2016 OPRA CONFERENCE & TRADE SHOW

Sandusky, Ohio • January 31 - February 3
Welcome to the 2016 OPRA Annual Conference & Trade Show.

We are looking forward to an amazing week here at Kalahari for our annual celebration of parks and recreation in Ohio. There is no better place for you to learn, to network and to share the stories of life change which make parks and recreation so vital to the communities where we live and work.

Conference this year is BIG! At a number of levels:

- A LOT of you are here! As I write this, it appears that we will have the largest Conference attendance in more than a decade;
- Dozens of students are here, and have been fully integrated into the Conference experience;
- Our Trade Show is nearly SOLD OUT, filled with product and service providers who can make your job easier;
- Corporate support of this event is up nearly $20,000 over last year;
- More than 70 education sessions will be led by leading professionals from around the country;
- Two inspiring keynote speakers will help to equip you to lead in your community long after this week is over; and,
- Interactive networking events will give you a chance to wind down and catch up.

In the midst of all that is going on, please take the 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.

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, January 31, 4:30pm – 7:00pm  
Monday, February 1, 7:30am – 4:00pm  
Tuesday, February 2, 7:30am – 4:00pm  
Wednesday, February 3, 7:30am – 3:00pm

**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, #OPRA2016  
- The OPRA 2016 App. Go to your app store and search OPRA2016. A username and password will be sent to all attendees in their confirmation email.

**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. Coffee and tea will be available for purchase outside of the Exhibit Hall.

**Exhibit Hall**  
Monday, February 1, 11:30am – 2:30pm (includes lunch)  
Tuesday, February 2, 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 11:45am on Tuesday.

**OPRA Boot Camp**  
Start your day off right Monday and Tuesday with Boot Camp from 6:30am – 7:30am in Crown Palm. Annie Frisoli, Professor and recreation expert from Ohio University will be leading us.

Boot Camp will also be offered Monday from 5:30pm – 6:15pm in Nile. Jen Brandt, Fitness Coordinator, from Centerville-Washington Park District will be leading us.
### Saturday, January 30
- **6:00pm - 9:00pm** Family Fun Night

### Sunday, January 31
- **4:30pm - 5:00pm** OPRA Board Meeting
- **4:30pm - 7:00pm** Registration Open
- **5:00pm - 6:30pm** Student | First Time Attendee Meeting
- **6:30pm - 12:00am** Putt Putt Networking Event

### Monday, February 1
- **6:30am - 7:30am** OPRA Boot Camp
- **7:30am - 4:00pm** Registration Open
- **8:15am - 9:30am** Education Sessions
- **10:00am - 11:30am** Keynote Speaker, Dr. Stephen Julian
- **11:30am - 2:30pm** Exhibit Hall, Lunch OR Meet a Student for Lunch
- **1:30pm - 2:15pm** Student | First Time Attendee Meeting
- **2:30pm - 3:45pm** Education Sessions
- **4:00pm - 5:15pm** Education Sessions
- **5:30pm - 6:30pm** Alumni Hour
- **5:30pm - 6:30pm** Aquatics Tour
- **5:30pm - 6:15pm** OPRA Boot Camp
- **6:30pm - 12:00am** Hut Hop Networking Event

### Tuesday, February 2
- **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
- **10:15am - 12:00pm** Keynote Brunch Buffet and Speaker, Tim Kight
- **12:15pm - 1:30pm** Education Sessions
- **1:45pm - 3:00pm** Informal Networking
- **3:00pm - 4:30pm** Leadership Series and Q&A
- **5:00pm - 5:15pm** Informal Networking
- **5:30pm - 6:30pm** Awards Celebration, includes Dinner
- **8:30pm - 12:00am** Post-Awards Get-Together

### Wednesday, February 3
- **7:30am - 3:00pm** 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, Tim Kight
- **12:15pm - 1:30pm** Education Sessions
- **1:45pm - 3:00pm** Education Sessions
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
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<tbody>
<tr>
<td>8:15am-9:30am</td>
<td>Where’d They Go? Engaging Today’s Volunteer Workforce -Kristen Marks</td>
<td>Fostering Personal Security as a Foundation of Trust -Dr. Stephen Julian</td>
<td>Developing Sustainable Foundations -Jason Orlando and Ron Cass</td>
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<td>10:00am-11:30am</td>
<td>Essential Tools: Ensuring Relevance -Chris Nunes</td>
<td>Successfully Managing Change -Barbara Heller</td>
<td>Oil Spill at Oak Glen Nature Preserve -Bret Henninger</td>
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<td>2:30pm-3:45pm</td>
<td>Managing Risks in the Waterfront Environment -Shawn DeRosa</td>
<td>Successfully Managing Change -Barbara Heller</td>
<td>Crime Prevention Through Environmental Design (CPTED) -Michael Cannavino</td>
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<td>4:00pm-5:15pm</td>
<td>Assertively Managing Conflict -Susan Fee</td>
<td>Successfully Managing Change -Barbara Heller</td>
<td>Current Trends in Inclusive Design -Mara Kaplan</td>
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<tr>
<td>8:30am-9:45am</td>
<td>Creating a Truly Innovative Organization -Barbara Heller</td>
<td>The Death of Meaningless Meetings -Michael Brandwein</td>
<td>When Money is Tight, Do Better! -Arnie Biondo</td>
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<td>1:00pm-2:30pm</td>
<td>Fostering Personal Security as a Foundation of Trust -Dr. Stephen Julian</td>
<td>Successfully Managing Change -Barbara Heller</td>
<td>P.O.W. In The Health &amp; Wellness Initiative -Annie Fitch and Kellie</td>
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<td>10:15am-12:00pm</td>
<td>Successful Change and the Force that Drives It - Wade Walcutt and Tim Moloney</td>
<td>Urban Wetland Restoration - Grant Funded -Todd Shaffer, Nick Morris and Sarah Buell</td>
<td>Crime Prevention Through Environmental Design (CPTED) -Michael Cannavino</td>
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<td>12:15pm-1:30pm</td>
<td>Urban Wetland Restoration - Grant Funded -Todd Shaffer, Nick Morris and Sarah Buell</td>
<td>Crime Prevention Through Environmental Design (CPTED) -Michael Cannavino</td>
<td>Financial Fundamentals: How Data Drives Decisions -Ryan Davis and Bill Tschirhart</td>
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<td>1:45pm-3:00pm</td>
<td>Managing the Millenial: Maintaining a Viable Workforce While Keeping Your Sanity! -Tom Speaks and Greg LaForme</td>
<td>Natural Systems Restoration – Enhancing the Urban Recreation Experience -Emily McKinnon and Paul Evanoff</td>
<td>Strategies for Writing Successful Grant Proposals -Nick Lautzenheiser</td>
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<td>Natural Systems Restoration – Enhancing the Urban Recreation Experience -Emily McKinnon and Paul Evanoff</td>
<td>Partnering to Implement Recreation within Community Revitalization -Jack Moreland and Bruce Rankin</td>
<td>Building Progress Success Program -Dan Gull and Kait</td>
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*Conservation & Natural Resources presented by Cardno  
**Design & Development presented by OHM Advisors
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<th>Parks</th>
<th>Programming &amp; Events</th>
<th>Trends</th>
<th>OPRA</th>
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<tr>
<td>8:15am-9:30am</td>
<td>INDIGO BAY</td>
<td>ZEBRAWOOD</td>
<td>MANGROVE</td>
<td>SAGEWOOD</td>
<td>CYPRESS</td>
<td>PORTIA</td>
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<td>9:30am-10:45am</td>
<td>ORANGE</td>
<td>ALOESWOOD</td>
<td>LEOPARDWOOD</td>
<td>ROSEWOOD</td>
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<td>1:45pm-3:00pm</td>
<td>3 I's of Innovation Part 1</td>
<td>Control Risk with an Effective Safety and Health Program</td>
<td>Building a Stewardship Policy for Parks</td>
<td>Sports for All Abilities</td>
<td>Sustainable Practices in Parks and Planning</td>
<td>Working with Millennials Panel</td>
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<td>3:00pm-4:30pm</td>
<td>3 I's of Innovation Part 2</td>
<td>Turn Your Turf Mono-Culture into a &quot;Pollinator Habitat&quot;</td>
<td>An In-House Community Approach to Bike/Ped and Park Planning</td>
<td>1000 Themes for Programs and Special Events</td>
<td>Autism in Aquatics</td>
<td>Director's Roundtable - Woody Woodward</td>
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<td>4:00pm-5:15pm</td>
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**OPRA Online Conference 2016**

**Schedule is subject to change.** For the most up-to-date information, please visit us online: [OPRAonline.org](http://OPRAonline.org)

**Business & Wellness**

**Marketing**

- Building Brand Ambassadors in the Public Sector - Stacey Schweikhart
- Marketing Roundtable - Kristin Otley and Jessica Simons
- Data Driven Social Media - Kathy Milette, Kyle Rudy and Matt Shultz
- Creating Loyal Registrants Using the Local Lifecycle - Susan Beaurian

**Operations**

- Go for the Green: Developing and Maintaining Profitable Golf Courses - Doug Burger and Mike Musser
- ODNR Grants for Outdoor Recreation Projects - Mary Fitch and D'Juan Hammonds
- Chain Saw/Chipper Safety Training - Doug Kaple
- Oh-No! You Gave Me a $13M Park? - Wade Walcutt

**Parks**

- Quantifying & Communicating the Economic Benefits of Parks - Jessica Sargent and Kim Kimlin
- Building a Stewardship Policy for Parks - Arnie Biondo
- In Search Of: The Truly Sustainable Trail - Michael Osborne
- Park District Section Meeting & Advocacy Update - Tom Curtin and Woody Woodward
- Recreational Reporting... Clear as Mud! - Jen Vosters and Kymm Whitehead
- Recreation Building Capacity: AmeriCorps, Nonprofits and Park Departments - Marissa Lautzenheiser

**Programming & Events**

- Tips for Successful Special Event Planning - Tiphanie Howard and Peggy Behm
- Sports for All Abilities - Dawn Lewellyn
- 1000 Themes for Programs and Special Events - Melissa Hindman and Jeremy Dean
- Tips for Successful Program and Special Event Planning - Melissa Hindman and Jeremy Dean
- Recreation Reporting... Clear as Mud! - Jen Vosters and Kymm Whitehead

**Trends**

- Drone in Parks: In the Garden of Good and Evil - Stephen Mather and Terry Robison
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- Local Matters: Healthy Food Access, Education and Engagement - Michelle Moskowitz Brown and Jesse Hickman
- Local Matters: Healthy Food Access, Education and Engagement - Michelle Moskowitz Brown and Jesse Hickman
- Pencil, Toilet, Taco - Creating Your Environment - Erin Duffee and Jodi Shealy

**OPRA**

- OPRA Best of the Best Awards Presentation - Bill Tschirhart and Michael Thonnerieux
- OPRA Updates

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**Facility Management presented by Rain One**

**Parks & Outdoor Maintenance presented by The John Deere Company**

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Enriching Communities Through Play

Supporting OPRA for the last 27 years, David Williams & Associates is a complete solutions provider. Our selection of products allows us to fully furnish any park environment. We look forward to creating a unique solution for communities we serve.

Visit us in the OPRA exhibit hall!

800-762-7936
www.davidwilliamsassociates.com
Family Fun Night 6:00pm – 9:00pm

Coming in early to enjoy all that Kalahari has to offer? Join us in Nile for a family-friendly movie and pizza! (Cost is $5/person for food.)
Student | First Time Attendee Meeting
5:00pm - 6:30pm
Indigo Bay

All students and first time Conference attendees are encouraged to attend the Student | First Time Attendee Meeting where they will learn best practices on how to get the most out of their Conference experience.

Putt Putt Networking Event
6:30pm – 12:00am
Outside of Longneck Bar

*Presented by Baker Vehicle Systems, Inc., Commercial Fitness Solutions and Schorr Architects*

Join us Sunday evening in the area outside of Longneck Bar to enjoy a fun evening of Putt Putt through the halls of the Convention Center! Catch up with colleagues as you enjoy some delicious appetizers.

Special Thanks to UltraSound Special Events for providing the putt putt course and decorations for the Post-Awards Get-Together!
Building Brand Ambassadors in the Public Sector  In the new era of local government administration, agencies must focus efforts on leveraging public support. Beyond civic engagement, our agencies can lead the way in building brand ambassadors for our communities. There are three distinct audiences in your community that are perfect potential brand ambassadors. This workshop will provide concrete strategies and best practice approaches for engaging each audience along the continuum to create true advocates. These efforts and programs provide invaluable opportunities to connect your organization with your citizens, build public trust and highlight the relevance of the services you provide.

Stacy Schweikhart, City of Kettering
Room: Indigo Bay
Track: Marketing

Certification - It's the Professional Thing to Do!  Our citizens depend on parks and recreation to improve quality of life, promote community and encourage wellness. National certification is a mark of distinction and trust which signifies to the public that you are a serious parks and recreation professional, committed to the highest service, education and professional excellence. This session will provide you with an overview of the Certified Park and Recreation Professional (CPRP) certification administered by the National Recreation and Park Association.

Molly Sullivan, National Recreation and Park Association
Room: Portia
Track: OPRA

The Changing World of Aquatics  The world of aquatic recreation is ever-changing. Gone are competitive rectangular pools and “in” are free-form family leisure centers with interactive features. Stoic lifeguards poised upon tall perches are a thing of the past. Today lifeguards are walking and talking. Floatation devices, long banned at aquatic venues, are now offered free of charge to help prevent drowning. Come remember the past and explore the future of aquatics as we adapt to our changing environment: new budgets, new demographics, new ideas.

Shawn DeRosa, DeRosa Aquatic Consulting
Room: Aloeswood
Track: Aquatics

Cultural Sensitivity and Engaging Diverse Groups in Nature  When you are out walking in a park in Ohio, have you noticed a lack of ethnic diversity? Have you noticed how the environmental, conservation movements lack their own ethnic diversity? The Leave No Child Inside Collaborative has created a Cultural Ambassador Toolkit and strategies to engage diverse audiences in your nature programming.

Alice Foeller, The Leave No Child Inside Central Ohio Collaboration; Nicole Jackson, The Leave No Child Inside Central Ohio Collaboration
Room: Leopardwood
Track: Environmental Education

Drones in Parks: In the Garden of Good and Evil  Small Unmanned Aircraft Systems (sUAS or drones) are the remote control copters and planes of old but with new and better batteries as well as brains to stabilize and steer them so that almost anyone can pilot them. Add the ability to attach sensors such as RBG and infrared cameras, and park and recreation practitioners have a platform to obtain high resolution images for natural resource, law enforcement, marketing and educational uses. Recreational and commercial use of drones is skyrocketing as costs have declined setting up demand for places to use these devices. While the opportunities seem limitless, challenges are also growing. Privacy concerns are real as are conflicts with wildlife and other recreational users. As Cleveland Metroparks has an active drone program, we will discuss the opportunities and conflicts that we have encountered and anticipate in the context of drones for management and in recreation.

Stephen Mather, Cleveland Metroparks; Terry Robison, Cleveland Metroparks
Room: Cypress
Track: Trends

Go for the Green: Developing and Maintaining Profitable Golf Courses  Learn techniques and strategies for running a successful golf course operation, including turf maintenance, course design, pricing strategies, instructional programs, customer acquisition and marketing and promotion.

Doug Burger, Great Parks of Hamilton County; Mike Musser, Gahanna Parks & Recreation
Room: Zebrwood
Track: Operations

How Realigning My Priorities Saved My Life  In the spring of 2015, I suffered a cardiac event, that if undetected and untreated would have most likely been fatal. It was during this event that I realized how realigning my priorities saved my life. As we have all been in the mode to do more with less or do more with the same, there is constant pressure to continue to add elements to our already full plates. This session will explore how to maintain a focus on the importance of personal health, stress management and the work/life balance. To be better employees, employers, public servants and/or representatives of our organizations, we must first become...
better versions of ourselves. Whether this is your first year in the industry or you are on the verge of retirement, this session will give you tools to improve yourself so that you are able to succeed professionally.

**Ryan Davis, Kettering Parks, Recreation & Cultural Arts**

**Room:** Nile  
**Track:** Fitness & Wellness

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**Quantifying & Communicating the Economic Benefits of Parks** Parks and recreation staff need to communicate the economic benefits of parks to local officials and the public. This session teaches participants how to talk about the economics of parks using recent case studies. We will provide an overview of the different types of economic benefits that can result from parks and explain how we measure these values. We also discuss how these studies have been used to successfully enhance public funds for parks.

**Jessica Sargent, The Trust for Public Land; Kim Kimlin, The Trust for Public Land**

**Room:** Mangrove  
**Track:** Parks

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**Tips for Successful Special Event Planning** Special event planning is a “happy” industry that creates fun and wonderful memories for many people. But event planning can turn even the most capable person into a ball of nerves, especially if you are unfamiliar with the process. Our helpful tips will make the process go more smoothly and successfully as well as aid you in the planning, promoting and delivery of a special event.

**Tiphanie Howard, Blue Ash Recreation Department; Peggy Behm, Blue Ash Recreation Department**

**Room:** Sagewood  
**Track:** Programming & Events

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**When Does Synthetic Turf Make Sense for Your Parks & Recreation Facility?** Synthetic turf has been gaining acceptance in a variety of sports facilities for over a decade. Incorporating synthetic turf in parks and recreational facilities is the next frontier for this alternative to natural grass. Attendees will hear from a nationally recognized synthetic turf civil engineer on the basic material, design, maintenance and cost considerations of synthetic turf. A landscape architect will also provide insight on innovative applications of synthetic turf in non-sports programming elements.

**Craig Honkomp, Sportworks Field Design; Michael Pistiolas, The Kleingers Group**

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

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**Where'd They Go? Engaging Today's Volunteer Workforce** It is common for the energy and number of volunteers to ebb and flow, but when interest and motivation tapers wouldn’t it be great to have some tools to address volunteer engagement lulls? In this session, we will discuss the changing face of volunteerism, how your agency can adapt your opportunities and recruitment efforts and how you can create community ambassadors with both long-term and episodic volunteers.

**Kristen Marks, Centerville-Washington Park District**

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

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**Keynote Speaker**

**10:00am - 11:30am Zambezi**

**Presented by Landscape Structures**

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**Dr. Stephen Julian**

**True Freedom - A Gift to be Received**

The goal of life is to become maturing versions of ourselves and to encourage others in this process – not asking them to be us or to learn our lessons, but to experience the freedom of being themselves. Employing humor and personal stories, Dr. Stephen Julian will challenge you to consider whether you are becoming a maturing version of you and, if not, how you can move in that direction. You will find this helpful to your organization and to experiencing both professional and personal success.

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.
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 an Ohio Cookout Lunch outside of Zambezi and then head over to the Exhibit Hall to meet and greet exhibitors. The OPRA Foundation will be holding their Silent Auction during Exhibit Hall hours – be sure to place your bids early … and often!

Student | First Time Attendee Meeting
1:30pm – 2:15pm | Indigo Bay

Students and First Time Attendees will meet for a quick touch base to discuss resume and interviewing tips.

Education Sessions 2:30pm – 3:45pm

3 I’s of Innovation: Part 1  How does the public perceive your agency? How involved is your community? What are your new sources of revenue? How often do you think and operate outside the box? How effective is your marketing? Would you consider your agency efficient? Examine the 3 I’s of a successful agency: Identity (your brand and its impact on public perception and participation); Innovation (how to build a culture of creativity, examining best practices nationwide); and, Information (using data to make decisions). Each “I” will feature a 20-minute TED-style lecture, followed by 10 minutes of group activity, sharing or discussion. Come away with ideas and tools to take your department to the next level.

Neelay Bhatt, PROS Consulting, Inc.
Room: Indigo Bay
Track: Marketing

Building a Stewardship Policy for Parks  Often policy authors get bogged down or sidetracked with procedures and practices. This session will clearly and easily show how to write policies that work, give proper operational flexibility and will get the desired results.

Arnie Biondo, Centerville-Washington Park District
Room: Mangrove
Track: Parks

Controlling Risk with an Effective Safety and Health Program  This session identifies typical roadblocks preventing agencies from attaining interest, compliance and enthusiasm for maintaining a safe workplace. The solution runs much deeper than simply developing written programs and disciplining employees for not following them. A top down/ bottom up approach can be developed which engages key players into making safety matter. The goal is not “Safety First”, it’s safety being equal to and blending with productivity, customer satisfaction and other critical benchmarks for success.

Maria Rupert, Ohio Public Employers Risk Reduction Program
Room: Zebrawood
Track: Operations

Energy Optimization Saves Suburban Recreation Center $150K  Recreation centers typically consume large amounts of energy. This presentation will be a case study on how the City of Groveport Recreation Center significantly reduced its utility costs through energy optimization strategies including:

• Improved natatorium temperature and humidity control.
• Installed better quality energy efficient lighting.
• Installed variable speed drives to increase motor efficiency.
• Improved HVAC zone temperature control.

Chris Reichert, Dynamix Energy Services; Tom Byrne, City of Groveport
Room: Rosewood
Track: Facility Management

Essential Tools: Ensuring Relevance  The challenges of today are multi-faceted and can range from social ills to business models. Do we attempt to solve them all or identify what problems our agencies effectively address? What is most important is to understand how to be relevant, thus making sports and recreation agencies a critical factor to the success of a community. Along the way identification and development of critical advocates to ensure your success is needed. This session will address how to evaluate where you are, identify critical advocates and implement a plan for relevance.

Chris Nunes, The Woodlands Township
Room: Orange
Track: Administration

Mending the Nature Disconnect  We’ll look briefly at how being in nature benefits everyone - emotionally, socially, academically, esthetically, physically - but less and less time is being spent in nature. We’ll explore the reasons and discuss what are “real” experiences. Most of the session will be spent on ideas and suggestions for different programs that have worked with all ages and are easy to implement.

Marilyn Weiler, Headwaters Outdoor Education Center
Room: Leopardwood
Track: Environmental Education

Sports for All Abilities  This session is geared toward our user/co-sponsor groups that use our public facilities. Learn what you need to know to keep your groups in line with the Americans with Disabilities Act.

Dawn Lewellyn, My World Therapeutic Recreation Services, LLC
Room: Sagewood
Track: Programming & Events
Summer Romances: Hot or Not? At what point does a manager interfere with a budding romance between staff members? When the job description mandates the wearing of a bathing suit, issues like relationships between staff under and over the age of 18, “guard groupies” and inappropriate adult attention towards guards can take a manager by surprise. What is the role of the manager in this situation? When is parental notification or involvement needed? How have legal cases shaped this aspect of the industry? At the age when many staff may be eager for this type of attention, how are they taught to recognize it and the dangers of it?

Shawn DeRosa, DeRosa Aquatic Consulting
Room: Aloeswood
Track: Aquatics

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

Andrew Dogan, Williams Architects / Aquatics
Room: Cypress
Track: Trends

Wellness – Program with an Impactful Purpose What can we do to ignite the desire to gain health and wellness in our communities? This session discusses the opportunity to provide programs to advocate wellness in communities by utilizing internal and external resources. The session will highlight an event designed to raise awareness of childhood obesity. The Obesity Prevention Coordinator from Nationwide Children’s hospital will also discuss the programs and opportunities that are provided to their patients to promote healthy living.

Stephania Bernard-Ferrell, City of Groveport; Megan Gorby, Children's Hospital
Room: Nile
Track: Fitness & Wellness

Working with Millennials Panel Matt will facilitate a panel discussion with several OPRA Foundation Scholarship recipient millennials to gain key insights into working with this generation of employees.

Matt Earman, City of Dublin
Room: Portia
Track: OPRA

Education Sessions 4:00pm – 5:15pm

3 I’s of Innovation: Part 2 A continuation of the the “3 I’s of Innovation” session.
Neelay Bhatt, PROS Consulting, Inc.
Room: Indigo Bay
Track: Marketing

1000 Themes for Programs and Special Events Are you running out of ideas for exciting, innovative programs and events? Refresh your repertoire with 1000 themes. We will provide you with fun, unknown, crazy and bizarre themes, ideas, holidays and program titles. You will take home a 1000 theme guide to keep the creativity flowing all year long. We will also cover tips and tricks for planning that small or large scale event.

Melissa Hindman, Worthington Parks and Recreation Department; Jeremy Dean, Prairie Township
Room: Sagewood
Track: Programming & Events

Assertively Managing Conflict Conflict is bound to happen, whether you’re comfortable with it or not. Effective communicators can quickly adapt to the communication style of others, including conflict resolution. There are seven basic responses to conflict, with six of them being ineffective. Learn how to recognize your style, adopt healthier strategies and respond to others who refuse to choose a healthy approach.

Susan Fee, Susan Fee & Associates, Inc.
Room: Orange
Track: Administration

Autism in Aquatics Drowning is the leading cause of death in children with autism. In this session, you will learn strategies to implement in swim lessons for children with autism as well as the best safety techniques.

Dawn Lewellyn, My World Therapeutic Recreation Services, LLC
Room: Cypress
Track: Trends

Director’s Roundtable We’ll explore the unique challenges directors and administrators face in leading parks and recreation agencies in 2016. 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, OPRA
Room: Portia
Track: OPRA
**Fitness: Take it Outside!**  Fitness and nature go hand-in-hand and I want to show you how easy it is to take your fitness classes outside - to one of your parks or the parking lot next to your community center! Tabata, yoga, hiking, boot camps, adult recess and so much more, and very little equipment is needed. We will discuss a variety of program possibilities in a lecture format and then end with a short fitness program sampler. Come prepared to learn and workout!

*Jen Brandt, Centerville-Washington Park District*

*Room: Nile*

*Track: Fitness & Wellness*

**An In-House Community Approach to Bike/Ped and Park Planning**  Come and learn how the City of Worthington created a set of bike and pedestrian recommendations for city council and created a “Park Plan” utilizing citizen committees and a community driven approach. Facilitated by parks and recreation staff, both processes utilized citizen committees and community feedback to generate recommendation documents for city council. Learn how the processes were organized, implemented and see the final results. We'll wrap up with an interactive discussion of how other communities have approached these two planning challenges!

*Darren Hurley, Worthington Parks & Recreation*

*Room: Mangrove*

*Track: Parks*

**Managing Risks in the Waterfront Environment**  Do your waterfront program policies mirror your pool approach to managing risks? Are all beaches appropriate for swimming? Has your department fallen into the trap of promoting swimming in dangerous waters? Does your waterfront program increase your agency's risk of a lawsuit? If you answered "yes" to any of these questions, then it's time to reexamine your aquatics program. This session will get you underway!

*Shawn DeRosa, DeRosa Aquatic Consulting*

*Room: Aloeswood*

*Track: Aquatics*

**Preparing Facility Staff for an Active Shooter**  Park settings and recreation facilities are not immune from the possibility of an attack by an active shooter. Facility managers should ask, "Is my staff trained how to respond to an active shooter?" "Do I have an emergency operational plan?" "Have I made my facility a less vulnerable target?" In this training, attendees will examine the need for a well written plan, proper staff/guest training and how to "harden" your facility.

*Joe Boyatt, Blue Ash Police Department*

*Room: Rosewood*

*Track: Facility Management*

**Programming in a Multi-Cultural World**  Join staff from Columbus and Franklin County Metro Parks in hearing how they created a series of programs, events and other outreach opportunities for the ever changing multi-cultural environment of Central Ohio. Learn some key points in how to identify the needs while training staff on how to make all of your programs and facilities friendly to a variety of cultures and languages. The strategies and identification techniques are adaptable for any size organization or programming opportunities.

*Ricardo Granados, Columbus and Franklin County Metro Parks; Kevin Kasnyik, Columbus and Franklin County Metro Parks; JJ Domiano, Columbus and Franklin County Metro Parks*

*Room: Leopardwood*

*Track: Environmental Education*

**Turn Your Turf Mono-Culture into a “Pollinator Habitat”**  Five Rivers MetroParks has been involved in the restoration of prairies and pollinator habitats since the early 1980s. These incredible native plants will turn a boring mowed turf into a vibrant active habitat for birds, butterflies, bees and countless insects dependent on these plantings. Learn about techniques used to transform your mowed turf into a destination for wildlife and people alike.

*Mary Klunk, Five Rivers MetroParks*

*Room: Zebrawood*

*Track: Operations*

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**Aquatics Tour**  
5:30pm - 6:30pm

**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 answer 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.

**Alumni Hour Networking Event**  
5:30pm - 6:30pm

**Presented by Kent State University and Ohio University**  
Enjoy reconnecting with your University in the Executive Center where they will offer food, drinks and other surprises! Don't see your University represented? Encourage them to join in the fun next year!

*Room: Executive Center*
Hut Hop Networking Event
6:30pm - 12:00am

*Presented by The Davey Tree Expert Company, Jump Start Sports, MSA Sport, a division of MSA Architects and Snider Recreation Inc.*

Enjoy a relaxing evening with colleagues visiting Kalahari’s Jaamati Huts where OPRA partners will offer food, drinks, games and other surprises!

Thanks to the following companies for their contributions which provide critical elements at Conference:

- **Century Equipment**
- **Dr Pepper Snapple Group** - Name Badges
- **Envirosigns, LTD** - Signage
- **Leaderpromos** - Conference Padfolio Gift
- **Miracle Midwest** - Lanyards
- **Musco Sports Lighting** - Welcome Bags
**Education Sessions 8:30am - 9:45am**

**Are You a Leader or Manager - Who Cares?**  Do I manage or do I lead? Who cares? You should! Attendees will discuss the finer points of managing and leading. Even though they are similar, they are not the same. Through a variety of successes and even more failures, real life situations will be discussed giving attendees not only a better understanding of the core differences between these two disciplines, but to better define their own tendencies.

*Tim Moloney, Columbus & Franklin County Metro Parks; Wade Walcutt, Greensboro Parks and Recreation*

**Room:** Sagewood

**Creating a Truly Innovative Organization**  Organizational life naturally gravitates toward the status quo. It is easy to remain complacent. Yet, a common ingredient of great organizations is their ability to foster creative thinking and risk taking. Enduring organizations are those that hold onto their legacy but endlessly find ways to innovate services. This session explores innovation and creative thought, how to develop an innovative culture and ways to get employees involved and excited about continuously improving services through innovation.

*Barbara Heller, Sasaki Associates*

**Room:** Cypress

**The Death of Meaningless Meetings**  Meetings are meant to solve headaches, not create them. Everyone hates wasteful, boring, unproductive meetings - yet we go on having them. This dynamic presentation will teach ten direct and specific techniques you can use to prepare and lead meetings that convert talk into action.

*Michael Brandwein*

**Room:** Indigo Bay

**The Future of Your Department: Planning for Tomorrow**  Succession planning in the parks and recreation field has been a neglected management tool, however the profession is facing a large segment of its leadership beginning to retire. These retirements require departments and commissions to review their internal human capital so that they can be fully prepared. This session will focus on succession planning at all levels of an organization and how to implement planning through developing an understanding of your current and future tasks, competencies at all levels of an organization and ways to develop staff that are economically feasible in an agency.

*Chris Nunes, The Woodlands Township*

**Room:** Mangrove

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**Improving Your Business Model**  In this challenging and ever changing economy, parks and recreation agencies can no longer rely on the general fund for support as in the past. The time has come to engage practical, no-cost business practices to improve the bottom line and customer experience. Explore fascinating marketing and business development strategies that will stretch your thinking about your business approach. Social marketing, incentivized contracts, business plans, truly understanding your customers and the utilization of new approaches to customer service are just some of the areas explored.

*Jeff Price, City of Everett Parks & Recreation*

**Room:** Orange

**Teaching Staff to Become Self-Motivated**  Employee motivation affects every aspect of business including hiring, training, productivity, marketing, retention and profit. But it’s not a manager’s job to do the motivating! Instead it’s to create a culture in which staff becomes self-motivated. Inspiring leaders walk beside employees, offering coaching and encouragement to achieve self-directed goals.

*Susan Fee, Susan Fee & Associates, Inc.*

**Room:** Aloeswood

**Telling Your Story – How to Speak so People will Listen**  Every one of us is always communicating to people; be it elected officials, staff and co-workers or to the community at large. Often, the success or failure of an idea is not in what is said but how it is presented. Based on personal experiences as a TEDx speaker and now a coach to TEDx speakers, Neelay Bhatt will provide you with tips and tools to successfully ‘tell your story’ and deliver an impactful message that will resonate with people.

*Neelay Bhatt, PROS Consulting, Inc.*

**Room:** Zambezi

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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

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**Exhibit Hall 9:45am – 12:45pm**

**Lunch Provided by Playworld Midstates**

Stop by the Exhibit Hall one last time to say thank you to your favorite exhibitors and enjoy New York Deli for lunch. Lunch will be served at 11:15am.
Leadership Series 1:00pm – 2:30pm | 3:00pm – 4:30pm

The Leadership Series is packed with dynamic speakers and inspiring information that you will not want to miss! The Leadership Series speakers will 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!

**The Value of Varying Views**  - Michael Brandwein

Team success requires an open exchange of ideas, yet people bring to work an increasing diversity of attitudes, values, assumptions and beliefs. Michael will demonstrate specific ways to use these differences as a strength, encourage the communication of fresh and different views and manage the inevitable conflict in positive ways.

Michael Brandwein is one of the top experts and trainers in the fields of recreation, education and camp. He has presented in all 50 states and on 6 of the 7 continents. Michael has presented at many professional associations including NRPA, IPRA and many other state recreation and other professional associations, plus over 150 nonprofit associations and Fortune 500 companies. He has written five best-selling books including Training Terrific Staff (Volumes 1 & 2), Super Staff SuperVision, Learning Leadership and Skill of the Day: What Great Leaders of Young People Do & Say. He wrote and presented three Emmy award-winning television programs on communication and is a former national board member of the American Camp Association.

**Room: Indigo Bay**

**Successfully Managing Change** - Barbara Heller

With the rapidly changing world we live in, there is a business imperative to successfully manage change. Additionally, in order to remain relevant and the ability to sustain value added services, agencies must endlessly adapt to changing times. From technology and consumer preferences to economic challenges and trends, it’s critical to think beyond today and position your agency for the future. Successful organizations recognize the importance of developing change management as important components of organizational culture. We’ll explore change examples and ways to develop change management as a core competency.

Barbara Heller serves as Director of Parks Planning for Sasaki Associates in which she is involved in a variety of projects including master planning, recreation assessments, operational and financial assessments relating to parks and recreation services. Barbara has served in this role since March, 2015.

Previously, Barbara was President of Heller and Heller Consulting, Inc., and a Principal Consultant with PROS Consulting, LLC. She has spent over 30 years working at the local government level with a variety of park systems including the Executive Director of the Naperville Park District in Naperville, Illinois and Executive Director of the Elk Grove, Illinois Park District. Her education background includes a master's degree in public administration from the American University in Washington, D.C. and a bachelor's degree from the Pennsylvania State University.

**Room: Cypress**
Fostering Personal Security as a Foundation of Trust - Dr. Stephen Julian
Dr. Stephen Julian is back to share the principles in Fostering Personal Security as a Foundation of Trust. Many of the team issues organizations face every day stem from having players who are not reasonably secure professionally and personally. Dr. Julian will suggest ways to respond to this challenge – he shares, “we can’t make people feel secure but we can create cultures that foster reasonable security. If team members are convinced that they are on the team for a reason, and that their leader recognizes value in them, then they can both operate from a greater sense of security which allows them to trust one another and to have healthy depersonalized conflict.” In this session Dr. Julian will walk us through the “Six Steps to a Healthy Team.”

Room: Zambezi

Would You Like to Supersize That? - Jeff Price
Corporations are making millions of dollars from the marketing and sales strategies of upselling, cross-selling, and bundling. Are there opportunities for parks and recreation agencies to do the same? YES! Our industry is leaving lots of dollars on the table by not engaging in these easy to implement strategies. You’ll learn how one parks agency is setting record revenues as a result of implementing these fun, easy to understand and effective strategies.

Jeff Price has more than 25 years experience in the parks and recreation field. He has an undergraduate degree in Recreation Management and holds an MBA. Jeff is an in-demand speaker, having conducted keynotes, sessions and workshops both nationally and internationally. Jeff has authored 2 books on business development in the public sector and has written countless articles. His articles have been published in magazines such as WRPA Today, California Recreation & Parks Magazine, and Parks & Recreation Magazine. Jeff was recently featured in Landscape Architect Magazine for business innovation in the parks profession. He has provided leadership, business development and marketing training for parks and recreation professionals, Fortune 500 companies and even for lumberjacks in northern Canada. Jeff currently serves as the business manager for City of Everett, WA.

Room: Orange

Informal Networking
5:30pm – 6:30pm | South Foyer
Gather with old and new friends prior to the Awards Celebration. It’s a great time to make new contacts.

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 | Exhibit Hall
Presented by David Williams & Associates and GameTime
Bring your 80s wear and let’s totally celebrate the rad award winners as we get stoked for our last day of exciting and informational educational sessions! “I pity the fool” that misses this After Party! Special thanks to UltraSound Special Events for the 80s themed decor and That 80s Band for the entertainment!
Education Sessions 8:30am - 9:45am

**Connecting Services and Community: The Power and Possibilities of Linking Nature and Tourism**  
With an impact of $40 billion each year, Ohio’s tourism industry is one of the largest job creators and investors in the state. It just so happens that outdoor recreational experiences are among the most demanded by travelers. How do we work together to build support for parks and trails, while also bringing new dollars into communities? What are travelers seeking and how does Ohio stack up to competition? How can we best partner?  
*Melinda Huntley, Ohio Travel Association*  
Room: Rosewood  
Track: Trends

**Current Trends in Inclusive Design**  
Over the last five years, many more innovative inclusive playgrounds have opened around the country. We’ll look at several of these playgrounds and identify exciting trends that are making them a success. We’ll discuss using hills, open ended play, loose parts and group swings. This session will go beyond equipment to explain how to create the best playground for all.  
*Mara Kaplan, Let Kids Play*  
Room: Leopardwood  
Track: Design & Development  
*Presented by OHM Advisors*

**Developing Sustainable Foundations**  
Learn how to use good digital strategy to attract, engage and grow membership for a “friends” type fund. Walk through the four key stages of a successful membership program: Attract, Engage, Convert, Retain. Delve into real-world examples and bring back strategy and vision to your own member program.  
*Jason Orlando, Cleveland Zoological Society; Ron Cass, Big River Online*  
Room: Indigo Bay  
Track: Administration

**In Search Of: The Truly Sustainable Trail**  
A case study of Five Rivers MetroParks’ “Sustainable Trail Initiative” and how it has led to protection of natural resources, greater user satisfaction, increased volunteer participation and opened the door to inter-departmental cooperation. We’ll chronicle the concept, design and construction of Five Rivers’ award winning, “MoMBA” mountain bike trail and “Twin Valley Trail” backpacking/hiking trail systems. Along with the resulting implementation of an agency-wide initiative that has involved every department in the agency and generated over 6,000 volunteer hours to date, all while protecting some of south western Ohio’s most diverse and significant natural areas.  
*Michael Osborne, Five Rivers MetroParks*  
Room: Guava

**Marketing Roudtable**  
This session will focus on current topics affecting marketing within parks and recreation agencies, such as doing more with less, marketing in a digital age, sponsorship and partnership.  
*Jessica Simons, City of Tallmadge; Kristin Otley, Bowling Green Parks & Recreation*  
Room: Sagewood  
Track: Marketing

**Oil Spill at Oak Glen Nature Preserve**  
On March 17, 2014, Park Rangers from Great Parks of Hamilton County discovered that an oil pipeline, owned by Mid Valley Pipeline and managed by Sunoco Logistics, had ruptured causing crude oil to run through Oak Glen Nature Preserve, in Hamilton County, Ohio. The oil release totaled between 20,000 and 30,000 gallons, polluted 3,000 feet of headwater stream and eventually impacted a forested wetland in the preserve. The discharge of crude oil coupled with remedial response activities to remove oil from the stream, wetland and soil has caused significant long-term damage to the nature preserve.  
*Bret Henninger, Great Parks of Hamilton County*  
Room: Aloeswood  
Track: Conservation & Natural Resources  
*Presented by Cardno*

**OPRA “Best of the Best” Awards Presentation**  
Take a closer look at the “Best of the Best” from the OPRA 2015 Awards of Excellence. The Governor’s Award finalists and others will be on hand to describe their award in greater detail. Learn how to take these ideas back to your community.  
*Bill Tschirhart, Five Rivers MetroParks; Michael Thonnerieux, City of Beaver Creek*  
Room: Salon H  
Track: OPRA

**P.O.W. Inc. – A Health and Wellness Initiative**  
Personalizing Our Wellness (P.O.W. Inc.) was an initiative developed between Ohio University and local community partners to provide an after school program providing value and enjoyment around physical activity and lifelong recreation activities. Program coordinators of P.O.W. Inc. incorporated the idea of physical activity and recreation from a non-traditional perspective by presenting research supported strategies around happiness and dimensions of wellness in order to promote healthy lifestyles, combat obesity and reduce any anxiety around competitive style physical activity.  
*Annie Frisoli, Ohio University; Kelli Dyer, Ohio University*  
Room: Zebrawood  
Track: Fitness & Wellness
Park District Section Meeting & Advocacy Update
Networking and roundtable on topical issues of interest to Ohio park districts. Exploring solutions to common problems and challenges including discussions related to actions taken by state legislators and how those decisions directly impact parks and recreation agencies.
Tom Curtin, Preservation Parks of Delaware County; Woody Woodward, OPRA
Room: Mangrove
Track: Parks Administration

Summer Camp Roundtable
Engage in roundtable discussions regarding trends and current issues that face professionals/agencies in summer camp programs. Come prepared to participate in the conversation with ideas and questions to share.
Amanda Gehres, Grove City Parks and Recreation
Room: Tamarind
Track: Programming & Events

When Money is Tight, Do Better!
When funding gets cut, or levels off, the rally cry might be “do more with less!” That’s not realistic, but any agency can do better even with less funding. This session will offer insight and methods on how to continue to excel regardless of the amount of money available.
Annie Biondo, Centerville-Washington Park District
Room: Cypress
Track: Fiscal Administration

Break for Hotel Check-Out
9:45am – 10:15am

Closing Keynote Brunch
10:15am – 12:00pm | Zambezi

Tim Kight
The R factor - Maximize the One Thing You Can Control
Tim Kight is founder and President of Focus 3, a Columbus, Ohio-based consulting firm that helps companies around the world achieve results by improving their leaders, their culture and the behavior of their people.
An influential communicator, Tim focuses on the critical factors that distinguish great organizations from average organizations. He delivers a powerful message on the mindset and skills at the heart of individual and organizational performance. Tim’s ability to connect with and inspire individuals, teams and leaders has yielded exceptional reviews from organizations throughout the country. A dynamic speaker, Tim combines a unique background of research and practical experience to bring compelling insights to the real-world challenges of leading, managing and winning in today’s competitive marketplace.

After briefly attending The Ohio State University, Tim Kight received his undergraduate degree from UCLA and graduate degree from Princeton. He has 25+ years of experience consulting and now lives in Columbus, Ohio.

Education Sessions 12:15pm - 1:30pm

Aquatic Invasive Species in Ohio
This talk will provide basic information on the aquatic species that have invaded Ohio and Lake Erie. We will discuss a brief history of aquatic invasives in North America, the pathways by which they’ve invaded and how stakeholders can get involved to help limit their spread.
Eugene Braig, OSU Extension
Room: Guava
Track: Parks & Outdoor Maintenance
Presented by The John Deere Company

Crime Prevention Through Environmental Design (CPTED)
This session will discuss a multi-disciplinary approach to deterring criminal behavior. The proper design and effective use of the environment can lead to the reduction of the incidence of crime and improvement in the quality of life. CPTED is becoming a more popular means of crime deterrence not only because of positive results, but because it is a cost effective strategy. CPTED is essential in incorporating many departments of a district to be successful, including law enforcement, operations, planning and marketing. In this presentation we will explain, in detail, techniques that will lead to a successful CPTED project.
Michael Cannavino, Cleveland Metroparks  
Room: Leopardwood  
Track: Design & Development  
Presented by OHM Advisors

Data Driven Social Media  Digital marketing is a double-edged sword - it provides an abundance of data, but it’s tough to distinguish what metrics are useful or actionable. This session will focus on the social media landscape and mapping the right metrics to your goals.  
Kathy Milette, Resource Ammirati; Kyle Rudy, Resource Ammirati; Matt Shultz, Resource Ammirati  
Room: Sagewood  
Track: Marketing

Financial Fundamentals: How Data Drives Decisions  Every agency has their own approach toward how they collect, manage and use data. This session will focus on understanding some of the financial fundamentals common to us all, hearing how successful agencies use their data to drive decisions and understanding how we can each use best practices to improve our financial performance. Spend time with the financial and business managers of two agencies to dive into their numbers driven world. You will gain valuable knowledge, ask questions of the panel and share stories about successful practices.  
Ryan Davis, Kettering Parks, Recreation & Cultural Arts; Bill Tschirhart, Five Rivers MetroParks  
Room: Cypress  
Track: Fiscal Administration

Increasing Physical Activity Through Collaboration  Lorain County Metro Parks has partnered with the Lorain County General Health District on a variety of health initiatives to improve access to physical activity in an effort to reduce cardiovascular disease. LCMP and LCGHD have worked together to form collaborations among a variety of agencies, including schools, churches, businesses, United Way, government and many more. The goal is to create environmental change leading to better access to physical activity. The collaboration between LCMP and LCGHD aligns our missions for the greater good of Lorain County residents.  
Jennifer Bracken, Lorain County Metro Parks; Sara Warner, Lorain County General Health District  
Room: Zebrwood  
Track: Fitness & Wellness

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: Rosewood  
Track: Trends

ODNR Grants for Outdoor Recreation Projects  In this session learn more about the following grant programs: Land & Water Conservation Fund, NatureWorks, Recreational Trails Program and the Clean Ohio Trail Fund.  
Mary Fitch, ODNR; D’Juan Hammonds, ODNR  
Room: Mangrove  
Track: Parks Administration

Pencil, Toilet, Taco - Creating Your Environment  Come one...Come all! This fun interactive session is especially geared toward directors, administrators and supervisors who have been in this field for eons, as well as programmers and coordinators. In order to make an impact on your organizational culture, you must understand the importance you have as an individual by taking a look at your leadership style. Let’s twist our way of thinking in order to get positive results in your staff meetings and teams by encouraging staff to be productive involved employees. It takes all of us!  
Erin Duffee, City of Dublin; Jodi Shealy, City of Dublin  
Room: Salon H  
Track: OPRA

Recreation Reporting...Clear as Mud!  In this session, we will discuss concrete strategies for tracking your recreation programs or camps that coincide with budgets, program goals and staffing. Develop a tracking system that works for your program area to utilize the whole year and provide an easy “go-to” for evaluating and balancing your program area budget.  
Jennifer Vosters, City of Dublin; Kymm Whitehead, Cincinnati Recreation Commission  
Room: Tamarind  
Track: Programming & Events

Successful Change and the Force that Drives It  Change, engagement and culture. Three separate words, but let’s face it, no leader can afford to address one without the others, or even each one separately and sustain success. Many have heard “change is difficult, not changing is fatal.” Join us as we take it a step further. We’ll show you pitfalls to avoid when implementing change and the steps necessary to make real change and enhance engagement through changing culture.  
Wade Walcutt, Greensboro Parks and Recreation; Tim Moloney, Columbus & Franklin County Metro Parks  
Room: Indigo Bay  
Track: Administration
Urban Wetland Restoration - Grant Funded
The 14 acre Sippo Lake Cottonwood Trail Restoration Project (CTWRP) was designed to address a degrading wetland serving as the last unprotected inflow into the 99 acre urban Sippo Lake in Stark County Ohio. Increased sedimentation and adjacent ditching practices have led to the degradation of plant and wildlife diversity. Local university students performed baseline and post construction research while volunteers planted over 10,000 new plugs and plants. Park staff performed dredging and water control construction.

Todd Shaffer, Stark County Park District; Nick Morris, Stark County Park District; Sarah Buell, Stark County Park District

Room: Aloeswood
Track: Conservation & Natural Resources
Presented by Cardno

Creating Loyal Registrants Using the Local Lifecycle
The Local Lifecycle is critical to your organization as it evaluates the stages a constituent will go through to become a loyal registrant. Gain insight into the various buying personas that exist in your community, how they can be engaged and where these audiences can be found. Identify lead generation strategies to engage the right audiences at the right time. Finally, address how to retain these relationships so they continue to come through your door.

Susan Beaurain, ACTIVE Network
Room: Sagewood
Track: Marketing

I Failed Art, but I Can Do Crafts
A comprehensive guide to simple crafts that the most craft-challenged staff can do. This is a great resource to hand any Camp Leader. We will have a guide to simple crafts using materials found in any recreation center. If you have glue, scissors, construction paper, tempera paint, paper plates, markers and crayons you can craft all summer long! All the crafts can be a springboard to similar projects.

Kymm Whitehead, Cincinnati Recreation Commission; Jenn Vosters, City of Dublin
Room: Tamarind
Track: Programming & Events

Managing the Millennial: Maintaining a Viable Workforce While Keeping Your Sanity!
Nationally, the turnover rate for Direct Support Staff (DSP) ranges from 40% to 60% and this in a time when the need for DSPs is increasing significantly. This new workforce is “different” and “challenging” and does not seem to respond to traditional personnel motivators.

Tom Speaks, The Impact Group; Greg LaForme, The Impact Group
Room: Indigo Bay
Track: Administration

Natural Systems Restoration – Enhancing the Urban Recreation Experience
Resource and recreation planners recognize the importance of natural systems restoration in an urban setting. In turn, recreation programming, planning and design in urban areas is expanding to include an emphasis on natural systems restoration and the unique recreation experiences that it provides to park users. This presentation will describe the role natural systems restoration can play in enhancing the recreational experience, promoting economic growth and serving as a differentiator when competing for limited funding.

Emily McKinnon, SmithGroupJJR; Paul Evanoff, SmithGroupJJR
Room: Aloeswood
Track: Conservation & Natural Resources
Presented by Cardno
Oh-No! You Gave Me a $13M Park!? Through years of building better lives and a better community, we received our largest one-time donation, and considered turning it down. Join me in examining a case study of how paying it forward, planning progressively and executing strong public/private partnerships can be the key to positioning your department for the cycle of success while not spending a dime more.

_Wade Walcutt, Greensboro Parks and Recreation_

**Room:** Mangrove  
**Track:** Parks Administration

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**OPERS Updates Education Today for Retirement Tomorrow** Most parks and recreation employees in Ohio are members of OPERS. This session provides tips on how you can be proactive when preparing for retirement and discusses key timeline decisions you will need to make prior to retirement.

_OPERS Staff_

**Room:** Salon H  
**Track:** OPRA

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**Partnering to Implement Recreation within Community Revitalization** Learn how Southbank Partners brought together volunteers from more than three dozen private and public organizations to promote economic and community development and tourism and foster urban living and connectivity. Six partner cities and two counties developed an inter-local agreement to collaborate on projects of mutual and regional benefit. One key project is the 12-mile Riverfront Commons trail, park and events open-space system, which will provide opportunities to enhance quality of life and economic development.

_Jack Moreland, Southbank Partners; Bruce Rankin, Woolpert, Inc._

**Room:** Leopardwood  
**Track:** Design & Development  
**Presented by OHM Advisors**

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**Strategies for Writing Successful Grant Proposals** As budgets for programs and projects continue to decrease, finding and obtaining grant resources has become more important. Writing successful proposals is even more critical for local governments and nonprofit agencies that depend on grant revenues to fulfill their mission. Grant seekers must find every advantage available in an increasingly more competitive grant climate. Nick will give tips from both the grant writer’s and grant reviewer’s perspective to help applicants secure valuable grant revenue.

_Nick Lautzenheiser, Muskingum Watershed Conservancy District_

**Room:** Cypress  
**Track:** Fiscal Administration

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Please note exhibitor list is all exhibitors received as of December 22, 2015.

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