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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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# IN THIS ISSUE



- 4 From the Editor**  
The Greatest Show on Earth
- 6 Get on Board**  
Seven Strategies That Make Boards More Effective
- 8 Statehouse Insider**  
Be Mindful of Restrictions Related to Referendum During Election Season
- 9 Election Calendar**
- 10 Eye on the Profession**  
IPRA is Telling Your Story and Gaining Momentum
- 12 Between the Rails**  
Keep your board on track and avoid detours
- 17 2019 Soaring to New Heights Preliminary Program**
- 52 Lead Like a Tree**  
Six ways to preserve and grow your board
- 57 2019 Editorial Calendar**
- 58 People and Places**  
Updates and tributes in the park, recreation and conservation family

## FROM THE EDITOR

When I was 18, I ran away and joined the circus.

Most parents would be disappointed with this specific action; however, my parents were elated, because it meant that I was going to college. The circus was Illinois State University's Gamma Phi Circus, the oldest collegiate circus in the United States.



Gamma Phi Circus is a performing arts organization for students who wish to maintain their gymnastics skills, learn circus stunts and participate in a variety of shows throughout the year. The 'big show' is held in Redbird Arena near the end of the school year, and it attracts thousands of spectators. There are tryouts for each act, and members must keep in good academic standing with the university.

I was amazed that college students from all walks of life were able to come together to learn unique aerial maneuvers and master daring tricks like fire eating. In eight months, our coach molded a hyperactive attention-challenged group into a well-oiled machine. The end result was a spectacular show featuring an array of circus acts that thrilled ladies and gentlemen - and children of all ages.

Looking back, I realize how incredibly amazing it was that our leader had the ability to herd nearly 100 rowdy college students through weekly practices and coordinate meetings with various committees including costumes, promotions, sound and equipment. We were like a group of wild monkeys.

You have probably heard the saying, "Not my circus. Not my monkeys." What if it is your circus? And, what if they are your monkeys?

Leadership is not about a title or a designation. It's about impact, influence and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work, and inspiration is about motivating those around you.

You would be hard pressed to find a place with better leadership than in the park, recreation and conservation agencies of Illinois. Board members and professionals are actively involved, and they thrive on honing their skills through educational opportunities like those you will read about in the enclosed *Preliminary Conference Program*. They participate in enrichment programs like IAPD's Board Member Development Program, described on page 7. They conduct productive meetings, following guidelines such as those outlined in Bob Harris' *Between the Rails* on page 12. They serve on local and statewide committees to connect with colleagues and keep abreast of trends. And, as Tracey Jones writes in *Lead Like a Tree* on page 52, they are so deeply-rooted within their agencies, they can withstand mighty winds, threatening fires and rambunctious 'monkeys' swinging from the branches.

Leading a park, recreation or conservation agency is a lot like leading a circus. There are many things going on at once. There is a lot to juggle. There are fires that need to be properly extinguished. And, sometimes there are 'monkeys' that need to be guided with impact, influence and inspiration.

I am thankful to and grateful for the outstanding 'Ringleaders' in this field. Your hard work and dedication are making Illinois parks, recreation and conservation the Greatest Show on Earth.

— Bobbie Jo Hill, Interim Editor



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

# Seven Strategies That Make Boards More Effective

Board development is a constant challenge for most agencies. Limitations on budgets and free time make travel and participation for education a challenge. This is the reason IAPD puts its resources at your fingertips with its catalog of online legal and legislative materials as well as electronic educational opportunities.

## Good Governance

Great board members recognize the difference between oversight (monitoring) and micro-management. They spend their time using the 80/20 rule: 80 percent of the board's time is spent strategizing and 20 percent is spent monitoring. Adopting new strategies to become a more effective board will optimize the business meeting and produce unified results.

**1. Tie at least 70-80 percent of each agenda to the objectives of your strategic plan.**

**2. Conduct Board Development at each board meeting.**

Reading and discussing an article on governance, scheduling product or service tutorials at each meeting, having a local person who is “seasoned” at governance provide a short tutorial on a chosen topic, asking your accountant to deliver a financial lesson (e.g., how to read a balance sheet), having a customer/client visit and provide an explanation of their product/service are all brief time investments that will contribute to growth of governance capabilities.

**3. Create “rules of engagement” for interaction and support of one another.**

A seasoned board is adept at decision making, interpersonal relationships, and dealing with difference of opinion and conflict. Unfortunately, most of us don't serve with a full contingent of experienced governance members. Most groups, intending to behave more like teams, find it helpful to develop a set of rules of engagement that outline commitments expected from each board member.

**4. Have a job description and commitment to serve signed by each member.**

See the IAPD website for suggestions on format and content.

**5. Conduct a board self-assessment once a year.**

Progressive boards engage in regular self-assessments. These can be as limited or far ranging as the board feels is helpful. It's critical for boards to do some form of self-assessment each year, even if the board chooses not to conduct a large scale, more cumbersome assessment. Many boards conduct annual, focused assessments on the quality of meetings, agenda management, or perceptions of individual participation. While a comprehensive assessment would cover all aspects of governance, boards may be better-served to schedule such a full-scale assessment every several years while selecting some topics to focus on annually.

**6. Provide formal feedback to your CEO twice a year.**

While CEO evaluation and goal setting is an annual function required in effective governance, many boards fail to do it on a timely basis. Even when conducted effectively, the annual review is not enough: a formal mid-year review should also occur that provides the CEO direct, formal feedback on how the board sees performance. This bi-annual discussion keeps expectations and performance calibrated, assures CEOs have timely recognition of board perceptions, and will result in better overall organizational and board performance. If the board and CEO are not fully in sync, quarterly discussions may be called for. While the once a year evaluation and goal setting will be time-consuming, the mid-year feedback process will customarily require less time invested, especially if performance is on track. Customarily, the board president leads the evaluation and review process; however, all board members should be involved in the process.

**7. Retreat at least once a year to revisit and reflect on organizational values and strategic plans.**

The progressive board finds time to “retreat” at least once a year, if only for a day, away from the pressures of a typical agenda. Discussion at these retreats allows relaxed:

- exploration of changing business conditions
- shifting customer expectations
- chronic challenges and new trends
- expansion, and
- renewal of focus on strategy for the governance body.

An annual strategic planning retreat is almost commonplace with many boards. Certainly, some effort to refresh the strategic plan at least every three years is a minimum. In our experience, the average retreat is somewhere around 1-1½ days, but it is not unheard of to invest a half a day or to expand to 2½-3 days for boards facing more complex challenges. Whatever your investment, make it count. Creating a calendar that selects the time a year in advance gives most board members time to clear their schedules and make the commitment.

These strategies can be easily implemented into the board routine. Short and long-term strategies will improve board and staff performance. The results will be shorter board meetings and more valuable engagement.

## 2018-2019 CALENDAR OF EVENTS

Thursday, November 8, 2018

**Legal Symposium**  
McDonald's University /  
Hyatt Lodge

January 24-26, 2019

**IAPD/IPRA Soaring to  
New Heights Conference**  
Hyatt Regency Chicago

April 30, 2019

**Parks Day at the Capitol**  
State Capitol, Springfield

April 30, 2019

**Legislative Reception**  
Illini Country Club,  
Springfield

May 1, 2019

**Legislative Conference**  
Crowne Plaza, Springfield

## Sign Up Today For IAPD's Board Member Development Program



*Kevin Dolan (left), Commissioner for the Mundelein Park & Recreation District, receives a Master Board Member Award from 2013 IAPD Chairman Don Andersen.*

Becoming an elected commissioner for the Mundelein Park & Recreation District meant that Kevin Dolan needed to be prepared to fulfill the duties required in his new role. The Illinois Association of Park Districts' Board Member Development Program provided the assistance and confidence he needed.

After being elected, Dolan said he questioned whether he was up to the task of continuing the legacy of the park district. "My background is in corporate finance. Those skills helped me in certain areas but there were so many facets of my new role in which I had no experience," Dolan said. "I needed help in coming up the learning curve quickly, and the Board Member Development Program made me more aware of the educational opportunities available through IAPD. It also emphasized things I could be doing locally to improve my skills."

The Board Member Development Program is open to board members from IAPD member agencies. The program gives recognition for going above and beyond the call of duty through committee involvement, attendance at continuing educational opportunities and achievements at the local, state and national levels.

Participants accumulate Board Development Units (BDUs) annually for the things that they do to enhance their skills as board members. Accumulated BDUs result in the following levels of recognition:

**Notable Board Member** (100 units) – Receives recognition in *Illinois Parks & Recreation* magazine.

**Distinctive Board Member** (400 units) – Receives an award and recognition in *Illinois Parks & Recreation* magazine.

**Master Board Member** (750 units) – Receives an award, lapel pin, framed certificate and recognition in *Illinois Parks & Recreation* magazine. A news release is also sent to local media.

For Dolan, participating in the program provided important tools to improve his effectiveness as a leader. "The first takeaway is that there are so many ways to represent your park district. The program scoresheet lists routine activities like attending board meetings and local events, but it also includes unique educational opportunities and statewide networking events," Dolan said. "The park and recreation field has so many different aspects like facility maintenance, programming and personnel. It can be overwhelming. Even knowing what a commissioner's responsibility is versus staff duties can be daunting. This program provides resources to come up to speed quickly."

Dolan added that moving up the ranks to Master Board Member provides confidence and credibility to lead a district.

The Board Member Development Program is for both new and seasoned commissioners. There are learning opportunities for every level of experience. "The networking capabilities and the focus on new emerging topics help keep commissioners at any level energized and operating at their peak," Dolan said.

Learn more about IAPD's Board Member Development Program at [ILparks.org](http://ILparks.org).



Jason Anselment  
Legal/Legislative Counsel

## Be Mindful of Restrictions Related to Referendum During Election Season

The 2018 General Election is nearly upon us, and as you will note from IAPD's 2019 Election Calendar in the pages that follow, several key dates for next year's consolidated election are also just around the corner.

Many agencies will have referenda on the ballot at these elections, so now is a good time to review legal restrictions related to election activities of public bodies, their officials, and their employees.

### No Advocacy with Public Funds

Hopefully, most are already aware of the well-established rule that public funds cannot be used to urge any elector to vote for or against a referendum. For example, no matter how much a district needs a facility, it absolutely cannot use public funds to print pamphlets urging voters to vote "yes" at an upcoming election. Violations of this law are punishable as a Class B misdemeanor for a first offense and as a Class A misdemeanor for a second offense.<sup>i</sup>

Although this provision in the Election Code does not prohibit the use of public funds to disseminate purely factual information that does not urge any elector to vote for or against a proposition, the line between factual information and advocacy is not always bright. Consequently, it is very important to tread carefully and consult local counsel if public funds are used to disseminate factual information.<sup>ii</sup>

### Remember the District's Ethics Ordinance

Since 2004, units of local government have been required to adopt ordinances that are at least as restrictive as the State Officials and Employees Ethics Act (Act).<sup>iii</sup> As such, certain activities that are banned by the Act for state officials and employees must also be banned by units of local government for their own officials and employees.

"Prohibited political activities" are one category of illegal conduct barred by the Act. While it is intuitive for most that an employee cannot campaign for public office while at work at a park district, prohibited political activities are not limited to campaigns involving candidates. They are also prohibited in connection with questions of public policy that appear on the ballot such as bond referenda.

### Prohibited Political Activities

An abbreviated list of "prohibited political activities" from the Act appears below.<sup>iv</sup> These activities are illegal if performed by public officials and employees during times when they are compensated by the government unless the individual is on paid leave such as vacation, or personal or compensatory time off. Government property and resources also must not be used in connection with any of these activities. Note in particular the prohibitions as they relate to referenda.

- Preparing for, organizing or participating in any political meeting, rally, demonstration or other political event.
- Soliciting contributions for any political fundraiser, meeting or other event.
- Soliciting or preparing campaign-related documents or reports.
- Planning, conducting or participating in a public opinion poll in connection with a campaign for elective office or on behalf of a political organization for political purposes or for or against any referendum question.
- Surveying or gathering information from potential or actual voters in an election to determine probable vote outcome in connection with a campaign for elective office or on behalf of a political organization for political purposes or for or against any referendum question.
- Assisting at the polls on election day on behalf of any political organization or candidate for elective office or for or against any referendum question.
- Soliciting votes on behalf of a candidate for elective office or a political organization or for or against any referendum question or helping in an effort to get voters to the polls.
- Initiating for circulation, preparing, circulating, reviewing or filing any petition on behalf of a candidate for elective office or for or against any referendum question.



- Distributing or mailing campaign literature, signs or other material on behalf of any candidate for elective office or for or against any referendum question.
- Campaigning, or managing or working on a campaign, for any elective office or for or against any referendum question.

### Examples of Prohibited Conduct

Some conduct prohibited by the Act is obvious, but some may not be. While most district employees would likely know they cannot send a political fundraiser invitation during work hours, this prohibition would also apply to coordinating or inviting anyone to attend the meeting of a private citizens' committee formed to support the referendum. It makes no difference that an e-mail is sent from a private account if the employee uses his or her district computer.

Contributions related to the referendum should not be collected on district property, even if they are to fund a private citizens' committee. While at work, district employees should not call potential voters to find out whether they intend to support the referendum at an upcoming election. If they are participating in Election Day activities such as poll watching or "get-out-the vote" campaigns, employees must use time off. The district's copy machine must not be used to copy materials that urge voters to support the referendum regardless of whether it is after business hours. A "yes" vote cannot be urged on the district's website or in district newsletters.

All of these activities are prohibited by the Act, and by extension, an agency's ethics ordinance.

### Private Citizens' Committee

In order to avoid violations of the law, private citizens' groups are often formed. To effectively prevent violations, however, individual employees and officials must still take extra precautions to separate their involvement on these committees from the job duties and responsibilities at the district. Not only are these individuals restricted to their personal time and resources, but their official capacities should not be connected to their involvement with the citizens' committee. For example, the district's executive director should not be coordinating activities of the committee at the park district's office or on district time. A billboard asking voters to vote "yes" should not have a testimonial by the board's president in his or her official capacity. Other laws still apply as well. If multiple board members are participating, they must ensure that they do not unlawfully meet in violation of the Open Meetings Act.

Although it is beyond the scope of this article, private citizens' committees, or ballot initiative committees, must also comply with campaign finance and disclosure laws, which have undergone changes in recent years.

### Personal Resources

While employees cannot advocate or campaign in support of a referendum while they are on the clock or on district property, state law does not prohibit them from fully supporting the measure when they are not on district property, not using district resources and are not being compensated by a public agency. Determining whether activities are performed during compensated time can be more difficult for upper level employees who are salaried because they often do park district work outside of regular business hours. For that reason, when invited to speak publicly about the referendum, employees such as executive directors are well advised to remember where they are and whether they are there in an official capacity. Because unpaid elected officials like park commissioners are not compensated by the district, the time in which to perform activities may not be as constrained as an employee. However, commissioners still must limit their conduct during times when they are acting in an official capacity as a park commissioner. For example, the board president should not promote passage of a referendum at a park district event.

Furthermore, while state law does not prohibit what an official or an employee does on his or her own time, districts potentially have policies that are more restrictive than the Act. Regardless, local government employees in Illinois do not forfeit their political rights just because they are public employees. In fact, not only is some conduct perfectly legal, it is illegal for a local government to prohibit it. The Local Governmental Employees Political Rights Act<sup>10</sup> prohibits units of local government from making or enforcing any rule or ordinance that in any way inhibits or prohibits employees from exercising their political rights such as the right to petition, to make public speeches, to campaign for or against political candidates, to speak out on questions of public policy, to distribute political literature, to make campaign contributions and to seek public office *when the employee is not at work or on duty*.

### Don't Jeopardize the Referendum or Your Career

Illegal activity is not necessary to have a successful referendum, and unintentional violations are avoidable. Remembering what, where and when certain activities must be avoided will help prevent embarrassment and punishment. There can be gray areas, and whether a certain activity violates election or ethics laws is determined based on specific facts. Therefore, officials and employees are well advised to consult their attorneys if there is any uncertainty.

<sup>10</sup>ILCS 5/9-25.1

<sup>11</sup>*Id.*

<sup>12</sup>5 ILCS 430/1-1 *et seq.*

<sup>13</sup>For comprehensive list and description, see 5 ILCS 430/1-5 and your agency's ethics policy

<sup>14</sup>50 ILCS 135/1 *et seq.*



By Debbie Trueblood, CAE  
IPRA Executive Director

## IPRA is Telling Your Story and Gaining Momentum

The theme of this issue is effective leadership and board development. This year, IPRA has focused much of our attention on becoming leaders and advancing IPRA's recognition for the great work that we are doing on your behalf. As a result, the IPRA brand has been gaining significant momentum as an expert source in the association community. We know that our members want to belong to a successful, growing, innovative organization, and with all of this recognition, we are proving that the work we do for you is special. I wanted to share with you the year in review so far.

In March, I spoke at the Illinois Chapter of Women in Leisure (WILS) event as a "fireside chat" style live interview. There were more than 40 IPRA members in the room, talking about issues affecting women leaders in our field.

In April, I presented on your behalf at the Southern Illinois University John Allen Symposium, teaching the students and graduate students about how to access jobs in our field. IPRA Board member Doug Damery gave their keynote address, having won their Distinguished Alumni Award last year.

In April, I presented for an organization called Association Forum which is an organization based out of Chicago whose members work for associations like IPRA, serving 4,000 members at 1,600 associations. (It was Association Forum which gave both Matt Fairbanks and I the "Forty Under 40" awards in 2014 and 2015 respectively.) This was a standalone event where I presented a half-day session about the design of our mentoring program, ProConnect. Did you know our program won an award for innovation and in the last few years I have had the privilege to speak about this unique program in Illinois, Missouri, Utah, North Carolina, South Carolina, and Louisiana? We have something very special which many associations are implementing for their members. Our program is an investment in our members; we subsidize the program to keep the costs down for participants. Our Illinois Park and Recreation Foundation is a sponsor who helps us with a portion of these expenses.

In June, I presented on your behalf at the Association Forum's mid-year conference called "Forum Forward". I presented to other association executives about public speaking techniques. I will be repeating this session at

NRPA in Indiana this fall for park and recreation professionals. Further, the Association Forum's CEO is impressed with the great work IPRA is doing for our members, so she invited me to join their Women's Executive Leadership Committee for women association CEOs.

IPRA has also been increasing involvement with the American Society of Association Executives (ASAE), a larger national organization of 44,000 members based out of Washington DC for association professionals. In August, I became Chair of their national Ethics Committee. Through that role, our committee of association professionals will be creating a toolkit of sample policies related to ethics for associations to use. This wraps around a prior committee project which created an ethical decision-making model. While you can't look at policies and ensure the organization is ethical, by providing a checklist of sample policies and tools, we hope to give associations a good foundation for ethics.

IPRA has been featured in the ASAE national newsletter four times for our work with ProConnect, twice in 2016 and twice this July. Further, we were featured this summer in their July/August magazine about our successful turnaround story over the last several years. In August, an article I wrote for them about the role of associations in ethical consumerism was published in their newsletter. At their conference, I was a featured attendee in their onsite daily newspaper. I also presented on your behalf at their national conference, detailing IPRA's exciting turnaround story from our financial challenges which occurred eight to ten years ago to the growth and advancements we have had over the last several years. I shared the philosophies and theories we used six years ago to ensure our growth was designed to best serve our members.

IPRA's growth has stemmed from a philosophy that every time IPRA grows financially, we give back to the members in a new way, creating many programs which are mission driven investments in our members. These programs are intentional investments in our members, each of which is subsidized by member dues: Leadership Academy, ProConnect, regional education, Unplug Illinois (public education campaign), IPRA Connect (online communities), the IPRA social at NRPA, last year's Multi-State Leadership Summit, and over the last six years IPRA and our sections

have transferred \$396,000 to the foundation for the scholarship fund. This year we are building a new member benefit which will be a free career toolkit for members. Even with all these investments, IPRA has solidified our financial reserves to protect IPRA should we ever fall on rough times again.

Over the last six years we have focused on ensuring statewide member benefits, with increasing attention paid to members outside of the Chicagoland area and building more face to face relationships between all IPRA staff and members at all levels of career development. These relationships help us to build membership recruitment, retention, and engagement as well as trust and transparency.

Additionally, our strategic plan is designed to allow the organization and the staff to grow together. We want to make sure that IPRA is using the strategic plan and our vision of the future to prepare and train our staff for the skills they will need to best serve you. We have annually added funds to the budget for employee professional development, and as a result, two staff have achieved their certificate in nonprofit management, one earned her Certified Meeting Planner (CMP) designation, and now all staff can now attend at least one professional conference per year. Our annual reviews all tie back to the IPRA strategic plan and each person's role in advancing IPRA.

As this magazine issue is also about board development, part of our story is what we have done to advance our board as part of our growth. We have adjusted our annual board calendar to ensure that each year the board focuses their majority of their time on major issues such as our finances, budget, and strategic plan, but we also ensure that every year two of our five board meetings have outside speakers who present to the board on governance issues. Each year we ensure the board completes a self-evaluation ensuring that they hold themselves accountable to IPRA's mission and members.

All of these tasks take time, but we know that IPRA is special. We want to hold ourselves to the highest standards to ensure we are serving you in every way that we can. One way we can do that is to share our models and theories with other associations, compare notes, learn from each other, and bring back to you new ideas for innovation. Through this method we are also raising IPRA's brand and getting our story out. We have come so far from when we struggled to where we are today. That is because of people like you who have volunteered, committed your time, and worked hard for us. The success we have achieved is a shared story about all we have done together.

This year, IPRA is getting recognized for all we have accomplished. I hope you take a moment to think about the people you know who deserve recognition for their work serving their communities, advancing their agency's missions, and advancing our entire profession. I urge you make yourself a note to give thanks and recognition to someone you know for all they have done to be a part of something important with you. Tell them you couldn't have done it without them. I know IPRA has come a long way, and on behalf of all of us on the board and staff, we couldn't have done it without you.

**Register today!**  
**Professional Development School**  
**November 11-14, 2018**  
**Eagle Ridge Resort & Spa, Galena**

**Parks & Recreation**  
*The Perfect Combination*

**2018**

**details at ILipra.org**

## Upcoming Events

**November 2, 2018**  
**2018 State Education Roadshow - Romeoville, IL**

Topics include: Choose your Own Adventure: Trends in Recreation, New Revenue Streams in Parks & Recreation, and Internal Communication Strategies

**November 2, 2018**  
**CPRP Exam Prep Series C – Finance**

This is the second of four in a series of classes designed to prepare individuals for the National Recreation and Park Association's Certified Park and Recreation Professional (CPRP) exam.

**November 11-14, 2018**  
**Professional Development School**

IPRA's longest-standing educational and networking opportunity will take place this November at the majestic Eagle Ridge Resort & Spa in Galena, Illinois. Professional Development School, or PDS,

provides park and recreation professionals with the opportunity to gain practical application education in a small, student-focused atmosphere.

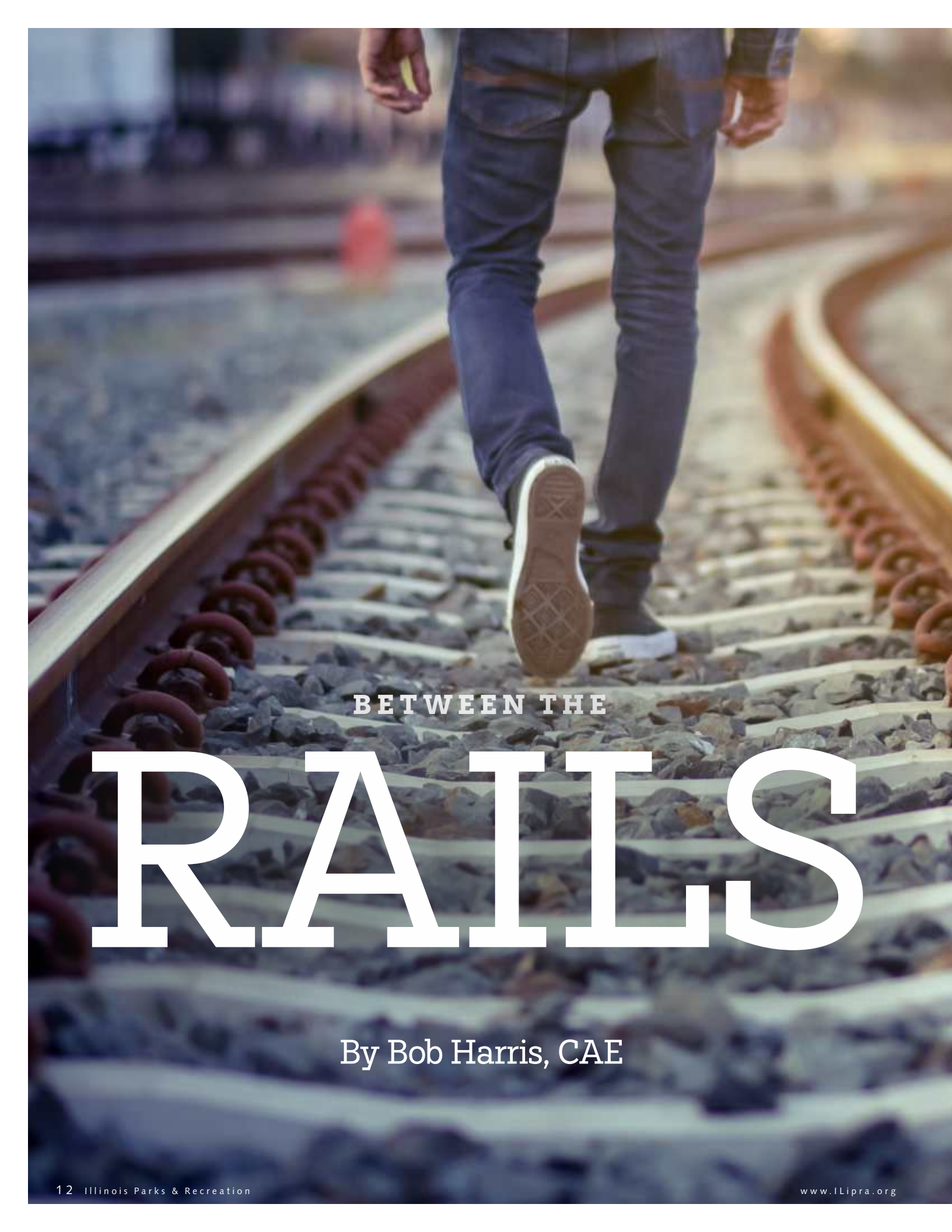
**November 14 or 15, 2018**  
**Webinar: Tools to Regulate Your Emotions**

Tools to Regulate Your Emotions, is presented by Suzette Davis, Retired Army LTC, and she will review and expand on key concepts of EI as participants learn how to positively use language to deliver messages and information with authenticity.

**November 30, 2018**  
**CPRP Exam Prep Series C – Programming**

This is the third of four in a series of classes designed to prepare individuals for the National Recreation and Park Association's Certified Park and Recreation Professional (CPRP) exam.

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



BETWEEN THE

# RAILS

By Bob Harris, CAE



The elected chair of a chamber of commerce suggested, “A strategic plan keeps the board members between the rails.” Her comment made sense to support good governance and a high performing board.

The rails are like train tracks or highway guard rails. The intent is to stay within the rails while conducting business.

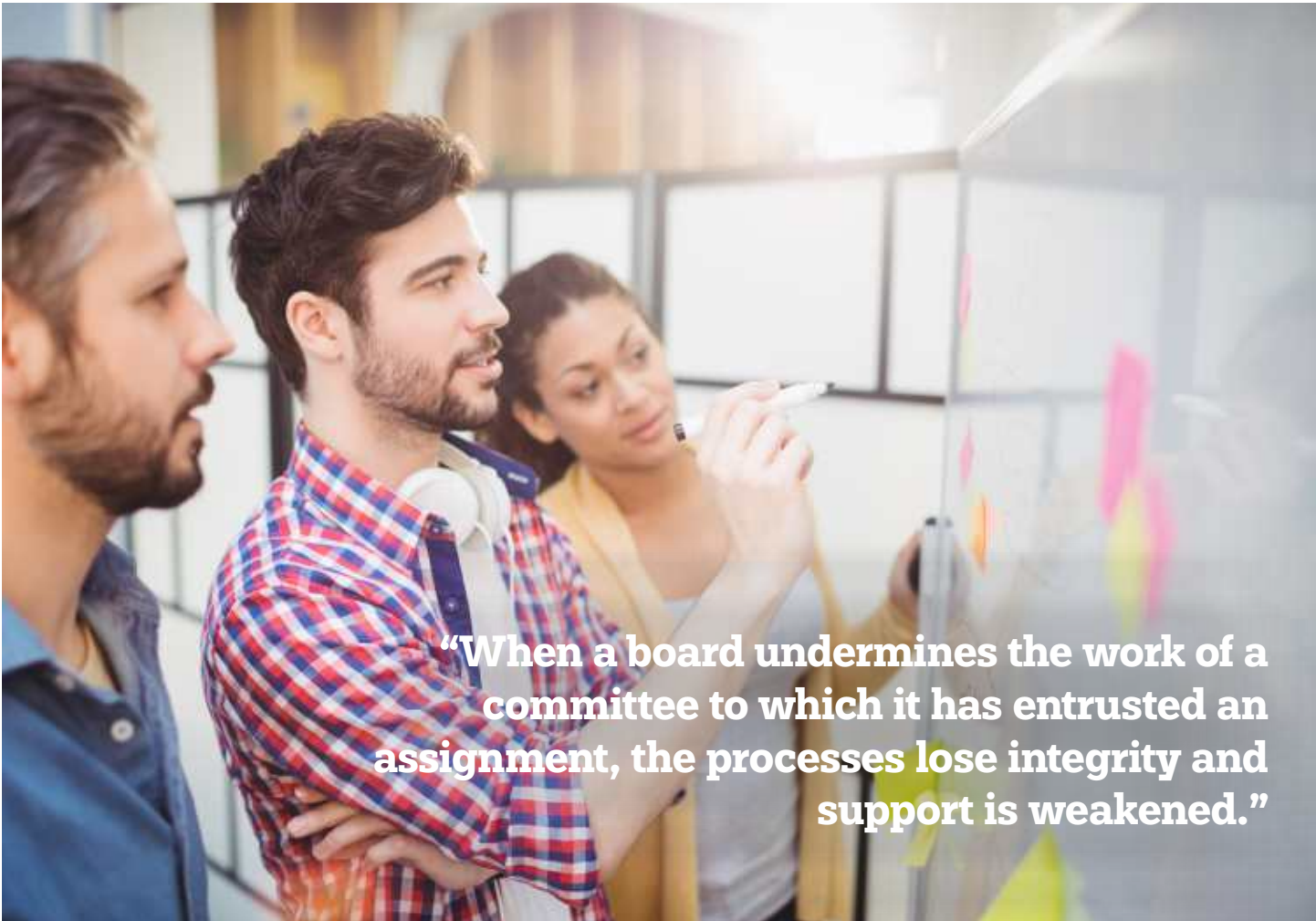
The board should avoid derailments and detours. Distractions are frequent. They may come in the form of committees proposing ideas that are beyond available resources or from board members unsure about governance, so they delve into management.

Detours might come from an elected officer who wants to leave a personal legacy or diversions from constituents asking for new services, so the board tries to be “all things to all people.”

Here are the RAILS within which the board should be guided.

**Mission Driven** – Every discussion and decision should be framed by the mission statement. “How does this item advance our mission,” should be a recurring question. The items on the agenda should be closely linked to the mission and strategic goals. Keep the mission visible by printing it on the agenda, on a tent card in the center of the board table or displayed on the wall. Start meetings with a “mission moment,” explaining how the organization has had recent positive impact. Going too far outside the mission can cause jeopardy. The mission statement should frame nearly every discussion and decision of the board.

**Governance vs. Management** – The board's role is governance. Board members are authorized to make governing decisions by state corporate law and the governing documents. Seldom should they focus on management decisions. Outside the rails is when a board begins to micromanage or gets into administrative work.



**“When a board undermines the work of a committee to which it has entrusted an assignment, the processes lose integrity and support is weakened.”**

**Strategic Plan** – The board creates and advances a strategic plan. Most plans act as a 3-year roadmap for the organization. It's easy to set the plan aside as the crisis of the month arises or new ideas are proposed. Keep the plan on the board table to check that committee work and board motions fit within the goals of the plan.

**Board vs. Committees** – Committees are appointed and assigned initiatives from the strategic plan. They supplement the work of the board. They receive authority from the bylaws and/or their appointment by the board. Directors should avoid doing committee work at the board table.

“When a board undermines the work of a committee to which it has entrusted an assignment, the processes lose integrity and support is weakened,” explains Patricia A. Montgomery, IOM, and CAE at the American Society of Civil Engineers.

**Budget** – A budget has been adopted by the board. Board members should be familiar with it and recognize that every new project exhausts resources. Stay within the rails by being knowledgeable about the budget and resources.

**Strategy or Tactics** – Directors have a responsibility to be strategic. It is easy to drop to the level of tactics, usually described as minutiae or administrative details. When the board dives into tactics someone should remind them to “stay out of the weeds.”

Is it possible to attend a meeting of the board and not really know why one is present? Some board members don't review the agenda in advance although it is the outline of work to be completed.

Other board members might attend the board meeting for the wrong reasons. They show up because it is a good time to connect with colleagues or to gain insider information for their own interests.

The best approach to approaching board meetings is be intentional.

**Intentional Governance**  
Board members with intent know what they want to achieve. They realize that every meeting has a purpose. They don't let anything distract from desired outcomes.

A volunteer board member, Peter Holland, a pharmacy account specialist at Pfizer Pharmaceuticals, offers “As a board, we need to be good at providing value to constituents. We can't be just good at it, we need to do this with vision, common purpose and by being intentional. Only through leading with intent will we continue to deliver value.”

He explains, “Similar to a business, by adopting proven processes, strategies and tools, the board has the opportunity to transform into a powerful leadership team.”

**Tools of Good Governance**

There are numerous mechanisms to facilitate leading with intent.

**Agenda Design** - The meeting agenda communicates what must be achieved. Design it with intent, tying the items to the strategic goals. Reduce the number of reports, recaps and updates by using a consent agenda for advance reading by the board. Postpone meetings that are not likely to produce significant results.

**Board Orientation** – Governance is a vague term. New board members can become overwhelmed by their responsibilities. Some are quick to drop to the level of management and administration. Explain to board members they have a fiduciary duty to make every board meeting count toward advancing the mission and goals.

**Templates and Checklists** – Transform much of the work in the organization into templates and checklists. Document processes and smart practices. Templates clarify expectations and facilitate effective completion of a task. Checklists keep the projects advancing without omissions. Obviously, if an airline pilot didn't use a checklist, it would be possible to leave the gate ready to fly but without enough fuel.

**Continuous Evaluation** – When meetings don't produce desired results, discuss it with the board. Consider improvements by changing meeting format, board size, agenda style, guest participation, duration, location, frequency, set-up, expectations, policies, etc.

Transforming governance and board meetings takes time. It's a journey that can have significant value for the organization.

*Note: Bob Harris, CAE, provides free governance tips and templates at [www.nonprofitcenter.com](http://www.nonprofitcenter.com).*

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### Expanded Early Distribution!

The Buyer's Guide will mail with the Jan/Feb issue of *IP&R* magazine – before the Soaring to New Heights Conference in January. A guide link will also be emailed to attendees prior to the Conference, and printed copies can be picked up and seen at the conference.

### New Editorial Content!

The 2019 Buyer's Guide will include new editorial content – including a new *Featured Products & Services* editorial section toward the front of the publication.

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View the 2019 Rate Card at [www.bit.ly/2019ILBuyersGuide](http://www.bit.ly/2019ILBuyersGuide).

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Final Space reservation deadline is December 15!

The official publication of





# 2019 PRELIMINARY PROGRAM

January 24-26 | Hyatt Regency Chicago

151 E. Wacker Drive, Chicago, Illinois



## IAPD/IPRA SOARING to NEW HEIGHTS CONFERENCE



# WELCOME



## WELCOME AND GREETINGS!

On behalf of the 2019 IAPD/IPRA Joint Conference Committee, we look forward to extending a big welcome to all Illinois elected officials, commissioners, professionals, students, and supporters of park districts, forest preserves, conservation, recreation, and special recreation agencies. We are thrilled to be back at the Hyatt Regency Chicago and are eager for you to see all of the new and exciting upgrades to the hotel that will enhance your experience. Our various conference committees have been hard at work planning what is sure to be one of the best *Soaring to New Heights* conferences ever!

As many will attest, conference is the ideal opportunity to start the new year refreshed, motivated, and equipped with an expanded network, and a plethora of ideas to enhance your professional development. Whether it's learning new trends from experts in the field within the dynamic curriculum offered; exploring the many businesses that provide products and services tailored to parks, recreation, and conservation agencies in the Exhibit Hall; or celebrating achievements and networking with colleagues, there are numerous reasons for you to attend and take part in the excitement.

This year's social/networking lineup is shaping up to be high-energy with lots of Chicago swagger. The Thursday night Welcome Social will feature Hey Jimmy, whose fresh and energetic medleys and mashups will leave you dancing in your shoes. The Friday Awards Luncheon will be inspiring as we recognize the amazing achievements of leaders in the field. Saturday night's Closing Social at Shedd Aquarium will immerse you in a magical underwater world where you'll find something wet, wild, and wonderful everywhere you walk!

There is so much to do, we know. Remember, 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, explore the exhibit hall, earn and track CEUs, complete session surveys, and much more!

As always, we extend a sincere **THANK YOU** to the many exceptional conference volunteers, as your countless hours of work and steadfast dedication are instrumental to this event's continued success. To our attendees, exhibitors, and speakers, we thank you for your steadfast support of parks, recreation, and conservation in Illinois. We look forward to seeing you **January 24-26, 2019** at the Hyatt Regency Chicago!

### KEVIN DOLAN

President  
Mundelein Park & Recreation District  
IAPD Conference Co-Chair

### JOHN ROBINSON

Director of Special Projects  
Leyden Township Parks and Recreation Department  
IPRA Conference Co-Chair

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# SCHEDULE - AT - A - GLANCE

## THURSDAY, JANUARY 24

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 Hey Jimmy

## FRIDAY, JANUARY 25

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	Commissioners' Reception
5:00 pm – 6:30 pm	IPRA Annual Business Meeting
9:30 pm – 11:00 pm	Chairmen's Reception **

## SATURDAY, JANUARY 26

7:45 am – 12:00 pm	Conference Registration Open
8:30 am – 9:45 am	Keynote General Session with Greg Schwem
10:15 am – 11:30 am	Conference Sessions (0.1 CEUs)
12:30 pm – 1:45 pm	Conference Sessions (0.1 CEUs)
2:00 pm – 3:15 pm	Conference Sessions (0.1 CEUs)
3:30 pm – 4:45 pm	Conference Sessions (0.1 CEUs)
3:30 pm – 5:00 pm	IAPD Annual Business Meeting
7:00 pm – 10:00 pm	Closing Social at Shedd Aquarium *

## TABLE OF CONTENTS

Agency Showcase 2018	20
All-Conference Awards Luncheon	21
All-Conference Awards Luncheon Preferred Agency Seating	21
Career Development Symposium	35
Closing Social at Shedd Aquarium	39
Conference Exhibitors	48-49
Continuing Education Units	21
Continuing Legal Education	22
Exhibit Hall Information	23
General Information	20-26
Housing Information	23
Keynote General Session with Greg Schwem	44
Pre-Conference Workshops	33-37
Preliminary Schedule At-A-Glance	40-43
Registration Form: Conference	45-46
Registration Information	24 & 47
Rotarian Fellowship Lunch Meeting	25
Silent Auction & Sports Raffle	25
Student Events	26
Welcome Social with Hey Jimmy	38

\* Ticketed Event

\*\* By Invitation Only

Event photography provided by JHyde Photography.

# GENERAL INFORMATION

## ACCESSIBILITY

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

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

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

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

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

## ADA 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](mailto:leesa@ilipra.org) **no later than January 14, 2019**. If you have special needs regarding hotel accommodations, please contact the Hyatt Regency Chicago at (312) 565-1234 or the Swissôtel Chicago at (312) 565-0565. Hearing impaired individuals who require TTY may call (800) 526-0844 and the Illinois Relay Center will transmit the message to IAPD or IPRA.

## ADMISSION

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



*The Agency Showcase is a spirited competition spotlighting bright ideas exhibited by parks, 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 thirteen 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 thirteen 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 is 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
- Integrated Photography
- Large Format Marketing
- Logo Design
- Marketing Campaign
- Public Relations\*
- Paid Advertisement
- Print Communication - Informational\*
- Print Communication - Promotional\*
- Videography (New!)
- Promotional Item
- Social Media Campaign
- Website

\* Improved Category

Don't miss this chance to spotlight your agency's marketing and communication materials! The **Registration deadline is Friday, December 7, 2018**. Space is limited, so sign up today!

For more information on the Agency Showcase competition, please visit [ILparksconference.com](http://ILparksconference.com). If you have questions, contact Jessica Cannaday at [jcannaday@obparks.org](mailto:jcannaday@obparks.org).

Proudly brought to you by IPRA and IAPD.

## ALL-CONFERENCE AWARDS LUNCHEON

### Grand Ballroom, East Tower/Gold Level

Delegates who register for the "Full Package" will receive a ticket for this event. Additional tickets may be purchased through your registration or 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 14, 2019**

**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, per table) 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 14, 2019**, 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.

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

**Students:** Do you want an opportunity to attend the All-Conference Awards Luncheon at no additional cost? Register in advance 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 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. And, as this program is intended to help students build their networks, we hope you will help your students 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.

## ANNUAL MEETINGS FOR IAPD AND IPRA

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

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 25 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 and the Career Development Symposium 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:

- Be sure you are logged in to the mobile app.
  - Click on **Agenda** in the Navigation Menu and search for the session/workshop you attended and wish to receive CEUs.
  - **At the end of the session/workshop**, click on **Check-In** in the session/workshop listing.
  - Once the **Check-In** feature has been activated, you will be prompted to enter a 4-digit code, which will be provided by the Moderator **at the end of the session/workshop.**
  - Type in the 4-digit code, then tap **Submit Code** to complete the check-in process.
  - To view and keep track of the CEUs you have earned, click on My Credits in the Navigation Menu.
- 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.
- Approximately four weeks after conference, attendees will receive an email from CTE, our conference registration company, with a link to their official 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 CEUs.

# 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. Approximately four weeks after conference, attendees will receive an email from CTE, our conference registration company, with a link to their official 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.
- Four different CLE packages are offered:
  - (3.0) CLEs is \$45 plus registration
  - (4.0) CLEs is \$60 plus registration
  - (7.0) CLEs is \$105 plus registration
  - (8.0) 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 14, 2019. After this 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 program. 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:

Columbus A-B, East Tower/Gold Level

### All-Conference Awards Luncheon:

Grand Ballroom, East Tower/Gold Level

### Career Development Symposium:

Crystal Ballroom C, West Tower/Green Level

### Closing Social:

Shedd Aquarium

### Conference Headquarters:

East Tower/Gold Level (across from Conference Registration)

### Conference Registration:

East Tower/Gold Level (across from the Grand Ballroom)

### Exhibit Hall:

Riverside Center, East Tower/Purple Level (Lower Level)

### IAPD Annual Business Meeting:

Grand Ballroom A-B, East Tower/Gold Level

### IPRA Annual Business Meeting:

Regency Ballroom A-B, West Tower/Gold Level

### Keynote General Session:

Grand Ballroom C-F, East Tower/Gold Level

### Pre-Conference Workshops and Conference Sessions:

Columbus Hall, East Tower/Gold Level, Regency Ballroom, West Tower/Gold Level, Lakeshore Meeting Rooms, East Tower/Bronze Level and other meeting space throughout the hotel

### Professional Connection:

Regency Ballroom C-D, West Tower/Gold Level

### Silent Auction:

East Tower/Gold Level (next to Conference Registration)

### Welcome Social:

Grand Ballroom, East Tower/Gold Level

## EXCEPTIONAL WORKPLACE AWARD 2018

Park and recreation agencies applying for the 2018 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 16, 2018.**

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 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 2019 Soaring to New Heights conference, during the IPRA business meeting.**

Additional questions can be directed to Kelly Carbon, Superintendent of Marketing, Elk Grove Park District, (847) 228-3548, [kcarbon@elkgrovetparks.org](mailto:kcarbon@elkgrovetparks.org).

# GENERAL INFORMATION

## EXHIBIT HALL

### Riverside Center, East Tower/Purple Level (Lower Level)

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 recreation agencies. Plan to spend several hours in the exhibit hall viewing the displays and visiting with exhibitors.

Each registered delegate will have multiple opportunities to win great prizes. Drawings will take place 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 24:

12:30 pm – 6:00 pm, Grand Opening

### Friday, January 25:

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

### Hyatt Regency Chicago (Host)

151 E. Wacker Drive  
Chicago, Illinois 60601

**Reservations** (888) 421-1442 or (402) 592-6464

**Group Code** Reference *IAPD/IPRA Soaring to New Heights* conference when making a reservation by phone.

**Rates** \$123 Single/Double; \$133 Triple; \$143 Quad

**Note:** Surcharges apply to upgraded room types including Deluxe, Regency Club and Business Plan rooms.

### Swissôtel Chicago (Overflow)

323 E. Wacker Drive  
Chicago, Illinois 60601

**Reservations** (888) 737-9477

**Group Code** Reference *IAPD/IPRA Soaring to New Heights* conference or **group code IAPD0119** when making a reservation by phone.

**Rates** \$123 Single/Double; \$153 Triple; \$183 Quad

**Note:** Surcharges apply to upgraded room types including Lakeview and Corner King rooms.

For online reservations for either the Hyatt Regency Chicago or the Swissôtel Chicago, visit [ILparksconference.com](http://ILparksconference.com)

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

- The reservation cut-off date for both the Hyatt and the Swissôtel is **January 4, 2019**. Reservations made after this date may be assessed at 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 21, 2018. After December 21, 2018 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](mailto:leesa@ilipra.org)). Once IPRA has given approval, you will be put in contact with the Hyatt Regency Chicago directly.

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

## PARKING

**Overnight Attendees:** Attendees staying overnight at the Hyatt Regency Chicago will receive a discounted parking rate of \$34.50 per day (valet only). Attendees staying overnight at the Swissôtel will receive a discounted parking rate of \$25 per day (self-park) or \$35 per day (valet).

**Note:** Rates above are subject to change. Parking information is accurate as of July 2018.

**Daily Commuters:** 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](http://www.chicagoparkingmap.com).

All delegates are encouraged to take public transportation.

### Reserved Discounted Parking:

IAPD/IPRA has partnered with SpotHero, the nation's leading parking reservation app, to offer daily drivers the option to book convenient and affordable parking in advance.

**SPOT  
HERO**

To reserve your parking spot, visit the parking information page on the conference website and click on the SpotHero link to book a spot with rates up to 50% off drive up.

# GENERAL INFORMATION

## 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 NONMEMBERS

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

- Members of the Illinois Park and Recreation Association in current standing through 12/31/19. **IPRA memberships not renewed for 2019 will be assessed the difference between the member and non-member conference registration fees upon their check-in on-site at Conference Registration.**
- Commissioners/park board members, attorneys, board treasurers, and board secretaries of agencies that are members of the Illinois Association of Park Districts
- A maximum of six **support** staff from IAPD member agencies (**"Support staff" is defined as clerical and maintenance personnel only.**)

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

## RECORDING/VIDEOTAPING

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

## REGISTRATION INFORMATION

**Early Registration Deadline** Monday, December 10, 2018  
**Registration Deadline** Monday, January 14, 2019

### Registration Methods:

- Online at [ILparksconference.com](http://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:  
2019 IAPD/IPRA CONFERENCE  
P.O. Box 756  
Park Ridge, IL 60068
- Complete the Advance Registration Form and fax it with credit card information to (847) 957-4255; faxed registrations **must be** accompanied by credit card for payment.

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# GENERAL INFORMATION

## Registration Information:

- Faxed, mailed, and online registrations will be accepted until January 14, 2019. Register online at [ILparksconference.com](http://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 24 7:30 am – 5:00 pm
- Friday, January 25 7:00 am – 5:00 pm
- Saturday, January 26 7:45 am – 12:00 pm

## Registration Questions?

Contact CTE, our conference registration company, at either [ilparks2019@cteusa.com](mailto:ilparks2019@cteusa.com) or (847) 957-4255.

## ROTARY FELLOWSHIP LUNCH MEETING – NEW!

Come join fellow Rotarians from clubs throughout Illinois, as well as prospective members, for a fellowship lunch and to hear about exciting projects that are taking place at various Rotary Clubs.



Rotary International is the world's first service club organization founded in 1905 by Paul Harris and three other Chicago tradesmen, with the goal of leveraging their resources and contributing their services to help in their community. With the motto of "Service Above Self," Rotarians focus on alleviating poverty, improving global health, and supporting education worldwide. There are approximately 1.2 million members and 35,000 clubs.

According to Jeanne Aguirre, Rotary is a "Silent Army." And Rotarians are people of action. Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.

Join us for this special lunch meeting that is **open to everyone.** This meeting serves as an official Rotary International sanctioned make-up meeting.

## SILENT AUCTION & SPORTS RAFFLE

### East Tower/Gold Level (next to Conference Registration)

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 IPRA 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](mailto:nsowa@nwsra.org).

## SPECIAL DIETS/ACCOMMODATIONS

Persons with special needs may make arrangements by notifying Leesa Kuo Johnson at IPRA at [leesa@ilipra.org](mailto:leesa@ilipra.org) **no later than January 14, 2019.**



## 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

## 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, educational sessions on Friday and Saturday, and the Keynote General Session on Saturday. Tickets for the All-Conference Awards Luncheon and the Saturday evening Closing Social will be available for purchase. See page 46 for registration.

## STUDENT EVENTS

### THURSDAY, JANUARY 24

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 25

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.

## VOLUNTEERS... CALLING ALL PROFESSIONALS AND COMMISSIONERS!

We are recruiting volunteers for Conference 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 HEADQUARTERS

CONTACT: Duane Smith (duane@ilipra.org)

#### Hours of Operation:

- |                        |                   |
|------------------------|-------------------|
| • Thursday, January 24 | 7:30 am – 5:00 pm |
| • Friday, January 25   | 7:00 am – 5:00 pm |
| • Saturday, January 26 | 8:00 am – 5:00 pm |

### CONFERENCE REGISTRATION

CONTACT: Alan Howard (ahoward@ilparks.org)

#### Hours of Operation:

- |                        |                    |
|------------------------|--------------------|
| • Thursday, January 24 | 7:30 am – 5:00 pm  |
| • Friday, January 25   | 7:00 am – 5:00 pm  |
| • Saturday, January 26 | 7:45 am – 12:00 pm |

## WHAT TO WEAR

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

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

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

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

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

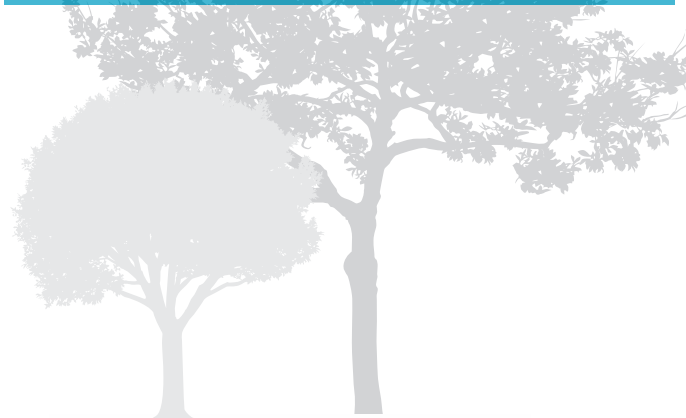
- Participate in the *Linen Reuse Program*.
- Turn off your lights and television every time you leave your room.
- Take any recyclable materials (paper, empty bottles/cans, aluminum, etc.) and deposit them in the commingled recycling bins located throughout the hotel.



## Go green with conference 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.

Attendees will be able to provide valuable comments and feedback through electronic session evaluations in the mobile app.



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## PRE-CONFERENCE WORKSHOPS - MORNING

All pre-conference workshops award 0.3 CEUs. Pre-registration is required. Register online at [ILparksconference.com](http://ILparksconference.com) or see page 45.

9:00 am – 12:00 pm

### 10 Leader As Influencer: Impression Management in the Spotlight

**Topic Track:** Leadership/Management  
**Registration Fee:** \$75

**Speaker(s):** Jan McLaughlin, Certified Speaking Professional, Your Communication Connection

Creating community through people, parks, and programs requires the ability to influence a wide range of people, both within and outside the organization. Their perceptions are formulated through the way we communicate—our facial expressions and body language, tone of voice, and choice of words. As leaders, it's important to exhibit emotional intelligence and manage the impression others have of us. According to Daniel Goleman, "People are promoted for technical/operational and intellectual reasons but fail for emotional ones." Marshall Goldsmith, author of *What Got You Here Won't Get You There*, says: "Almost everyone I meet is successful because of doing a lot of things right, and almost everyone I meet is successful in spite of some behavior that defies common sense." Participants will receive feedback and develop an action plan to prepare for and manage interactions with those people critical to their success and that of their team.

**Learning Outcomes:** Participants will be able to: 1) differentiate among the four essential factors in communication and employ them to prepare for and manage the impression they project; 2) examine the vital aspects of their visual, verbal, vocal and image and analyze how these factors impact their interactions with others; 3) isolate the traits that can sabotage their credibility and undermine their ability to influence others and lead effectively; 4) prioritize their impression management goals and formulate a plan of action to manage interactions with all colleagues.

### 101 Powered by Change: Strategies for Accelerating Growth During Change

**Topic Track:** Leadership/Management  
**Registration Fee:** \$75

**Speaker(s):** Donna Brighton, Chief Idea Officer, Brighton Leadership Group

Change doesn't ever go away. We live in a state of constant, unrelenting change. For an agency to thrive, it must see change as an ongoing way of being. By being agile, an agency can more quickly solve the fast-appearing problems of change, so they can move confidently ahead. What's more, by being change-ready, the agency is better able to capitalize on new opportunities and safeguard it against stagnation and obsolescence.

You no longer have time to do everything, so you must accomplish more than ever before while competing with many other existing (and often incomplete) projects. In this dynamic and fast-paced environment, you will succeed by using change as a competitive advantage. If you want to know how, join us at this change-powered workshop.

**Learning Outcomes:** Participants will be able to: 1) learn the number one reason for success in change, an approach that makes a change initiative ten times more likely to succeed, and how to deal with barriers and challenges to successful change; 2) leave with new ideas and techniques for harnessing the power of change to accelerate growth; 3) identify and respond to both threats and opportunities for disruption; 4) become a visionary leader who can get ahead of the curve.

### 201 Engagement and Conservation in Chicago Park District Natural Areas (Off-Site)

**Topic Track:** Parks/Natural Resources  
**Registration Fee:** \$75

**Speaker(s):** Sarah Unz, Outdoor and Environmental Education Manager, Chicago Park District; Matthew Freer, Assistant Director of Landscape – Natural Areas, Chicago Park District

This off-site tour will showcase how the Chicago Park District balances engagement and conservation. Our first stop is North Park Village Nature Center, a 46-acre restoration site of prairie, oak savanna, woodland, and wetland. It is also home to the Forest Play School, an early childhood outdoor preschool program. Next we will visit Welles Park, a high-traffic neighborhood park, complete with a one-acre natural area and a vibrant nature

play space. Finally, we will visit the Burnham Wildlife Corridor, a 100-acre ribbon of open prairie and woodland along the edge of Lake Michigan. Highlighted is Caracol, one of the five gathering spaces on-site, which was designed, created, and activated by a team of local artists and community-based organizations from the Pilsen neighborhood. The McCormick Bird Sanctuary, also on-site, provides food, shelter, and a much needed rest stop for the millions of birds that migrate along the Lake Michigan shoreline.

**Learning Outcomes:** Participants will be able to: 1) understand how both land managers and program managers can work together to ensure a balance between conservation and engagement within natural areas; 2) identify Chicago Park District natural areas habitat types and corresponding management techniques for them, as well as learn about programing opportunities for a variety of ages and interests.

### 401 Reviews, Appraisals, and Feedback That Works

**Topic Track:** Recreation  
**Registration Fee:** \$75

**Speaker(s):** Mike Deblieux, SHRM-SCP, Principal Consultant, Deblieux LLC

Why would you want to work for someone you don't learn anything from? Effective workplace leaders give feedback. They work at letting people know where they stand and why they stand there. They view mistakes as opportunities to teach their direct reports, so that they can learn and grow. They do not do it once a year in a performance review, but rather on a regular basis, day in and day out.

This workshop is about the importance of giving feedback as a means to an end; specifically: First, reinforcing successful job performance and motivating an employee to continue providing it and building on their foundation. Second, coaching an employee through mistakes and motivating them to correct their shortcomings. Third, introducing new or changing responsibilities and motivating a direct report to adapt to the new realities.

**Learning Outcomes:** Participants will be able to: 1) engage employees through job-related performance feedback; 2) create an opportunity for continuing employee success.



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

## 501 Super Staff SuperVision: The Key Powerful & Practical Skills for Leading, Motivating, and Managing at Camp

**Topic Track:** Therapeutic Recreation

**Registration Fee:** \$75

**Speaker(s):** Michael Brandwein, Educator, Author, Speaker, Staff Trainer

The author of the #1 nationally best-selling book on camp staff supervision, *Super Staff SuperVision*, presents this skill-packed workshop for camp supervisors, directors, site-directors, and other leadership team members. This is a dynamic, engaging workshop for both new and advanced participants. Learn and practice exactly what you need to say/do to be one of the very best leaders at camp, including: 6 Paths—the six essential things supervisors and team leaders must do every day and how to get them done brilliantly; getting even young staff to be more professional and responsible; identifying the specific behaviors we want staff to use to be great leaders, and motivating and coaching staff to develop these behaviors; preventing staff burnout; getting more campers and higher retention by improving program quality and creativity, and increasing staff engagement with campers to make your camp stand out from the rest; handling tough staff behavior with more credibility and confidence; leading peers and friends; supporting staff with challenging campers; and more.

**Learning Outcomes:** Participants will be able to: 1) learn and practice the techniques that the finest camp supervisors and directors use to produce the best camp programs through positive and skillful leadership plus staff development; 2) learn precisely what to do and say every day when walking around camp to motivate and coach staff to their highest levels of performance, and to build a more professional environment that produces youth development through fun experiences for campers.

## 601 Chicago Parks Old and New, Pre-Conference Tour #1 (Off-Site)

**Topic Track:** Parks and Natural Resources Management

**Registration Fee:** \$75

**Speaker(s):** Julia Bachrach, Historian, Julia Bachrach Consulting LLC

Chicago possesses one of America's most impressive collections of parks and green spaces. For well over a century, nationally renowned landscape designers, architects, artists, and social reformers have contributed to the development of Chicago's parks. This pre-conference tour features fascinating parks, old and new. This tour includes one of the nation's pioneering field houses in Davis Square Park. This 1905 Burnham-designed building features a mural by William Edouard Scott, an internationally acclaimed African-American artist. McKinley Park, where the neighborhood park experiment of the early 20th century was declared a success, will also be explored. Participants will also visit one of Chicago's newest field houses, the 32,000 square-foot Arts and Recreation Center at Ellis Park. With an overview provided by historian Julia Bachrach and insights offered by park supervisors at the various sites, this will be an informative and intriguing experience.

**Learning Outcomes:** Participants will be able to: 1) learn about how old parks/park buildings have been adapted to new uses and new parks have been designed to fit the needs of specific communities; 2) learn about how the Chicago Park District provides programs and facilities in various communities, and how old and new facilities are developed, programmed, and maintained.

## 603 Competing in the Fitness Business in the Year 2019

**Topic Track:** Facilities

**Registration Fee:** \$75

**Speaker(s):** Mark Davis, CEO, CMS International

How are you going to compete in the fast-paced fitness business in the year 2019? In this workshop, you will learn how to run a professional fitness center that will attract new members and retain them.

**Learning Outcomes:** Participants will be able to: 1) learn a professional approach to attracting, retaining, and getting your members results; 2) walk away with a plan you can begin to implement on Monday morning to accomplish these goals.

## 901 Small Staff, Big Results: Delivering High Quality Service & Marketing Outcomes Without All the Resources

**Topic Track:** Marketing/PR

**Registration Fee:** \$75

**Speaker(s):** LoriKay Paden, Educator/Trainer, Campfire Concepts; Jarrod Scheunemann, President, Campfire Concepts; Mitchell Fransen, Visual Media Specialist, Campfire Concepts

Revenue and attendance are often seen as the hallmarks of success, and that success is built upon customer service and high-quality marketing. For the local parks and recreation professional who wears many hats and has limited resources, creating an attractive brand and welcoming culture can be a daunting task! In this workshop, we will provide technical information in a user-friendly fashion related to customer service culture development, customer relationship management, on-boarding, visual branding, copy writing, photography, and videography that will help improve your skills, numbers, and revenue.

**Learning Outcomes:** Participants will be able to: 1) create a culture of customer service that welcomes and retains members, sponsors, and residents; 2) utilize marketing techniques to create an attractive and cohesive brand.

## 1001 Critical Thinking: The #1 Skill of the 21st Century!

**Topic Track:** Diversity

**Registration Fee:** \$75

**Speaker(s):** Dr. Sean Bailey, CEO & President, BCG North America Corporation

Do you want to be able to identify between high performance and mediocre performance? Do you want to ensure your workforce is ready for the future? Critical thinking is one of the top skills desired by employers, and is an organizational competency that is consistently and constantly in demand. Whether an employee is writing grant proposals or designing the structure of a program, critical thinking is a skill that deeply impacts performance, and though it has been scientifically recognized for 85 years, it is deemed one of a few "skills of the future." In this workshop you will learn what critical thinking is by applying the Red Model. You will also understand what knowledge and behavior are required to successfully apply this important skill to your job.

**Learning Outcomes:** Participants will be able to: 1) examine a situation and utilize critical thinking to understand it from multiple perspectives, whilst separating facts from opinions and assumptions; 2) comprehend why critical thinking has become the number one competency in the workplace.



9:00 am – 12:00 pm

## Career Development Symposium

Location: Crystal Ballroom C, West Tower/Green Level

Registration Fee: \$89

Speaker: Brian Blasko

CEUs: 0.3



### About the Speaker

Brian Blasko is a highly motivated, nationally known speaker, trainer, and author. His programs have been inspiring individual and organizational growth for 20 years. He is the “go to” guy when it comes to leadership, motivation, team building, and customer care. This celebrated author of two books, *Cruisin' Through Life At 35 MPH* and *Sending Signals*, has a Masters Degree in interpersonal communication, collegiate-level teaching experience, and is a member of the National Speakers Association.

Every year clients throughout the country depend on Brian to re-charge their organization and employees. Always the fun communicator, his contagious energy encourages others to feel comfortable about themselves and their personal development. His client list ranges from Fortune 500 companies to ma and pa organizations.

Driven by his sincere interest in others, and a genuine passion for public speaking, Brian enthusiastically invites you to discover and maximize your *own* personal potential!

8:15 am – 9:00 am  
Registration/Check-In

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

9:00 am – 12:00 pm\*  
**Building Your Team Foundation**

One person is an *individual*... Two people are a *couple*... Three or more people together become a *group*...but only the “successful” can become a **team**! Come join Brian Blasko as he takes us on an adventure into the world of effective Team Building. If you want your employees to feel comfortable with each other and know how to understand one another, then this is the workshop for you! Brian's workshop will provide you the skills, strategies, and techniques necessary to work positively with staff in your organization and customers and clients you see daily.

This high-energy workshop will take you on an unforgettable journey into the mind of the 4x4, Volvo, sports car and minivan. Come find out what vehicle you are!

On this adventure you will learn the characteristics and attributes of these four general personalities and this workshop will show you **how to** interact effectively with every team member, customer, and co-worker you see daily.

Participants will also be able to:

- Learn the positive benefits of Interdependency
- Learn about the four personality styles you see daily
- Learn how to deal with “team apprehension”
- Learn how to overcome team dysfunctions
- Learn how to build **trust**, **rapport** and **credibility** with others
- Stay motivated to create a positive team environment
- Learn how to resolve team conflict
- Understand the uniqueness of team communication vs. perception

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

12:30 pm  
**Tour the Exhibit Hall, Riverside Center, East Tower/Purple Level (Lower Level).**



## PRE-CONFERENCE WORKSHOPS - AFTERNOON

All pre-conference workshops award 0.3 CEUs. Pre-registration is required. Register online at [ILparksconference.com](http://ILparksconference.com) or see page 45.

1:30 pm – 4:30 pm

### 11 Repositioning Public Parks & Recreation – Joining the Smart Revolution

**Topic Track:** Leadership/Management  
**Registration Fee:** \$75

**Speaker(s):** Jamie Sabbach, President & CEO, 110% Inc.; Lisa Paradis, VP & Principal, 110% Inc.; Alexandre Gauthier, Chief Marketing Officer, Amilia Enterprises

Communities are changing, the economy is unpredictable, and technology and globalization are here to stay. Yet the way we commonly think about public parks and recreation seems to be frozen in time. Is it possible that the day has come to transform our collective approach to the provision of park and recreation services? Are we really leading the productive and purposeful organizations that our communities need given today's realities?

This innovative and thought-provoking program will include discussion and insights not typically examined in the world of public parks and recreation. Attendees will engage in conversations that address being courageous and smart, examine technology and its capacity to improve how we interact with our communities and customers, and how yesterday's cost recovery efforts are being turned upside-down and changed to a focus on investment choices, community impact resulting from investment, and revenue opportunities. You will not want to miss this!

**Learning Outcomes:** Participants will be able to: 1) better understand the history and context around how the profession got to where it is today; 2) dissect current approaches to management of public parks and recreation systems, and evaluate these in contrast with today's Smart Cities movement and the greater focus on community-centric management practices.

### 102 Own Your Leadership Voice: Increase Your Effectiveness and Influence

**Topic Track:** Leadership/Management  
**Registration Fee:** \$75

**Speaker(s):** Donna Brighton, Chief Idea Officer, Brighton Leadership Group

Leadership is an action, not a role. Are you ready to shift your mindset, learn new behaviors, and inspire your team to do more and accomplish more than you dreamed possible?

This session is about identifying your leadership voice; your unique expression of leadership to unlock your power to lead with clarity, authenticity, and effectiveness. Understand your unique DNA – dynamic natural ability – to influence and inspire others into action. Join us at this workshop to craft your custom leadership definition so that you can leverage your DNA to lead in unexpected ways and achieve unprecedented results.

Participants will use the Leadership GPS™ and define an action plan to balance life, maximize influence, and increase effectiveness. If you don't know where you are going, any path will lead there. Get clear, get focused, get going and be the leader you were meant to be.

**Learning Outcomes:** Participants will be able to: 1) get the tools to assess, strengthen, and clarify your leadership voice; 2) learn how to use your leadership voice to get your messages heard, your ideas adopted, and your team following your direction; 3) complete a personal Leadership GPS™ and learn strategies to increase leadership influence and effectiveness while living a whole, healthy, meaningful life.

### 302 Are We Having Any Fun Yet? Strategies to Prevent Burnout

**Topic Track:** Leadership/Management  
**Registration Fee:** \$75

**Speaker(s):** Rita Emmett, Best Selling Author & Professional Speaker

We all know it's important for our mental and physical health to include fun in our lives. And when we do, we recharge our batteries, which in turn decreases burnout and increases productivity.

So what's keeping us from doing it? For some of us, it is actually hard to think of what would add fun to our lives. And many of us (you, perhaps?) tend to feel guilty

doing something fun, when there is so much else to be done. Don't wait until a doctor gives you a prescription to enjoy life. NOW is the time to start having fun.

**Learning Outcomes:** Participants will be able to: 1) appreciate the healing power of fun and its place in their "stress management plan;" 2) identify what is keeping them from having fun; 3) acknowledge that most people recognize the importance of fun in their lives, yet they still manage to live weeks, months, even years without experiencing any fun.

### 402 Life As a Workplace Coach: Redirecting Performance for Success

**Topic Track:** Recreation  
**Registration Fee:** \$75

**Speaker(s):** Mike Deblieux, SHRM-SCP, Principal Consultant, Deblieux LLC

The day you became a manager, you became a workplace coach. You accepted the responsibility of working hard to create an opportunity for success for every member of your team. You took on the role of teacher, mentor, and guide. You agreed to be patient. You agreed to help people learn from their mistakes. And do not forget, you also agreed to let people know when they are doing what they are supposed to do, the way they are supposed to do it.

This workshop is about facilitating important discussions about an employee's job performance. You will learn how to stop procrastinating and start meeting at an early stage to address small performance issues before they become major performance issues. You will be introduced to a coaching model. The model gives you the tools you need to conduct an effective coaching meeting. It allows you to address job performance issues and maintain your working relationship with your direct report.

**Learning Outcomes:** Participants will be able to: 1) address performance issues at an early stage; 2) maintain an effective working relationship with an employee struggling to meet performance objectives.



## 502 Conflict Communication: How to Deal With Disagreement, Conflicts & “Hot” People Without Using a Weed Wacker

**Topic Track:** Therapeutic Recreation  
**Registration Fee:** \$75  
**Speaker(s):** Michael Brandwein, Educator, Author, Speaker, Staff Trainer

This workshop demonstrates practical, essential skills you will use every day to handle conflict with greater confidence and calmness, utilizing open and collaborative communication to build outstanding teams. This is an engaging, fun, “no touchy-feely” quick course in which you’ll learn exactly what to say and do to: Build better professional relationships, provide excellent customer service, reduce “talk behind backs,” increase more open and honest communication for ongoing improvement, and lead stronger teams using more effective communication and original methods. Resolve conflicts constructively with less stress. Employ greater confidence and credibility with contrary positions, disappointed and upset people, and more. Get your team to embrace diverse views and use them as a strength. You will learn precisely what to say and not to say when resolving disagreements, to not only act with respect, but improve relationships even when there is conflict. Immediately boost your persuasiveness and problem-solving skills using expert techniques to tailor responses to the needs and concerns of others.

**Learning Outcomes:** Participants will be able to: 1) learn and practice specific, practical things to say and do that reduce conflict and deal with disagreement while building stronger relationships; 2) take home specific methods and techniques to build a strong team in a more open environment that allows team members to say what they really think, reduces the need to “talk behind ones back,” and enables more collaborative and respectful interactions with each other.

## 602 Chicago Parks Old and New, Preconference Tour #2 (Off-Site)

**Topic Track:** Parks and Natural Resources Management  
**Registration Fee:** \$75  
**Speaker(s):** Julia Bachrach, Historian, Julia Bachrach Consulting LLC

Chicago is known as a “City of Neighborhoods,” and during this pre-conference tour you will explore historic and

newly-created parks in some of the city’s most vibrant ethnic communities. In Pilsen, today a predominantly Latino neighborhood, you will visit Harrison Park, including a stop at the National Museum of Mexican Art, located in the park’s historic natatorium. The tour continues west to Douglas Park in the Lawndale community, where a 1928 field house provides a cultural center as well as a broad array of sports and recreational facilities. The tour will also explore Chinatown’s Ping Tom Park, located along the banks of the Chicago River with one of the city’s newest boathouses and field houses. With an overview provided by Historian Julia Bachrach and insights offered by park supervisors at the various sites, this will be an informative and fascinating experience.

**Learning Outcomes:** Participants will be able to: 1) learn about how old parks and park buildings have been adapted to new uses, and new parks have been designed to fit the needs of specific communities; 2) learn about Chicago’s ethnic communities and some of the programs/facilities provided by the Chicago Park District to these communities.

## 604 Active Shooter Training for Civilians – Facilities

**Topic Track:** HR/Risk Management  
**Registration Fee:** \$75  
**Speaker(s):** Steven J. Riffel, Managing Partner, Community Security Solutions, LLC; Joseph M. Seitz, Partner, Community Security Solutions, LLC; Steven C. Rinzel, Partner, Community Security Solutions, LLC

Attendees will learn the history and current trends of active shooter situations and how to prepare, react, and resolve them. The latest FBI data available will be provided; attendees will understand how to work with and through law enforcement, should a situation occur. Additionally, an interactive exercise (using Google Earth/Streetview) with participants will take place, examining an existing Illinois park and recreation member facility discussing risk, vulnerabilities, plans of action, etc. This prepares the participants to begin strategic situational awareness, as well as prevention through environmental design.

**Learning Outcomes:** Participants will be able to: 1) understand the actual trends of shooters; 2) begin situational awareness mindsets; 3) prepare to put in place environmental designs to prevent and/or assist during active threats; 4) exchange ideas vis-à-vis each other’s unique facilities in a robust Q&A session.

## 1002 Creating a Culture of Wellness and Compassion

**Topic Track:** Leadership/Management  
**Registration Fee:** \$75  
**Speaker(s):** Dr. Linda Henderson-Smith, Educational Psychologist and Licensed Professional Counselor, ATC Consulting, LLC

Are you or your staff feeling tired, disengaged or cynical? Can’t find ways to help manage feelings of being overwhelmed by the constant pain in our work and world? Don’t know how to help your staff manage the barrage of ongoing trauma so they can do their work?

If these questions resonate with you or your staff, this workshop is for you! We will explore staff burnout and how to create a culture of wellness and compassion, examining the tough questions:

- What does a culture of wellness and compassion look like?
- What hard conversations are necessary when focusing on workforce development?
- What real strategies advance wellness and compassion with your staff?

Seize this chance to energize yourself, strengthen your work, and equip your workforce for the complex but fulfilling work ahead.

**Learning Outcomes:** Participants will be able to: 1) understand what burnout is and how one recognizes and overcomes it; 2) advance a culture change toward wellness and compassion.

## 1004 Diversity Marketing

**Topic Track:** Diversity  
**Registration Fee:** \$75  
**Speaker(s):** Juan Carlos Acevedo, Communications and Outreach Manager, Wheeling Park District

According to the latest Census, more than one-third of the United States population was classified as racial or ethnic minorities (U.S. Census, 2013), and the nation’s diversity is likely to increase in the future. Park administrators and managers across the country are facing different challenges in providing programs, activities, and special events to this group. Not only do ethnic and racial minorities have unique recreation and program preferences, but often are unaware that these programs, activities, and events exist in their communities. In this workshop we will discuss the different strategies a park district or agency can implement in the short and long-term run to build a two-way relationship with a diverse constituency.

**Learning Outcomes:** Participants will be able to: 1) learn the meaning of diversity marketing and how it can be applied to your agency; 2) learn how to listen to your ethnically and culturally diverse community through the implementation of community surveys, focus groups, and community participation.

# WELCOME SOCIAL



# HEY JIMMY

Thursday, January 24  
9:00 pm – 12:00 am  
Hyatt Regency Chicago,  
Grand Ballroom,  
East Tower/Gold Level

Since 2008, Hey Jimmy has been the premier party dance band based out of Chicago. From medleys to mashups, Hey Jimmy's high-energy performance and spot-on sound brings audiences to their feet and keeps them on the dance floor.

Hey Jimmy's goal is not to be the busiest band around. They simply want to be the **best** band around. Quality is the goal. Hey Jimmy's motto is simple. Give the crowd the very best of the best because Better is Better.

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

SPONSORED BY:

**DLA**  
Ltd.  
ARCHITECTS

# Shedd Aquarium

Get face-to-face with beluga whales. Watch sea jellies pulse, eels ribbon, and a rainbow come alive with reef fishes. Shedd Aquarium offers you a connection to an incredible living world full of wonder and unbelievable beauty. Where do you want to go and what do you want to see and experience? With 32,000 animals from the world's oceans, rivers, lakes, and reefs to meet (including some to touch!), award-winning exhibits to explore and in-depth, hands-on activities to try, the possibilities are almost endless. Join us for an unforgettable evening at this year's Closing Social. We can hardly wait for you to dive in!

**Saturday, January 26**  
**7:00 pm – 10:00 pm**  
**Shedd Aquarium**

For the safety and well-being of the animals, exhibit times vary. Consult the schedule below for specific exhibit closing times.

7:00 pm	Guests arrival/event begins
8:00 pm	Abbott Oceanarium
8:30 pm	<i>Underwater Beauty</i> exhibit
9:00 pm	Caribbean Reef Dive
10:00 pm	Guests depart/event concludes

Due to the sensitivity of the animals, flash photography is not permitted in the aquarium.

**THIS IS A TICKETED EVENT!**

Ticket includes:

- Roundtrip shuttle service from the Hyatt Regency Chicago;
- Admission to Shedd Aquarium, including access to the *Underwater Beauty* special exhibit;
- 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 \$99; 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 aquarium.

**Buses will depart from the Hyatt Regency Chicago (West Tower/Green Level) beginning at 6:45 pm.**

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	BOARDSMANSHIP	DIVERSITY	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/ LEGAL	HR/RISK MANAGEMENT
8:15 am - 9:30 am	#107 – When the "%#@*" Hits the Fan, Will You Be Ready? Handling Crisis Issues With the Press, Public, and Employees	#1005 – Benefits of Kayaking to Diverse Populations  #1007 – Bye Bye Bias	#608 – Stop Juggling Facility Emergencies & Position Yourself to Succeed With a Long-Range Action Plan  #615 – Inclusivity by Design	#143 – IMRF Pre-Retirement Workshop, Planning for Your Future	#110 – Legal/Legislative, Part I  #134 – Indemnity Provisions and Waivers: Avoiding Litigation and When to Require Liability Waivers  #314 – FOIA "JEOPARDY!" The Interactive Game	#130 – A Step-by-Step Guide to the ADA's Interactive Process  #308 – Controlling Unemployment Costs and Claims  #310 – Interviewing and Hiring the Best Candidates  #313 – It's Up to Us: Preventing Child Sexual Abuse in Our Parks
9:45 am - 11:00 am		#108 – Girl Power: Empowering Women in Leadership	#610 – Net-Zero Energy: Within Reach or Out of This World?  #616 – Finding Your District's Niche	#323 – Strategies to Earn More Revenue for Your District  #1012 – Cyber Resilience: Technology, People & Processes	#111 – Legal/Legislative, Part II  #119 – Managing a Harassment-Free Work Place  #122 – The Seminar on Philanthropy: Grants You May Not Know About  #124 – Bidding and Contract Administration  #139 – Are Unions Knocking on Your Door?	#131 – Conducting Effective Employee Misconduct Investigations  #303 – If You Build It They Will Come AND Stay: Building an Onboarding Program From Scratch  #318 – Might an Alternative Staffing Model Make Sense in Your Organization?
1:00 pm - 2:15 pm			#609 – Deerpath Golf Course: Fast-Tracked Recreation Improvements Within Floodplain and Wetland... How Do You Do It?  #614 – Aquatic Play in the Park: Smart Design Practice for Every Space		#316 – You'll Never Believe Our Top Ten Crazy Employment Decisions	#321 – LinkedIn for Networking and Recruiting
3:30 pm - 4:45 pm	#136 – Bond Best Practices and Capital Planning for Boards	#1008 – Park District Initiatives to Increase Access to Parks and Recreation Programs Among Underserved Populations	#607 – Think Outside the Tank! Ways to Enhance Programming and User Enjoyment  #613 – The Future of Facilities: Improving Operations, Revenue, Customers, and Opportunities	#322 – Preparing for Property Tax Relief	#104 – Local Government Fraud Risks and Effective Controls  #123 – Commissioners and Social Media: New Rules and New Challenges  #133 – Illinois Prevailing Wage Act: Avoiding the Pitfalls  #216 – Zoning Approval? How to Take Your Park Project Through the Process	#304 – Respect in the Workplace: Non-Harassment Policies, Investigations & Workplaces After #MeToo -- What's Changed & What's the Same?  #306 – Why 'Drill Down' Interviewing Techniques Can Help You Hire Peak Performers  #312 – Wage & Hour Slip-Ups

SCHEDULE AS OF AUGUST 2018 – SUBJECT TO CHANGE.



LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p><b>#16</b> – How to Stay COOL When Things Heat UP!</p> <p><b>#19</b> – From the Front Line to the Bottom Line: Managing Your Front Line Staff for Success</p> <p><b>#24</b> – “Movin’ On Up”: How to Prepare Professionally and Advance in Your Career</p> <p><b>#109</b> – Understanding Your Role in Having a Successful Park Foundation</p>	<p><b>#605</b> – Your Presentation Stinks and Here’s Why</p> <p><b>#903</b> – A Four Year Journey of Branding a Mascot</p> <p><b>#913</b> – I Spy Excellent Service: A Customer Service Codebook</p>	<p><b>#203</b> – Integrated Pest Management for Trees</p> <p><b>#204</b> – Comprehensive Master Plans: Leveraging System-Wide Parks and Recreation Master Planning</p>	<p><b>#410</b> – Get GO-ing! Start Your Own GO Wellness Movement and Improve Your Residents’ Health!</p> <p><b>#414</b> – Let’s Get Critical: Developing Critical Thinking Skills in Early Childhood</p> <p><b>#417</b> – My Job: Supervisor, Parent, Guidance Counselor, Life Coach</p> <p><b>#422</b> – The Hidden Male</p>	<p><b>#509</b> – What’s the Function?</p>
<p><b>#18</b> – Financial Roulette</p> <p><b>#23</b> – They Spoke, We Listened</p> <p><b>#129</b> – Cal-Sag Trail Coalition: Building the Partnership to Build the Trail</p> <p><b>#1006</b> – Building Emotional Intelligence As a Leader</p>	<p><b>#908</b> – Getting in Your Customers’ Way? Policies, Procedures or People May Be Driving Them Away!</p> <p><b>#910</b> – Facts Matter</p>	<p><b>#207</b> – Recreational Improvements in Flood Prone Areas</p> <p><b>#218</b> – Public Meetings: Energize and Innovate Your Input Process</p>	<p><b>#403</b> – All the World’s a Stage: How to Run a Theater Program Without Conventional Resources</p> <p><b>#411</b> – Giving Your Best While Prepping for the Worst</p> <p><b>#416</b> – Making Down-Time Fun-Time at Camp</p> <p><b>#428</b> – Trauma Informed Coaching: An Introduction to Sports-Based Youth Development</p>	<p><b>#503</b> – Participant Care Requests for Personal Services, Medications, and Related Requests: Establishing a Balance Between Recreational Provider and Participant Rights</p> <p><b>#510</b> – How to Take Your Program Promotion From Good to Great Utilizing Storytelling</p>
<p><b>#425</b> – A Statewide Study of Hiring Practices for Interns and Entry-Level Professionals</p> <p><b>#911</b> – Developing Effective In-House Program, Class, and Facility Participant Surveys</p>		<p><b>#212</b> – How to Build a Sustainable Parking Lot, Pathway, and Road</p> <p><b>#217</b> – Tree Risk Management</p>	<p><b>#406</b> – Connecting Communities to Parks Through Healthy Kids Running Series</p>	<p><b>#506</b> – Breaking Down the Barriers: Creating Sensory Rich Play Experiences for All Children!</p>
<p><b>#15</b> – Creating a Culture of Innovation: Getting Good Ideas off the Ground</p> <p><b>#21</b> – Ten Tips for Young Professionals to Stand Out in Your New Job</p> <p><b>#22</b> – The Symphony of Difficult Discussions &amp; How to Orchestrate Them Effectively</p> <p><b>#106</b> – State Accreditation: A Blueprint to Excellence</p>	<p><b>#904</b> – Grow Your Own Monster Fans</p> <p><b>#905</b> – Do You Have a Brand Champion?</p> <p><b>#917</b> – Marketing Roundtable</p>	<p><b>#29</b> – IPRA Promotes Play Statewide Initiative: Turning Research Into Practice</p> <p><b>#208</b> – Chloride Reduction Through Improved Deicing Strategies</p>	<p><b>#405</b> – Clicking Links, Forgetting Passwords, and Other Haptic Hazards: Active Adult Technology</p> <p><b>#409</b> – Finance 101: The Recreation Professional’s Guide</p> <p><b>#413</b> – Become a Gym Ninja: Creative Programming Ideas to Generate and Increase Revenue</p> <p><b>#415</b> – Make It Stick! Activities to Make All of Your Trainings More Fun and Impactful</p>	<p><b>#508</b> – Kids, They Are A-changing! Strategies to Support Participation in Early Childhood and School Age Programs</p>

	BOARDSMANSHIP	DIVERSITY	FACILITIES	FINANCE/ INFORMATION TECHNOLOGY	GOVERNANCE/LEGAL	HR/RISK MANAGEMENT
10:15 am - 11:30 am	<p><b>#103</b> – Creating an Effective Executive Director Evaluation Tool</p> <p><b>#137</b> – Talk to Your Legislators: Why and How?</p>	<p><b>#1010</b> – Therapeutic Benefits of Horticulture Therapy in Communities of Disparity</p>	<p><b>#611</b> – Time to Train</p> <p><b>#612</b> – Recreation Center Design Trends and Customer Service Experiences That Create Vitality and Revenue</p>	<p><b>#127</b> – Budgets, Levies, and Bonds: Fundamentals, Fine Points, and Best Practices</p> <p><b>#317</b> – Unplugged Cyber: A Common Sense Approach to Cyber Security</p>	<p><b>#114</b> – Use of Video Surveillance in Parks and Facilities</p> <p><b>#135</b> – Complying With the Illinois Open Meetings Act</p> <p><b>#141</b> – Looking a Gift Horse in the Mouth: What Local Government Leadership Must Know About Ethics Laws and More</p>	<p><b>#112</b> – Public Festivals, Public Demonstrations, and Incident Preparedness</p> <p><b>#305</b> – Get Off the Treadmill: Explore Meaningful Performance Appraisals</p>
12:30 pm - 1:45 pm	<p><b>#105</b> – Board Member to Board Leader</p> <p><b>#125</b> – Boardmanship, Part I</p>	<p><b>#1011</b> – Uniting Communities Through the Power of Inclusive Play</p>	<p><b>#617</b> – Examining the Challenges and Opportunities Facing the Future of Municipal Golf</p>		<p><b>#117</b> – Property Brothers: The A-Z in Acquiring, Disposing, and Leasing Real Property for Park District</p> <p><b>#118</b> – Social Media: Facebook? Instagram? What Now?</p> <p><b>#132</b> – Sexual Harassment: Prevention and Tips</p> <p><b>#142</b> – Practical Implications of the Tort Immunity Act: The Impact of Recent Court Cases on Parks, Playgrounds, and Other Public Property</p>	<p><b>#311</b> – Linking Research to Practice: A "Tried and Trusted" Performance Appraisal System</p> <p><b>#315</b> – FMLA (Why That Is Not a Password to Get Out of Work)</p>
2:00 pm - 3:15 pm	<p><b>#126</b> – Boardmanship, Part II</p> <p><b>#138</b> – Ask the Commissioner</p>	<p><b>#1009</b> – Public Facility Accessibility for Transgender Populations</p>	<p><b>#606</b> – Member Retention and Loyalty Doesn't Happen by Accident</p>	<p><b>#309</b> – Funding Opportunities for Recreational Facilities</p>	<p><b>#113</b> – Not in My Park: Regulating Controversial Park Activities</p> <p><b>#115</b> – The Culture Code: Creating a Healthy Relationship Between Executive Directors and the Elected Officials</p> <p><b>#120</b> – Our Employees Are Retiring: What Do We Need to Know About IMRF Regulations?</p> <p><b>#121</b> – Park District Finance 101</p> <p><b>#128</b> – Commissioner Ethical Problems and Best Practices</p>	<p><b>#320</b> – Channel 5 News Is Calling: Is Your Background Check Program Up to National Standards?</p>
3:30 pm - 4:45 pm			<p><b>#618</b> – Lake Arlington of the Arlington Heights Park District: Past, Present, and Future</p> <p><b>#620</b> – Solving the Great Lakes Drowning Epidemic</p>		<p><b>#209</b> – Parkopoly! Winning the Purchase, Sale, and Management of Park Property</p> <p><b>#319</b> – Ouch! Safer Work Places and Workers' Compensation Claims</p>	<p><b>#307</b> – You Interview for Your Next Job Everyday</p>

SCHEDULE AS OF AUGUST 2018 – SUBJECT TO CHANGE.

LEADERSHIP/ MANAGEMENT	MARKETING/ COMMUNICATIONS	PARKS/NATURAL RESOURCES	RECREATION	THERAPEUTIC RECREATION
<p>#14 – “We Get to Do This!” Making a Difference for Your Staff Through Teamwork and Engagement</p> <p>#28 – iLEARN</p> <p>#427 – Let’s Break the Ice: Five Interactive Icebreakers for Your Staff</p>	<p>#909 – Influencer Marketing: Is It Right for Your Agency?</p> <p>#916 – S'MORE Marketing: Working Together for Sweet Results</p>	<p>#210 – Oak Savanna Restoration: Small Budget With Time, Patience, and Persistence</p> <p>#211 – Gardening With a Purpose</p>	<p>#420 – Teaching Empathy &amp; Community at Day Camp</p> <p>#423 – The Whole Wide World of Active Adults: 50 Plus</p> <p>#426 – What’s Youth Development Got to Do With It?</p>	<p>#505 – Food for Thought: Bridging the Gap of Mental Health and Wellness in Youth</p>
<p>#17 – Creative Problem-Solving</p> <p>#20 – Link to Leverage: Developing a Community-Centric Organization</p> <p>#407 – Event Ready: Expanding Collaboration to Save Lives at Special Events</p>	<p>#912 – The Wow Factor: Steps to Providing Exceptional Guest Service</p> <p>#915 – Challenging Park Districts to Break the Website Mold</p>	<p>#206 – Parking Lot Improvements: Techniques to Stretching Your Dollars</p> <p>#215 – Does Your District Have a Plan for Success?</p>	<p>#404 – BIG Impact Outdoor Programs &amp; Events for SMALL Budgets</p> <p>#412 – Identifying and Supporting Social-Emotional Issues in the Early Childhood Classroom</p>	<p>#504 – Therapeutic Benefits of Adaptive Sailing</p>
<p>#25 – Zen and Spiritual Leadership</p> <p>#27 – IPRA Member Engagement Town Hall</p>	<p>#907 – First Impressions That Last</p> <p>#914 – The Power of Photography: A Professional Image in Parks and Recreation</p>	<p>#213 – How to Avoid Athletic Field Drainage Problems</p> <p>#214 – Sustainability: Parks, People, Planet</p>	<p>#418 – Passport to Partnership</p> <p>#419 – Starting from Scratch: How to Build a Successful Program</p>	<p>#511 – Proactively Managing Participant Behaviors: Strategies and Best Practices for the Special Recreation and Park District Professional</p>
<p>#26 – Executive Directors' Roundtable</p>	<p>#906 – The Forgotten Generation: 10 Strategic Reasons to Remember Generation X in Your Programs, Services, Marketing, and Administration</p> <p>#918 – Signage: Enhancing the Customer Experience</p>	<p>#205 – Bringing Nature to Suburban and Urban Parks</p>	<p>#421 – The 10-Minute Day Camp In-Service</p> <p>#424 – Turbulent to Sublime: Creating the Nation’s First Fully Accessible, Free-Flowing, 120-Mile Water Trail</p>	

## Keynote General Session with Greg Schwem

Saturday, January 26, 2019

8:30 am – 9:45 am

Grand Ballroom C-F, East Tower/Gold Level

CEUs: 0.1



### Rock, Roll, and Laugh Your Way to the Top

Greg Schwem knows a thing or two about rock and roll. As a comedian who has opened concerts for stars such as Keith Urban, Celine Dion, Enrique Iglesias, and (wait for it) KC and the Sunshine Band, Greg has seen how rock and roll is really a business. Like the business of running the best agency possible! In short? Every park district, forest preserve, conservation, recreation or special recreation agency, and employee within that agency, has "rock star" potential.

Greg shows you how to achieve that potential in a highly motivational presentation that combines hilarious comedy, live concert footage and a musical soundtrack featuring everything from classic rock to country western to Lollapalooza. Topics include "Why Every Office Needs a Keith Richards," "Are you Team Taylor or Team Kanye?" and "Don't Let Your Park District Become a Country Song." Rock on, IAPD & IPRA members!



# 2019 Conference Registration Form

REGISTRATION DEADLINE IS JANUARY 14, 2019

Register online at [ilparksconference.com](http://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 14, 2019.

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 24.

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+

IAPD/IPRA makes available the email addresses of conference attendees to conference exhibitors who provide products and services to the park and recreation field.  Please check here if you prefer your email address to NOT be provided.

ADA COMPLIANCE: CONTACT LEESA KUO JOHNSON AT IPRA AT [LEESA@ILIPRA.ORG](mailto:LEESA@ILIPRA.ORG) BY **JANUARY 14, 2019** IF YOU HAVE ANY SPECIAL ACCESSIBILITY/MEAL REQUIREMENTS.

### Emergency Contact (REQUIRED):

Name: \_\_\_\_\_ Relationship: \_\_\_\_\_ Phone: \_\_\_\_\_

## SECTION II. PRE-CONFERENCE WORKSHOPS – THURSDAY, JANUARY 24, 2019 (Enrollment is limited – REGISTER EARLY!)

SESSION #	TITLE	FEE	CEUs
<b>9:00 am – 12:00 pm</b>			
10	Leader As Influencer: Impression Management in the Spotlight	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
101	Powered by Change: Strategies for Accelerating Growth During Change	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
201	Engagement and Conservation in Chicago Park District Natural Areas (Off-Site)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
401	Reviews, Appraisals, and Feedback That Works	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
501	Super Staff SuperVision: The Key Powerful & Practical Skills for Leading, Motivating, and Managing at Camp	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
601	Chicago Parks Old and New, Pre-Conference Tour #1 (Off-Site)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
603	Competing in the Fitness Business in the Year 2019	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
901	Small Staff, Big Results: Delivering High Quality Service & Marketing Outcomes Without All the Resources	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1001	Critical Thinking: The #1 Skill of the 21st Century!	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
CDS	Career Development Symposium: Building Your Team Foundation	<input type="checkbox"/> \$89	<input type="checkbox"/> \$5
<b>1:30 pm – 4:30 pm</b>			
11	Repositioning Public Parks & Recreation – Joining the Smart Revolution	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
102	Own Your Leadership Voice: Increase Your Effectiveness and Influence	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
302	Are We Having Any Fun Yet? Strategies to Prevent Burnout	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
402	Life As a Workplace Coach: Redirecting Performance for Success	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
502	Conflict Communication: How to Deal With Disagreement, Conflicts & "Hot" People Without Using a Weed Wacker	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
602	Chicago Parks Old and New, Pre-Conference Tour #2 (Off-Site)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
604	Active Shooter Training for Civilians – Facilities	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1002	Creating a Culture of Wellness and Compassion	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
1004	Diversity Marketing	<input type="checkbox"/> \$75	<input type="checkbox"/> \$5
		<b>SECTION II SUBTOTAL \$</b>	



### SECTION III. CONFERENCE REGISTRATION – FRIDAY & SATURDAY

PACKAGE*	EARLY (BY 12/10/18)		REGULAR (12/11/18 – 01/14/19)		ONSITE	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Full	<input type="checkbox"/> \$325	<input type="checkbox"/> \$630	<input type="checkbox"/> \$390	<input type="checkbox"/> \$760	<input type="checkbox"/> \$430	<input type="checkbox"/> \$840
No Frills	<input type="checkbox"/> \$270	<input type="checkbox"/> \$520	<input type="checkbox"/> \$325	<input type="checkbox"/> \$630	<input type="checkbox"/> \$380	<input type="checkbox"/> \$740
Friday Only	<input type="checkbox"/> \$230	<input type="checkbox"/> \$445	<input type="checkbox"/> \$260	<input type="checkbox"/> \$505	<input type="checkbox"/> \$285	<input type="checkbox"/> \$555
Saturday Only	<input type="checkbox"/> \$250	<input type="checkbox"/> \$485	<input type="checkbox"/> \$280	<input type="checkbox"/> \$545	<input type="checkbox"/> \$305	<input type="checkbox"/> \$595
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
CEUs <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 21 for details.)					<input type="checkbox"/> \$50 x ___	\$ _____
Saturday, Closing Social Ticket to Shedd Aquarium <i>Note: Child = 12 and under</i>					<input type="checkbox"/> \$99 Adult x ___	\$ _____
					<input type="checkbox"/> \$35 Child x ___	\$ _____
CLE Package (3 CLEs = \$45; 4 CLEs = \$60; 7 CLEs = \$105; 8 CLEs = \$120)					<input type="checkbox"/> \$45	<input type="checkbox"/> \$60 <input type="checkbox"/> \$105 <input type="checkbox"/> \$120
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	
<b>SECTION III SUBTOTAL</b>					<b>\$</b>	

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

**Rotary Fellowship Luncheon: Thursday, January 24, 11:30 am – 2:30 pm** (Open to all. See page 25 for details.)

RFL	Rotary Club Name (if applicable): _____	District No: _____	<input type="checkbox"/> \$25
<b>Professional Connection: Thursday, January 24, 6:00 pm – 7:00 pm</b> (See page 26 for details.)			
PCS	Professional Connection – Student		<input type="checkbox"/> N/C
PCP	Professional Connection – Professional		<input type="checkbox"/> N/C
<b>Mock Interviews/Resume Review: Friday, January 25, 9:45 am – 11:00 am</b> (See page 26 for details.)			
MIS	Mock Interviews/Resume Review – Student		<input type="checkbox"/> N/C
MIP	Mock Interviews/Resume Review – Professional		<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.

<b>SECTION II: PRE-CONFERENCE WORKSHOPS</b>	<b>\$</b>
<b>SECTION III: CONFERENCE REGISTRATION</b>	<b>\$</b>
<b>SECTION IV: SPECIAL EVENTS</b>	<b>\$</b>
<b>TOTAL AMOUNT DUE</b>	<b>\$</b>

### 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 14, 2019 AT:  
2019 IAPD/IPRA CONFERENCE**

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

**QUESTIONS? EMAIL YOUR QUESTION TO ILPARKS2019@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)	✓					
Closing Social (Saturday)	✓			✓		
Education Sessions (Friday/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.

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

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

**FRIDAY ONLY** – Includes Friday education sessions; Admission to the Exhibit Hall; Welcome Social.

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

**STUDENTS/RETIREEES** – Includes Friday and Saturday education sessions; Admission to the Exhibit Hall; Keynote General Session; Welcome Social.

**GUEST/SPOUSE/FAMILY/FRIEND (Must not be affiliated with or employed by any park and recreation agency.)**

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

**PLEASE NOTE:**

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

- Participants wishing to change workshops must pay the difference for a higher workshop or forfeit the difference for a lesser workshop.
- Cancellations must be submitted in writing and received **by December 21, 2018**, in order to receive a refund less a processing fee of \$25. **No refunds will be granted for cancellations received after December 21, 2018.**
- Registrations will not be accepted after January 14, 2019; registrations not postmarked or faxed by January 14, 2019 will be returned. However, on-site registration begins at 7:30 am on January 24, 2019.
- **The deadline for Preferred Agency Seating is January 14, 2019.** No reserve seating will be taken on-site.
- ADA Compliance: Please contact Leesa Kuo Johnson at leesa@ilipra.org, no later than January 14, 2019 if you have any special accessibility/meal requirements.

**QUESTIONS:**

- Email your question to [ilparks2019@cteusa.com](mailto:ilparks2019@cteusa.com) or call (847) 957-4255. **Be sure to reference the IAPD/IPRA Conference.**

**CONSENT TO USE PHOTOS AND OTHER REPRODUCTIONS**

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

Event photography provided by JHyde Photography.



# 2019 EXHIBITORS

## COMPANY

## BOOTH#

3D Design Studio	622
All Inclusive Rec LLC	805
American Carnival Mart	602
American Ramp Company	119
American Red Cross	125
Amplivox Sound Systems	624
Anova Furnishings	906
Anything Weather Communications/ Strike Alerts	801
Aqua Pure Enterprises, Inc.	534
 <b>BCI Burke Company</b>	925
Beacon Athletics	222
Bedford Technology	129
Bid Evolution	524
BioSeal	529
Boulder Designs	116
Bounce Houses R Us LLC	812
Brian Wismer Entertainment	905
Bronze Memorial Company	216
BS&A Software	203
Byrne & Jones Sports Construction	207
Call One	311
Camosy Construction	609
CampDoc.com	721
CardConnect	530
Central Sod Farms Inc.	627
Challenger Sports	120
Chapman and Cutler LLP	325
Charles Vincent George Architects	204
Chicago Bulls/White Sox Training Academy	240
CivicRec	822
Clowning Around Entertainment	235
Cody/Braun & Associates, Inc.	619
Columbia Cascade Company	426
 <b>ComEd Energy Efficiency Program</b>	108
Commercial Recreation Specialists, Inc.	708
CommunityPass	224
Connor Sports	626
Coordinated Benefits Company	527
Cordogan Clark & Associates, Inc.	639
Corporate Construction Services	540
Correct Digital Displays Inc.	738
Counsilman-Hunsaker	920
Coyote Landscape Products	834
Crown Trophy	215
 <b>Cunningham Recreation</b>	703
Custom Manufacturing, Inc.	454
Custom Playgrounds Inc.	707
CXT, Inc	702
Design Perspectives, Inc.	820
Dewberry Architects Inc.	421
Direct Fitness Solutions	714
Discount Playground Supply	103
Divine Signs	630
 <b>DLA Architects, Ltd.</b>	424
Doty & Sons Concrete Products, Inc.	319

## COMPANY

## BOOTH#

Drop Zone Portable Services, Inc.	200
Earth Networks	800
Engineering Resource Associates, Inc.	634
Entertainment Concepts	919
Eriksson Engineering Associates, Ltd.	425
eTrak Recreation Software	824
EVP Academies, LLC	237
Farnsworth Group, Inc.	309
FGM Architects, Inc.	600
FieldTurf	406
Fountain Technologies	520
Frederick Quinn Corp.	131
Fun Express, A Subsidiary of Oriental Trading Company	223
Game Day USA	730
Gen Power	314
Gerflor USA	628
 <b>Gewalt Hamilton Associates, Inc.</b>	206
Gold Medal Products	315
Gov HR USA	934
GreenbergFarrow	528
 <b>Greenfields Outdoor Fitness</b>	713
Green-Up	337
Haldeman-Homme, Inc.	640
Halogen Supply Company, Inc.	538
Hawkins	323
Henry Bros. Co.	329
Herkowski Stickler & Associates	444
Hey and Associates, Inc.	611
Hitchcock Design Group	303
Homer Industries, LLC	334
Hot Shots Sports	212
Howard L. White & Associates	219
HR Source	123
Ice Miller LLP	209
Illinois Association of Park Districts	503
Illinois Park and Recreation Association	500
IMAGINE Nation LLC/Waterplay Solutions Corp.	326
IMRF	220
INNOVA Disc Golf	734
INSPEC, Inc.	722
IPARKS	411
Jeff Ellis & Associates, Inc.	110
Kafka Granite, LLC	633
Keeper Goals	340
Kiefer USA	608
KI Furniture	244
Knutte and Associates, P.C.	601
Kronos	728
Lake Country Corporation	312
Legat Architects	208
Life Floor	428
Lincoln Aquatics	419
Links Technology	813
Local Government Health Plan, CMS	938
Lohmann Companies	701



# 2019 EXHIBITORS

COMPANY	BOOTH#	COMPANY	BOOTH#
Lord & Murphy, Inc.	320	Smart Industry Products, LLC	333
Mad Bomber Fireworks Productions	433	SmithGroupJJR	833
Matrix Fitness	115	Soccer Made in America	700
MB Financial Bank	211	sofSurfaces	709
Medieval Times Dinner & Tournament	133	Spear Corporation	430
Melrose Pyrotechnics, Inc.	413	Speer Financial, Inc.	143
Mesirow Financial	446	Sportafence Marketing Enterprises, LLC	139
Midwest Commercial Fitness	145	Sport Court Midwest	106
Midwest Equipment Company/ABS/Taylor	356	Sportsfields, Inc.	239
Midwest Transit Equipment, Inc.	453	Stageline Mobile Stage	327
Mity-Lite, Inc.	625	Stalker Sports Floors	723
Most Dependable Fountains	335	Stantec	638
Musco Sports Lighting, Inc.	615	Starfish Aquatics Institute (SAI)	243
National Association of Park Foundations	227	Starved Rock Lodge & Conference Center	205
Neptune-Benson, Inc.	621	Studio Bloom, Inc.	300
NiceRink	339	Sundek of Illinois, Inc.	438
Noratek Solutions Inc.	427	Swim Chicago Southland	915
Norwalk Concrete Industries	214	Tallgrass Restoration, LLC	522
NuToys Leisure Products	420	Team REIL, Inc.	715
Palos Sports, Inc.	720	The Lifeguard Store/All American Swim	916
Park District Risk Management Agency (PDRMA)	605	The Mulch Center	121
Parkreation, Inc.	449	The Pizzo Group	238
Perfect Turf LLC	810	The Spargo Group	305
Perkins+Will	607	Three Oaks Ground Cover	731
Perry Weather	221	TimeClock Plus	324
Personalized Awards, Inc.	423	Tyler Technologies	629
PFM Asset Management LLC/IPDLAF+Class	604	Ultimate RB, Inc.	332
Planning Resources, Inc.	431	Univar	201
PlayGround Games	623	 <b>Upland Design, Ltd.</b>	321
Play & Park Structure	344	U.S. Arbor Products	613
PMA Financial Network, Inc.	719	U.S. Tennis Court Construction Company	407
PMI Photography	612	Vermont Systems, Inc.	531
Porous Pave, Inc.	525	Vernon and Maz, Inc.	127
Porter Athletic	632	Visual Image Photography, Inc.	429
Prairie Forge Group	739	Walworth County Visitors Bureau	246
Pure Air Natives	202	Water Technology, Inc.	343
RAMUC Pool Paint	733	Waupaca Sand & Solutions	526
RATIO, Architects, Inc.	118	W.B. Olson, Inc.	322
Record-A-Hit Entertainment	410	WhiteWater	819
ReCPro Software	330	Wickcraft Co.	124
Recreonics, Inc.	614	Wight & Company	213
Reese Recreation Products, Inc.	519	Williams Architects/Aquatics	404
Reinders, Inc.	400	Windy City Amusements, Inc	122
RenoSys Corporation	316	Wintrust Financial Corporation	631
Robert Juris & Associates Architects, Ltd.	147	 <b>WT Group, LLC</b>	304
Rocky Mountain Sunscreen	448	Zenon Company	436
Russo Power Equipment	338		
Santa's Village Azoosment Park	225		
School Tech Team	726		
SCORE Sports	310		
Shade Creations by Waterloo	523		
Sikich LLP	412		

-  = Conference Diamond Sponsor
-  = Conference Titanium Sponsor
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Exhibitors as of August 2018

JANUARY 24-25, 2019  
HYATT REGENCY CHICAGO



IAPD/IPRA  
**SOARING** to  
NEW HEIGHTS



# “Mr. IPARKS”

## Eddie Wood

### Retires

Burnham & Flower Insurance Group announces the retirement of Eddie Wood after more than 30 years in the insurance industry.

Eddie joined Burnham & Flower in September of 1988. Eddie was instrumental in creating the IPARKS program that now serves over 170 Illinois Park Districts and Forest Preserves.

“It is an honor to recognize Eddie’s commitment to IPARKS Members. He represents the best Burnham & Flower Insurance Group has to offer. Our agency motto is: *You Serve Others, We Serve You.* Eddie fulfills this mission of service to IPARKS Members each and every day. We are proud of Eddie and will miss working with him,” commented Steve Johnson, Agency Partner of Burnham & Flower.

Please join us in congratulating Eddie on his tremendous career and wish him all the best during his retirement.



“Eddie Wood is the consummate salesman. Eddie deserves the overwhelming credit for the development and success of the IPARKS program. For more than 27 years, he crisscrossed Illinois visiting park districts both big and small with a message of keeping communities safe and well insured. It is a testament to Eddie that he is considered a friend by so many in the field of parks and recreation. I am among those who are honored to call him my friend, and I will always be indebted to him as the pioneer who built the IPARKS pool.”

Peter Murphy

President and CEO of IPARKS



[www.iparks.org](http://www.iparks.org)

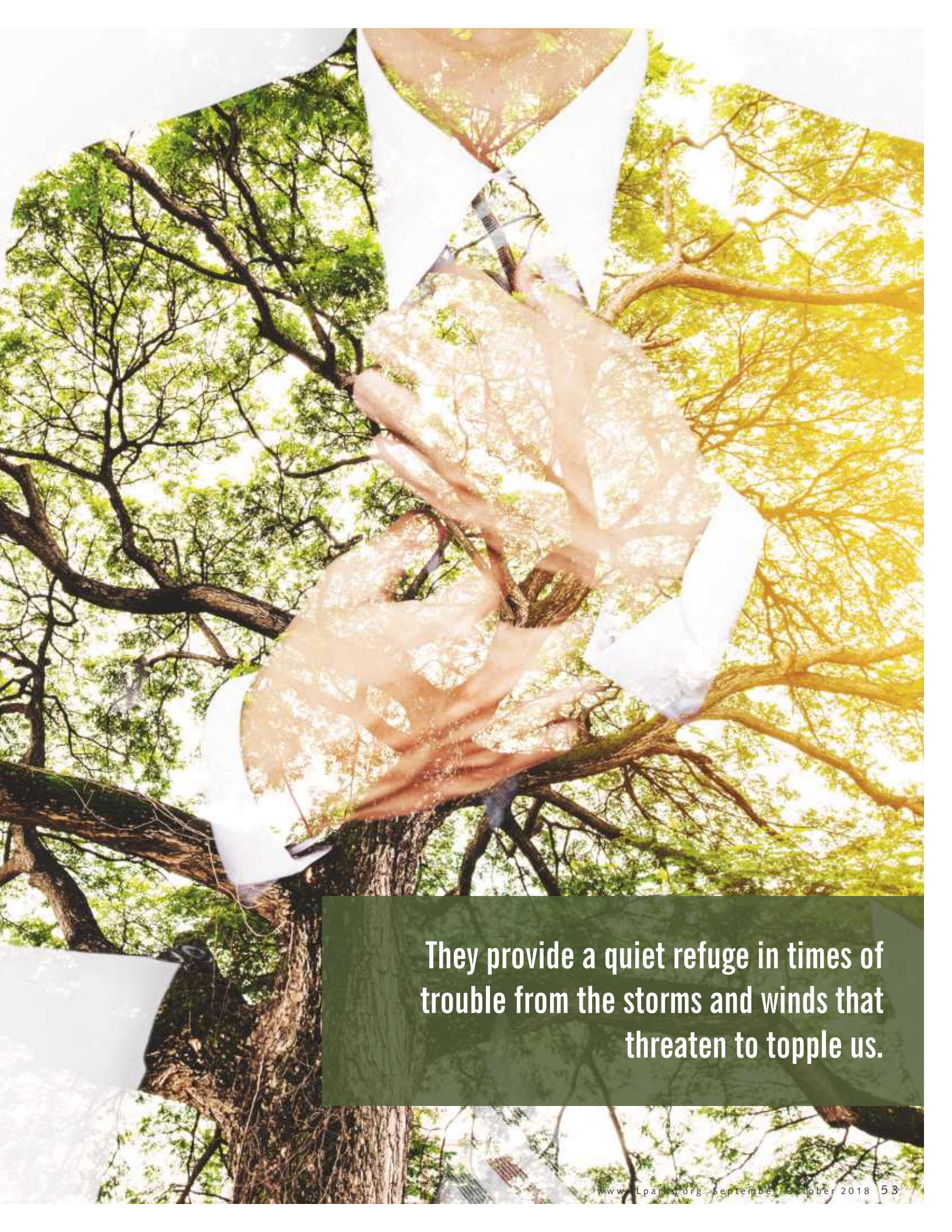
# LEAD LIKE A TREE

BY TRACEY JONES

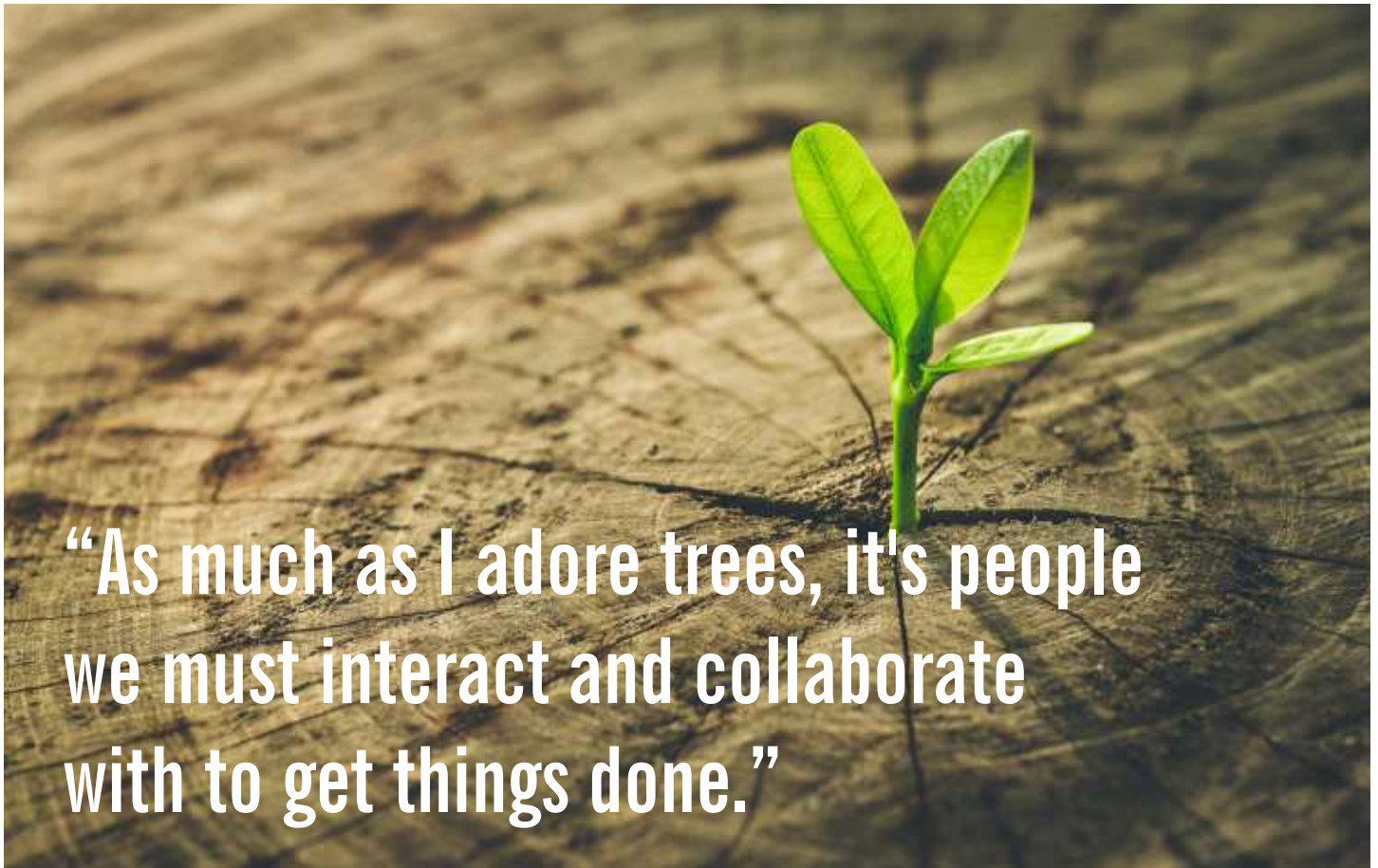
I think that you shall never read an article as lovely as a tree. With that being said, I am thankful for the opportunity to share my thoughts with this tree-mendous group of individuals who have a passion for success as leaders and function as visionaries for their agencies.

Ever since I was a little girl, I've had a love affair with trees, forests, gardens, and all things green. You can keep your beaches and oceans; give me the mountains and rolling hills. As a child in Sunday School class, I had trouble wrapping my head around why Adam and Eve weren't perfectly content in the Garden of Eden and wanted more. I grew up literally hanging out in trees. In the house of my youth, we had a stunning, expansive Copper Beech with the perfect branch structure to provide a hammock to lounge in while daydreaming or reading. Today, I live right off the Appalachian Trail with my pack of rescue pups and every time we hike I think to myself, "I do believe I could live right here, right now and all would be right with the world."





**They provide a quiet refuge in times of trouble from the storms and winds that threaten to topple us.**



“As much as I adore trees, it's people we must interact and collaborate with to get things done.”

Trees are a brilliant metaphor for life as well. They are rooted deeply, upward looking and provide shelter and nourishment for all creatures. They have a regenerative nature which allows them to move steadfastly through the seasons of life, always knowing transformation is just months away. They provide a quiet refuge in times of trouble from the storms and winds that threaten to topple us. Trees are also fruitful and reproductive. They blanket the earth with new seedlings which become the shade under which the future generations of humanity will sit.

As much as I adore trees, it's people we must interact and collaborate with to get things done. There are, however, many lessons we can learn from our foliated friends. Here are six ways to preserve your board so it can protect our planet's most diverse and rich habitat:

- **Threats:** Watch for pests and invasive species. If we send physically sick co-workers home when they have the flu or a virus, why do we let people stay in our organization who display a toxic attitude or unwillingness to engage? In leadership literature, the term emotional contagion refers to the influence of our affective states, or emotions, on the workplace atmosphere. Attitudes are contagious; so make sure yours is worth catching. If you have stinkin' thinkin' happening, make sure you quarantine it before it blights your board. Never forget, there's no such thing as a board problem without a first and last name.
- **Seasons:** To everything, there is a season. There will be times of growth, times of drought, times of fruitfulness, and times of barrenness. It's called the Seasons of Life and we, as humans, go through the same psychological processes. Talk to anyone who was in love with their job and six months later, ready to quit. The important part is to realize it's okay to want to quit; just don't do it. The forest isn't always greener on the other side of the mountain. No job is always a walk in the park. If you are in the valley, you are bound to hit the lowest point and begin the upward trek. In leadership literature, it's called a regenerative nature and it is the key to leading a fruitful life. This self-righting feature ensures that when we fall down, we get right back up.
- **Pruning:** Pruning is a necessity. From time to time, we must review our programs and personnel and take a keen, objective look at what is working, what needs revamping, and what needs canceling. As with all renewal, you must cut away the dead, diseased, and dying to prepare for explosive growth. Often a crisis or downturn is an opportunity to lop off the areas that are not fruitful or producing the desired results. Skip this step, and you will waste your most precious resources and strangle out the right ideas and people. Remember, hurtful is not the same thing as harmful. Short-term pain is often a requirement for long-term gain.

- **Rotation:** Just like crops, people need to be rotated too. Be sure and rotate your board members so you do not create a fallow fellow. Job rotation allows resources to refresh. It gives your team members a fresh perspective and hinders the development of biases, assumptions, and blind spots. It also ensures a deeper breadth within your organization and prevents burnout. After you reap, you must rest. This is why we have term limits and Sabbaticals. None of us can stay fruitful without going back to the well. We all must recharge, and job rotation is a great way to stay fresh and creative. It also allows new life to come onto the board.
- **Growth:** The need to be grown. The highest goal any of us can have in life is to be developed. Make sure everyone on your board wants to learn, unlearn, and relearn. This shows humility and teachability, two of the most exceptional leadership traits. Find out what members are capable of and then nurture them in their intentions. Plant them in the right soil and provide the required nutrients. Some will need an intellectual challenge, some will need relational team projects, and some will need to be task oriented by focusing on solving problems. Each board member is unique. Take the time to find out what they need to become more engaged in your mission.
- **Inspire:** Look skyward for inspiration. The need for encouragement is a fundamental one. Growing up, I remember being told to talk to my plants. In a study performed by the Royal Horticultural Society, researchers discovered that talking to your plants really can help them grow faster. People are the exact same way. Be the ray of sunshine that speaks life into your board members. Also, if speaking is not your thing, send them a handwritten note, or email. Your board members are not mind readers. Be sure and over communicate

and constantly drip out information as well as inspiration. Remember, people don't care what you know, until they know you care.

As leaders, we wear many hats. We are optimists, encouragers, ethicists, decision-makers, saviors, and sense-makers. So just like the mighty forests you protect and defend, we must do the same for ourselves and our boards. We need to be intentional about who we allow in our forest. After all, you cannot get it right without the right people. We need to stay nourished as well because leading others, although incredibly uplifting, can also be unbelievably draining. We must deal with bureaucracies, laws, budgets, attitudes, and global issues. To stay above the fray, we need to make sure our roots go deep; so deep that when the winds of change or fires of crisis come into our forest, we can not only survive, but thrive.

Charlie "Tremendous" Jones said, "You'll be the same person five years from now that you are today except for two things; the people you meet and the books you read." Want to build a better board? Fill those seats with tremendous people and read tremendous books together. It won't take long before you begin to feel and see the effects of clean living on your environment. Put only the purest of things in your mind because there's enough dirt and filth in this world to choke us all. Remember, the stronger you are, the stronger your board will be, and you will see a tremendous forest through the trees!

**Tracey C. Jones** is an internationally known leadership expert, author, publisher, Air Force veteran, perpetual life student, and lover of trees. When she's not walking her pups in one of Central PA's magnificent parks she can be reached at [www.TremendousLeadership.com](http://www.TremendousLeadership.com) or 1-800-233-BOOK.



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# 2019 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	All About Trails – Design Standards, Connectivity and Trail Towns / Soaring to New Heights Conference Program	10/4/18*	11/15/18*	11/15/18*	11/29/18*
March/April	Get Out on the Green and Golf / Give Us Your Best Shot Photo Contest Winners	1/11/19	1/15/19	1/15/19	1/22/19
May/June	Keep Cool with Aquatics	3/15/19	3/20/19	3/20/19	3/28/19
July/August	Healthier Communities Through Partnerships / Legislative Advocacy	5/13/19	5/17/19	5/17/19	5/24/19
Sept/Oct	Leading by Example and Building Better Boards / Soaring to New Heights Preliminary Program	7/15/19	7/18/19	7/18/19	7/26/19
Nov/Dec	Balancing Screen Time with the Benefits of Technology and Nature / 2019 Best of the Best Gala Award Winners	9/9/19	9/13/19	9/13/19	9/20/19
Jan/Feb 2020	2020 Vision: Keep Your Eyes on Your Fitness Prize / Soaring to New Heights Conference Program	10/1/19*	11/12/19*	11/12/19*	11/30/19*

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



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## PEOPLE & PLACES



### Park District of Forest Park Names Jackie Iovinelli as the Executive Director

The Board of Commissioners of the Park District of Forest Park selected **Jackie**

**Iovinelli** as the new executive director.

Jackie Iovinelli spent the last 12-and-a-half years with the Park District of Franklin Park as the superintendent of recreation and safety coordinator. She began her career in 1999 at the Clarendon Hills Park District as a recreation supervisor and quickly grew into a new role, becoming the superintendent of recreation after two years.

She graduated from Southern Illinois University at Carbondale in 1999 with a Bachelor of Science in Recreation and has since graduated from Aurora University at the George Williams College Campus with a Master of Science in Recreation Administration in 2008. She is currently a certified parks and recreation professional.

A great attribute to her career is her commitment to the Illinois Park and Recreation Association. She became a member as a student at her first conference in 1996 and sat on the student board as vice president. As a professional, she served on the recreation section as treasurer, the Social, Elections and Membership Committee, chaired or volunteered for the Annual IPRA Park Pursuit event for several years, and was part of the conference committee in 2008 through 2011. Currently, she is a part of the Joint Conference section serving on the Exhibits Committee.

In addition to her career, Jackie is an avid runner. She has completed 10 marathons throughout the United States and completed a full Ironman Triathlon in 2010.



### Crystal Lake Park District Welcomes New Staff

The Crystal Lake Park District is pleased to announce that **Kurt Reckamp** has been hired as the superintendent of recreation programs & facility services. In addition to bringing years of experience within park districts, the Crystal Lake Park District is pleased that Kurt is also a Crystal Lake resident who is excited to serve in the

community in which he lives.

Kurt joins the Crystal Lake Park District after having spent the last 9 and a half years as a superintendent with the Streamwood Park District. While at Streamwood, Kurt oversaw operations at three recreation centers, recreation department staff and a \$3M recreation budget. Kurt helped the district achieve Distinguished Accredited Agency Status and a Level A rating during their Loss Control Review audit.

Kurt has experience managing programs related to athletics, cultural arts, summer camps, preschool, aquatics, early childhood, special events and fitness. He was honored this year by the Village of Streamwood's president and board of trustees with a Community Service Award for his dedication to planning village events.



### Illinois Association of Park Districts Welcomes Wayne Utterback as Director of Communications & Digital Content

The Illinois Association of Park Districts has recently hired **Wayne Utterback** to serve as its director of communications & digital content.

Wayne brings to the IAPD team experience in design, social media, desktop publishing, video, audio, and website development. He holds a bachelor's degree in News-Editorial Journalism from Southern Illinois University Carbondale. He previously has worked for The Greater Springfield Chamber of Commerce, Campbell Publications and *The Carterville Courier & Herrin Independent*.

Wayne is responsible for website development, assisting in designing new association publications, shooting video, and researching new technology and methods to expand the IAPD's reach. Wayne's wide variety of skills will bolster IAPD's efforts to reach out digitally to membership.

Wayne is already taking the helm on upgrading video and audio quality of all IAPD videos, updating portions of the website, and assisting in the creation of content for the upcoming *Illinois Parks and Recreation* magazines. Additionally, he will be reviewing how the IAPD can produce high quality digital copies of its publications and exploring the possibilities of podcasting.

## IN MEMORIAM



**Jeff Long** passed away on May 29.

Jeff worked for 10 years as the public relations manager for the Fox Valley Park District. During his decade-plus tenure, Jeff was known for his commitment and passion to telling the Fox Valley story.

An avid outdoorsman and paddler, Jeff rekindled local and regional interest in the Mid-American Canoe and Kayak Race, building it back from 300-some boats to 600 strong. He was eager to share many facets of the park district with the community, using his unique writing skills to both educate and entertain. Jeff's talents live on as he was a key driver in Fox Valley's social media presence, building a base of 50,000 friends.

His energy and enthusiasm will be greatly missed.



**Paul Zima** passed away on Monday, June 25.

Paul was very active in the Northbrook community especially the park district. He attended many district events and spent a lot of time out in the parks with his family.

As a strong believer of community service, Paul served on the Northbrook Park District board of commissioners from 2009 - 2016. During his time on the board, he was involved with the Floral Park construction, instrumental in the adoption of the park district's strategic plan, chaired the Hall of Fame committee, and served on the board when they approved the purchase of the six acres at Techny Prairie Park and Fields. He also served for six years on the Northbrook Economic Development Committee.

He is survived by his wife, Kelly, and their two children, Kaitlyn and Parker.

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