Welcome to the 2015 OPRA Annual Conference & Trade Show.

We are thrilled to welcome you back to Kalahari for our annual celebration of parks and recreation in Ohio! This is your opportunity to learn, to network and to share the stories of life change which make parks and recreation an amazing asset to the communities where we live and work.

Late last year, I had a Board Member from one of our member agencies tell me “it’s your members who are doing more than anybody to impact the quality of life in our state.” He’s right! You are!

This week, we celebrate the work which you do every day and we hope to provide you with some tools to make that impact even greater when you leave here on Wednesday. We’ve provided speakers and topics which we hope will challenge, inform and engage you.

I hope that you’ll take advantage of the networking events that we have scheduled in order to learn from your colleagues from around the state. Much of the learning that happens here comes outside the classroom, so I look forward to seeing you at these events!

It is also important that you take some time to speak with the partner companies who will be with us in the Exhibit Hall on Monday and Tuesday. These companies provide outstanding products and services to our members and unprecedented support to OPRA. This Conference could not happen without their support. Please thank them by spending time with them this week.

We are here this week to serve you. If you need anything, please let myself, a staff person, Board member or Conference volunteer know. You can check in at registration or at the OPRA booth in the center of the Exhibit Hall if you have specific questions.

So, on behalf of Tammy and Mindy, the OPRA Board and our outstanding Conference planning team, we are grateful that you have chosen to be with us this week and we hope that this Conference experience will exceed your expectations. Thank you again for coming, and welcome to Conference!

Woody

Woody Woodward
OPRA Executive Director
Welcome Desk
Sunday, February 1, 4:30pm – 7:00pm
Monday, February 2, 7:30am – 4:00pm
Tuesday, February 3, 7:30am – 4:00pm
Wednesday, February 4, 7:30am – 3:30pm

CEUs
Continuing Education Units are offered for education and general sessions. Each 75-minute training session earns 0.1 CEU. If you require proof of attendance, see your room host for validation and signature.

Updates
Daily updates will be available in the following locations:
- Welcome Desk
- Facebook, Instagram, and Twitter: @OPRAOhio, #OPRA2015
- Text OPRA2015 to 313131

Wear your Badge!
The key to Conference is being properly identified! Your Conference Badge serves as your admission to education sessions, general sessions, the Exhibit Hall, meal functions, and networking events. If you lose your badge, please obtain a replacement at the Welcome Desk. Only properly identified attendees will be permitted access to events and sessions. Tickets to the Awards Celebration will be included inside the name badge holder.

Kalahari Restaurants Breakfast Buffet
The breakfast buffet in the Kalahari restaurants will open at 7:00am Monday and Tuesday to accommodate attendees.

Exhibit Hall
Monday, February 2, 11:30am – 2:30pm (includes lunch)
Tuesday, February 3, 9:45am – 12:45pm (includes lunch)

Silent Auction and Raffle
Open during Exhibit Hall hours in the OPRA Booth #414.
Be sure to stop by the OPRA Booth to check out the items in this year’s Silent Auction. Proceeds benefit the OPRA Foundation which funds student and professional scholarships and research projects. The Silent Auction will close at 11:00am on Tuesday.

OPRA Boot Camp
Start your day off right Monday and Tuesday mornings at #2015OPRA Conference with Boot Camp! Boot Camp will be led by Professor and recreation expert, Annie Frisoli, from 6:30am – 7:30am in Cypress.
2015 OPRA CONFERENCE PARTNERS

PRESENTING

DAVID WILLIAMS & ASSOCIATES
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CONFERENCE

EVENT

PATRON

3
2015 OPRA CONFERENCE SCHEDULE AT A GLANCE

Saturday, January 31
6:00pm - 9:00pm  Family Fun Night

Sunday, February 1
4:30pm - 5:00pm  OPRA Board Meeting
4:30pm - 7:00pm  Registration Open
5:30pm - 12:00am  Big Game Networking Event

Monday, February 2
6:30am - 7:30am  OPRA Boot Camp
7:30am - 4:00pm  Registration Open
8:15am - 9:30am  Education Sessions
9:00am - 5:15pm  Student Conference
10:00am - 11:30am  Keynote Speaker, Shannon Miller
11:30am - 2:30pm  Exhibit Hall, Lunch OR Meet a Student for Lunch
2:30pm - 3:45pm  Education Sessions
4:00pm - 5:15pm  Education Sessions
6:30pm - 12:00am  Hut Hop Networking Event

Tuesday, February 3
6:30am - 7:30am  OPRA Boot Camp
7:30am - 4:00pm  Registration Open
8:30am - 9:45am  Education Sessions
9:00am - 9:30am  Exhibitor Roundtable
9:45am - 12:45pm  Exhibit Hall, includes Lunch
1:00pm - 2:30pm  Leadership Series and Q&A
2:30pm - 3:00pm  Informal Networking
3:00pm - 4:30pm  Leadership Series and Q&A
5:30pm - 6:30pm  Informal Networking
6:30pm - 8:30pm  Awards Celebration, includes Dinner
8:30pm - 12:00am  Post-Awards Get-Together

Wednesday, February 4
7:30am - 3:30pm  Registration Open
8:30am - 9:45am  Education Sessions
9:45am - 10:15am  Break for Hotel Check Out
10:15am - 12:00pm  Keynote Brunch Buffet and Speaker, Dr. George Flanagan
12:15pm - 1:30pm  Education Sessions
1:45pm - 3:00pm  Education Sessions and Aquatics Tour
## 2015 OPRA Conference Schedule

### Monday

<table>
<thead>
<tr>
<th>Time</th>
<th>Administration</th>
<th>Aquatics</th>
<th>Environmental Education</th>
<th>Facility Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15am-9:30am</td>
<td>Collaborative Network Leadership -Nick Morris</td>
<td>Dude, That’s a Cool Pool! -Steve Blackburn and Douglass Whiteaker</td>
<td>Living History: John Muir -John Kolar</td>
<td>Developing Key Performance Indicators -Jeff King</td>
</tr>
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<td>10:00am-11:30am</td>
<td>When Youth Sports Groups and Community Philosophies Conflict -Matt Earman</td>
<td>Swimmers with Disabilities -Kristen Clatos</td>
<td>Promoting Independent Outdoor Exploration to Connect with Nature -Cinda Hanbuch-Pinkerton, Tama Cassidy, and Susan Condy</td>
<td>When Traumatic Events Impact Your Organization -Lori Hoffner</td>
</tr>
<tr>
<td>2:30pm-3:45pm</td>
<td>Pricing for Value -Paul Gilbert</td>
<td>Validated UV for Pools – the CDC’s Model Aquatic Health Code, Crypto, Chloramines, and Energy Savings -Sam Pisano</td>
<td>What’s Next for the Field of Environmental Education -Nick Morris</td>
<td>Welcoming Customers with Disabilities -Dawn Lewellyn</td>
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<tr>
<td>4:00pm-5:15pm</td>
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### Tuesday

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<tr>
<th>Time</th>
<th>Administration</th>
<th>Conservation &amp; Natural Resources*</th>
<th>Design &amp; Development</th>
<th>Fiscal Administration</th>
<th>Enforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30am-9:45am</td>
<td>The 5 Keys to Growing Yourself for Leadership -Brock Heath</td>
<td>High Performance Agency: An Entrepreneurial Model -Paul Gilbert ALOESWOOD</td>
<td>Managing the 3 D's: The Difficult, The Demotivated, and The Duds -Bobbi Nance LEOPARDWOOD</td>
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<tr>
<td>1:00pm-2:30pm</td>
<td>Crucial Accountability – Resolving Violated Expectations and Bad Behavior*** -AJ Righter ALOESWOOD</td>
<td></td>
<td>Leading vs. Managing: Understanding and Challenges of Each*** -Dr. Stephen Julian CYPRESS</td>
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</tr>
<tr>
<td>3:00pm-4:30pm</td>
<td>Crucial Accountability – Resolving Violated Expectations and Bad Behavior*** -AJ Righter ALOESWOOD</td>
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<td>Leading vs.Managing: Understanding and Challenges of Each*** -Dr. Stephen Julian CYPRESS</td>
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### Wednesday

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</tr>
</thead>
<tbody>
<tr>
<td>8:30am-9:45am</td>
<td>Developing Campus-Community Partnerships -Annie Frisoli</td>
<td>Creating and Managing Prairies and Meadows -John Blakeman</td>
<td>Exploding Revenues: Renovation Options for Your Outdated Pool -Patrick Hoagland and Lawrence Brandstetter</td>
<td>Constructing a Successful Grant Application -Kaye Borchers and Matthew Hoying</td>
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<tr>
<td>10:15am-12:00pm</td>
<td>OPERS Updates</td>
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<td>Keynote Brunch Buffet: You Pick</td>
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<tr>
<td>12:15pm-1:30pm</td>
<td>Leveraging Exercise Professionals in Your Community -Sheila Franklin</td>
<td>Managing Your Most Important Asset: Natural Areas -Michael Kirschman</td>
<td>Designing Fitness-Focused Playgrounds -John McConkey</td>
<td>Counting What Counts -Bobbi Nance</td>
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<tr>
<td>1:45pm-3:00pm</td>
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<td></td>
<td>Responding to Violent A Team’s Call -Joe Boyer, Tom Green, Andrew Bashaw, and Rory Robinson</td>
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* Conservation & Natural Resources Track presented by Cardno  ** Parks Administration Track presented by Miracle Midwest
## 2015 OPRA Conference Schedule

**10:00am-11:30am**
- **Keynote:** Against All Odds – Shannon Miller

**1:45pm-3:00pm**
- **Interns:** The Next Generation of Parks and Recreation Professionals
  - J. Scott Myers and Kevin Swanson

**3:00pm-4:30pm**
- **Local Matters:** Healthy Food Access, Education, and Engagement
  - Michelle Moskowitz, Brown and Jesse Hickman

**4:00pm-5:15pm**
- **Supporting Children with Disabilities in Summer Camp**
  - Dawn Lewellyn

### Marketing

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<th>Park Trends</th>
<th>Recreation Programming</th>
<th>Special Events</th>
<th>OPRA</th>
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<tbody>
<tr>
<td>ZEBRAWOOD</td>
<td>NILE</td>
<td>PORTIA</td>
<td>ALOESWOOD</td>
<td>SAGEWood</td>
<td>TAMARIND</td>
</tr>
</tbody>
</table>

- **Marketing Secrets from the Private Sector** – Shannon Miller
- **Social Media:** Policies, procedures, and philosophies
  - Stacy Schweikhart

- **What is it Worth? The True Value of Open Space** – Michael Kirschman

### Parks

- **Harmful Algal Bloom** – Dr. Jeffrey Reutter
- **The Need for Nature Play** – Steve Kolwicz, Jim Dziatkowicz, Sharon Floro, and Victoria Carr

**4:00pm-5:15pm**
- **Fostering Community Passion for Outdoor Adventure**
  - Brent Anslinger and Lucy Sanchez

**5:30pm-7:00pm**
- **Going for the Gold** – Christopher Shirring and Jim Meadows

### OPRA

- **Advocacy Update** – Woody Woodward

### Management & Leadership

- **Plateau of Good Enough or Pinnacle of Excellence? Knowing How and When to Pursue Excellence Rather than Good Enough** – Dr. Stephen Julian

- **Strategic Planning for Organizational Effectiveness***
  - Cindy Curtis

**Strategic Planning for Organizational Effectiveness***
- **Necessary Considerations for Natural Surface Trails** – Ben Appleby

- **The Anatomy of Park and Recreation Liability**
  - Travis Thompson

### Law Enforcement

- **Don’t Know What You Don’t Know** – Dr. George Flanagan

<table>
<thead>
<tr>
<th>Law Enforcement</th>
<th>Marketing</th>
<th>Operations</th>
<th>Parks &amp; Outdoor Maintenance</th>
<th>Parks Administration**</th>
<th>Recreation Programming</th>
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<tbody>
<tr>
<td>ANIMAL</td>
<td>INDIGO BAY</td>
<td>SAGEWood</td>
<td>ZEBRAWOOD</td>
<td>PORTIA</td>
<td>ALOESWOOD</td>
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<td></td>
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<td></td>
<td>Plannning Considerations for Natural Surface Trails –Ben Appleby</td>
<td>Park District Section Meeting –Tom Curtin</td>
<td>Varsity Volunteers –Christopher Shirring, Anna Breidenbach, and Renee Ochaya</td>
</tr>
</tbody>
</table>

- **What Makes Great Leaders Great***
  - Dr. George Flanagan

### Parks & Rec

- **Building a Public Arts Program** – Larry Zehnder

- **Stream Stabilization on Public Lands** – John Kusner

- **Tobacco-Free Parks... What’s Holding You Back?**
  - Bruce Barcelo and Linda Diamond

### Special Events

- **Blown Away** – Woody Woodward

- **“Blown Away”** – Kevin Wieging

### General Information

- **Schedule is subject to change. For the most up-to-date information, please visit us online:** opraconference.org

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*** Leadership Series presented by Century Equipment
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DAVID WILLIAMS & ASSOCIATES
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Family Fun Night 6:00pm – 9:00pm

Coming in early to enjoy all that Kalahari has to offer? Join us in Orange for a family-friendly movie and pizza! (Cost is $5/person for food.)
We know trees. We know Ohio.

We've worked in every county in the Buckeye state, helping parks and communities care for their trees and natural resources.

Learn more about how we can help your trees and parklands at www.davey.com/ohio

Join us Sunday evening in the Longneck Bar. Watch the big game, play pool, throw darts, or catch up with colleagues as you enjoy some delicious appetizers in the Crown Palm hut.

Stop by and see us at booth 317/319 to enter our drawing for an exciting prize!

www.davey.com/ohio

Discover... the benefits of membership!

Visit www.opraonline.org and become a member today!
Student Conference 9:00am – 5:15pm

Students from local colleges and universities will gather at the OPRA Student Conference. They will be joining their peers and professionals from around Ohio who will share their experiences and learn about the next steps in their career. Professionals are invited to meet outside of Salon H after Shannon Miller’s keynote address to grab a boxed lunch in the Exhibit Hall and network with student attendees.

Room: Salon A&H

Education Sessions 8:15am – 9:30am

**Advocacy Update**  Actions taken by state legislators can directly impact the operation of parks and recreation agencies in Ohio. OPRA Executive Director Woody Woodward will share successes and challenges while looking ahead to what we can expect from legislators in 2015 and what priority items OPRA will pursue.

*Woody Woodward, Ohio Parks and Recreation Association*

Room: Tamarind
Track: OPRA

**“Blown Away” - Anchoring Fun in Community Parks**  Bounce houses and inflatable amusements continue to be popular attractions for guests. Learn about the current ASTM F-24 standards for inflatable amusement devices along with the Ohio licensing and inspection guidelines. We will also review requests for documentation that should be provided to your park by licensed equipment providers. This presentation covers recent media highlights.

*Kevin Wieging, UltraSound Special Events Inc.*

Room: Sagewood
Track: Special Events

**Collaborative Network Leadership**  Speaker will share past and present experiences in leading community collaborative efforts for health and sustainability. Speaker will engage the participants in facilitated discussion of collaborative network strategies.

*Nick Morris, Stark County Park District*

Room: Orange
Track: Administration

**Developing Key Performance Indicators**  Establishing meaningful performance indicators is critical to assess trends and measurements in order to determine what is occurring with your programs, memberships, and operation trends. This session will focus on developing specific performance indicators that create the tools necessary to make assessments and benchmarks. Efforts will be made to incorporate what other facility operators and session attendees are doing with key performance measures.

*Jeff King, Ballard*King and Associates

Room: Rosewood
Track: Facility Management

**Dude, That’s a Cool Pool!**  It’s no easy task to appeal to teenagers, but it provides great rewards when done successfully. Discover unique elements in aquatic design that appeal to this hard to reach demographic. Examine new ideas in rides and water features, as well as distinctive elements involving popular trends and activities. Integrating elements from extreme sports and outdoor adventure activities is explored, such as rock climbing, zip lines, wakeboarding, surfing, skateboarding, and even kayaking. Appeal to teenagers through targeted programming and avoid the pitfalls and negative consequences when this demographic is not well managed.

*Steve Blackburn, Barker Rinker Seacat Architecture; Douglass Whiteaker, Water Technology, Inc.*

Room: Mangrove
Track: Aquatics

**Harmful Algal Blooms**  In this session, Dr. Reutter will answer the following questions about harmful algal blooms: what are they, why do we have them, why are we concerned, how do we deal with them, and how do we prevent them?

*Dr. Jeffrey Reutter, Ohio Sea Grant College Program*

Room: Nile
Track: Parks

**Living History: John Muir**  Travel back in time to meet the famous naturalist John Muir as he recalls some of his more memorable “hands-on” experiences with nature! Participants will also learn how to develop and incorporate characters into their programing.

*John Kolar, Geauga Park District*

Room: Leopardwood
Track: Environmental Education
The Need for Nature in Play  A team of park professionals, designers, and planners will present how the combination of natural and manufactured elements results in more successful play environments. Using the Cincinnati Nature Center as a case study, the team will reinforce how we, as park professionals and designers, have the ability to positively impact generations of children through contact with nature.

Steve Kolwicz, POD Design; Jim Dziatkowicz, POD Design; Sharon Floro, POD Design; Victoria Carr, University of Cincinnati
Room: Portia
Track: Park Trends

To Your Heart’s Content  The future of marketing is about content. Creating, sharing, managing, and measuring the activities and outcomes of content marketing is becoming a vital and necessary key to success. Parks and recreation organizations are rich with opportunities for the creation of impactful content that can have transformative results.

David Bowman, The Ohlmann Group
Room: Zebrawood
Track: Marketing

What’s Going On? Understanding Adolescent Brain Development  If you work with youth or have teenage to twenty-something aged employees, you might find yourself asking “why do they act that way?” Together, we’ll explore scientific findings explaining how brain development of adolescents influences their actions and ways to be creative with programming and relationships for positive results.

Lori Hoffner, Supporting CommUnity, Inc.
Room: Aloeswood
Track: Recreation Programming

Keynote Speaker
10:00am – 11:30am Zambezi

Presented by Landscape Structures
Shannon Miller

Against All Odds 7-Time Olympic Medalist and America’s Most Decorated Gymnast, Shannon is a highly sought after motivational speaker and advocate for the health and wellness of women and children. Shannon seeks to empower others to make their health a priority through education and awareness.

After retiring from Olympic competition, Shannon received her undergraduate degrees in marketing and entrepreneurship and her law degree from Boston College. She then moved from Olympic athlete to advocate for the health and wellness of women and children.

In 2010, Shannon launched her company Shannon Miller Lifestyle: Health and Fitness for Women which empowers women to make their health a priority through programs, education and awareness. She hosts her weekly talk radio show dedicated to health and fitness and has authored a series of fitness books and DVD’s. Her foundation is dedicated to fighting childhood obesity and she remains involved with the sports world as an expert analyst, mostly recently with Yahoo! Sports and a commentator for the Olympic Games in London.

In 2011, Shannon was diagnosed with a malignant germ cell tumor, a rare form of ovarian cancer. She had the baseball sized tumor removed successfully and followed up with 9 weeks of chemotherapy. Now cancer free, Shannon continues to be a strong advocate for awareness and early detection. She has dedicated her life to making health a priority and promotes healthy lifestyles and fitness with every opportunity.
Meet a Student for Lunch  
11:30am – 12:30pm or  
Exhibit Hall Lunch 11:30am – 2:30pm

Lunch Provided by Playworld Midstates  
Professionals are invited to Meet a Student for Lunch outside of Salon H and then head over to the Exhibit Hall to grab a boxed lunch while you meet and greet exhibitors. The OPRA Foundation will also be holding their Silent Auction during Exhibit Hall hours – be sure to place your bids early ... and often!

Education Sessions 2:30pm – 3:45pm

Director's Roundtable  
We'll explore the unique challenges directors and administrators face in leading parks and recreation agencies in 2015. Come prepared to discuss some of the challenges you face as a leader and to participate as we discuss strategies for meeting those challenges.  
*Woody Woodward, Ohio Parks and Recreation Association*  
Room: Tamarind  
Track: OPRA

Interns: The Next Generation of Parks and Recreation Professionals  
The Miami County Park District started an intern program in 2012 to provide an opportunity for students in the natural resource field to gain valuable experience in the profession. At the same time, it provided the Park District with a valuable labor pool with an interest in doing the special projects the District has not done due to lack of the quantity of knowledgeable staff needed. We have now expanded the intern program into our marketing department and our environmental education department. We’ll share the process that we have gone through to identify where to recruit the interns from, the projects that they have completed, and why it would be good for other agencies to look into this possibility.  
*J. Scott Myers, Miami County Park District; Kevin Swanson, Miami County Park District*  
Room: Nile  
Track: Parks

Local Matters: Healthy Food Access, Education, and Engagement  
Come and talk about how to increase access to healthy food through parks and recreation centers. Local Matters will share its story and experiences from Columbus, Ohio as well as open conversation about application in a rural setting. In addition to an overview of the challenges of our current food system, we will cover specifics on how to organize programs within the parks and recreation system including factors such as multiple sites with individual needs, how to plan a budget, marketing and fundraising, and how healthy and delicious food education fits into the goals of recreation centers.  
*Michelle Moskowitz Brown, Local Matters; Jesse Hickman, Local Matters*  
Room: Portia  
Track: Park Trends

Marketing Secrets from the Private Sector  
In this increasingly competitive environment, the public sector will need to borrow a few best practices from the private sector. Knowing which tools will create the best impact and which tools will just generate more frustration and legwork is key. This session will guide you to solutions best suited to your agency.  
*Beth Miller, The Ohlmann Group*  
Room: Zebrawood  
Track: Marketing

Promoting Independent Outdoor Exploration to Connect with Nature  
Educational programs designed to get people outdoors and promote conservation by incorporating learning experiences, nature play, adventure activities, and technology are vitally important to the well-being of our communities. We are being challenged to continuously develop new initiatives that creatively connect individuals and families with nature. In response, the Miami County Park District is encouraging independent outdoor exploration through innovative experiences such as natural play areas, geocaching, Adventure Challenge, Family Nature Quest, and Ramble Quest.  
*Cinda Hanbuch-Pinkerton, Miami County Park District; Tama Cassidy; Miami County Park District; Susan Condy; Miami County Park District*  
Room: Leopardwood  
Track: Environmental Education

Smart Moves for Successful Projects  
Park and recreation professionals are often asked to play the role of project manager. Even when excitement is high, balancing these new responsibilities with an already full plate is tough and it’s easy for a project and its team to veer off track. Whether you will be leading a team through a planning process, new technology initiative, a construction project, a special event, or even accreditation, learn how to keep your project and team on course and hold on to your sanity in the process.  
*Bobbi Nance, Park District of Oak Park*  
Room: Sagewood  
Track: Special Events

Supporting Children with Disabilities in Summer Camp  
Laying the foundation for a productive and fun summer for children with disabilities in your everyday camp programs can be a snap. Simple steps in planning is all it takes. Learn how easy it can be.  
*Dawn Lewellyn, My World Therapeutic Recreation Services, LLC*  
Room: Aloeswood  
Track: Recreation Programming

Swimmers with Disabilities  
Individuals with disabilities are at an increased risk of water related emergencies than the general population. This session will focus on helping aquatic professionals feel prepared and competent to facilitate individual and group (when appropriate) swim
lessons for individuals with disabilities. This session will give information about disabilities, what to expect from them in the water, and strategies for instructors teaching individuals with disabilities.

*Kristen Clatos, Cincinnati Recreation Commission*

**Room:** Mangrove  
**Track:** Aquatics

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**When Traumatic Events Impact Your Organization**

Traumatic events can test us all at a very personal and human level. In this session we will discuss the impact that such events can have on staff, facilities, and the greater community. We will discuss the importance of collaborative relationships and the success of recovery by being proactive.

*Lori Hoffner, Supporting CommUnity, Inc.*

**Room:** Rosewood  
**Track:** Facility Management

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**When Youth Sports Groups and Community Philosopohies Conflict**

Whether it’s youth sports or any other special interest group, expectations and entitlements related to public resources often conflict with community philosophies. Compound this situation with multiple organizations competing against each other for the same resource; the political fallout can be overwhelming. Explore a real case scenario of how the Dublin community gained consensus among competing soccer organizations and developed a field-use policy to which everyone ultimately agreed.

*Matt Earman, Dublin Recreation Services*

**Room:** Orange  
**Track:** Administration

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**The Anatomy of Park and Recreation Liability**

Users of our parks have a never ending appetite for healthy activity. The types of activities that are starting to materialize across our state are beginning to introduce hazardous conditions never considered before. Saying yes may negatively impact your liability coverage. Saying no can negatively impact your public perception. Come and learn how to evaluate facility use requests for activities like Slacklining, Extreme Obstacle Runs, and Outdoor Concert Events to ensure that your park can continue to deliver “healthy” activities to the general public.

*Travis Thompson, Ohio Plan Risk Management*

**Room:** Portia  
**Track:** Park Trends

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**Fostering Community Passion for Outdoor Adventure**

Dayton, Ohio is The Outdoor Adventure Capital of the Midwest! Learn how Five Rivers MetroParks has helped to foster an active healthy lifestyle through outdoor adventure facility development (mountain biking, whitewater river features, backpacking, and more), skill building classes, and some of the largest Outdoor Recreation events in the region including the Midwest Outdoor Experience. It’s all about reinvigorating parks by engaging new audiences and building a community of enthusiasts.

*Brent Anslinger, Five Rivers MetroParks; Lucy Sanchez, Five Rivers MetroParks*

**Room:** Aloeswood  
**Track:** Recreation Programming

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**Going for the Gold**

Senior Games promote the health and wellness of men and women 50 years of age and better with opportunities to participate in competitive sports, artistic showcases, and social events. Sharing the competitive spotlight with fellow athletes and artists provide the best mix of social enjoyment, healthy active lifestyle, and competitive satisfaction, creating a unique atmosphere to forge life-long friendships. Games are hosted regionally around Ohio and provide inspiring moments for adult athletes and your department. Discover the importance of Senior Games to both the athletes and host sites and how you can get involved in your region’s Games.

*Christopher Shirring, Westerville Parks & Recreation; Jim Meadows, Lake Metroparks*

**Room:** Sagewood  
**Track:** Special Events

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**Navigating Your Workplace as a Young Professional**

“As a culture, we have trivialized what is actually the defining decade of adulthood” Meg Jay stated in an informative Ted Talk about how to make the most of your twenties. Join us for a discussion based-session for those of us who are “in-between” students and seasoned professionals. This session includes information from the professionals in our field that will help address how to handle some of the tricky situations this demographic faces.

*Ally DeShurko, Centerville-Washington Park District; Erin Morley, Centerville-Washington Park District*

**Room:** Salon A&H  
**Track:** OPRA

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**Pricing for Value**

Can your pricing approach affect the perceived value of your offering? We will explore pricing approaches used by parks and recreation departments, as well as successful private sector approaches. Much more than just offsetting costs, pricing can influence your customer, create new value for your agency, and tap new markets.

*Paul Gilbert, Northern Virginia Regional Park Authority*

**Room:** Orange  
**Track:** Administration

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**Social Media: Policies, Procedures, and Philosophies**

This session will cover best practices and new requirements for use of social media in public agencies. Technology, communication, and social media policies will be examined.

*Stacy Schweikhart, City of Kettering*

**Room:** Zebrawood  
**Track:** Marketing
Validated UV for Pools – the CDC’s Model Aquatic Health Code, Crypto, Chloramines, and Energy Savings
UV is increasingly being required by health codes; all indoor amusement parks in Ohio must have “validated” UV systems installed by the end of 2014, all outdoor by 2018. The CDC’s Model Aquatic Health code includes validated UV for all pools with children under five years of age and therapy pools. UV can be integrated with common pool equipment to significantly save on energy costs at indoor pools. Implementing this design can often be partially funded by incentive grant money. Attendees will learn about the technology, expanding health code concerns, and ways that the technology can reduce energy costs.
Sam Pisano, OP Aquatics
Room: Mangrove
Track: Aquatics

Welcoming Customers with Disabilities
Poor customer service can ruin the visit of a guest with disabilities, even if the facility itself is fully accessible. Learn helpful ways to make customers with disabilities repeat visitors.
Dawn Lewellyn, My World Therapeutic Recreation Services, LLC
Room: Rosewood
Track: Facility Management

What is it Worth? The True Value of Open Space
The true “value” of passive recreational facilities and natural areas are all too often overlooked or easily dismissed. Hear about the findings of research conducted by Mecklenburg County to determine the true value of nature preserves, including economic impacts of nature-based tourism, environmental benefits, and the social/health benefits associated with these types of facilities and programs. Combined, these benefits paint an unmistakable picture of the “true value” of preserving and programming these areas.
Michael Kirschman, Mecklenburg County Parks & Recreation
Room: Nile
Track: Parks

What’s Next for the Field of Environmental Education
Environmental and human health issues are increasingly intertwined. However, our culture continues to stray from its natural roots. With this new level of responsibility for environmental educators comes opportunities and challenges. Given this state of our culture, what can environmental educators do differently to rebuild the human/nature relationship? The presenter will facilitate a discussion on how current and future environmental educators can consider an expanded purpose which includes human health, an expanded audience including parents and families, and new methodologies including technology.
Nick Morris, Stark County Park District
Room: Leopardwood
Track: Environmental Education

Hut Hop Networking Event
6:30pm – 12:00am
Presented by The Davey Tree Expert Company, Jump Start Sports, and MSA Sport, a division of MSA Architects
Enjoy a relaxing evening with colleagues visiting Kalahari’s Jaamati Huts where OPRA partners will offer food, drinks, games and other surprises!

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OPRA FOUNDATION EVENTS @ CONFERENCE
Super Bowl Games
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50/50 Raffle
Ongoing until Wednesday’s Keynote Brunch
IPAD Raffle
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in the Exhibit Hall
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Exhibitor Roundtable 9:00am – 9:30am

Exhibitors meet to discuss suggestions, comments, concerns, and how we can improve the Exhibit Hall experience.
Room: OPRA Booth 414 in the Exhibit Hall

Education Sessions 8:30am - 9:45am

**The 5 Keys to Growing Yourself for Leadership**
To lead others you must first lead yourself. Most of us have heard that, but what does it mean? How do you lead yourself? This program teaches you exactly what it means to develop yourself personally, why it is vital, and how to do it properly and effectively. The audience will come away with concrete actions that lead to successful personal development that will enable them to become outstanding leaders. It is an absolute game-changer.
*Brock Heath, Gauntlet Development*
Room: Indigo Bay
Track: Management & Leadership

**High Performance Agency: An Entrepreneurial Model**
Proactively shape the future of your agency and field. Position your agency in new ways, expand your operations through innovation, marketing, and partnering. Envision a brighter future, and take steps to achieve that vision.
*Paul Gilbert, Northern Virginia Regional Park Authority*
Room: Aloeswood
Track: Management & Leadership

**Managing the 3D’s: The Difficult, The Demotivated, and The Duds**
Leading your staff isn’t always as easy as those Successories posters may have you believe. Learn how to diagnose the cause of an employee’s poor performance before it spreads to the rest of your team. Find out how to walk that fine line of treating your staff as individuals while still holding them to the same expectations. Supervisors will see how their actions may be contributing to the problem and then learn how to respond to some of the most common excuses that poor performers make.
*Bobbi Nance, Park District of Oak Park*
Room: Leopardwood
Track: Management & Leadership

**Plateau of Good Enough or Pinnacle of Excellence? Knowing How and When to Pursue Excellence Rather than Good Enough**
It is perfectly appropriate to be “good enough” in many areas of life, but knowing how and when to pursue excellence is essential to your professional and personal success. In this interactive session, Dr. Stephen Julian shares the three keys to success in any area of life so you can reach your personal pinnacle of excellence.
*Dr. Stephen Julian*
Room: Cypress
Track: Management & Leadership

**The Vortex: A Management Perspective on Leadership**
There are hundreds of leadership models out there. And different situations call for different approaches. The Vortex is a new perspective on leadership. It can be used to find your strongest leaders and it’s a valuable tool to examine your own leadership patterns.
*Stacy Schweikhart, City of Kettering*
Room: Rosewood
Track: Management & Leadership

**What Business Are You In?**
When you are asked “What do you do for a living?” what is your response? If you respond with your position title and a brief overview of your responsibilities, you’ve missed the boat! Ask a Walmart employee what they do, and the response will likely be “I help people save money so they can live better.” We need to learn from companies such as Walmart that ensure their vision is ingrained in every employee and agency decision. In this session, we will learn that being a parks and recreation employee is not about “maintaining parks” or “providing recreational programs;” but rather improving the lives of our residents, creating community, increasing property values, improving health and lowering health costs, decreasing crime, improving air and water quality, boosting tourism, and any number of other positive social outcomes. Learn just how important your agency mission and vision statement is, and how every employee—especially supervisors—need to make decisions with vision outcomes in mind. Participants should come prepared with their agency’s mission and vision statements.
*Michael Kirschman, Mecklenburg County Parks & Recreation*
Room: Sagewood
Track: Management & Leadership

**Working With Community: The Power of Advocacy**
Nonprofits, government agencies, and organizations depending on the support of the community for success understand the importance of establishing and maintaining a positive relationship of trust. In this program we’ll explore ways that staff, Board of Directors, stakeholders, and champions of your organization can help you create a relationship with your community to share information, creating stronger and more invested users that will ultimately encourage financial support and help move your mission forward.
*Lori Haffner, Supporting CommUnity, Inc.*
Room: Zebrwood
Track: Management & Leadership
Exhibit Hall 9:45am – 12:45pm

Lunch Provided by Playworld Midstates
Stop by the Exhibit Hall one last time to say thanks to your favorite exhibitors and enjoy an Ohio Cookout for lunch. Lunch will be served at 11:15am.

Silent Auction 9:45am – 11:00am

Be sure to stop by the Silent Auction Table to get in your last minute bids! **Bidding will close at 11:00am.** Winners will be pulled immediately after the bidding closes. Winners may pick up their items any time after the winners have been chosen. Items will be located at the Welcome Desk for pick up if not claimed by 12:45pm.

Leadership Series 1:00pm – 2:30pm | 3:00pm – 4:30pm

**Presented by Century Equipment**

The Leadership Series is packed with great speakers and inspiring information that you will not want to miss! This year we have arranged that the Leadership Series speaker share the same message in two sessions so that you can arrange your schedule to be able to hear two of the four speakers. There is so much great information being shared we don't want you to miss a thing! Be sure to connect with your peers between sessions during the half hour break.

**Strategic Planning for Organizational Effectiveness**

*Cindy Curtis*

Strategic planning creates a path for an organization’s future and drives the accomplishment of its mission and goals. When done effectively, strategic planning will mobilize staff, develop a positive agenda for change and create community and organizational support. In this session, participants will learn to differentiate between tactical and strategic activities, identify factors to address when creating a plan, and how to ensure plan implementation.

Cindy Curtis serves as Deputy City Manager for the City of Virginia Beach, Virginia where she oversees a portfolio that includes the departments of Parks and Recreation, Human Services, Libraries, Human Resources and Health, as well as the Media and Communications Group, the Organization Development Office and Office of Volunteer Resources. In this role, Cindy is accountable for a budget of $350 million and 2,300 staff. Prior to being named Deputy City Manager, Cindy was the Director of Parks and Recreation for the City of Virginia Beach for eight years. Under her leadership, the department earned its CAPRA re-accreditation and was recognized as one of the top ten parks and recreation systems in the country by the Trust for Public Land. In 2014, Cindy was inducted as a Fellow into the American Academy of Park and Recreation Administrators.

**Room: Indigo Bay**

**What Makes Great Leaders Great**

*Dr. George Flanagan*

Great leaders differentiate themselves from others by mastering and practicing six significant disciplines. This session will explore how these disciplines enables “Great Leaders” to attract, retain and develop staff, encourage a climate that fuels creative ideas and positions their organization and staff to influence change and maintain competitive advantage in these challenging times. The six leadership competencies for the 21st century that successful leaders are using today will discussed.

With a PhD in Psychology, MS in Business management, and MA in Counseling, George has over 25 years of experience in the field of leadership, education, and development in both the public and private sector in Europe and the United States. He has facilitated significant innovative organizational change processes involving organizations from over 20 nations including more than 150 executive retreats focusing on organizational strategy and wellness.

**Room: Salon A&H**

**Leading vs. Managing: Understanding and Navigating the Challenges of Each**

*Dr. Stephen Julian*

Leadership and management are both high callings and few people are equally gifted in each. Understand the differences between them and determine your strengths relative to each so that you can successfully navigate their challenges. In this interactive session, Dr. Stephen Julian invites you to explore your effectiveness as both leader and manager.

Founder and President of Julian Consulting, Dr. Stephen Julian frees people to be themselves so that leaders succeed and teams thrive. With more than 20 years of experience in facilitating group interaction, Stephen helps leaders experience professional and personal success as they lead healthy teams built on self-awareness and appreciation of others.
Stephen earned a PhD in Communications from Northwestern University and has taught for a number of prestigious schools, including Northwestern University, The Ohio State University, and University of Notre Dame. He was selected more than once for inclusion in Who’s Who among America’s Teachers, placing him among less than 1% of America’s college professors honored in this way.

**Room: Cypress**

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**Crucial Accountability – Resolving Violated Expectations and Bad Behavior**

**AJ Righter**

30 years of original research from VitalSmarts shows unequivocally that influential people are skilled at holding others accountable. They know how to diagnose the underlying causes behind broken promises, violated expectations, and bad behavior. They also know how to adapt and harness those causes to bring about positive change. In this engaging session, you’ll learn a high-leverage skill set that lies at the heart of being more influential with the people you interact with every day.

AJ Righter is a problem person – not the kind that creates problems (not most of the time anyway), but the kind that gets really excited about solving them. For him, it seems that solving persistent and resistant problems in most cases comes down to an issue of influencing change in human behavior. That’s why he’s invested his professional, educational, and research efforts into better understanding the unwritten rules that drive employee behavior every day. His background includes change and training projects in private industry, the federal government, and the nonprofit sector. Currently he is a consultant and trainer with Southam Consulting, supporting behavioral change efforts in organizations and delivering training to hundreds of people each year.

**Room: Aloeswood**

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Informal Networking 5:30pm – 6:30pm | South Foyer

*Presented by Schorr Architects*

Gather with old and new friends prior to the Awards Celebration. It’s a great time to make some new connections.

Awards Celebration 6:30pm – 8:30pm | Kalahari Ballroom

*Presented by David Williams & Associates and GameTime*

Celebrate the award winners and be inspired for your next program or project while enjoying a delicious dinner with friends.

Post-Awards Get-Together 8:30pm – 12:00am | Zambezi

*Presented by David Williams & Associates and GameTime*

Bring your boots and cowboy hat and celebrate the award winners as we saddle up for our last day of exciting and informational educational sessions!

Thanks to UltraSound Special Events for providing the entertainment for the Post-Awards Get-Together!
Education Sessions 8:30am - 9:45am

**Are You Keeping Up with Changing Times?**
If you operate a multi-faceted center, then you have probably been asked to improve operations and minimize expenses while wondering if you are keeping up with changing trends and use patterns. With this in mind, it may be time to conduct a thorough operational assessment to keep up with changing market conditions and operating trends. This session will highlight the steps in completing an operation assessment.

*Jeff King, Ballard*King and Associates  
**Room:** Sagewood  
**Track:** Operations

**Basic Fire, Explosion, and Investigation**  
This program will give first responding law enforcement officers the knowledge of basic fire and explosion investigations. It will also provide the necessary information on how to respond and arrive to such incidents in a safe manner. This program will give officers a better foundation of evidence preservation, scene security, and working with state and local fire investigators and legal issues regarding fire and explosion investigations.

*Andrew Goings, Clark County Park District/Bethel Township Fire*  
**Room:** Banyan  
**Track:** Law Enforcement

**Constructing a Successful Grant Application**  
Learn details of project planning and development and the composition of a federally or state funded grant application through the “case study” of a successfully funded Ohio Department of Natural Resources grant application submitted by the Centerville-Washington Park District for 6,000 feet of multi-purpose trail along Hole’s Creek in Montgomery County.

*Kaye Borchers, Choice One Engineering; Matthew Hoying, Choice One Engineering*  
**Room:** Leopardwood  
**Track:** Fiscal Administration

**Creating and Managing Prairies and Meadows**  
The effective planning, installation, maintenance, and use of herbaceous meadows and prairies in Ohio parks require unique and targeted actions for success. Without these, meadows and prairies eventually (or soon) degrade into objectionably weedy, brushy messes, which then require expensive (and often ineffective) brush-cutting or mowing procedures for rehabilitation. Such post-installation measures seldom result in low-cost sustainability of biologically and aesthetically desirable meadows and prairies. This session will detail how to plan, create, and manage sustainable prairies and meadows that yield high biological validity and aesthetic outcomes at the lowest continuing costs.

*John Blakeman, Meadow Environments LLC*  
**Room:** Ironwood  
**Track:** Conservation & Natural Resources  
**Presented by Cardno**

**Developing Campus-Community Partnerships**  
Campus-community partnerships can serve as a service delivery tool for recreation organizations and as a learning lab for university classrooms. The following session will discuss the positive impacts of campus-community partnerships and successful techniques in developing these partnerships and assist the audience in identifying potential collaborations within their own community.

*Annie Frisoli, Ohio University*  
**Room:** Rosewood  
**Track:** Administration

**Exploding Revenues: Renovation Options for Your Outdated Pool**  
Communities are experiencing decreased revenues from their old, outdated municipal pools. See case studies illustrating how several communities have turned their operating deficits into break-even or positive cash flow through reconstruction, renovation, and rebranding of their old pools into family oriented aquatic centers.

*Patrick Hoagland, Brandstetter Carroll Inc.; Lawrence Brandstetter, Brandstetter Carroll Inc.*  
**Room:** Crown Palm  
**Track:** Design & Development

**Marketing Roundtable**  
Focusing on current topics affecting marketing within parks and recreation agencies, such as doing more with less, marketing in a digital age, sponsorship, and partnership.

*Kristin Otley, Bowling Green Parks and Recreation; Jessica Simmons, City of Tallmadge*  
**Room:** Indigo Bay  
**Track:** Marketing

**Park District Section Meeting**  
Networking and roundtable on topical issues of interest to Ohio’s park districts. Exploring solutions to common problems and challenges.

*Tom Curtin, Preservation Parks of Delaware County*  
**Room:** Portia  
**Track:** Parks Administration  
**Presented by Miracle Midwest**
Planning Considerations for Natural Surface Trails This session focuses on planning considerations for natural surface trails. Intended for managers and planning staff, we will discuss the typical project cycle for a new trail, from planning and design, through construction and maintenance. We will discuss how trail plans fit with larger-scale agency and regional plans, and how improved design can manage risk, mitigate ecological impacts, and reduce user conflicts. Also covered are the needs and design requirements for different trail user types, and when shared-use versus single-use trails are appropriate. Construction options, typical cost and build rates, and understanding the opportunities for using park staff, volunteers, or contracted professionals for trail projects will be covered.

Ben Appleby, Linear Active LLC
Room: Zebrawood
Track: Parks & Outdoor Maintenance

Varsity Volunteers Volunteers can have a significant, positive impact on your city or department’s operations, and since retirees typically enjoy the most free time, they regularly make up the majority of any volunteer team. Discover how to effectively coordinate their efforts and reap the benefits while simultaneously creating advocates for your cause. Learn from three departments who routinely engage volunteers on how to target, train, empower, coordinate, recognize, and retain valuable members of your older adult community.

Christopher Shirring, Westerville Parks & Recreation; Anna Breidenbach, Kettering Parks, Recreation & Cultural Arts; Renee Ochaya, City of Mentor
Room: Aloeswood
Track: Recreation Programming

Closing Keynote Brunch
10:15am – 12:00pm | Salon A&H

Dr. George Flanagan
You Don’t Know What You Don’t Know
High performing leaders work to identify problems and impediments to successful outcomes. The challenge is that many times they are not identified because staff does not know how to identify them because they “don’t know what they don’t know.” This session will explore this challenge and the role that leaders play and the strategies they develop in order to overcome this phenomenon.

Education Sessions 12:15pm - 1:30pm

Accessibility in the Green Parks Environment Tim and Michael will lead an interactive discussion covering ADA/accessibility challenges in the built park environment. Special emphasis at the back half of the presentation will be provided to introduce green park concepts and their interplay with accessibility. Speakers will draw on past project experiences to share not only concepts, but real life challenges faced in design, construction, and ongoing maintenance and operations.

Tim Casto, The Kleingers Group; Michael Pistiolas, The Kleingers Group
Room: Zebrawood
Track: Parks & Outdoor Maintenance

Bringing the Non-Motorized Trail Community Together: The Ohio Trails Partnership Hikers, equestrians, mountain bikers, and paddlers working together? The Ohio Trails Partnership (OTP), formed in the 1990’s to bring the non-motorized trail community together, is experiencing a renewal. Join us for a presentation by representatives of trail groups who are part of OTP. We all prefer our own trail, we have our own design standards, and we all work with our land management partners. But what do we do when there is no other option than to share a trail? How do we agree to disagree yet remain partners on statewide issues of mutual concern? Join the conversation, be part of the solution.

Rory Robinson, National Park Service - River and Trails Program; Andrew Bashaw, Buckeye Trail Association; Andy Williamson, International Mountain Bicycling Association; Tom Green, Ohio Horseman’s Council; Amy Dingle, Five Rivers MetroParks
Room: Sagewood
Track: Operations

Break for Hotel Check-Out
9:45am – 10:15am
Building a Public Arts Program  Can providing a public art program be part of your department’s park system or cultural arts programming effort? This session will provide illustrative examples and cover the many considerations that must be addressed in establishing a community program such as governance, policy development, budgeting, the art selection process, establishing partnerships, and many of the other details like funding that is involved in building a successful program.
Larry Zehnder, BWSC
Room: Aloeswood
Track: Recreation Programming

Development of Waterfront Facilities and Infrastructure  Join professional engineers from KS Associates as they walk you through the design and construction process for developing shoreline improvements at waterfront parks and recreational facilities. The presentation will explain the design and construction process for developing and maintaining waterfront facilities including: design, regulatory requirements, pre-construction services, and construction administration. Finally, the presenters will provide an example to help walk you through the process from design concept through construction completion.
Room: Crown Palm
Track: Design & Development

Establishing New Revenue Sources for Your Center  With the requirement that recreation centers become more operationally self-sufficient, it is important to maximize all revenue opportunities that are available. In this session, we'll discuss a number of ways to approach this issue.
Jeff King, Ballard*King and Associates
Room: Leopardwood
Track: Fiscal Administration

ODNR Grants for Outdoor Recreation Park Projects  Presentation about the following programs: NatureWorks, LWCF, Recreation Trails Program, and the Clean Ohio Trail Fund.
Mary Fitch, Ohio Department of Natural Resources; DJuan Hammonds, Ohio Department of Natural Resources
Room: Portia
Track: Parks Administration
Presented by Miracle Midwest

OPERS Updates  Most parks and recreation employees in Ohio are members of OPERS. With major changes to the system in recent years, this session will provide participants with information about changes, updates, and the impact of those to individual retirement plans.
OPERS Staff
Room: Rosewood
Track: Administration

Public Safety Dive Teams & Water Rescue Awareness  This presentation will provide information on the specialized equipment, training, and techniques used by a public safety dive/water rescue team. In addition, this presentation will provide awareness on the hazards associated with various types of water related emergencies including flooding, swift water, cold water, and ice.
Ken Schabitzer, Cleveland Metroparks
Room: Banyan
Track: Law Enforcement

Transitioning Your Fans and Followers to Agency Ambassadors and Advocates  In the new era of parks and recreation, agencies must focus efforts on leveraging public support. While social media initiatives by agencies are gaining strength, the true challenge is how to elevate that casual interaction to more meaningful engagement. This workshop will provide concrete strategies and best practice approaches for moving “fans” and “followers” along the continuum to create true advocates and ambassadors.
Stacy Schweikhart, City of Kettering
Room: Indigo Bay
Track: Marketing

Tree Canopy: The Newest “Health Care Coverage”  Recent research has proven links between a healthy urban environment and human health, and particularly about the benefits of trees to physical and mental well-being. The scientific data is compelling, but calling people to action to protect and enhance their community forest and communicating the health benefits of trees to citizens can be challenging. People may value trees and they definitely value their health, but they don't automatically make the connection between a healthy urban tree canopy and their own physical health. Communication methods that strongly consider citizens’ values to promote the ‘preventive medicine’ of restoring and maintaining community forests are necessary to ensure successful program implementation for both policymakers and environmental advocates.
Jennifer Gulick, Davey Resource Group
Room: Ironwood
Track: Conservation & Natural Resources
Presented by Cardno
Education Session 1:45pm - 3:00pm

Aquatics Tour  Go behind the scenes at the Kalahari Convention Center and get an in-depth look at the belly of the beast. This is not your everyday tour - this will be specific to the aquatics field and answering questions like: sand or de filters, flow rate, total gallons of water, staff operations, increased risk with waterslides/lazy river/wave pool, etc. Meet tour guides at the OPRA Welcome Desk.
Room: Welcome Desk
Track: Aquatics

Counting What Counts  Data is often seen as the quickest way to drive innovation, increase productivity, and gain a competitive advantage. While all of that is true, without a sound strategy, data collection and performance measurement can also paralyze staff, waste time, and cause leaders to make poor decisions. Learn the processes and best practices to follow to ensure your organization is measuring what really matters. See examples of successful implementation and learn from those that weren’t.
Bobbi Nance, Park District of Oak Park
Room: Leopardwood
Track: Fiscal Administration

Designing Fitness-Focused Playgrounds  When it comes to healthy kids and healthy communities, it’s not a question of wanting to do the right thing; it’s a question of how to do it. Statistics on obesity rates and negative lifestyle changes over generations illustrate the need for community changes and the importance of motivating kids to be active.
John McConkey, Landscape Structures
Room: Crown Palm
Track: Design & Development

Graphic Design for the In-House Marketing Team  Graphic Design: the art of visual communication through typography, symbols, and composition. This session will walk through basic Graphic Design principles; teaching tips and tricks for creating effective branded collateral in-house. We’ll review best-practices for typography, imagery, and page layout with the goal of providing you with the tools to create visually pleasing collateral that engages your audience. Specific program tips will be reviewed for Adobe InDesign and Illustrator, with general suggestions for Microsoft Office.
Elizabeth Griswold, MSA Architects
Room: Indigo Bay
Track: Marketing

Leveraging Exercise Professionals in Your Community  Independent fitness program providers can supplement and enhance your department’s exercise and fitness programming offerings within the confines of today’s budget realities. This session will cover everything you need to know about working with fitness professionals to enhance your department’s programming including what constitutes a well-qualified fitness professional. Content will also include the benefits and challenges of shared use agreements for professionally-led physical activity in the community and introduction of model guidelines for their successful implementation.
Sheila Franklin, American Council on Exercise
Room: Rosewood
Track: Administration

Managing Your Most Important Asset: Natural Areas  Find out why natural resource management is a “form of asset management and thus a business imperative.” Natural areas are no different than ball fields—they must be maintained or they will deteriorate. While the cost of maintenance is less than ballfields, there are costs. Additionally, the techniques are quite different than those associated with traditional parks maintenance. Nature is again mainstream, so discover how and why you should be maintaining your “nature” areas!
Michael Kirschman, Mecklenburg County Parks & Recreation
Room: Ironwood
Track: Conservation & Natural Resources

Recreation and Special Events Panel  Need new ideas? Engage in a panel discussion to share ingenuity, tips, and the trends of Recreation and Special Events. Jill, Christopher, and Brad will lead a conversation sharing successful projects in youth, family, senior recreation, and special events. Bring your ideas and share in this motivating conversation.
Brad Boyer, National Trail Parks and Recreation District; Jill Korsok, City of Mentor; Christopher Shirring, Westerville Parks & Recreation Department
Room: Aloeiswood
Track: Recreation Programming

Responding to a Violent Attack at Your Facility  What would you do if you found yourself in the path of an armed attacker who wanted to kill as many people as possible before he took his own life? This scenario has been played out in schools, churches, recreation centers, office buildings, and shopping malls across America. The time to consider how to respond is not after the first shot is fired. With proper training, ordinary citizens can increase their chances of survival. Attendees will learn about methods of target hardening, effective communication within your facility and with police, strategies beyond lockdown, the importance of evacuation, rally points, and reunification, and when all else fails, the counterattack.
Joe Boyatt, Blue Ash Police Department
Room: Banyan
Track: Law Enforcement
Safety Training Requirements for Ohio Parks and Recreation Departments  

This session will review the safety training requirements that Ohio Parks and Recreation departments must conduct with their employees to ensure compliance with the State's Safety Laws enforced through PERRP. These requirements are not just “another thing” employers have to do, but can be life saving for your employees. Learn what training resources are available, which topics you must cover, what documentation you are expected to produce, and the frequency of re-training.

*Maria Rupert, PERRP/BWC*

**Room:** Sagewood  
**Track:** Operations

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Stream Stabilization on Public Lands

Streams can present many challenges to park managers. Destabilized banks, increased siltation, and the spread of invasive species can negatively impact the ecological integrity of the stream and its riparian corridor, and create conditions that are unsafe for park visitors. Using case studies as examples, this presentation will discuss how stream restoration projects can be approached to maximize their sustainability and ecological benefits, while at the same time creating features that attract park visitors.

*John Kusnier, Davey Resource Group*

**Room:** Zebrawood  
**Track:** Parks & Outdoor Maintenance

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Tobacco-Free Parks...What’s Holding You Back?

Eight of the ten largest U.S. cities have made it illegal to light up in public parks. Even with survey results that support the policy change, many park and recreation centers are not willing to take the next step. In this session, model policy, communication, and enforcement concerns will be discussed.

*Bruce Barcelo, Public Health of Dayton and Montgomery County; Linda Diamond, American Lung Association in Ohio*

**Room:** Portia  
**Track:** Parks Administration

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