaurants: All restaurants are accessible at the Hilton Chicago and The Blackstone.

Sleeping Rooms: The Hilton Chicago and The Blackstone 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 Kuo Johnson at IPRA at leesa@ilipra.org **no later than January 8, 2018**. If you have special needs regarding hotel accommodations, please contact the Hilton Chicago at 855/760-0869 or The Blackstone at 800/468-3571. Hearing impaired individuals who require TTDs may dial 711 or call 800/526-0844 and the Illinois Relay Center will transmit the message to IAPD or IPRA.

ADMISSION

Admission to the exhibit hall and all conference sessions and workshops require a name badge for the duration of the conference. Security guards will be stationed at the entrance to the exhibit hall and name badges will be checked at all conference sessions and workshops. Individuals without a name badge will be required to register at Conference Registration.



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.

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

Division 1: Overall Agency Showcase

Your agency submits in eight of the twelve individual categories and creates a tabletop display that showcases how your marketing efforts represent your agency as a whole. Scores from each category as well as the display are compiled to determine the overall winners. The eight categories that you select will be eligible for recognition in the individual category division. First, second and third place awarded in the Overall Showcase 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
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Media Campaign
- Paid Advertisement
- Print Communication
- Promotional Item
- Social Media Campaign
- Website

Don't miss this chance to spotlight your agency's marketing and communication materials! **Registration deadline is Friday, December 8, 2017**. Space is limited so sign up today!

For more information on the Agency Showcase competition, please visit ILparksconference.com/events. If you have questions, contact Jessica Cannaday at jcannaday@obparks.org.

Proudly brought to you by IPRA and IAPD.

ALL-CONFERENCE AWARDS LUNCHEON

International Ballroom, Second Floor

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

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

DEADLINE: Monday, January 8, 2018

Preferred Agency Seating is available for delegates from the same agency/organization (**and legislators**) who wish to be seated together at a table during the Friday, All-Conference Awards Luncheon. An agency that opts to participate must indicate so on the registration form on page 46 or when registering online. There is a \$50 nonrefundable fee (per agency) to participate, which must be paid for when registering for the conference. **Legislator preferred seating is reserved through this process as well.** The person who is the designated agency contact will receive an email with additional details and instructions on the preferred seating process. Agency contacts will be responsible for notifying those seated at their table(s) of the table assignment(s). After **January 8, 2018**, preferred agency seating requests WILL NOT be accepted, and **there will be no on-site requests taken.**

NOTE: Each table seats 12. 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

Grand Ballroom, Second Floor

The Illinois Park and Recreation Association's (IPRA) Annual Meeting will be held on Friday, January 19 at 5:00 pm. The Illinois Association of Park Districts' (IAPD) Annual Meeting will be held on Saturday, January 20 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.

COMMISSIONERS' RECEPTION

Attention all IAPD members!

Please join us on Friday, January 19 at 5:00 pm. This reception will be an excellent opportunity for commissioners to exchange ideas, network and socialize. The IAPD board and staff will be present to answer questions and visit with commissioners.

CONTINUING EDUCATION UNITS (CEUs)

- Sessions scheduled for 75 minutes award 0.1 CEUs.
- Pre-conference workshops scheduled for three hours award 0.3 CEUs.
- No additional CEU fees for Friday and Saturday apply; **CEUs for pre-conference workshops will be charged at \$5 per workshop.**
- If you would like to earn CEUs, **you must request them with your conference registration.** See page 46.
- CEU coupons will be included with your registration materials **only if you request CEUs with your conference registration.**

CEUs are mobile!

Attendees have the option of earning and tracking their CEUs through the conference mobile app (mobile web excluded). In order to earn CEUs through the mobile app, please note the following procedures:

CEU Mobile App Procedures:

1. Be sure you are logged in to the mobile app.
2. Click on the Agenda icon in the Navigation Menu or on the Home Screen and search for the session/workshop you wish to receive CEUs.
Shortcut Tip: Once you've selected a session, use the "Add to MySched" feature to create an itinerary of the sessions/workshops you wish to attend. You can easily find and refer back to your favorited session/workshops by clicking on the My Schedule icon in the Navigation Menu or on the Home Screen.
3. **At the end of the session/workshop**, click on the Check-In icon in the session/workshop listing.
4. Once the "Check-In" feature has been activated, you will be prompted to enter a 4-digit code. Information regarding the code will be provided by the Moderator **at the end of the session/workshop.**
5. Type in the 4-digit code, then tap "Submit Code" at the top of the screen to complete your check-in.
6. To view and keep track of the CEUs you have earned, click on the My Credits icon in the Navigation Menu or on the Home Screen.

- Note:** You may need to manually sync the app to see your CEUs. This is done by tapping the circular arrows next to the words "Last sync:" at the bottom of the Navigation Menu.
7. Need a copy of your CEU transcript? No problem! Click on the Share icon (Apple) or Envelope icon (Android) at the top of the screen in My Credits to email a copy of your conference CEU's to yourself. The transcript will be sent to the email address you provided at registration. Additionally, approximately four weeks after conference, attendees will also receive an email from CTE, our conference registration company, with a link to their CEU transcript. No hard copies will be distributed.

The CEU ticket system will also be available for those who prefer obtaining CEUs the traditional way. **Attendees should choose only one method of obtaining CEUs – either through the mobile app or through the ticket system.** Please **DO NOT** do both, as doing so may result in a delay in processing your CEU's.

GENERAL INFORMATION

CEU Ticket Procedures:

1. As you enter a session/workshop, the 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.
- If you would like to apply for CLEs, you must register and pay for them with your conference registration. See page 46.
- Three different CLE packages are offered:
 - (3) CLEs is \$45 plus registration
 - (4) CLEs is \$60 plus registration
 - (8) CLEs is \$120 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 8, 2018. After that date, you must register and pay on-site at conference registration.

CLE Procedures:

1. As you enter a session, the 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 Moderator or Host in exchange for your certificate of attendance. You will maintain your certificate of attendance within your records as required by the MCLE Rules.
6. Please note that not all sessions are eligible for CLE credits. Sessions that are eligible for CLE credits will be noted in the final conference brochure. A minimum of 15 CLEs will be offered at the conference; attorneys will be eligible to earn up to 8 CLE credits.

EVENT LOCATIONS

Agency Showcase: Salon B, Lower Level
All-Conference Awards Luncheon: International Ballroom, Second Floor
Career Development Symposium: Grand Ballroom, Second Floor
Closing Social: Museum of Science and Industry
Conference Headquarters: Mobley Room, Lower Level
Conference Registration: 8th Street Registration South, Lobby Level
Exhibit Hall: Salons A, C and D, Lower Level
Keynote General Session: Grand Ballroom, Second Floor
Pre-Conference Workshops and Conference Sessions: Throughout the hotel
Silent Auction: 8th Street Registration North, Lobby Level
Welcome Social: International Ballroom, Second Floor

EXCEPTIONAL WORKPLACE AWARD 2017

Park and Recreation agencies applying for the 2017 Exceptional Workplace Award must complete an online survey (the link to the survey will be emailed to you once you complete the registration form). It includes a series of 50 questions, and each question must be answered. A point value has been assigned to each question, which the committee will use when your questions are being reviewed and tallied. Once the survey has been reviewed, if the committee feels that there is a need for documentation, your agency will be notified prior to the final decision.

Surveys must be completed by November 9, 2017.

If the park and recreation agency meets the award criteria, the recognition as an IPRA Exceptional Workplace is five years. Park and recreation agencies may re-apply five years after receiving the IPRA Exceptional Workplace award for subsequent consideration. If a park and recreation agency does NOT meet the minimum award requirements during their application year, they may re-apply the following year at no additional cost.

Agencies that meet the criteria will receive the Exceptional Workplace Award at the 2018 Soaring to New Heights Conference, during the IPRA business meeting.

Additional questions please contact: Kelly Carbon Superintendent of Marketing, Elk Grove Park District, 847/228-3548, kcarbon@elkgroveparks.org

EXHIBIT HALL INFORMATION

The exhibit hall will be open on Thursday and Friday, with **dedicated hours** on Friday.

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

Each registered delegate will have multiple opportunities to win great prizes. Drawings will take place throughout the day Thursday and Friday. 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 18:

12:30 pm – 6:00 pm, Grand Opening

Friday, January 19:

9:00 am – 12:00 pm

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

1:00 pm – 3:30 pm

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

HOUSING INFORMATION

Hilton Chicago (Host Hotel)

720 S. Michigan Avenue, Chicago, Illinois

Phone	877/865-5320 - Reservations or 312/922-4400 - General
Group Code	IPK
Rates	\$121 Single/Double; \$131 Triple; \$141 Quad Note: Upgrade surcharges may apply to guarantee a specific room type.

The Blackstone, Autograph Collection Hotels (Overflow)

636 S. Michigan Avenue, Chicago, Illinois

Phone	800/468-3571 or 312/447-0955
Group Code	Reference IAPD/IPRA Soaring to New Heights Conference when making a reservation by phone.
Rates	\$121 Single/Double

For online reservations for either the Hilton Chicago or The Blackstone, visit ilparksconference.com and click on the "About" tab "Housing and Parking" for the appropriate web links.

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

- The cut-off date for reservations at the Hilton is **January 2, 2018**. The cut-off date for reservations at the Blackstone is **December 26, 2017**. Reservations made after these dates may pay a higher rate and are subject to availability.
- One (1) night's room and tax advance deposit by check or credit card must accompany each reservation. This deposit is fully refundable before December 22, 2017. After December 22, 2017, there will be no refunds for cancelled rooms. The Joint Conference Committee implemented this policy in 1999 due to the high rate of rooms cancelled at the last minute.

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

HILTON HONORS APP

Check-in easier and do more with the new Hilton Honors App! The app brings you the best travel experience yet with its exclusive, state-of-the-art features such as Digital Check-in, Digital Key, Enhanced Digital Floorplans with room selection and Arrival Requests.

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* **Must be a Hilton Honors member to participate. The Hilton Honors program is free to join. Attendees must provide their Hilton Honors number with their reservation prior to arrival. Pre-arrival room selections are not guaranteed and subject to the hotel's availability at the time of arrival. Standard guest check-in time is 3:00 pm. For more information visit hiltonhonors3.hilton.com.**

SPONSOR-A-STUDENT

MAKE A DIFFERENCE AND IMPACT THE FUTURE!

Students: Do you want an opportunity to attend the All-Conference Awards Luncheon at no additional cost? Register in advance (see page 46), to join over 1,500 park and recreation professionals! Event includes lunch, networking and celebrating the accomplishments of those in the industry.

IAPD/IPRA Members: Do you want to donate a seat to a student at no additional cost? Register in advance (see page 46), to be matched with a student who will be a guest at your table during the All-Conference Awards Luncheon. **Note:** Your agency must participate in the preferred agency seating program to be able to sponsor a student. This requires you and your staff to sit with your student during the awards luncheon. And, as this program is intended to help students build their networks, we hope you will help your student by introducing him/her around.

Students will be randomly assigned with professionals/commissioners. Those who pre-registered will receive detailed instructions prior to the conference.

GENERAL INFORMATION

PARKING

Delegates who are registered guests at the Hilton Chicago will receive a discounted daily parking rate of \$22 for self-parking and \$32 for valet parking. No in/out privileges will be allowed. Valet parking at The Blackstone is available for guests at a rate of \$41.40/daily or \$10.80-18.00/hourly; self-parking is not available. Self-parking nearby in public lots begins at \$30 per night.

Delegates not staying at the hotels can park in any of the downtown garages at regular rates. Additional parking in the area can be viewed at www.chicagoparkingmap.com.

All delegates are encouraged to take public transportation.

POLICY ON CHILDREN

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

POLICY ON MEMBERS AND NON-MEMBERS

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

- Members of the Illinois Park and Recreation Association in current standing through December 31, 2018. **IPRA memberships not renewed for 2018 will be assessed the difference between the member and non-member conference registration fees upon their check-in onsite at Conference Registration.**
- Commissioners/board members, attorneys, board treasurers and board secretaries of agencies that are members of the Illinois Association of Park Districts
- A maximum of six **support** staff from IAPD member agencies (**"Support staff" is defined as clerical and maintenance personnel only.**)

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

RECORDING/VIDEOTAPING

Recording or videotaping from attendee smartphones is not permitted during any part of the educational program, including pre-conference workshops, conference sessions, the Career Development Symposium or the Keynote General Session.

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KEYWORD: IAPD/IPRA

REGISTRATION INFORMATION

Early Registration Deadline Monday, December 4, 2017

Registration Deadline Monday, January 8, 2018

Registration Methods:

- Online at ILparksconference.com to save \$25 per registration package; online registration **must be** accompanied by credit card for payment.
- Complete the Advance Registration Form and mail it with credit card or check to 2018 IAPD/IPRA CONFERENCE, P.O. Box 756, Park Ridge, IL 60068
- Complete the Registration Form and fax it with credit card information to 847/957-4255; faxed registrations **must be** accompanied by credit card for payment.

Registration Information:

- Faxed, mailed and online registrations will be accepted until January 8, 2018. Register online at ILparksconference.com for a \$25 per registration package discount!
- **IAPD/IPRA will not invoice agencies or individuals for conference registrations.**
- Each registered delegate will receive their name badge, event tickets and CEU coupons (if applicable) on-site at conference.
- After registering you will receive an email confirmation with a bar code – **please bring this with you to conference.** This confirmation, as well as a photo ID will be required to pick up your registration materials.
- Once on-site there will be a \$5 charge to reprint your name badge and **EVENT TICKETS WILL NOT BE REPRINTED.** **You must purchase new tickets at the current on-site price in order to attend any ticketed events.**
- You will not be permitted into pre-conference workshops, the exhibit hall or conference sessions without the proper name badge.

On-site Registration Hours:

- Thursday, January 18 7:30 am – 5:00 pm
- Friday, January 19 7:00 am – 5:00 pm
- Saturday, January 20 7:45 am – 12:00 pm

Registration Questions?

Contact CTE, our conference registration company, at either ilparks2018@cteusa.com or 847/957-4255.



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.



GENERAL INFORMATION

SILENT AUCTION & SPORTS RAFFLE

8th Street Registration North, Lobby Level

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

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

If you would like to make a donation or need more information, please contact Nanette Sowa at nsowa@nwsra.org.



SPECIAL DIETS/ACCOMMODATIONS

Persons with special needs may make arrangements by notifying Leesa Kuo Johnson at IPRA at leesa@ilipra.org **no later than January 8, 2018.**

SPECIAL SESSION: LIFEGUARD TRAINING (IN-POOL)

Friday, January 19

3:30 pm – 4:45 pm

#607 – Lifeguard Training Drills Round 2

Bring your suit and towel, as we take over the pool at the Hilton once again to demonstrate and practice lifeguard training drills. This special session, geared for lifeguards and those who train and work with lifeguards, will provide participants the opportunity to practice drills and learn techniques to keep training and in-services fun and engaging for new and veteran lifeguards.

Note: Due to maximum pool capacity limits, **pre-registration is required** for this session. See page 46 of the registration form.



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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 any park district, forest preserve, conservation, recreation or special recreation agency.**

Registration will include a name badge for admission to the Exhibit Hall, Welcome Social on Thursday, conference sessions on Friday and Saturday and the Keynote General Session on Saturday. Tickets for the All-Conference Awards Luncheon and the Closing Social on Saturday evening will be available for purchase. See page 46 for registration.

STUDENT EVENTS

THURSDAY, JANUARY 18

6:00 pm – 7:00 pm

Professional Connection

You won't want to miss this unique opportunity to network with professionals in the field. The Professional Connection provides a relaxed, social atmosphere and an informal setting for talking with and getting to know professionals currently working in your area of interest. Everyone who attends will enjoy complimentary pizza and soda. See page 46 for details and registration form.

FRIDAY, JANUARY 19

9:45 am – 11:00 am

#801 – Mock Interviews/Resume Review

The Mock Interviews/Resume Review offers students the opportunity to practice and improve their interviewing skills, by being paired by a professional who will engage them in a simulated interview experience. At the conclusion of the interview, students will receive constructive feedback and advice that will help them be more prepared and to do well in a real life interview.

12:15 pm – 2:15 pm

All-Conference Awards Luncheon

Register at no additional cost to join the celebration and to network with established professionals. See page 46 of the registration form.



GENERAL INFORMATION

VOLUNTEERS... CALLING ALL IAPD/IPRA MEMBERS!

We are recruiting volunteers for Conference Concierge, Headquarters and Registration. 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 CONCIERGE

CONTACT: Jerri-Lynn Kleina (jerrilynnkleina@gmail.com)

Hours of Operation:

Thursday, January 18 7:30 am – 5:00 pm
Friday, January 19 7:00 am – 4:00 pm

CONFERENCE HEADQUARTERS

CONTACT: Duane Smith (duane@ilpra.org)

Hours of Operation:

Thursday, January 18 7:30 am – 5:00 pm
Friday, January 19 7:00 am – 5:00 pm
Saturday, January 20 8:00 am – 5:00 pm

CONFERENCE REGISTRATION

CONTACT: Alan Howard (ahoward@ilparks.org)

Hours of Operation:

Thursday, January 18 7:30 am – 5:00 pm
Friday, January 19 7:00 am – 5:00 pm
Saturday, January 20 7:45 am – 12:00 pm

WHAT TO WEAR

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

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

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



It's easy to be green with online registration! Visit the conference web site at ilparksconference.com and click on the Registration and Hotel Information link. You will save \$25 per registration package as an added bonus for registering online!

IAPD and IPRA are proud of their partnership with the Hilton 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 Hilton'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 throughout the hotel.



New for 2018 - Go green with conference workshop/session evaluations and the mobile app!

In an effort to reduce paper and simplify the evaluation process, there will be no paper evaluations for conference sessions and workshops this year.

Instead, attendees will be able to provide valuable comments and feedback through electronic session/workshop evaluations in the mobile app.



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PRE-CONFERENCE WORKSHOPS - MORNING

All pre-conference workshops award 0.3 CEUs. Pre-registration is mandatory. Register online at ILparksconference.com or see page 45.

9:00 am – 12:00 pm

10 The Art of Being Creative

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): Doug Dvorak, CSP, President, Dvorak Marketing Group, Inc. and Karyn Ross, Consultant and Coach, Karyn Ross Consulting

In a world that's fast-changing, innovators and problem solvers rise to the top. How good are you at coming up with bright ideas? More importantly, how do you get better at it? This workshop will help you to become a more creative person and will show you how to put yourself in a creative mode anytime, anyplace. You will learn how to expand and refine your creative ideas. You will no longer haphazardly search for creative solutions or become frustrated when your random methods don't yield results. This workshop will also help participants improve the capability for innovation through examining known pitfalls and problems, while developing tools for maximizing the creative potential for both themselves and their colleagues.

Learning Outcomes: Participants will: 1) understand the nature of creativity and learn techniques for managing and enhancing the creative process; 2) assess the levels of creativity and innovation for yourself and your organization; 3) learn how to avoid personal and organizational factors that block creativity.



101 Conversational Intelligence - Developing a Better Way to Communicate and Lead

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): David E. Carter, President/CEO, Growing Leaders, LLC

As leaders, we are always under the microscope. Our staff, the public, our bosses, and everyone around us is constantly listening, critiquing, and assessing our every word. Conversations are not what we think they are and in order to truly develop the leadership skills of tomorrow, one must change the way they communicate at a deep and meaningful level. This workshop will provide attendees with a solid overview and the take-away tools they can use to immediately improve their ability to have better conversations. Better conversations leads to a more robust agency. By understanding how conversations trigger different parts of the brain and thus creates different reactions in both yourself and the person you are conversing with, you can develop conversational skills that will propel you, your team and your entire agency towards success at a higher level.

Learning Outcomes: Participants will: 1) learn what conversational intelligence is and understand that it is a necessary and learnable skill to build healthier, more resilient agencies in the face of change; 2) develop new skills to communicate more effectively by understanding how neuroscience impacts our conversations.

201 Natural Lawn Care: The Approach, Policies, Costs and Implementation Steps for Healthy Parks

Topic Track: Parks/Natural Resources

Registration Fee: \$75

Speaker(s): Ryan Anderson, Program and Communications Manager, Midwest Pesticide Action Center; Jeff Swano, President and Owner, Dig Right in Landscaping, Inc.; Michael Kormanik, Marketing Director, Greenwise Organic Lawn Care; Terry Wolf, Superintendent of Buildings & Grounds, Park Ridge Park District; Steve Neumann, Owner, Logic Lawn Care; Paul D'Agostino, Environmental Services Bureau Chief, Public Works Agency, City of Evanston

No longer a buzzword, natural lawn care has been implemented by many Illinois park districts, schools, and sporting fields. In this workshop, Illinois natural lawn practitioners from park district staff to lawn care companies

will cover the approach of managing outdoor spaces without synthetic pesticides and fertilizers. Moderated by Midwest Pesticide Action Center's Ryan Anderson, six presenters will discuss the motivations, policies, practices, challenges, and costs with developing a comprehensive natural lawn care program for your district. Finally, MPAC will share the resources and materials necessary to implement a natural lawn care program from day one and elaborate on their Midwest Grows Green initiative to engage the community about the transition.

Learning Outcomes: Participants will: 1) understand how to manage the interactions of soil nutrients, microorganisms, inorganic materials, and other soil living and nonliving components of the complex lawn ecosystem to grow strong, healthy grass; 2) receive the tools, resources, and information needed to create and implement an effective natural lawn care program.

301 Getting Your Financial House in Order

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): Lisa Paradis, Director, Brookline, MA and Jamie Sabbach, President, 110% Inc.

Is your agency's financial house cluttered and disorganized? Or maybe there are some areas that may be in need of a good cleaning? What should you keep, save for later, or throw away? Understanding the elements of a business plan and implementing a realistic financial strategy are key factors in getting your house in order. Starting at the very basics of key business components, this workshop will focus on recognizing the essentials of providing great service delivery, identifying areas of interest, and creating an action plan to successfully implement in your agency. **Learning Outcomes:** Participants will: 1) learn techniques to implement financial strategy in their organizations, providing them an enhanced opportunity to position themselves and their agencies in a greater position of power; 2) understand the elements of a business model, the importance of having this knowledge, and how to capitalize on that to create a thriving agency.



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

401 The Science and the Art of Pricing Recreation and Park Services

Topic Track: Recreation
Registration Fee: \$75
Speaker(s): Dr. John L. Crompton, Regents Professor, Texas A&M University

This workshop will provide a scientific framework to guide pricing decisions. It draws on Dr. Crompton's extensive research and numerous consulting assignments relating to pricing over the last 40 years, and his experience as an elected councilman and mayor pro term for the City of College Station. Using non-technical terminology, Dr. Crompton will explain the multiple functions of price in the public sector. Additionally, he will discuss the appropriateness of various kinds of differential prices using both premiums and discounts, and behavioral pricing concepts that adapt prices to fit clientele's perceptions of what is acceptable. Learning Outcomes: Participants will: 1) understand and be able to incorporate into pricing policies the four functions of price in the context of public park and recreation services; 2) understand the potential of providing cost and quality information in enhancing the acceptability of price increases; 3) understand the concept of reference price and strategies available to keep prices consistent with reference price; 4) understand the principles of prospect theory and strategies that use it to reconcile differences with reference price in the customer's mind.

501 Promoting Inclusion and Healthy Relationships

Topic Track: Therapeutic Recreation
Registration Fee: \$75
Speaker(s): Linda Sandman, Associate Director, Blue Tower Solutions

People with disabilities are living, working and actively participating in community life in increasing numbers. Yet, they often remain isolated socially, either through separate programming in community organizations or through difficulties bridging the gap into social groups and spaces. This workshop will consider the topic of creating inclusive environments and strategies to promote healthy relationships for people

with disabilities. One important area of concern that often goes unaddressed is sexuality. Program staff may feel at a loss navigating this area, especially if concerns arise about inappropriate sexual contact. We will explore challenges and barriers to addressing this topic, as well as opportunities to support and promote healthy behavior and relationships.

Learning Outcomes: Participants will: 1) gain an understanding of the components of an inclusive environment and specific ways to foster peer support and leadership between people with disabilities and those without; 2) be able to identify barriers and challenges to the promotion of healthy relationships for people with disabilities, including in the area of sexuality, using case scenarios to practice problem-solving strategies.

601 Advanced Management Training for the Fitness Center

Topic Track: Facilities Management
Registration Fee: \$75
Speaker(s): Mark Davis, CEO, CMS International

In this workshop you will learn how to successfully manage every aspect of today's modern fitness center. We will cover marketing, sales, programming and member retention. You will walk away with a proven system to make your fitness business successful.

Learning Outcomes: Participants will: 1) learn the skills to manage a fitness center; 2) walk away will a proven plan of what to do next.

901 Throw Away the Cookie Cutter: Creating a Successful Sponsorship Program That Doesn't Leave Money on the Table

Topic Track: Marketing/PR
Registration Fee: \$75
Speaker(s): Mike Terson, Public Relations and Marketing Manager, Buffalo Grove Park District

Generating sponsorship dollars for your district isn't always as easy as it may seem; and, there really isn't a one size fits all approach. There is a lot of competition for advertising and community donation dollars. Sometimes that competition comes from within your agency. Find out how to create a successful sponsorship program from the ground up; or, rebuild your program if needs an overhaul. You'll leave with some sales skills, tricks on

how to not leave any money on the table, and how to use all of the assets of your agency to maximize your sponsorship agreements.

Learning Outcomes: Participants will: 1) learn how to negotiate and sell; 2) learn how to create the structure of a sponsorship program, including (but not limited to) determining value of exposures and distribution of revenue.

1001 Bring Your Brave Face, We're Going to Talk Race, Diversity and Inclusion, AGAIN

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

21st Century Leadership requires a frank and brave discussion about tough topics. And clearly tough topics in the United States include race, diversity and inclusion. Last year, we had a fruitful discussion and plan to take it to another level in our follow up workshop this year. Through a series of facilitated discussions and team exercises, we peel back and understand the complexity surrounding discussions of race, gender, equity and inclusion in parks and recreation. During the workshop, we will again create a safe space to have a frank discussion about these sensitive topics and build empathetic language skills to take back to our respective agencies.

Learning Outcomes: Participants will: 1) review definitions of hot terms; 2) discuss the current race relations climate in the US and how it affects us all; 3) build empathetic "muscles" for people who are different; 4) develop language techniques to handle tough conversations around race, diversity and inclusion.





9:00 am – 12:00 pm

Career Development Symposium

Location: Grand Ballroom, Second Floor

Registration Fee: \$89

Speaker: Kathie W. Mayo

CEUs: 0.3



About the Speaker

Kathie is a professional consultant, trainer and coach who has brought her unique brand of training to many of the nation's top corporations. She is renowned for her ability to deliver specialized training that results in goal achievement, career advancement and exceptional growth – both personal and professional. Kathie received a Bachelor of Arts degree in sociology and journalism from the University of Maine, and a Master of Business Administration in sales and marketing from Northeastern University. She is a member and currently serves as President of the American Telemarketing Association, New England Chapter.

8:15 am – 9:00 am

Registration/Check-In

YOU MUST GO TO CONFERENCE REGISTRATION, LOCATED ON THE MAIN LEVEL, 8TH ST. ENTRANCE.

9:00 am – 12:00 pm*

Strategies for the Overwhelmed

Do you ever leave work with your “to do” lists half finished? If you're like most people, it happens often. Your ambitious plans were sacrificed to...

- A bottomless in-basket
- The constant stream of minor crises “only you can handle”
- Endless details, emails, phone calls and interruptions that leave you wondering, “Will I ever get caught up?”

Wonder no more. You can get caught up **and** start getting ahead. You will learn to work smarter, not harder to get more done and add more value within your agency. You will feel less stressed and frazzled. But best of all, you will be able to get to the high-priority projects you never seem to have time for. It's no secret that successful people are those who have learned to control their days – instead of letting interruptions, paper chases and the phone control them.

By attending this workshop, you will:

- Identify what is important
- Anticipate problems and prevent bottlenecks
- Spot the hidden shortcuts in every project
- Resolve the conflict when other people's goals compete with yours
- Stop procrastinating...get started...and get it done!

* **Includes a 30-minute refreshment break**

12:30 pm

Tour the Exhibit Hall, Salons A, C and D, Lower Level.



PRE-CONFERENCE WORKSHOPS - AFTERNOON

All pre-conference workshops award 0.3 CEUs. Pre-registration is mandatory. Register online at ILparksconference.com or see page 45.

1:30 pm – 4:30 pm

11 B.Y.O.B. - Build Your Own Brand: How to Harness the Secret Powers of Personal Branding! ®

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): Doug Dvorak, CSP, President, Dvorak Marketing Group, Inc.

Your personal brand is the values that your friends, family, co-workers and the marketplace associate with your name. What values do you stand for? How do you make that clear to the world around you? How do you achieve your goals by being clearer and more visible? By developing your personal brand.

Personal branding describes the process by which individuals differentiate themselves through identifying and articulating their unique value proposition (UVP) to achieve a specific goal. Many other people bring the same products, services and skills to the marketplace that you do. So why is it that some people just seem to stand out? Chances are, consciously or unconsciously, they have created their own unique personal brand. Personal branding is not about applying a thin layer of veneer. It's about getting in touch with your authentic self – what's true, real and genuine about you. It's about defining the values you live by, the passions that drive you and presenting the real you to others. In this workshop, learn how to harness the power of personal branding to stand out among the competition, communicate your unique value and position yourself for greater success in your life and career.

Learning Outcomes: Participants will: 1) recognize the importance of personal branding; 2) learn the key steps in building a personal brand; 3) learn techniques for managing and enhancing your personal brand; 4) understand how to differentiate yourself from the competition; 5) learn to avoid personal factors that inhibit you from being authentic.

102 Conflict Is a Creative Opportunity

Topic Track: Leadership/Management

Registration Fee: \$75

Speaker(s): David E. Carter, President/CEO, Growing Leaders, LLC

Conflict is everywhere these days or so it seems. You can't turn on the TV or listen to the radio without hearing some type of conflict erupting somewhere in the country or world. The truth is it does not need to be that way. Having disagreements is part of the human experience of life and is often influenced by our personal differences, our experiences in life, our unique personality, and most importantly the culture we find ourselves working and living in. However, most people and agencies are simply not educated or trained in knowing how to resolve conflict in an organized and creative fashion. When done properly, resolving conflict can lead to some wonderfully creative solutions and ideas. This workshop will focus on the root causes of conflict, as well as learning a few techniques to help co-create a solution to disagreements.

Learning Outcomes: Participants will: 1) develop awareness of one's own natural tendencies in thinking about and responding to conflict. This will include learning how to be better conflict managers by sharing all relevant information in a way that does not attack the other side; 2) learn to reframe conflict so that it can be seen as a mutual problem to be resolved by co-creating a new solution.

202 Preparing Illinois Parks for a Changing Climate

Topic Track: Parks/Natural Resources

Registration Fee: \$75

Speaker(s): Leslie Brandt, Climate Change Specialist, Northern Institute of Applied Climate Science, USDA Forest Service

Local changes in climate will create significant challenges for managing parks in Illinois. In this interactive workshop, participants will learn how heavy rain events, hotter summers and milder winters will impact local vegetation, wildlife, water, and recreation opportunities. Implications for tree and plant selection will also be discussed. Participants will also learn tools to adapt to these changes and develop their own strategies for the parks they manage. This workshop will be led by Leslie Brandt, a climate change specialist with the

Northern Institute of Applied Climate Science and the US Forest Service, who has developed assessments and adaptation resources for Illinois ecosystems and urban forests.

Learning Outcomes: Participants will: 1) learn about observed and projected changes in climate in Illinois and impacts to trees and parks management; 2) apply concepts and strategies for climate change adaptation to their work.

302 Windows 10

Topic Track: Finance/IT

Registration Fee: \$75

Speaker(s): Mohd Mishaal, Microsoft Technical Instructor, Directions Training

This Windows TechClinic introduces IT professionals to the new features and capabilities of Windows 10, using the Enterprise Edition of Windows 10. It also covers the key Windows 10 ecosystems of Identity Management, cloud services like Azure Active Directory (AAD), deployment/management tools and the new User Interface.

Learning Outcomes: Participants will: 1) leave with an understanding of the new features and capabilities of Windows 10 and related services and administration tools; 2) understand the preparations required for deploying and managing Windows 10; 3) understand the overall security features of Windows 10.

402 SafeTALK: Suicide Alertness Training

Topic Track: Leadership/Management

Registration Fee: \$75

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

In every age group that an organization provides services for, there is someone identified in a high risk group for suicide. Because suicide affects every community, this workshop allows everyone to become a suicide alert helper. As a Master SafeTALK trainer, Lori will provide for participants a meaningful and useful training that will give them the tools to become competent and confident in helping to create suicide-safer communities. Following the training participants can identify themselves to their supervisor as a trained individual that can assess the suicide risk of an individual. Participants can share with staff warning signs to be aware of, critical questions to ask



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

and what steps they would need to take to enlist the help of other trained individuals. Participants will receive a list of national, state and community resources to use for additional support for the trained individuals and staff to help keep at-risk individuals safe.

Learning Outcomes: Participants will: 1) recognize how alert helpers see, hear, sense and uncover warning signs that a person with thoughts of suicide demonstrates; 2) identify that most people with thoughts of suicide want help to avoid suicide.

602
Creating and Operating a Professional and Successful Personal Training Department

Topic Track: Facilities Management
Registration Fee: \$75
Speaker(s): Mark Davis, CEO, CMS International

With state-of-the-art fitness centers a common feature in today's park districts, many facilities have turned their attention to personal training, which provides a value-add for their customers. While hiring qualified trainers, establishing a client base and making a profit are all critical factors for success, there is much more that makes a strong personal training department. In this workshop, learn what it takes to create and operate a successful personal training department in your park district.

Learning Outcomes: Participants will: 1) learn the ins and outs of the personal training business; 2) walk away with a plan to increase personal training in their facility.

604
Park Properties Old and New: Pre-Conference Tour (Off-Site)

Topic Track: Parks/Natural Resources
Registration Fee: \$75
Speaker(s): Julia Bachrach, Historic Preservation Consultant, Julia Bachrach Consulting, LLC

The Park Properties Old and New Tour will be led by Julia Bachrach who served as Chicago Park District Planning Supervisor and Historian for 28 years. This year, the tour will highlight historic parks on Chicago's Northwest Side such as Kilbourn and Athletic Field Park. Both parks have lovely Revival style field houses dating to the 1920's and designed by Chicago Architect

Clarence Hatzfeld. Today, these parks provide diverse programs. Kilbourn is well known for its organic greenhouse, and Athletic Field for its ceramics studio. The tour will also feature some of Chicago's newest park facilities, Jesse White Park, with a major community center designed by Ghafari Associates that won a 2015 Design Excellence Award from the American Institute of Architects. Another highlight will be Clark Park, a Chicago riverfront park with the Kerry Woods Cubs Field as well as an impressive field house and boat house designed by acclaimed architects Studio Gang.

Learning Outcomes: Participants will: 1) learn how historic park buildings have been rehabilitated to support a broad array of programs and activities; 2) learn about the design, operations and programming of some of Chicago's newest parks.

902
The Road to Referendum: Successful Case Studies and Strategies

Topic Track: Marketing/PR
Registration Fee: \$75
Speaker(s): Josh Hendricks, Director of Communications & Marketing, Carrie Fullerton, Executive Director and Sebastian "Buzz" Puccio, Board President, Bloomingdale Park District; Remi Gonzalez, Senior Vice President, Public Communications, Inc.; Ron Salski, Executive Director, Lake Bluff Park District

In today's ever-changing financial climate, many agencies may be facing going to referendum in the near future. Learn from agency leaders and communications consultants the key strategies that you can employ to successfully educate your community, and pass a referendum measure. During this workshop you will hear from a variety of panelists, with a wide range of skills and ideas. Take home strategies and concepts that can be implemented immediately when you return to the office to begin your journey toward success!

Learning Outcomes: Participants will: 1) learn a variety of techniques and perspectives that can be utilized to educate their community on their agency's needs; 2) engage in hands-on activities, such as determining who the opinion leaders and decision-makers are in your community, that will prepare them for their agency's referendum efforts.

1002
It's Not Our Fault "They" Don't Come

Topic Track: Diversity
Registration Fee: \$75
Speaker(s): Dr. Deb Jordan, Professor, East Carolina University

Parks and recreation professionals are consistent with our verbal commitment to diversity, but few agencies make it obvious and explicit. This often results in an underuse by "them" of our programs, services and facilities. In addition, while we may think that our agency is clearly inviting to all of our constituents, a lot of community members don't feel particularly welcome. This workshop will begin with an easily applied view of diversity and then get into the subtle messages embedded in parks, programs, policies and facilities that may be inviting or "not so much" to all of those we are committed to serve. This will be an interactive workshop with take-aways where we examine the messages we send about diversity throughout agency operations.
Learning Outcomes: Participants will: 1) be able to articulate a broad understanding of diversity and what it means to agency operations; 2) be able to utilize a variety of activities in examining agency efforts as related to diversity.



WELCOME SOCIAL



Thursday, January 18

9:00 pm – 12:00 am

Hilton Chicago,

International Ballroom,

Second Floor

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

The Breakfast Club is a high-energy rock/dance 80's tribute band, whose every song is a hit that brings the house down with spontaneous, exuberant 'I know this song!' singalongs. Moonwalk down memory lane with The Breakfast Club as they spin you right round to all the radical sounds, styles and way cool dance steps from the 1980's in over-the-top retro 80's attire.

SPONSORED BY:





**Saturday, January 20
7:15 pm – 10:30 pm
Museum of Science
and Industry**

Explore a World War II German submarine. Mingle below historic aircraft. Meet the coolest collection of robots ever assembled, face to interface. The Museum of Science and Industry (MSI), is one of the largest science museums in the Western Hemisphere, and is housed in the only remaining structure from the 1893 World's Columbian Exposition. Join us for an extraordinary evening as we celebrate the close of conference at this year's premier destination.



THIS IS A TICKETED EVENT!

Ticket includes:

- Roundtrip shuttle service from the Hilton Chicago;
- Admission to the Museum of Science and Industry*, including special access to the *U-505 Submarine* and *Robot Revolution* exhibits;
- Dinner buffet with unlimited beer, wine and 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 on-site from Conference Registration.
- Tickets **will not be sold** on-site at the museum.

**Buses will depart from the Hilton
Chicago beginning at 6:45 pm.**

* Includes access to the main floor and balcony, lower level *U-505 Submarine* exhibit, and main floor *Robot Revolution* special exhibit.

SPONSORED BY:



	BOARDSMANSHIP	DIVERSITY	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/ LEGAL	HR/RISK MANAGEMENT
8:15 am - 9:30 am		#1006 – Diversity Training, Again?!	#616 – 75 Aquatic Ideas in 75 Minutes #619 – Revolution! Small is the New Big!	#107 – IMRF Retirement Planning for Your Future #305 – Beyond the Edge: The Case for Security As a Service	#110 – Legal/Legislative, Part I #122 – The Top Ten Craziest Employment Decisions of the Year #133 – Protests, Pepper Spray and Your Parks #321 – Do You Comply With the Prevailing Wage Act? Are You Sure? #908 – The Legal Side of Using Social Media	#309 – Head Games: Youth Sports Concussions in Recreation #314 – Team Building for Better Service
9:45 am - 11:00 am	#144 – A Board Member's Guide to Municipal Bond Financing	#1005 – Parks and Recreation Provider's Role as Community Builders	#605 – Bee Green: How to Apiary Installation and Maintenance – Do It for the Bees! #615 – Performance Measures the Next Steps	#132 – Financing Your Next Capital Project #316 – The Recreational Professional's Guide to Finance #324 – GASB Update Including the Latest Proposed Reporting Model Changes	#106 – Negotiating Cell Tower Agreements: An Alternative Source of Revenue for Your Agency #111 – Legal/Legislative, Part II #121 – Code Enforcement: Prosecuting Park District Ordinance Violations #135 – OMA-FOIA	#303 – It's Up to Us: Preventing Child Sexual Abuse in Our Parks #318 – Select, Don't Hire! Finding the Right Fit for Your Department
1:00 pm - 2:15 pm		#1007 – Bridging the Gap: Managing Multiple Generations		#26 – Upfront Cost; Long Term Savings	#320 – Cyberliability for Park Districts: How to Build Your Defenses to a Cyber Attack	
3:30 pm - 4:45 pm	#138 – Bonds For Board Members	#1008 – Diversity: Old Dog, New Dog	#607 – Lifeguard Training Drills Round 2 #618 – You've Built a Facility, Now What? How to Effectively Plan for Maintenance/Operation of a Renovated or New Facility	#108 – The Impact of Rising Interest Rates #127 – Budgets, Levies and Bonds #325 – Collections, Bankruptcy, Identity Protection and Consumer vs Business Rights	#105 – Foundations: We Need One, We Have One, We Need a Little Help #128 – EEOC Update #131 – Construction Project Implementation #142 – Lesser Known Funding for Park Districts	#307 – Employee, Independent Contractor, Intern, or Volunteer? #311 – ACA/Repeal and Replace/Trump Care vs Obamacare #312 – Employee Leaves: Meeting Your ADA Obligations Before, During and After the Leave

LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p>#14 – Executing at the Level of WOW!</p> <p>#21 – In Conflict with Dakota Indian Tribal Wisdom</p> <p>#103 – Developing the Leaders Around You</p> <p>#113 – Strategic Planning on a Dime – Keep it Simple (KISS)</p>	<p>#903 – Book More Weddings: First Impressions and Keeping up With the Millennials</p>	<p>#203 – Risks and Opportunities for Parks and Natural Resources in a Changing Climate</p> <p>#215 – Synthetic Turf Field Maintenance Is Not An Oxymoron</p> <p>#427 – The 606 Trail and Park System</p>	<p>#140 – Play Has No Limits: Mobilizing Philanthropic Resources for Play and Fitness</p> <p>#403 – Event Exceeding Projected Attendance: How to Keep This From Happening to You</p> <p>#418 – Reducing Barriers: Through Camping Trainings and Gear Libraries</p> <p>#425 – Athletics for Dummies: A “How To” Guide</p>	<p>#511 – Building Connections Through Sport – An Intro to Sports-Based Youth Development</p> <p>#509 - Musical Minds: Neurologic Development Through Music and Movement</p>
<p>#18 – Creating a Strategy Focused Organization</p> <p>#20 – The WHY of Work; Aligning Passion and Strengths to Get the Job Done</p> <p>#22 – Willful Ignorance</p> <p>#104 – Show Me The Money!!</p>	<p>#25 – Communicating the Value of Parks and Recreation: How IPRA Member Agencies Implemented Unplug Illinois in Their Communities</p> <p>#906 – Surprise & Satisfy Your #1 Stakeholder – The Customer</p>	<p>#205 – Signature Park Planning: How to Succeed Through Distinctive Design</p> <p>#210 – Trees, Trees and More Trees: Things I've Learned After 25 Years in Urban Forestry</p>	<p>#404 – How to Manage Participant Information Safely and Securely Online</p> <p>#422 – 25 Most Innovative Outdoor Programs & Events</p> <p>#424 – Artists in the Parks: Cultural Instructors on Creative Community Development</p> <p>#417 – Putting the Personal Into Group Exercise</p>	<p>#507 – Inclusion Strategies in Order to Meet the Needs of Diverse Student Abilities</p>
<p>#12 – The Mindfulness Movement: How the Social Shift Towards Intentional Living and Authentic Life Experiences Impacts Recreation Services</p> <p>#617 – Lifeguarding Beyond the Flex Tube: Developing Staff Skills for Community Needs</p>		<p>#204 – Growing Play – Nature Play From the Ground Up</p> <p>#208 – Retrofitting Large Landscapes for Sustainability: Environmentally Friendly and Money Saving Solutions for Your Site</p>	<p>#409 – Entry Level Staff Understanding the Value of Leadership</p>	<p>#510 – Inclusive Aquatic Spraygrounds</p>
<p>#15 – The Innovation Imperative</p> <p>#16 – Confessions of a Young Professional</p> <p>#112 – Agency Accreditation: A Blueprint to Excellence!</p> <p>#136 – The "Be" Attitudes of Influential Leadership</p>	<p>#904 – Marketing Roundtable</p>	<p>#218 – Proactive/Ecologically Compatible Management of Surface Water Feature</p>	<p>#406 – Surviving Your Youth Sports Season With CPR: Coaches, Parents and Referees</p> <p>#413 – Rec Academy - Onboarding Program</p> <p>#414 – Happy Campers: Integrating New Games Into Your Camps</p> <p>#416 – Cha-Ching! How To Cash In On Carnivals</p>	<p>#506 – Multi-Sensory Environment Therapy and Programming, A Peek at NWSRA Snoezelen Sensory Room</p>

SATURDAY, JANUARY 20

	BOARDSMANSHIP	DIVERSITY	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/LEGAL	HR/RISK MANAGEMENT
10:15 am - 11:30 am	#123 – Boardmanship Essentials, Part I	#1004 – Addressing Constraints on Accessing Park and Recreation Programs Among Minority Residents	#608 – Efficiency In Emergency Situations Using A Pit-Crew Mentality #613 – Coming Together: How the Geneseo Community Made a Splash!	#306 – Using Economic Impact Data to Demonstrate an Agency's Relevance	#117 – Use of Video Surveillance in Parks and Facilities #118 – Director and Commissioner Relationships: You Don't Need to Go Along to Get Along #125 – Taking Intergovernmental Cooperation to the Next Level #137 – Preventing Bullying at Your Agency #143 – Park District Referenda: What You Can and Cannot Do With Public Questions in Your District	#308 – Branding for the Brand New #319 – Conducting a Successful HR Assessment
12:30 pm - 1:45 pm	#124 – Boardmanship Essentials, Part II	#115 – Public Accessibility with Transgender Populations	#610 – Net-Zero Energy: Within Reach or Out of This World? #611 – Community Center 2.0: Successful Collaboration Between Public Libraries and Recreation Agencies	#27 – Park Tech Talk: Past, Present and Future	#109 – Preparing Your Board for Addressing Issues With the Public and Avoiding Negative Publicity #114 – ADA Implications for Agencies Under the Current Administration #134 – Avoiding Cyber Information Overload to Create a Risk Management Strategy for Your District #141 – Imposing and Collecting Impact Fees During Difficult Times	#313 – Harassment-Free & Diversity Workplace Training and Legally Defensible Documents #317 – Creating a Culture of Wellness
2:00 pm - 3:15 pm	#130 – Commissioners' Roundtable	#1003 – Managing a Diverse Workforce	#606 – Steps to Running a Successful Concession Stand #612 – Planning for Success: An Effective Facility Feasibility Study Process		#119 – Effective, Efficient and Orderly Board & Committee Meetings: Do Robert's Rules Really Work for Us #120 – Director Contracts: Who, What, When & Why #126 – Ethics for Commissioners #129 – Competitive Bidding and Contract Administration	#322 – How to Minimize Risks Associated With Internal Investigations
3:30 pm - 4:45 pm			#609 – The Critical Incident Preparedness Plan			#310 – Hiring and Firing Without Litigation

LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p>#17 – Engage the Silent Voices</p> <p>#304 – The Power of the Intern</p> <p>#910 – The Change Curve - Accelerating Change and Increasing Its Success</p>	<p>#905 – Once Upon a Pie Chart</p>	<p>#116 – Regulating Drone Use in Public Parks</p> <p>#213 – What's TICKing and BUZZing in Your Parks and Preserves RETURNS</p> <p>#214 – A New Turf Alternative for Non-Sports Areas</p>	<p>#407 – Are You Benefiting From Outdoor Recreation?</p> <p>#408 – Stuart Sports Complex: The Inner Workings of a Premier Sports Facility</p> <p>#423 – No Money, No Problem: Creative Programming</p>	<p>#503 – Let Us Be Your Guide... Building Future Leaders</p> <p>#508 – Aquatic Awesomeness for Those With Autism</p>
<p>#13 – Creating Your Leadership Pipeline</p> <p>#24 – iLEARN</p> <p>#323 – Cost Estimating: Getting Your Capital Improvement Plan Budgets Right</p>	<p>#909 - How to Make Your Email Marketing as Fierce as RuPaul</p>	<p>#206 – The Union of Hydrologic and Ecologic Restoration and Recreation</p> <p>#211 – Using Data to Inform Urban Forest Management to Increase Tree Canopy, Reduce Invasive Species and Preserve Oak</p>	<p>#412 – Programs Big and Small for Active Adults</p> <p>#419 – Fuel Your Community's Passion for Play and Recreation</p>	<p>#426 – Proactive Approach to Inclusive Programming</p> <p>#512 – Sensory Integration in Recreation Programs</p>
<p>#23 – IPRA Member Engagement Town Hall</p> <p>#315 – Strategic Financial and Operational Management: Your First Objective!</p>	<p>#907 – Improving Retention to Increase Sales: How Creating Raving Fans Will Drive Your Profits</p>	<p>#207 – Implementing Community Trails From Idea to Execution</p> <p>#217 – All Ages, All Abilities, All the Time: How Socially Sustainable Are Your Parks?</p>	<p>#410 – B Square - Birds, Bugs and More</p> <p>#411 – Adapting to the Times: Developing Fun, Technologically Friendly Year-Round Trainings</p> <p>#420 – Blueprint for Change</p>	<p>#504 – Creativity for Stress Relief: Therapeutic Recreation for You!</p>
<p>#19 – Executive Directors' Roundtable</p>		<p>#209 – Aquatic Play in the Park: Smart Design Practice for Every Space</p> <p>#216 – Not in My Park! Regulating Controversial Park Activities</p>	<p>#405 – Special Events: The Do's, The Don't's, the Maybe's</p> <p>#415 – Developing Teens Into Young Professionals</p> <p>#421 – The Good, The Bad & The Ugly: Affiliate Agreements That Are Good for All</p>	<p>#505 – A Parent's Perspective</p>

Keynote General Session with Eddie Slowikowski

Saturday, January 20, 2018

8:30 am – 9:45 am

Grand Ballroom, Second Floor

★ New this year, the Keynote General Session awards 0.1 CEUs!



The Best Version of YOU

“There’s a way to do it better – find it.” This quote from Thomas Edison gets to the heart of innovation. Utilize your in-born gifts of imagination and creativity to build the ultimate peak performer. Internationally known speaker Eddie Slowikowski takes participants on the ride of a lifetime to discover the greatness that lies within all of us.

In his program, *The Best Version of You*, Eddie shows audiences how to transcend failure. By relating the story of coming in second place at the big State Championship, Eddie relates how setbacks can set us up for future success. How we respond to “losing” shows us who we really are because, when the chips are down, your true character is revealed. Find the winner within through struggle and come out the other side to be a more well-rounded, battle-tested and mature person.

The Best Version of You takes things up a notch with high-energy audience interaction. Through hilarious and poignant storytelling, Eddie gets to the core of what it really means to dig deep and find “the real you.” What makes you tick? Why do you act and react the way you do? How can you be more comfortable in your own skin? By questioning your actions and influences, you can discover the truth at the heart of your character. In the end, being the best version of you is all anyone can ask. And that’s where true leadership begins.

About the Speaker

3 minutes and 58 seconds. That is the amount of time it took Eddie Slowikowski to run the mile. Whether it’s as a Gold Medal winner for the USA Track & Field Team, a 3-time NCAA All-American, or one of the world’s most dynamic professional speaker, Eddie knows a thing or two about peak performance. Through years of training as an athlete and running his own speaking business, he knows what it takes to be elite. Eddie has always had the can-do spirit of an entrepreneur, in all walks of life. Best of all, Eddie can channel that sense of accomplishment through interactive storytelling to audiences everywhere. He can make you laugh, cry, dance and learn... all in one presentation.

Through storytelling and high-energy showmanship, Eddie shows participants how to follow through on a vision from inception to achievement and how to create positive energy for yourself and others. It’s time to match *who you are* with *who you want to be*. Create the congruency of peak performance and attain the attitude of, **Be That Now!**



2018 Conference Registration Form

REGISTRATION DEADLINE IS JANUARY 8, 2018

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

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

Faxed or mailed registration forms will be accepted until January 8, 2018.

I am completing this form on behalf of the attendee and would like a copy of the receipt; email to: _____

SECTION I. ATTENDEE INFORMATION

NAME _____ TITLE _____

NICKNAME FOR BADGE _____ AGENCY _____

MAILING ADDRESS, CITY, STATE, ZIP _____

PHONE _____ ATTENDEE EMAIL ADDRESS (REQUIRED FOR MOBILE APP ACCESS) _____

MEMBER: IAPD IPRA NON-MEMBER PPRP APRP CPRE CPRP CTRS

MEMBER RATES: All registrations are checked for membership status. Refer to the Policy on Members and Non-Members on page 23.

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

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

ADA COMPLIANCE: CONTACT LEESA KUO JOHNSON AT IPRA AT LEESA@ILIPRA.ORG BY **JANUARY 8, 2018** IF YOU HAVE ANY SPECIAL ACCESSIBILITY/MEAL REQUIREMENTS.

Emergency Contact (REQUIRED):

Name: _____ Relationship: _____ Phone: _____

SECTION II. PRE-CONFERENCE WORKSHOPS – THURSDAY, JANUARY 18, 2018 (Enrollment is limited – REGISTER EARLY!)

SESSION #	TITLE	FEE	CEUs
9:00 am – 12:00 pm			
10	The Art of Being Creative	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
101	Conversational Intelligence - Developing a Better Way to Communicate and Lead	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
201	Natural Lawn Care: The Approach, Policies, Costs and Implementation Steps for Healthy Parks	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
301	Getting Your Financial House in Order	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
401	The Science and the Art of Pricing Recreation and Park Services	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
501	Promoting Inclusion and Healthy Relationships	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
601	Advanced Management Training for the Fitness Center	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
901	Throw Away the Cookie Cutter: Creating a Successful Sponsorship Program That Doesn't Leave Money on the Table	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1001	Bring your Brave Face, We're Going to Talk Race, Diversity and Inclusion, AGAIN	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
9:00 am – 12:00 pm			
CDS	Career Development Symposium: Strategies for the Overwhelmed	<input type="checkbox"/> \$89	<input type="checkbox"/> \$5
1:30 pm – 4:30 pm			
11	B.Y.O.B - Build Your Own Brand: How to Harness the Secret Powers of Personal Branding!®	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
102	Conflict Is a Creative Opportunity	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
202	Preparing Illinois Parks for a Changing Climate	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
302	Windows 10	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
402	SafeTALK: Suicide Alertness Training	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
602	Creating and Operating a Professional and Successful Personal Training Department	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
604	Chicago Parks Old and New: Pre-Conference Tour (Off-Site)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
902	The Road to Referendum: Successful Case Studies and Strategies	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1002	It's Not Our Fault "They" Don't Come	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
SECTION II SUBTOTAL		\$	



SECTION III. CONFERENCE REGISTRATION – FRIDAY & SATURDAY

PACKAGE*	EARLY (BY 12/4/17)		REGULAR (12/5/17 – 01/8/18)		ONSITE	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Full	<input type="checkbox"/> \$315	<input type="checkbox"/> \$620	<input type="checkbox"/> \$380	<input type="checkbox"/> \$750	<input type="checkbox"/> \$420	<input type="checkbox"/> \$830
No Frills	<input type="checkbox"/> \$260	<input type="checkbox"/> \$510	<input type="checkbox"/> \$315	<input type="checkbox"/> \$620	<input type="checkbox"/> \$370	<input type="checkbox"/> \$730
Friday Only	<input type="checkbox"/> \$225	<input type="checkbox"/> \$440	<input type="checkbox"/> \$255	<input type="checkbox"/> \$500	<input type="checkbox"/> \$280	<input type="checkbox"/> \$550
Saturday Only	<input type="checkbox"/> \$245	<input type="checkbox"/> \$480	<input type="checkbox"/> \$275	<input type="checkbox"/> \$540	<input type="checkbox"/> \$300	<input type="checkbox"/> \$590
Student	<input type="checkbox"/> \$110	<input type="checkbox"/> \$210	<input type="checkbox"/> \$110	<input type="checkbox"/> \$210	<input type="checkbox"/> \$110	<input type="checkbox"/> \$210
Retiree	<input type="checkbox"/> \$135	<input type="checkbox"/> \$135	<input type="checkbox"/> \$145	<input type="checkbox"/> \$145	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175
Guest/Spouse	<input type="checkbox"/> \$135	<input type="checkbox"/> \$135	<input type="checkbox"/> \$145	<input type="checkbox"/> \$145	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175
CEU's <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Friday and Saturday					\$ N/C	
Friday, Awards Luncheon Ticket					<input type="checkbox"/> \$60 x ___	\$ _____
Friday, Dessert Ticket					<input type="checkbox"/> \$15 x ___	\$ _____
Friday, Awards Luncheon Preferred Agency Seating (Non-refundable; includes legislator tables; must have 12 people; see page 19 for details.)					<input type="checkbox"/> \$50 x ___	\$ _____
Saturday, Closing Social Ticket to the Museum of Science and Industry <i>* Child = Age 12 and under</i>					<input type="checkbox"/> \$95 Adult x ___	\$ _____
					<input type="checkbox"/> \$35 Child* x ___	\$ _____
CLE Package (3 CLEs = \$45; 4 CLEs = \$60; 8 CLEs = \$120)					<input type="checkbox"/> \$45	<input type="checkbox"/> \$60 <input type="checkbox"/> \$105
STUDENTS: I would like to participate in the Awards Luncheon at no additional cost.					<input type="checkbox"/> YES	
IAPD/IPRA Members: I would like to donate a seat to a student at the Awards Luncheon at no additional cost. (Requires Preferred Agency Seating participation.)					<input type="checkbox"/> YES	
SECTION III SUBTOTAL					\$	

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

Professional Connection: Thursday, January 18, 6:00 pm – 7:00 pm (See page 25 for details.)

PCS	Professional Connection – Student	<input type="checkbox"/> N/C
PCP	Professional Connection – Professional	<input type="checkbox"/> N/C
Mock Interviews/Resume Review: Friday, January 19, 9:45 am – 11:00 am (See page 25 for details.)		
MIS	Mock Interviews/Resume Review – Student	<input type="checkbox"/> N/C
MIP	Mock Interviews/Resume Review – Professional	<input type="checkbox"/> N/C
Special Session: Friday, January 19, 3:30 pm – 4:45 pm (Space is limited to the first 120 ppl. See page 24 for details.)		
FMSS	#607 - Lifeguard Training Drills Round 2	<input type="checkbox"/> N/C

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

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

SECTION V. PAYMENT

METHOD OF PAYMENT

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

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

Cardholder's Name _____

Credit Card Number _____ Expiration Date _____

Cardholder's Billing Address _____ Zip Code _____

3-Digit CVC # _____ Signature _____

FAXED OR MAILED REGISTRATION FORMS WILL BE ACCEPTED UNTIL JANUARY 8, 2018 AT:

2018 IAPD/IPRA CONFERENCE

P.O. BOX 756, Park Ridge, IL 60068 OR FAX: 847-957-4255

QUESTIONS? EMAIL YOUR QUESTION TO ILPARKS2018@CTEUSA.COM OR CALL 847-957-4255.

IMPORTANT REGISTRATION INFORMATION

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

	Full Package	No Frills	Friday Only	Saturday Only	Student/Retiree	Spouse/Guest
All-Conference Awards Luncheon (Friday)	✓		✓*			
All Education Sessions (Friday/Saturday)	✓	✓	✓*	✓**	✓	✓
Closing Social (Saturday)	✓			✓		
Exhibit Hall Admission (Thursday/Friday)	✓	✓	✓*		✓	✓
Keynote General Session (Saturday)	✓	✓		✓	✓	✓
Welcome Social (Thursday)	✓	✓			✓	✓

*Education sessions and access to Exhibit Hall on Friday only.

** Education sessions on Saturday only.

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

CLE FEES – Three different CLE packages are offered:

- (3) CLEs is \$45 plus registration
- (4) CLEs is \$60 plus registration
- (8) CLEs is \$120 plus registration

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

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

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

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

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

GUEST/SPOUSE/FAMILY/FRIEND (Must not be affiliated with or employed by any park district, forest preserve, conservation, recreation or special recreation agency.)

Includes Friday and Saturday sessions; Admission to the Exhibit Hall; Keynote General Session.

PLEASE NOTE:

- IAPD/IPRA will not invoice agencies or individuals for conference registrations.
- Please complete a separate registration form for each individual registering.

- Participants wishing to change workshops must pay the difference for a higher workshop or forfeit the difference or a lesser workshop.
- Cancellations must be submitted in writing and received **by December 18, 2017**, in order to receive a refund less a processing fee of \$25. **No refunds will be granted for cancellations received after December 18, 2017.**
- Registrations will not be accepted after January 8, 2018; registrations not postmarked or faxed by January 8, 2018 will be returned. However, on-site registration begins at 7:30 am on January 18, 2018.
- **The deadline for Preferred Agency Seating is January 8, 2018.** No reserve seating will be taken on-site.
- ADA Compliance: Please contact Leesa Kuo Johnson at leesa@ilipra.org, no later than January 8, 2018 if you have any special accessibility/meal requirements.

QUESTIONS:

- Email your question to ilparks2018@cteusa.com or call 847/957-4255. **Be sure to reference the IAPD/IPRA Conference.**

CONSENT TO USE PHOTOS AND OTHER REPRODUCTIONS

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2018 EXHIBITORS


COMPANY	BOOTH#	SALON	COMPANY	BOOTH#	SALON
3D Design Studio	425	Salon A	FGM Architects, Inc.	1411	Salon C
ACTIVE Network, LLC	820	Salon D	FieldTurf	317	Salon A
All Inclusive Rec LLC	808	Salon D	Fin Fun Mermaid	915	Salon D
American Carnival Mart	1504	Salon C	Finishing Solutions Network	916	Salon D
American Ramp Company	415	Salon A	Flaghouse	1201	Salon C
American Red Cross	705	Salon D	ForeverLawn Chicago	524	Salon A
Amplivox Sound Systems	222	Salon A	Fountain Technologies LTD	303	Salon A
Anova Furnishings	1206	Salon C	Frederick Quinn Corp.	704	Salon D
Aqua Pure Enterprises, Inc.	407	Salon A	Fun Express, A Subsidiary of Oriental Trading Company	1412	Salon C
AstroTurf	1016	Salon D	Game Day USA	219	Salon A
Awesome Amusement Party Rentals	413	Salon A	Gen Power	314	Salon A
BCI Burke Company	1200	Salon C	Gerflor USA	1217	Salon C
Beacon Athletics	101	Salon A	Gold Medal Products, Co.	701	Salon D
Bounce Houses R Us LLC	1303	Salon C	Gov HR USA	1415	Salon C
Bronze Memorial Company	520	Salon A	GreenbergFarrow	1416	Salon C
BSN Sports	418	Salon A	 Greenfields Outdoor Fitness	813	Salon D
 Call One	422	Salon A	Green-Up	1514	Salon C
Camosy Construction	1510	Salon C	Haldeman-Homme, Inc.	223	Salon A
CampDoc.com	1018	Salon D	Halogen Supply Company, Inc.	302	Salon A
Central Sod Farms Inc.	522	Salon A	Harris Computer Systems	506	Salon A
Challenger Sports	1505	Salon C	Henry Bros. Co.	311	Salon A
Chapman and Cutler LLP	109	Salon A	Herkowski Stickler & Associates	324	Salon A
Charles Vincent George Architects	208	Salon A	Hey and Associates, Inc.	908	Salon D
Chicago Bulls/White Sox Training Academy	410	Salon A	Hitchcock Design Group	113	Salon A
CityReporter Software	209	Salon A	Homer Industries, LLC	211	Salon A
Clowning Around Entertainment	313	Salon A	Hot Shots Sports	811	Salon D
Cody/Braun & Associates, Inc.	307	Salon A	Howard L. White & Associates, Inc.	300	Salon A
Columbia Cascade Company	105	Salon A	I.D. EDGE Inc.	1414	Salon C
Commeg Systems, Inc. (TimePro)	1419	Salon C	Ice Miller LLP	102	Salon A
Commercial Recreation Specialists, Inc.	1400	Salon C	Illinois Association of Park Districts	301	Salon A
Coordinated Benefits Company	1418	Salon C	Illinois Municipal Retirement Fund (IMRF)	1403	Salon C
Cordogan Clark & Associates, Inc.	414	Salon A	Illinois Park and Recreation Association	400	Salon A
Corporate Construction Services	205	Salon A	IMAGINE Nation LLC / Waterplay Solutions Corp.	224	Salon A
Correct Digital Displays, Inc.	1417	Salon C	INNOVA Disc Golf	901	Salon D
Councilman-Hunsaker	711	Salon D	 Innovative Aquatic Design, LLC	312	Salon A
Crown Trophy	331	Salon A	INSPEC, Inc.	104	Salon A
 Cunningham Recreation/GameTime	511	Salon A	Integrity Fitness	702	Salon D
Custom Manufacturing, Inc.	521	Salon A	IPARKS	323	Salon A
Custom Playgrounds Inc.	509	Salon A	Jeff Ellis & Associates, Inc.	110	Salon A
CXT, Inc.	1204	Salon C	Kafka Granite, LLC	1300	Salon D
Deere & Company	501	Salon A	Kay Park Rec Corp	913	Salon D
Design Perspectives, Inc.	804	Salon D	Keeper Goals	308	Salon A
Dewberry Architects Inc.	216	Salon A	KI Furniture	106	Salon A
Direct Fitness Solutions	801	Salon D	Kiefer USA	404	Salon A
Discount Playground Supply	722	Salon D	Knutte and Associates, P.C.	103	Salon A
Divine Signs Inc.	1420	Salon C	Lake Country Corporation	226	Salon A
 DLA Architects, Ltd.	512	Salon A	Lincoln Aquatics	510	Salon A
Doty & Sons Concrete Products, Inc.	517	Salon A	Links Technology	1211	Salon C
Drop Zone Portable Services, Inc.	1404	Salon C	Lohmann Companies	225	Salon A
Enchanted Castle - Haunted Trails	1306	Salon C	Lord & Murphy, Inc.	203	Salon A
Engineering Resource Associates, Inc.	1405	Salon C	Mad Bomber Fireworks Productions	424	Salon A
Entertainment Concepts	903	Salon D	Management Association	715	Salon D
Eriksson Engineering Associates, Ltd.	818	Salon D	Matrix Fitness	719	Salon D
eTrak Recreation Software	1421	Salon C	Maul Paving	707	Salon D
EVP Academies, LLC	412	Salon A	Medieval Times Dinner & Tournament	900	Salon D
ExoFit Outdoor Fitness	1208	Salon C	Melrose Pyrotechnics, Inc.	408	Salon A
Farnsworth Group, Inc.	309	Salon A	Midco Electric Supply	805	Salon D

2018 EXHIBITORS

COMPANY	BOOTH#	SALON	COMPANY	BOOTH#	SALON
Midwest Commercial Fitness	217	Salon A	Speer Financial, Inc.	227	Salon A
Midwest Transit Equipment, Inc.	330	Salon A	Sport Court Midwest	218	Salon A
Mity-Lite, Inc.	1502	Salon C	Sportsfields, Inc.	212	Salon A
Most Dependable Fountains	1003	Salon D	SSCI - Background Checks	1007	Salon D
Murdock Mfg.	807	Salon D	Stageline	806	Salon D
Musco Sports Lighting, Inc.	306	Salon A	Stantec	1413	Salon C
National Association of Park Foundations	912	Salon D	Starfish Aquatics Institute (SAI)	416	Salon A
Neptune-Benson, Inc.	1106	Salon D	Starved Rock Lodge & Conference Center	1513	Salon C
NiceRink	202	Salon A	STS Materials, Inc.	530	Salon A
Nicholas & Associates, Inc.	905	Salon D	Studio Bloom, Inc.	1213	Salon C
Norwalk Concrete Industries	1512	Salon C	Sundek of Illinois, Inc.	403	Salon A
NuToys Leisure Products	327	Salon A	Swimventory	816	Salon D
Official Finders	909	Salon A	Synthetic Turf International of Chicago	721	Salon D
Palos Sports, Inc.	921	Salon D	Tallgrass Restoration, LLC	809	Salon D
Park District Risk Management Agency (PDRMA)	112	Salon A	Team REIL, Inc.	502	Salon A
Parkreation, Inc.	100	Salon A	The Lifeguard Store / All American Swim	210	Salon A
Perfect Turf LLC	514	Salon A	The Mulch Center	918	Salon D
Personalized Awards, Inc.	411	Salon A	The Party Company	1221	Salon C
PFM Asset Management LLC/IPDLAF+Class	402	Salon A	The Pizzo Group	821	Salon D
Planning Resources, Inc.	420	Salon A	The Spargo Group	1511	Salon C
Play & Park Structures	1105	Salon D	 The W-T Group, LLC	310	Salon A
Play-Well TEKnologies	910	Salon D	Tyler Technologies	204	Salon A
PMA Financial Network, Inc.	318	Salon A	U.S. Arbor Products, Inc.	315	Salon A
PMI Photography	213	Salon A	U.S. Tennis Court Construction Company	920	Salon D
Porous Pave Inc.	201	Salon A	Ultimate RB, Inc.	417	Salon A
Porter Athletic	207	Salon A	Univar USA	706	Salon D
Prairie Forge Group	1000	Salon D	Unlimited Play	1108	Salon D
Prime Turf, Inc.	902	Salon D	 Upland Design, Ltd.	321	Salon A
Productive Parks LLC	1014	Salon D	UPS Store (4749) Riverwoods	206	Salon A
Ramuc Pool Paint	221	Salon A	Vermont Systems, Inc.	421	Salon A
RATIO	419	Salon A	Vernon and Maz, Inc.	1401	Salon C
RecClix LLC	1021	Salon D	Visual Image Photography, Inc.	316	Salon A
Record-A-Hit Entertainment	518	Salon A	Vortex Aquatic Structures International	1610	Salon C
ReCPro Software	1310	Salon C	W.B. Olson, Inc.	320	Salon A
Recreonics, Inc.	322	Salon A	Walworth County Visitors Bureau	1009	Salon D
Reese Recreation Products, Inc.	200	Salon A	Water Technology, Inc.	1020	Salon D
Reinders, Inc.	427	Salon A	Waupaca Sand & Solutions	215	Salon A
RenoSys Corporation	1503	Salon C	WhiteWater	917	Salon D
RGC Design	1311	Salon C	Wickcraft Co.	111	Salon A
Robert Juris & Associates Architects, Ltd.	523	Salon A	Wight & Company	107	Salon A
Ron Vine and Associates	906	Salon D	Williams Architects / Aquatics	226	Salon A
Russo Power Equipment	817	Salon D	Windy City Amusements, Inc.	904	Salon D
Santa's Village Azoosment Park	709	Salon D	Wintrust Financial Corporation	810	Salon D
Scrantron Products	713	Salon D	Zenon Company	525	Salon A
Shade Creations by Waterloo	708	Salon D	ZOPPÈ: An Italian Family Circus	1023	Salon D
Sikich LLP	319	Salon A			
Sink Combs Dethlefs	108	Salon A			
SkyLogix, LLC	911	Salon D			
Smart Industry Products, LLC	919	Salon D			
SmithGroupJJR	914	Salon D			
Soccer Made in America	1410	Salon C			
Spears Corporation	519	Salon A			

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■ SALON A ■ SALON C ■ SALON D

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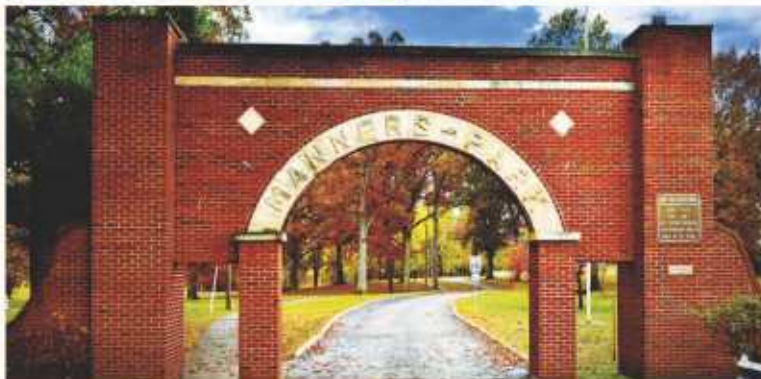
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www.IPARKS.org

For more information, contact an IPARKS Representative at 800-748-0554.





CONDUIT BETWEEN

Development & Leadership

By George Bridges Jr., Commissioner & Board President, Waukegan Park District

Meeting after meeting, vote after vote, five community members must meet twice a month to fill the role of governance for the Waukegan Park District and the community they serve. As one of these members, delivery of programs and services that support health, fitness, and recreation are the result of these decisions that have been 100 years in the making and always guided by our mission. (We are celebrating our Centennial Anniversary this year as the district began on December 26th, 1916).

Being a first term commissioner was an exciting and soul quenching position that is made easier because of the day one support of the executive director, superintendents, and other professional staff. This was coupled with the exceptional backing and support of the Illinois Association of Park Districts (IAPD); an association that advances the Waukegan Parks organization, our citizens, board members, and professional staff, all within our continued ability to provide outstanding park and recreational opportunities, while preserving natural resources and improving the quality of life for our community and the many communities of Illinois.

Board Development

What makes serving the community so enjoyable is the environment of professionalism and the atmosphere of family. From as long ago as I can remember, I was a part of the Waukegan Park District by playing in the parks and being enrolled in the many programs. Prior to joining this award winning team, I met with the administrative personnel to learn the procedures on becoming a commissioner. Since that day, instruction on the process to complete the filing requirements and have my name placed on the voter's ballot and the additional steps to represent and serve the district ensued.

After a successful campaign, there was an immediate hands-on approach by the park district staff and existing board members to be thoroughly educated on the policies and procedures of our district; this was a step-by-step process that ran in conjunction with a comprehensive and valuable training course for new park district board members hosted by the IAPD.

The formation of a strong board begins with each board member's foundation. Education, committees, attending hosted programs, and community involvement is the recipe for a great board that meets the current and future needs of the community.

Education. Winning an election does not give you the knowledge to provide the best park district to your constituents. Policies, laws, and regulations are constantly being revised and implemented and being abreast of these

changes is a major role of a board member. The IAPD and National Recreation and Parks Association (NRPA) provide several continuing education courses and vital education opportunities for board members, board attorneys, and staff. Many of our board members attend continuing education together with park staff to remain current on all aspects of parks and recreation.

Committees. Advisory committees are one of the best ways that our constituents can voice their ideas, suggestions, and gratitude for the great things the staff are doing in the community. I have personally served on the Recreation Advisory Board and the Special Recreation Advisory Board and many great improvements or desired programs originate from these committee meetings, and are often placed on the agenda for discussion with staff.

Community Involvement. This differs from the advisory committees which are a select population of staff and volunteers, because having regular meetings with the public we serve is very important. I love being on a board that often requests public forums when deciding on major projects and organizational changes to allow input to ensure we execute sound decisions. The Waukegan Park District feels as though we not only serve, but are a part of the community, so we must also have participation and partnering in events the community desires and feels are important.



It is our duty that each member knows the vision and purpose of the district and is encouraged in all we do.

Programming. Attending programs and events hosted by the district reinforces to the staff that board members appreciate what they do day in & day out. Monitoring operations gives citizens, senior staff, and the board feedback that the decisions we make are beneficial to the community. Board members are the sounding board of the citizens; as stated by the IAPD, and should visit the facilities, concerts, camps, senior activities, amongst other programs. The inspiration of confidence and community support is vital and even though things don't always go as the board or staff would like some events/programs to go, attending these events allows board members a way to explain why and assist staff with the feedback for change.

It is a board member's civic responsibility to use sound judgement to see the big picture of their park district. This can only be accomplished with a keen ability to listen to their constituency and set a strategic direction with attainable goals to meet the end users' needs. The cohesive relationship that is fostered by the Waukegan Park District's board and staff allows for a living mission and values statement that makes a well-rounded serving board member.

Leadership

The Waukegan Park District Board members have an addition-by-subtraction philosophy. This philosophy is that board members "set legislation, policy and steward the finances, but we don't interject our governance into the day-to-day operations and activities. From the executive director through the interns, there is complete transparency and fostered encouragement of each member to make the district the very best. Leadership works throughout this family; and is not a title given, but continues with the Executive Director's (Jay Lerner) commitment of importance placed on all park district staff.

First it begins with the passion for serving our citizens. Each board and staff member desires to serve the community and provide for community needs that align with our mission. This passion is truly a secret commodity of the Waukegan Park District because each member loves what they do and longs to improve on the processes that make the Waukegan Park District more efficient, innovative, and effective.

Secondly, education is a multipronged concept of showing dedication to self-improvement and professional development, while also bringing innovative ideas to the organization. This is done by the staff's continued pursuit of certifications, continuing education, Associate/Bachelor degrees, and other specialized/higher education. The Waukegan Park District relies on the existing staff's ability to develop future leaders by nurturing the interest in parks and recreation.

Thirdly, the Waukegan Park District has senior staff that applies passion and education to successfully fulfill our mission. It is our duty that each member knows the vision and purpose of the district and is encouraged in all we do. The Executive Director and each superintendent are held accountable, while holding their subordinates accountable to the assigned objectives. Communication, trust, integrity, and dedication are the ties that bind us and board/staff members understand there may be missteps, but we come together to ultimately get it right.

Finally, we are a top down organization. This means that we expect everyone to want better and this has resulted in us becoming a Gold Medal winning organization that has leadership in all facets of the organization. Leaders are not only supervisors, but in this organization, everyone has a voice and input that are not shelved, but placed into action.

In closing, the Waukegan Park District has implemented an outstanding program of developing board members and staff with a direct insertion of leadership throughout the organization. Determining effectiveness and efficiency of operations are constantly being evaluated and rely on community involvement, education, governance, and accountability. But we would not meet our goals if it wasn't for the board and staff's focus on moving the agency forward and their most valuable commodity: their passion in delivering the very best in health, fitness, and recreation. This passion is the conduit that makes the Waukegan Park District and the City of Waukegan a great place to live, work, play, and visit and I am delighted to be a part of this family.

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Jeff Schroeder, Managing Director
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Amber Cannegieter, Key Account Manager
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BY SUE A. MICKLEVITZ



CHECK YOUR EGO AT THE DOOR,
WANT TO BE A GOOD LEADER?

LISTEN
UP!

Board leadership and development is crucial to the success of an organization, yet many elected officials do not engage in training specific to their responsibilities.

Although I, like many others, did not receive formal training as an elected official, I was fortunate to be able to draw from my experiences as a park and recreation professional to assist me in my role as an elected official. As a professional, I enjoyed over 35 years delivering park and recreation services to the public. As an elected official, I served my constituents for eight years.



In time, I came to realize that when making decisions we have four choices: We can make the wrong decision for the wrong reason; we can make the wrong decisions for the right reason; we can make the right decision for the wrong reason; and we can make the right decision for the right reason.

To achieve that goal, I took the lessons I had learned and condensed them into a few essential tenets. Those tenets were - to spend the necessary time to be educated on all decisions affecting the agency; to be fair and respectful to constituents, staff members and fellow board members; to be held accountable for my decisions; to put my personal viewpoints aside and make decisions solely based on what would be most beneficial to the organization; to always understand I am one Board member with one vote. I can control nothing but my one vote; to always remain humble; and finally, to listen to, respect and try to understand the opinions of others even though they may differ from mine. I learned that often, people with differing opinions will respect you, if your opinions are grounded in thorough investigation and expressed diplomatically.

So, what actions did I take to follow those tenets? The first point of order was to become acquainted with the CEO of the organization. Why did they choose this profession; why did they choose to be a CEO; how well did they interact with their staff, public, other board members? An effective relationship between the Board and the CEO is imperative to the success of the organization. As a board member, it was important to me that I understood what motivated the CEO, what resonates with them. For example, did they make the success of the organization their passion? Does the CEO breath,

sleep, live the organization? Or is the CEO motivated by other external/internal motivations? I needed to know that the CEO could see the “big picture” of the success of the organization with the same commitment and energy that I was willing to expend.

The next point of order was to become aware and knowledgeable of the department heads. While it is not my role as a board member to manage these folks, it is important that I am familiar with them, their responsibilities, and their direct reports. What is their role at the organization? What is their commitment to their profession?

At the same time, I wanted to get to know the other board members with whom I would be serving. It was important to have a good working relationship with them. Those board interactions would help drive the success of the organization. Again, I wanted to know what were the motivating factors for these people? Can they see the “big picture” of the community they serve or have they run for office only to serve one segment of the population or worse yet, are they there to serve their own ego?

Gaining working knowledge of the staff and fellow board members was certainly critical but it was equally important to be fully educated on the important decisions that came before the board. I would not

be “that” board member coming to meetings unprepared without thoroughly researching each agenda item. If I was going to be held accountable for a decision, I made sure to fully investigate all aspects of the issue.

I recognized that the CEO had invested significant time to arrive at a recommendation and I wanted to show my respect of that investment by understanding all aspects of the agenda items. Following my own investigation if I had questions, or perhaps a difference of opinion, I made certain to contact the CEO. I wanted to understand the recommendation from the CEO's point of view. After speaking with them, if I was not confident that I could support the CEO's recommendation, I let the CEO know - before - the board meeting. I vowed to never catch the CEO, (or any staff member for that matter) “off-guard” or embarrass them at a board meeting. I never wanted to “one-up” the CEO by showing, in a board meeting, that I knew more than they did on a topic.

For an organization to function successfully; all parties must be without egos, so I checked mine at the door. I recognized that there was a fine distinction between the position of elected official and the person assuming the position. The position of elected official carries with it a level of respect, but it is what you chose as an individual to do with and in that position, that earns you respect. I looked at this position not as giving me power, but as giving me significant responsibility. I represented one vote, one viewpoint, one opinion. While it was my right to express and lobby for my opinion, if I was in the minority, I needed to understand when it was time to acquiesce. This had to be achieved with diplomacy and respect for the majority. That diplomacy needed to be extended to my fellow board members not only during meetings but in public interactions as well. In a successful organization, there is no room for people to hold grudges.

It is inevitable that at one point or another an elected official will be compelled to make a difficult decision for which they will be held accountable. These are the moments that keep you up at night. In times like this the official should never vote with their heart or emotions. It is imperative that they set all personal influences aside and arrive at a decision that is best for the organization. On more than one occasion I voted not on what I wanted personally, but what I felt was best for the organization and community overall. I forced myself to look at the “big picture”, not what I, or those close to me, felt was best. I had to leave my feelings and personal influences behind and vote strictly on what would be most beneficial to the overall success and sustainability of the entire organization.

In time, I came to realize that when making decisions we have four choices: We can make the wrong decision for the wrong reason; we can make the wrong decisions for the right reason; we can make the right decision for the wrong reason; and we can make the right decision for the right reason. I feel that following the tenets that I held near and dear to my heart gave me the best opportunity to make the right decisions for the right reason.

As an elected official ask yourself what are your tenets? Write them down and live by them, then take the time to ensure that you will be an elected official who makes the right decision for the right reason.

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Cowardly Leaders Do Not Need Help

By **Brad K. Chambers**, Principal, The Kelly Group Consulting, LLC
Author- *Cowardly Leadership- Up Close and Personal*
www.cowardlyleadership.com

Simon Sinek, author of *Leaders Eat Last* and star of one of the most-watched TED Talks ever, stated this in a recent post:

"Success always takes help. Failure stands alone."

Let that sink in.

Success. Always. Takes. Help.

In one of John F. Kennedy's campaign speeches in 1960, he says, "Give me your help, and your hand, and your voice..." President Kennedy, as he was running for office, was asking for help (Come to think of it, almost every candidate running for office asks for our help. While they are running. How many ask for it after they are in office?)

I'm a big fan of *The West Wing*. It's my favorite television series of all time. I realize it's fictional and idealistic but I still wish- I think we all wish- our leaders made ethical and altruistic decisions like President Bartlett. Aaron Sorkin wrote the character to be brilliant- a Nobel Prize winner in economics.

Yet, even President Bartlett knew enough to ask for advice when necessary.

Success always takes help. Failure Stands Alone.

A common management truism taught in Business School 101 is to surround yourself with the best, smartest, most capable people possible. It's common sense for any good, solid, capable leader. This is true because:

- Capable employees make you look good
- They make your job easier, and the more capable they are, the easier yet
- You reap the rewards when they do what they are good at doing
- You get to develop a team and loyalty and esprit de corps with a group of smart, intelligent people who will challenge each other and therefore make the organization that much better



- The sum is much greater than the parts- the synergy and feedback from an intelligent team who bounce ideas off each other results in a much greater overall success rate than those same people working individually without the team atmosphere

(For more information on the importance of building the right team, you're invited to read <http://cowardlyleadership.com/teams-and-cowardly-environments/>)

Local officials who are *Cowardly Leaders* don't know, or don't care. Which is, I suppose, why they have to teach it in Business School 101.

The *cowardly leader* operates from a position of fear. Fear of the unknown, but more unsettling, fear that people might discover he/she doesn't know everything and isn't as smart as he/she implied during the election. That is not only unsettling, it is dangerous. These are the people who control budgets (YOUR budget included), who have ultimate authority over public safety, who determine how clean our hometowns will be, and many more.

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*—Oakbrook Terrace
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2018 EDITORIAL CALENDAR

EDITORIAL DUE DATES

ADVERTISING DUE DATES

Issue	Focus	Feature Length Editorial Materials Due (1200-1500 words photos 300 dpi)	People & Places Section Materials Due (200 words photos 300 dpi)	Ad Reservation Date	Ad Materials Due
Jan/Feb	Go After Your Fitness Goals PLUS the full Soaring to New Heights Conference Program	10/1/17*	11/13/17*	11/13/17*	11/27/17*
March/April	Green Technology and Innovation that Enhances your Agency PLUS Give Us Your Best Shot Photo Contest & Soaring to New Heights Conference Coverage	1/11/18	1/15/18	1/15/18	1/22/18
May/June	Aquatic Recreation for Everyone	3/14/18	3/18/18	3/18/18	3/25/18
July/August	Legislative Advocacy PLUS Parks Day at the Capitol, Legislative Conference & Reception Coverage	5/9/18	5/13/18	5/13/18	5/20/18
Sept/Oct	Effective Leadership and Continuous Board Development PLUS 2019 Election Calendar & Park District Conservation Day Coverage	7/11/18	7/15/18	7/15/18	7/22/18
Nov/Dec	New Trends in Marketing Your Agency Using Social Media and New Technology PLUS 2019 Legal Calendar & Best of the Best Gala Award Winners	9/12/18	9/16/18	9/16/18	9/23/18
Jan/Feb 2019	Community Partnerships That Make a Difference PLUS the Full Soaring to New Heights Conference program	10/3/18*	11/14/18*	11/14/18*	11/31/18*

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



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PEOPLE & PLACES



Illinois Association of Park Districts Welcomes Casey Wichmann as the New Director of Marketing and Development

Casey joins the IAPD team with extensive experience in marketing, management, finance, human resources, social media and development. Casey holds a bachelor's degree in hospitality management with an emphasis on business management.

Casey is responsible for marketing, planning and development for IAPD and a key member of the executive director search team. Casey's advanced computer skills serve the Association well by managing the IAPD website and social media platforms.

Casey has hit the ground running by taking the lead on marketing projects, development initiatives, event promotion and much more for IAPD. The positive energy and high-level skill set Casey brings to the team make her a perfect addition to the staff. The IAPD Board of Directors and staff are pleased to welcome Casey to the Association.



Hoffman Estates Park District Staff Announcements

The Hoffman Estates Park District announces the retirement of **John Giacalone** after 40 years of service as Director of Parks Maintenance on May 22, 2017. John started at HE Parks in May of 1977 as a maintenance worker when the park district was only 13 years old and had 15 parks covering 146 acres of primarily farmland. He was promoted six times over the years, rising through the ranks to the position of Director in 1997.

Today, under his leadership the park district boasts 79 beautiful parks on 898 acres of rolling

parkland with 45 playgrounds, 25 lakes and ponds, 13 natural areas, 12 miles of walking trails and so much more.

The Hoffman Estates Park District announces **Dustin Hugen** as its new Director of Parks and Facilities Services. Dustin has worked as the Superintendent at Bridges of Poplar Creek Country Club, the park district's golf course, as an employee of Billy Casper Golf for the past 9 years. He joined the park district as a full time employee in January of 2017. He has worked in the golf industry for the past 17 years. Dustin has a bachelor's of science degree in horticulture/turf management from Iowa State University. Dustin is currently the President of the Illinois Turfgrass Foundation, the largest turf principal organization in Illinois which is committed to funding turf research and education in the state. He also has a certificate from Lake City Community College as an Equipment Technician. Dustin started his new position on May 8, 2017.



Warrenville Park District Announces New Superintendent of Recreation and Superintendent of Finance

Jordan Real is the new Superintendent of

Recreation at the Warrenville Park District. She has been in the field of Parks and Recreation for 10 years with the Fox Valley Park District. She began her career as a part-time Recreation Supervisor before stepping into the full-time Recreation Supervisor position at the Vaughan Athletic Center overseeing the athletic programs, special events and rentals. Through her tenure, she was promoted to Assistant Facility Manager and later promoted to the Facility Manager position. Jordan has been actively involved in a number of events and committees over the years including development of programs/events like the Fox Valley Amazing Race, Zombie Invasion and Blackberry Farm's annual 5K races, as well as a committee member for the Mid-American Canoe and Kayak Race. She was also on a team that developed a Recreation specific training program and was involved in the Rec Trac Implementation Committee with the District.



Linda Straka is the new Superintendent of Finance at the Warrenville Park District. She has over 25 years of government finance experience, 18 of them have been spent in the Park District field. She also spent 4 years working as an auditor for Lauterbach and Amen. Linda most recently worked for the Lemont

Park District, and has also worked for Batavia and Addison Park Districts. Some of her other career accomplishments include receiving the GFOA award, PDRMA accreditation, and IAPD/IPRA Illinois Distinguished Accreditation. She has also spearheaded two financial software conversions at both Batavia and Lemont. In addition, she has been very involved in the field of parks and recreation including serving 12 years on the PDRMA health benefits committee, and 6 years on the Administrative and Finance Section board, serving as the director in 2016.



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Warrenville, IL 60555
630-393-1483 PH
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ramen@lauterbachamen.com
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Fred Lantz
1415 W. Diehl Rd., Suite 400
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630-566-8401 FX
flantz@sikich.com
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Michael Renner
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ATTORNEYS

ANCEL GLINK DIAMOND BUSH DICIANNI & KRAFTHEFER

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john.wells@hilton.com
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Chicago, IL 60601
312-239-4559 PH
sarah.welsch@hyatt.com
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Jim Patrician
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Suite C
Schaumburg, IL 60173
847-605-8560 PH
jpatrician@cbcco.com
cbcco.com

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2000 W. Pioneer Parkway
Suite 25
Peoria, IL 61615
800-692-9522 PH
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ewood@bfgroup.com
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PARK DISTRICT RISK MANAGEMENT AGENCY (PDRMA)

Brett Davis
2033 Burlington Avenue
Lisle, IL 60532
630-769-0332 PH
630-769-0449 FX
bdavis@pdrma.org
pdrma.org

INVESTMENTS

ILLINOIS METROPOLITAN INVESTMENT FUND (IMET)

Sofia Anastopoulos
1220 Oak Brook Road
Oak Brook, IL 60523
630-571-0480 x229 PH
sofia.ana@investIMET.com
investimet.com

PFM ASSET MANAGEMENT LLC

Michelle Binns
222 N. LaSalle, Suite 910
Chicago, IL 60601
312-523-2423 PH
312-977-1570 FX
binns@mfm.com
pfm.com

PMA FINANCIAL NETWORK, INC.

Courtney Soesbe
2135 Citygate Ln., 7th Floor
Naperville, IL 60563
630-657-6421 PH
630-718-8710 FX
csoesbe@pmanetwork.com
pmanetwork.com

LAND PRESERVATION

OPENLANDS

Gerald Adelman or
Lenore Beyer-Clow
25 E. Washington
Suite 1650
Chicago, IL 60602
312-427-4256 PH
312-427-6251 FX
jadelman@openlands.org or
lbeyer-clow@openlands.org
openlands.org

THE TRUST FOR PUBLIC LAND

Beth White
120 S. LaSalle St.
Suite 2000
Chicago, IL 60603
312-750-9820 PH
beth.white@tpl.org
tpl.org

LANDSCAPE ARCHITECTS

3D DESIGN STUDIO

Dan Dalziel
529 Barron Blvd.
Grayslake, IL 60030
847-223-1891 PH
847-223-1892 FX
ddalziel@3ddesignstudio.com
3ddesignstudio.com

GREENBERGFARROW

Lori Vierow
21 S. Evergreen Avenue
Suite 200
Arlington Heights, IL 60005
847-788-0913 PH
847-788-9536 FX
lvierow@greenbergfarrow.com
greenbergfarrow.com

HITCHCOCK DESIGN GROUP

Bill Inman
221 W. Jefferson Ave.
Naperville, IL 60540-5397
630-961-1787 PH
630-961-9925 FX
binman@hitchcockdesign
group.com
hitchcockdesigngroup.com

LANDSCAPE SERVICES/SUPPLIES

ARLINGTON POWER EQUIPMENT, INC.

Don Saranzak
20175 N. Rand Rd.
Palatine, IL 60074
847-241-1530 PH
847-241-1535 FX
arlingtonpower.com

DEWITT COMPANY

Brad Yount
905 S. Kingshighway
Sikeston, MO 63801
573-472-0048 PH
yountb@dewittcompany.com
dewittcompany.com

DK ORGANICS, LLC

Andrew Mariani
725 N. Skokie Hwy
Lake Bluff, IL 60044
847-417-0170 PH
847-615-9783 FX
amariani@dkorganics.com
dkorganics.com

FOREVERLAWN CHICAGO

Justin Lettenberger
3438 Colony Bay Drive
Rockford, IL 61109
920-901-0361 PH
justin@chicago.foreverlawn.com
foreverlawn.com/chicago/

HOMER INDUSTRIES, LLC

Todd Hahn
14000 S. Archer Ave.
Lockport, IL 60441
815-838-0863 PH
815-838-0863 FX
ToddHahn@homertree.com
homerindustries.com

KAFKA GRANITE

Tiffany Kafka
550 E. Hwy 153
Mosinee, WI 54455
800-852-7415 PH
tiffany@kafkagranite.com
kafkagranite.com

MCGINTY BROS., INC. LAWN AND TREE CARE

Brian McGinty
3744 E. Cuba Rd.
Long Grove, IL 60047
847-438-5161 PH
847-438-1883 FX
brian@mcgintybros.com
mcgintybros.com

NELS JOHNSON TREE EXPERTS

John Johnson
912 Pitner Avenue
Evanston, IL 60202
847-475-1877 PH
847-475-0037 FX
jjohnson@
nelsjohnsonree.com
nelsjohnsonree.com

THE MULCH CENTER

James Seckelmann
21457 Milwaukee Ave.
Deerfield, IL 60015
847-459-7200 PH
847-229-0219 FX
jim@mulchcenter.com
mulchcenter.com

LIGHTING

MUSCO SPORTS LIGHTING

100 1st Ave. W
Oakaloosa, IA 52577
800-825-6030 PH
lighting@musco.com
musco.com

PARKS & PLAYGROUNDS

CUNNINGHAM RECREATION

Renee Beard
2135 City Gate Ln., Ste. 300
Naperville, IL 60563
800-942-1062 PH
630-554-3750 FX
renee@cunninghamrec.com
cunninghamrec.com

HOWARD L. WHITE & ASSOCIATES, INC.

Todd Thorstenson
PO Box 5197
Buffalo Grove, IL 60089
847-870-7745 PH
847-870-7806 FX
todd@howardlwhite.com
howardlwhite.com

NUTOYS LEISURE PRODUCTS

Sheilah Wasielewski
915 Hillgrove
PO Box 2121
LaGrange, IL 60525
800-526-6197 PH
708-579-0109 FX
sheilahw@nutoys4fun.com
nutoys4fun.com

RAINBOW FARM ENTERPRISES INC.

Jackie Musch
25715 S. Ridgeland Avenue
Monee, IL 60449
708-534-1070 PH
708-534-1138 FX
rainbowfarms@nettech.com

REESE RECREATION PRODUCTS, INC.

Terry Curtis
3327 N. Ridge Ave.
Arlington Heights, IL 60004
847-398-2992 PH
tcurtis@reeserec.com
reeserec.com

TEAM REIL INC.

John Cederlund
17421 Marengo Rd.
Union, IL 60180
888-438-7345 PH
815-923-2204 FX
john@getreil.com
getreil.com

PHOTOGRAPHY

VISUAL IMAGE PHOTOGRAPHY, INC.

David Szeszol
11612 Becky Lee Trace
Huntley, IL 60142
888-515-2425 PH
847-515-2446 FX
dave@vipis.com
vipis.com

PURCHASING

TIPS

Jeff Shokrian or Randy Ramey
4845 US Hwy 271 North
Pittsburg, TX 75686
866-839-8477 PH
866-839-8472 FX
jeff.shokrian@tips-usa.com or
randy.ramey@tips-usa.com
tips-usa.com

SIGNAGE

DIVINE SIGNS, INC.

Jeff Miller
601 Estes Avenue
Schaumburg, IL 60173
847-534-9220 PH
jmill@divinesignsinc.com
divinesignsinc.com

SITE FURNISHINGS

ANOVA FURNISHINGS

David Traphagen
2270 Hassell Rd.
Hoffman Estates, IL 60169
312-405-1773 PH
312-755-1266 FX
david.t@anovafurnishings.com
anovafurnishings.com

HOVING PIT STOP, INC.

Ken Hoving
2351 Powis Road
West Chicago, IL 60185
630-377-7000 PH
630-377-1095 FX
ken@khoving.com
khoving.com

SPORTING GOODS

1ST-SERVICE

Glenn Sterkel
769 W. Thornwood Dr.
South Elgin, IL 60177
630-675-0250 PH
1stservice.net@gmail.com
1st-service.net

SPORTS FIELD DESIGN

LOHMANN COMPANIES

Todd Quitno
18250 Beck Road
Marengo, IL 60152
815-923-3400 PH
815-923-3662 FX
tquitno@lohmann.com
lohmanncompanies.com

IAPD CORPORATE/ASSOCIATE MEMBERS

SURFACING MATERIALS

POROUS PAVE INC.

Jay Oosterhouse
4385 E. 110th
Grant, MI 49327
888-448-3873 PH
jay@porouspaveinc.com
porouspaveinc.com

TECHNOLOGY

AMI COMMUNICATIONS

Robert Buchta
300 Cardinal Drive
Ste. 280
St. Charles, IL 60175
630-389-9000 PH
630-513-5404 FX
bbuchta@ami.net
ami.net

CURRENT TECHNOLOGIES

Steven Daugherty
1423 Centre Circle
Downers Grove, IL 60515
630-388-0240 PH
630-388-0241 FX
sdaugherty@currenttech.net
currenttech.net

LINKS TECHNOLOGY SOLUTIONS, INC.

James Burke
440 East State Parkway
Schaumburg, IL 60173
847-252-7285 PH
847-574-5824 FX
jburke@linkstechnology.com
linkstechnology.com

VERMONT SYSTEMS

Kathy Messier
12 Market Pl
Essex Junction, VT 05452
802-879-6993 PH
kathym@vermontsystems.com
vermontsystems.com

TELECOMMUNICATIONS

ACCESS ONE

Justin Vaughan
820 W. Jackson, 6th Floor
Chicago, IL 60607
312-441-9315 PH
jvaughan@accessoneinc.com
accessoneinc.com

CALL ONE

Larry Widmer
225 W. Wacker Drive, 8th Floor
Chicago, IL 60606
312-496-6693 PH
312-681-8301 FX
lwidmer@callone.com
callone.com



TRANSPORTATION

BEST BUS SALES

Robert L. Zimmerman
1216 Rand Road
Des Plaines, IL 60016
847-297-3177 PH
847-789-8592 FX
rob@bestbussales.com
bestbussales.com

MIDWEST TRANSIT EQUIPMENT

Tom Boldwin
146 W. Issert Dr.
Kankakee, IL 60901
815-933-2412 PH
815-933-3966 FX
tom.boldwin@midwesttransit.com
midwesttransit.com

MONROE TRUCK EQUIPMENT

Sarah Monson
1051 W. 7th St.
Monroe, WI 53566
608-329-8112 PH
smonson@monroetruck.com
monroetruck.com

ODYSSEY TRANSPORTATION LLC

Dan O'Toole
6530 Briargate Drive
Downers Grove, IL 60527
630-286-9900 PH
630-590-9187 FX
dan@otsbuscharter.com

VIDEOGRAPHY

JAFFE FILMS, INC.

Greg Bizzaro
6135 River Bend Drive
Lisle, IL 60532
630-730-3777 PH
630-353-0887 FX

WATER RECREATION

COMMERCIAL RECREATION SPECIALISTS

Ron Romens
807 Liberty Drive Suite 101
Verona, WI 53593
877-896-8442 PH
info@crs4rec.com
crs4rec.com

WATER TECHNOLOGY, INC.

Jen Gerber
100 Park Avenue
Beaver Dam, WI 53916
920-887-7375 PH
920-887-7999 FX
info@wtiworld.com
wtiworld.com



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Mark Trieglaff
President
915 Eddy Court
Wheaton, IL 60187
mark@actservicesconsulting.com
630-303-3677 PH
actservicesconsulting.com

ALLCHEM PERFORMANCE PRODUCTS

Brian Bokowy
Business Mgr CIM
6010 NW 1st Place
Gainesville, FL 32607
brian.bokowy@allchem.com
352-213-0121 PH
vantagewatercare.com

AMERICAN CARNIVAL MART

Mark Haug
COO/Exec. VP Marketing/Sales
1317 Lindbergh Plaza Center
St. Louis, MO 63132
mark@funcarnival.com
314-991-6818 PH
314-991-6884 FX
www.funcarnival.com

ANCEL GLINK DIAMOND BUSH DICIANNI & KRAFTHOFER P.C.

Robert Bush
140 S. Dearborn Street
6th Floor
Chicago, IL 60603
rbush@ancelglink.com
312-604-9105 PH
312-782-0943 FX
ancelglink.com

AQUATIC COUNCIL, LLC

Timothy Auerhahn
Chair
78 Lyndale Drive
Rochester, NY 14624
tim@aquaticcouncil.com
585-415-6926 PH
1-844-964-7280 FX
aquaticcouncil.com

CAMOSY CONSTRUCTION

John Bosman
Business Development
43451 N. US Hwy 41
Zion, IL 60099
johnbosman@camosy.com
847-395-6800 PH
847-395-6891 FX
camosy.com

CENTRAL LIFE SCIENCES

John Neberz
Business Manager
1501 E. Woodfield Road
Suite 200W
Schaumburg, IL 60173
jneberz@central.com
847-330-5385 PH
847-330-5392 FX

CHARLES VINCENT GEORGE ARCHITECTS

Bruce George
1245 East Diehl Rd.
Suite 101
Naperville, IL 60563
nhand@cvgarchitects.com
630-357-2023 PH

CUNNINGHAM RECREATION

Michele Breakfield
Director of Marketing
2135 City Center Lane
Suite 300
Naperville, IL 60563
michele@cunninghamrec.com
800-438-2780 PH
704-525-7356 FX
cunninghamrec.com

DESIGNSPRING GROUP, LLC

Kathy Bussert
Graphic Designer
313 S. Oakland Ave.
Villa Park, IL 60181
kbussert@designspringinc.com
630-479-9446 PH
designspringinc.com

DEWBERRY ARCHITECTS INC.

Daniel Atilano
Principal
25 S Grove Ave Ste 500
Elgin, IL 60120
datilano@dewberry.com
847-847-0571 PH
dewberry.com

DLA ARCHITECTS

Dave Dillon
2 Pierce Place Suite 1300
Itasca, IL 60143
d.dillon@dla-ltd.com
847-736-5070 PH

ENGINEERING RESOURCE ASSOCIATES, INC.

John Mayer
35701 West Ave Ste 150
Warrenville, IL 60555-3264
jmayer@eraconsultants.com
630-393-3060 PH
630-393-2152 FX
eraconsultants.com

EXCEL AERIAL IMAGES, LLC

Eric Lee Wilson
President/Chief Pilot
1137 E Woodrow Ave
Lombard, IL 60148
ericlee@excelaerialimagesllc.com
224-775-4623 PH

FGM ARCHITECTS

John Dzarnowski
Director, Recreation & Municipal
1211 W. 22nd Street-Suite 705
Oak Brook, IL 60523
johnhd@fgmarchitects.com
630-574-8300 PH
630-574-9292 FX
fgmarchitects.com

FINISHING SOLUTIONS NETWORK

Steve Kulovits
Director of Business Development
1905 Sequoia Dr. Suite 201
Aurora, IL 60506
skulovits@finishingsolutionsnetwork.com
630-450-8360 PH
www.fsnll.com

FLEX COURT

Robert Slusser
Sales Consultant
4328 US Hwy 34
Kewanee, IL 61443
rslusser@flexcourt.com
1-800-847-4404 PH
flexcourt.com

FRANCZEK RADELET P.C

Chris Johlle
Attorney
300 S Wacker Drive
Suite 3400
Chicago, IL 60606
caj@franczek.com
312-786-6152 PH
312-986-9192 FX
www.franczek.com

FRANKLIN SPORTS, INC.

Clifford Savage
17 Campanelli Parkway
Stoughton, MA 2072
csavage@franklinsports.com
781-573-2334 PH

GLI, INC.

George Petecki
President
1410 Mills Rd
Joliet, IL 60433-9561
bridget@georgeslandscaping.com
815-774-0350 PH

GOLD MEDAL CHICAGO

Matt Loew
Branch Manager
450 N. York Rd.
Bensenville, IL 60106
mloew@gmpopcorn.com
800-767-5352 PH
630-860-5980 FX
goldmedalchicago.com

GREEN-UP

Bernard Schroeder
Director
23940 Andrew Road
Plainfield, IL 60585
sandy@green-up.com
815-372-3000 PH
815-372-3005 FX
green-up.com

HITCHCOCK DESIGN GROUP

Bill Inman
Senior Vice President
225 W. Jefferson Ave.
Naperville, IL 60540
binman@hitchcockdesigngroup.com
630-961-1787 PH
630-961-9925 FX
hitchcockdesigngroup.com

ID EDGE

Dianne Lippoldt
1849 Cherry Street
#10
Louisville, CO 80027
dlippoldt@idedge.com
303-665-0405 PH
303-665-4026 FX

KI FURNITURE

Jim Heyden
PO Box 4135
St Charles, IL 60174
jim.heyden@ki.com
847-867-7898 PH
ki.com

LAMP INCORPORATED

Ian Lamp
President
460 N. Grove Avenue
Elgin, IL 60120
ilamp@lampinc.net
847-741-7220 (305)
847-741-9677
lampinc.net

LAUTERBACH & AMEN, LLP

Ron Amen
27W457 Warrenville Road
Warrenville, IL 60555
ramen@lauterbachamen.com
630-393-1483 PH
630-393-2516 FX
lauterbachamen.com

LEGAT ARCHITECTS, INC.

Marc Rohde
2015 Spring Road #175
Oak Brook, IL 60523
mrohde@legat.com
630-990-3535 PH

MANAGEMENT ASSOCIATION

Christopher Schneider
Director of Membership and
Business Development
3025 Highland Parkway
Suite 225
Downers Grove, IL 60515
CSchneider@hrsresource.org
630-963-7600 x232 PH

MELROSE PYROTECHNICS

Bob Kerns
Dir of Operations
P.O. Box 302
Kingsbury, IN 46345
bob@melrosepyro.com
219-393-5522
219-393-5710
melrosepyro.com

MINER ELECTRONICS

Randall Swets
Solution Specialist
500 45th Avenue
Munster, IL 46321
rswets@minerelectronics.com
630-518-5537 PH
minerelectronics.com

MUSCO SPORTS LIGHTING, INC.

Doug Miller
Regional Sales Manager
100 1st Avenue W
Oskaloosa, IA 52577
promotions@musco.com
641-673-0411 PH
musco.com



IPRA COMMERCIAL MEMBERS

NAGLE HARTRAY ARCHITECTURE

Eric Penney
Architect
55 West Wacker Drive
#302
Chicago, IL 60601
epenney@naglehartray.com
312-425-1000 PH
312-425-1001 FX
naglehartray.com

PDRMA

Brett Davis
CEO
Park District Risk Management
Agency
2033 Burlington Ave
Lisle, IL 60532-1646
bdavis@pdrma.org
630-769-0332 PH
630-435-8999 FX
pdrma.org

PERFECT TURF LLC

Dave Sternberg
Proprietor
230 Gerry Drive
Wood Dale, IL 60191
dave@perfectturfinc.com
847-340-7519 PH
847-276-3388 FX

PLAY & PARK STRUCTURES

Steve Casada
303 Bass St
Park Hills, MO 63601
scasada@playandpark.com
573-631-1968 PH

PLAY & PARK STRUCTURES OF NORTHERN IL/PLAY & PARK STRUCTURES

Patrick Puebla
4516 21st Avenue
Moline, IL 61265
ppuebla@playandpark.com
309-339-0536 PH

POSSIBILITY PLACE NURSERY

Kelsay Shaw
Owner
7548 W Monee-Manhattan Road
Monee, IL 60449
terry@possibilityplace.com
708-534-3988 PH

RAIN BIRD CORPORATION

Scott Akey
1061 S 250 W
Albion, IN 46701
sakey@rainbird.com
260-409-2196 PH

RAMUC POOL PAINT

Rebecca Spencer
Marketing Manager
36 Pine Street
Rockaway, NJ 7866
rspencer@ramucpoolpaint.com
800-745-6756 PH
800-445-9963 FX
ramucpoolpaint.com

SANTA'S VILLAGE LLC DBA AZOOSMENT PARK LLC

Rob Kramer
Director of Sales and Marketing
601 Dundee Ave
East Dundee, IL 60118
rob@azoosmentpark.com
847-426-6751 PH
847-426-4703 FX
santasvillagedundee.com

SIERRA ITS

Steve Clemensen
Sr. Business Development Manager
8600 W Bryn Mawr Ste 540n
chicago, IL 60631
sclemensen@sierraits.com
312-734-1989 PH
www.SierralTS.com

SIKA SARNAFIL ROOFING AND WATERPROOFING

Tyler Sweeney
200 W. 22nd St.
Lombard, IL 60148
sweeney.tyler@us.sika.com
224-239-4488 PH

SIKICH LLP

Frederick Lantz
Partner-in-Charge, Government
Services
1415 W Diehl Road
Suite 400
Naperville, IL 60563
fred.lantz@sikich.com
630-566-8557 PH
630-499-7557 FX
sikich.com

SMARTWATT

Elan Kapadia
Account Executive
3168 Doolittle Drive
Northbrook, IL 60062
ekapadia@smartwatt.com
805-746-1264 PH
smartwatt.com

SMITHGROUPJJR, LLC

Mark Woodhurst
Landscape Architect
35 E. Wacker Drive, Suite 900
Chicago, IL 60601
Mark.Woodhurst@smithgroupjjr.com
312-641-0770 PH
734-780-2422 FX
smithgroupjjr.com

SOD SOLUTIONS, INC.

Joel Lane
Executive Director of Production
PO Box 460
Mount Pleasant, SC 29465
jlane@sodsolutions.com
904-631-4343 PH
sodsolutions.com

SOOS & ASSOCIATES, INC.

Robert Soos
Vice President
105 Scheller Rd
Suite 101
Lincolnshire, IL 60069
rsoos@soosarchitects.com
847-821-7667

SOS AEDS

Luke Fonash
4900 N. Elston Avenue
Chicago, IL 60630
lfonash@sos4safety.com
773-685-8600 PH
773-685-2424 FX
sos4safety.com

SPEER FINANCIAL

David Phillips
Executive Vice President
One North LaSalle, Suite 4100
Chicago, IL 60602
dphillips@speerfinancial.com
312-780-2280 PH
312-346-8833 FX

STUDIO 222 ARCHITECTS

Bridget Fallon
Business Development Manager
222 S Morgan St Ste 4B
Chicago, IL 60607-3093
bfallon@studio222architects.com
312-850-4970 PH
312-850-4978 FX
studio222architects.com

STUDIO BLOOM, INC.

Patty King
President
115 East Ogden Avenue
Suite 117-360
Naperville, IL 60563
patty.king@studiobloominc.com
312.882.2424 PH
studiobloominc.com

THE AT GROUP

Jerry Auliso
President
7 N Wisner Street
Park Ridge, IL 60068
jauliso@theatgrp.com
847-692-7515 PH
847-630-7932 FX
theatgrp.com

THE ATHLETIC EQUIPMENT STORE

Michael Fontana
Marketing Director
1820 Wallace Ave
Suite 124
St. Charles, IL 60174
info@taes.com
630-587-9333 PH
630-587-5519 FX
taes.com

THE LAKOTA GROUP

Scott Freres
President
116 W. Illinois St., 7th Floor
7th Floor
Chicago, IL 60610
bhurley@thelakotagroup.com
312-467-5445 PH
312-467-5484 FX
thelakotagroup.com

THE MULCH CENTER

Jim Seckelmann
21457 N Milwaukee Avenue
Deerfield, IL 60015
laura@mulchcenter.com
847-459-7200 PH
mulchcenter.com

TIPS

Joni Elms
4845 US Highway 271 N
Pittsburg, TX 75456
conferences@tips-usa.com
866-839-8477 PH
866-839-8477 FX
tips-usa.com

TYLER TECHNOLOGIES

John Randolph
Account Executive
1348 Wilderness Run Drive
Attn: John Randolph
Eagan, MN 55123
john.randolph@tylertech.com
651-357-5849 PH
tylertech.com

VERMONT SYSTEMS, INC.

Kathy Messier
12 Market Place
Essex Junction, VT 5452
sales@vermontsystems.com
877-883-8757 PH

WHITewater WEST INDUSTRIES, LTD.

Steve Brinkel
730 West Hampden Avenue
Englewood, CO 80110
steve.brinkel@whitewaterwest.com
604-273-1068 PH

WIGHT & COMPANY

Robert Ijams
Director of Parks & Recreation
2500 N. Frontage Road
Darien, IL 60561-1511
rijams@wightco.com
630-739-6644 PH
630-969-7979 FX
wightco.com

WILLIAMS ARCHITECTS

Olga Henderson
Marketing
500 Park Blvd
Ste 800
Itasca, IL 60143
ohhenderson@williams-architects.com
630-221-1212 PH
630-221-1220 FX
williams-architects.com

WINTRUST FINANCIAL CORPORATION

Aimee Briles
Vice President, Government Funds
9700 W. Higgins Road
4th Floor
Rosemont, IL 60018
abriles@wintrust.com
630-560-2120 PH
877-811-4710 FX
wintrust.com

W-T ENGINEERING, INC.

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Hoffman Estates, IL 60192
julie.triphahn@wtengineering.com
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