

Monday, January 29, 2018 8:30am – 9:45am

Branded by Data: They Spoke, We Listened

Measuring your efforts and data-driven decision-making can enhance your brand. See how a multitude of community engagement methods generated new programs, more natural areas, a growing list of partners and a refreshed brand. Learn how the right data is boosting the Centerville-Washington Park District's efficiency and effectiveness from budget to facility maintenance to staff workload to programs.

Kristen Marks, Centerville-Washington Park District

Room: Orange

Track: Management

Cultural Resources: The Present and the Past in the Parks

Cultural resources help us understand how parks are embedded in the communities they serve. Just as we protect the natural resources that comprise our parks, so too must we understand and protect historic and archaeological resources within them. Identifying and evaluating cultural resources can be a matter of compliance with federal law, while integrating these resources into park programming can be an excellent way to connect with the community.

Megan Shaeffer, Summit Metro Parks

Room: ZebraWood

Track: Cultural & Arts Programming

Facilities Asset Management: Planning for the Future

Parks and recreation districts can have limited resources to improve and maintain their facilities. This course will teach best practices in managing building systems assets. The speakers will discuss the benefits and processes of capturing information about your buildings' HVAC, plumbing, electrical and other systems in a document or centralized database to aid maintenance and capital requests. This is a proven way to avoid the loss of a facility's use due to sudden systems failures.

Brian Bruggeman, KLH Engineers, PSC; Robert Lonnemann; KLH Engineers, PSC

Room: Rosewood

Track: Facilities/Operations

Leave No Trace Ethics Everywhere for Everyone

The idea that if we can just get people to love the outdoors is not enough. At parks everywhere, we see people "loving their parks to death". We as naturalists and interpreters must provide guidelines for people who are seeking to venture outside. Learn through games and role playing how to take Leave No Trace ethics and share it.

Tama Cassidy, Miami County Park District; J. Scott Myers, Miami County Park District

Room: Aloeswood

Track: Conservation/Natural Resources

Lessons from a Trail Build

An introduction and brief history of Summit Metro Parks' development of sustainable trail building techniques. This session will cover the trials, pitfalls and learning experiences working at our Mountain Bike Trail and how we applied those lessons to other trails to make them more sustainable. We have now been applying these lessons for several years and our results have been very successful.

Paul Neal, Summit Metro Parks; Mark Avery, Summit Metro Parks

Room: Sagewood

Track: Parks

Once Upon a Pie Chart

When communicating your agency's services and needs to others, your message has a bigger impact when it's backed by data. But telling your story with data requires more than simply adding a few charts and graphs to your reports and presentations. Learn the fundamentals of data visualization and how to communicate effectively with data so that you can use it to create an informative and compelling story to share with staff, elected officials and the public.

Bobbi Nance, Recreation Results LLC

Room: Mangrove

Track: Administration

OPERS Updates

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: Portia/Wisteria

Track: OPRA

Sports Venues - New Trends that Maximize Economic Impact

This presentation will provide insight on how to effectively balance partnerships and understand regional demographics along with the most current sport trends in an estimated \$7 billion industry. We'll showcase specific case studies (ie, Mason Sports Park (OH) and Matthews Sportsplex (NC) that demonstrate strong ROI and positive community impact, major drivers for designing/operating tournament facilities and key marketing strategies for planning a tournament facility.

Andrew Pack, Woolpert; Dana Davis, Woolpert

Room: Nile

Track: Programming

Understanding YOUR Role in Positive Youth Sports

The youth sports administrator plays an integral role in the execution of positive youth sports experiences. This interactive session will explore today's youth sports landscape and how the youth sports administrator can positively impact the programs offered. We will provide important information regarding the role of the youth sports administrator when working with local leagues and other recreational partners. A variety of important leadership strategies will also be explored that can assist the youth sports administrator to be more efficient and effective!

Lisa Licata, NAYS; Misty Adams, National Trail Parks and Recreation District

Room: Leopardwood

Track: Sports

Urban Programming: Enhancing Public Recreation Services

Public recreation services in urban areas are enhanced by creating community based stress relief programs. Programming could incorporate arts for therapy and collaborating with health service agencies. These services can include children's hospitals, peer assistance programs, anti-poverty campaigns, crisis prevention services and the strategies of community organizing.

Mark Stansbery, Columbus Recreation and Parks; Malik Willoughby, Columbus Recreation and Parks

Room: Cypress

Track: Urban

Volunteer Engagement: More than a Cattle Call for Help

Engaging citizens as your volunteer partners yields impact for both your local government and the greater community. When designed and managed properly, a volunteer program adds value to your programming, your staff efforts and your bottom line. This session will provide attendees with the tools to understand the basics of what needs to be in place in order for a volunteer program to succeed as well as interactive discussion on the "Why behind the What" of volunteerism in local government. Participants will also leave with ways to work with Human Resources and peer staff to thoughtfully design how citizen partners are successful and ways to measure the return on investment.

Christine Nardecchia, City of Dublin; Shannon Maurer, City of Dublin

Room: Indigo Bay

Track: Human Resources

Monday, January 29, 2018 2:30pm – 3:45pm

Arts for Parks: Building Meaningful Arts Relationships

The Arts for Parks project is designed to identify the most effective ways to incorporate arts into park planning and programming. We think art can offer a complementary approach to typical initiatives used to help visitors and participants to develop a sense of place and environmental advocacy. This initiative has begun with an environmental immersion for artists in the community, creation of an artists' collaborative and a research project to advise the park district.

Nick Morris, Stark County Park District; Raisa Foster, Artec Project; Amanda Perry, Stark County Park District; Lynda Tuttle, Lynda Tuttle Art Center

Room: Zebrowood

Track: Cultural & Arts Programming

Building a Sustainable Future for Your Agency

Parks and recreation agencies face the on-going challenge of becoming and remaining relevant within their community. How can we better communicate the importance of our services and reposition our agency to ensure support and long-term viability? In this informative session, we will discuss the rationale for parks and recreation and review the community benefits to be promoted. We will also explore how we can position ourselves to enhance our image and value to the community.

Kevin Swanson, Miami County Park District, Jessie Chernetski, Miami County Park District

Room: Orange

Track: Management

Campgrounds: A Missing Link at Your Public Park?

From a single campsite along the Buckeye Trail to seasonal campground neighborhoods—learn how parks are using overnight camping to better serve and attract a greater diversity of visitors, connect to their communities and foster a love of nature. From group camping, to primitive campsites, and from premium RV sites, to cabins, campgrounds can be a launching pad for environmental literacy, celebration and renewal. We'll explore the designs, details and amenities that make those goals possible.

Stefanie Smith, Domokur Architects; Dave McCallops, Environmental Design Group

Room: Sagewood

Track: Parks

Free Staff Training: Engage, Retain & More!

How do you engage staff, develop talent, increase educational opportunities and more with a limited training budget? By looking inside your agency and outside in the community! Learn how the Community

Engagement department at Summit Metro Parks evaluates staff needs, recruits experts and brings in park partners to help. We'll take a look at the relationship of training to the organization's mission and values, and how it helps on-board new staff.

Nathan Eppink, Summit Metro Parks; Meghan Doran, Summit Metro Parks

Room: Indigo Bay

Track: Human Resources

Investment in Community Assets can Reinvigorate Usage

In this session, learn from design experts about growing trends in sports, recreation and parks. Find ways to keep your park's features in demand while meeting community needs. Learn how repurposing and reprogramming existing spaces can help maximize your features' usage. Discover how smarter decisions in construction and maintenance can reduce your dollars spent and provide a better life-cycle cost analysis. Learn how to make the most of your investment and reinvigorate your community's asset.

Craig Honkomp, Sportsworks Field Design; Brad D'Agnillo, Sportsworks Field Design; Lynne Nischwitz, The Kleingers Group

Room: Rosewood

Track: Facilities/Operations

ODNR Grants for Parks & Trails

Information on the following ODNR grants: NatureWorks, Recreational Trails Program, Clean Ohio Trails Fund & LWCF.

Mary Fitch, Ohio Department of Natural Resources; D'Juan Hammonds, Ohio Department of Natural Resources

Room: Aloeswood

Track: Conservation/Natural Resources

Our Facilities. Their Programs. OUR Responsibility! Perception Issues in Youth Sports

With a growing percentage of youth sports programs being operated by outside organizations that use public facilities, recreation departments have the responsibility to ensure their philosophy and policies are properly communicated and enforced. When volunteer-run leagues use your facilities, especially when problems arise, the perception for many is that the public entity is ultimately responsible (you may have received the calls or emails, right?). This session provides tools to manage these volunteer youth sports organizations and to position yourself as the leader. Whether your agency has one or 100 user/partner groups, you must maintain control of your fields. Not only for the safety and well-being of the young athletes in your care but also for the public perception of your recreation department. Remember, all programs on your fields are your programs.

Lisa Licata, NAYS; Mistie Adams, National Trail Parks and Recreation District

Room: Leopardwood

Track: Sports

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.

Woody Woodward, OPRA

Room: Portia/Wisteria

Track: OPRA

Race and Ethnicity: Inclusion or Exclusion?

This session promises to engage attendees in an open and informational discussion around race, ethnicity and inclusion. Utilizing the Six Stages of Organizational Inclusion Model, participants will gain knowledge and develop strategies to reach the highest level of organizational inclusion. Additionally, through interactive activities this presentation will also examine and give strategies on how to overcome personal barriers that may hinder a thriving work environment, program or event.

Annie Frisoli, Ohio University; Christian Johnson, Centerville-Washington Park District

Room: Cypress

Track: Urban

Strengthen Agency Communication Utilizing Technology

Your agency has done some fabulous programming in your parks, but it appears the internal communication has been lost. Do you really know everything that's going on in your parks (rentals, construction, sports, etc)? This session will show one city's experience and how they overcame communication challenges in their park system. Whether your agency is small or large, we've found a solution that promotes consistent and necessary communication that might solve your problems.

Kendel Kellogg, City of Dublin; Lori Gischel, City of Dublin

Room: Mangrove

Track: Administration

The Ultimate Programming Portfolio Analysis

This session brings strategies, approaches and best practice techniques to program and service providers. It will help them to introduce and effectively manage business minded changes to how they program, plan, price and budget in order to align and match to maximize their effectiveness based on identified community needs and agency strategic plans. It will help them ultimately make their programming portfolio more effective, creating more demand and bring forth revenue generation.

Michael Clark, Palatine Park District

Room: Nile

Track: Programming

Monday, January 29, 2018 4:00pm – 5:15pm

Director's Roundtable

We'll explore the unique challenges directors and administrators face in leading parks and recreation agencies in 2018. 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/Wisteria

Track: OPRA

Engage the Silent Voices

As stewards of community resources, charged with providing services to all residents, we ask: What segments of your community have "silent voices"? Does your entire community feel the services are fair and equitable and that you're meeting their needs? Who are you not serving and how do you know

you're not serving them? Explore some 'pulse strategies' and create a plan that helps you listen to and engage with the diverse perspectives in your community.

Dannielle Wilson, DW Recreation Consulting

Room: Orange

Track: Management

Ensuring Excellence: Training, Coaching, Evaluating Seasonal Employees

Our seasonal employees are often the least experienced or specialized employees in our organizations. Yet these same employees have the most face-to-face time with the public that we serve. How in such a short on-boarding time, with a strict budget and short training window, do we ensure excellence over time? Visit this session to learn effective training, coaching and evaluation techniques to detangle the chaos of seasonal staff.

Sarah McPherson, City of Miamisburg

Room: Indigo Bay

Track: Human Resources

Hiring Consultants and Contractors for Project Success

Implementing a capital improvement program or just a single project for parks and related facilities can be a daunting task for agencies with limited resources. As public officials, we must follow rigid guidelines for obtaining professional services, contracting for construction and procurement of materials, etc. This presentation will cut through the technical jargon and discuss managing a program or project in simple and straightforward terms while sharing lessons I've learned over 28 years.

Boris Slogar, Muskingum Watershed Conservancy District

Room: Rosewood

Track: Facilities/Operations

Minority Roundtable

This session is for minority professionals to meet to discuss opportunities within the field of parks and recreation.

Malik Willoughby, Columbus Recreation and Parks; Christian Johnson, Centerville-Washington Park District

Room: Cypress

Track: Urban

Parks and Aging: A Powerful Combination

In Ohio, seniors 65 and older will make up 22% of the population as Baby Boomers born between 1946-1964 age. They are healthier and more affluent than any generation before them. But to understand how to engage older adults in your parks and recreation programs and support network, you should first understand why it is important to engage this age demographic and how to harness the talents and interests of seniors for mutual benefits.

Karen Hrdlicka, Vantage Aging; Dawn Moeglin, Vantage Aging

Room: Sagewood

Track: Parks

Positive Behavior Approach in Programming

Positive Behavioral Intervention and Supports (PBIS) are now required in all Ohio school systems. This model of teaching positive behavior, examples of what youth need to do right and using young people's

strengths can change your youth programming! Learn how PBIS can be used in your programs, camps and staff training for your agency so that all can get on board in this new state mandated behavior plan for young people.

Addie Weaver, City of Kettering

Room: Nile

Track: Programming

Sports Programming Roundtable

A facilitated discussion in a roundtable format to cover sports programming in an urban and suburban setting.

Kelly Rigano, City of Dublin; Craig Koesters, Columbus Recreation and Parks

Room: Leopardwood

Track: Sports

Urban Deer Management

Successful urban deer management strikes a balance of divergent citizen interests that present unique management challenges. This session will discuss two successful, yet unique Urban Deer Hunting programs from the City of Gahanna and Summit Metro Parks. Speakers Mike Johnson (Summit Metro Parks) and Jeff Barr (City of Gahanna) will give an overview of their Deer Hunting programs, discuss benefits of the program, public perception and concerns, safety of the programs and give an opportunity for attendees to ask questions.

Jeff Barr, City of Gahanna; Mike Johnson, Summit Metro Parks

Room: Aloeswood

Track: Conservation/Natural Resources

Visionaries and Visuals: Creative/Artist Partnerships in Parks and Recreation

Learn from three parks and recreation professionals how including artists in the process of creating programs or facility planning can lead to new and unexpected successes. Case studies will include collaborations between artists and recreational agencies, artist inclusion in capital improvement projects and leveraging a creative process to encourage community engagement. Presenters will also discuss how to recruit artists, define project expectations beneficial to both parties and how to maximize the potential for fruitful collaborations.

Shayna McConville, City of Kettering; Andy Dailey, City of Kettering; Lynette Santoro-Au, Upper Arlington Parks and Recreation

Room: Zebrowood

Track: Cultural & Arts Programming

What Parks and Recreation Professionals Need to Know About Open Records Laws

This session will address challenges that many are facing with open records law. Fritz speaks to this topic from his unique position as a Metroparks of the Toledo Area Board Member with many years of experience in media law.

Fritz Byers, Metroparks of the Toledo Area

Room: Mangrove

Track: Administration

Tuesday, January 30, 2018 8:30am – 9:45am

Appreciology

You cannot make someone do anything. The art is to make them want to do it. This fun and interactive presentation addresses how to manage your work team, make changes in management, address leadership styles, engage in professional development and the hiring and retaining of good employees while dealing with difficult staff.

Tom Speaks, The Impact Group

Room: Orange

Track: Management & Leadership

Beyond the Buzzwords - How to Improve Culture

Are you struggling with how to wrap your hands around culture and employee engagement issues in your agency? Join us for a conversation on how to engage all stakeholders from the top to the bottom and hear all voices. Learn how Great Parks of Hamilton County engaged all employees in moving from entitlement to empowerment with increased cross-department conversations and problem solving. Using non-traditional methods taken from the Art of Hosting practice, Great Parks was able to switch meetings to dialogues, harness the collective wisdom of the workforce and improve in many culture-related areas by more than 10% over three years.

Jackie O'Connell, Great Parks of Hamilton County

Room: Zambezi

Track: Management & Leadership

Doing More with Your Data

Park and recreation organizations are beginning to grasp the power of data to transform organizational culture, increase operational efficiency and better serve their communities. But making that happen can be a daunting task, causing many to give up before they've even really started. Whether you're looking to improve or are still trying to get started, learn how to build a data-driven organization from the ground up and what steps to take to realize the full potential of your data.

Bobbi Nance, Recreation Results LLC

Room: Cypress

Track: Management & Leadership

Lead-HER-ship Success

In North Carolina, Recreation Resources Service (consulting arm of North Carolina State University PRTM Program) has been hosting a LeadHERship Workshop for women in the Parks and Recreation field now for seven years. In an effort to provide topics that connect to attendees, themes have arisen that seem to be extremely important for women to pursue and be successful in leadership roles. We will discuss the challenges, potential roadblocks and support needed for women to pursue prominent leadership roles.

Dale Smith, Smith Management, Training & Consulting

Room: Indigo Bay

Track: Management & Leadership

The Power of Finding Your WHY

WHY do we do what we DO? It's about searching for and connecting with what you're passionate about and knowing that when you focus your attention on work that puts a fire in your belly, you broaden your

impact and influence in ways that nothing else can. By shifting the lens in which you view what you are doing now, you can profoundly shift your experience of it. No matter what your job, you can draw meaning from it and find greater purpose through understanding and embracing why you do what you do. Knowing your purpose may compel you to take on challenges that will stretch you as much as they inspire you, and create a lasting legacy for both you and your organization.

Lisa Paradis, City of Brookline, MA

Room: Sagewood/Zebrawood

Track: Management & Leadership

Rebuilding Morale - Creating a Happy, Committed Workforce

There are many different factors that can affect team morale. When morale suffers, it's important that you take steps to rebuild it quickly. But what can you do, as a leader, to rebuild the morale of your team? And what, exactly, is morale? For your organization to thrive, it's essential to take the time to develop good morale.

Gabriel Castillo, Belvidere Park District

Room: Aloeswood/Leopardswood

Track: Management & Leadership

TECH niques: How to Present Information to Influence

As a park and recreation professional you may have to present data or specialized industry specific detailed information. Whether you are presenting to the community, the board or leadership, you need to be clearly understood while giving information that your audience may not completely understand. There is an art to presenting specialized information. You have to think about your audience and relay information in a way THEY can understand and use.

Lori Klinka, Columbia College Chicago

Room: Mangrove

Track: Management & Leadership

Tuesday, January 30, 2018 1:00pm – 2:30pm | 2:45pm – 4:15pm

7 Traits of Successful Leaders Who Break Barriers to Create Opportunity

Life is full of barriers that can prevent you from reaching your true potential. In this session, we will cover the most important traits of successful leaders that will help you overcome these challenges. From building trust with key relationships around you to giving yourself the tools needed to break through barriers, John will empower you to create more opportunity around you.

John Hall, JMH Invest LLC

Room: Orange

Track: Leadership Series

Breaking Bad: Becoming the Leader You are Destined to Be!

So, you want to be a leader? Join us for a splash into what motivates you and learn how to take your intrinsic drive and lead others with it. In this session, we will explore leadership styles and common qualities shared amongst successful leaders. We'll also examine habits associated with leadership both good and bad and find ways to break the bad and let the good in. If you are ready to become the trailblazer you are destined to be, this is the session for you.

Roslyn Johnson, Maryland National Capital Park and Planning Commission

Room: Cypress

Track: Leadership Series

Emotional Intelligence – What Do We Know About Ourselves

Good emotional intelligence has been linked to professional success and skill development. What is Emotional Intelligence? How is it measured and can you improve yours? This session will discuss the EQI 2.0 and 360 assessments that quantifies the factors involved in Emotional Intelligence and how those factors link to professional success and positive leadership traits.

Dale Smith, Smith Management, Training & Consulting

Room: Indigo Bay

Track: Leadership Series

Public Service Leadership

The heart of our profession is public service. Your personal and department success depends on recognizing the “key ingredients” of public service leadership. Successful professionals at any level must develop these skills to lead coworkers, volunteers and community partners. Jim will share the ingredients that have helped him in his 42 year career and discuss how you can develop a departmental culture of excellence.

Jim Garges

Room: Zambezi Bay

Track: Leadership Series

Wednesday, January 31, 2018 8:30am – 9:45am

Create a Content Marketing Strategy You'll Actually Use

You have a lot of great stories to tell and a lot of ways to engage with your audiences. Also, you are likely overwhelmed by all your marketing choices and your limitations of time and budget. Learn how to create a realistic one-page content marketing strategy to make your social media, website, email and other communication work more effective. Whether your budget is three figures or eight figures, this session will help you feel less overwhelmed.

Ann Gynn, G Force Communication

Room: Wisteria

Track: Marketing

Critical Connections - Using the Outdoors to Support Formal Education

As state education standards shift to more project-based learning, demonstrations of knowledge and inquiry, how can non-formal educators support teachers and students? Join the ODNR-Division of Wildlife as we discuss these changes and how you can be better prepared to help classroom teachers use the outdoors as a tool for students to learn across the curriculum. We'll cover how to align your programs to the Ohio Science Standards and resources for boosting your outreach to local schools.

Jen Dennison, ODNR - Division of Wildlife

Room: Aloeswood

Track: Environmental Education

Developing Your Leadership Pipeline

You are responsible for developing talent within your organization. While many of us acknowledge this is important, we struggle with the process and creating the tools to do so. Development planning is not a “nice to have,” but a “must have” for organizations who seek to continually improve and drive toward success. The purpose of this session is to understand the succession planning process and to discuss the identification and development of your top talent.

Sarah Eppink, Aisling Group LLC

Room: Indigo Bay

Track: Human Resources

Empowering Women in a Man's Field

This session will explore breaking through stereotypes of both men and women in a traditionally male dominated field. We will explore barriers that are set up by leadership as well as participants while learning ways we can utilize strong communication skills to empower as well as aid in active listening. We want every woman in the field to know, like Wonder Woman, "I AM the man for the job"!

Cara Prell, Alpharetta Recreation and Parks

Room: Mangrove

Track: Administration

Evidence Based Partnerships in the Community

Physical Activity Based Positive Youth Development Program Partnerships with Girls on the Run and Let Me Run provide Columbus Recreation and Parks access to evidence based programming that impacts the social-emotional health and physical health of the community. Utilizing the expertise and curriculum of established organizations increases the parks system's ability to implement programs that serve the community instead of "reinventing the wheel".

Bryana Ross, Columbus Recreation and Parks; Claire Houpt, Let Me Run; Lorrie Poindexter, Columbus Recreation and Parks; Jessica Sparks, Girls on the Run

Room: Guava/Tamarind

Track: Trends

Evidence Based Playground Design: Encouraging Family Engagement

This session will educate attendees how to apply evidence-based research practices and outcomes to increase inclusion, participation and joy for children and families with developmental disorders throughout parks and play spaces.

John McConkey, Landscape Structures; Ingrid Kanics, Kanics Design Services LLC

Room: Sagewood

Track: Parks Administration

Finding Success in Fitness Classes

Figuring out what works and what doesn't can be a process when it comes to fitness classes and programs. This presentation will help when contemplating class ideas and bringing them to your members.

Gary Crabtree, City of Tallmadge

Room: Leopardwood

Track: Fitness & Wellness

Lifeguard Planning Initiatives for the Real World

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

Christopher Gantz, FireZone

Room: Portia

Track: Aquatics

Urban Recreation: Headaches, Heartbreaks and Hullabaloo

Has there ever been a time you felt alone in the challenges you face at your site? Or had a situation you encountered that you needed to talk about, but weren't sure that anyone else would "get it"? Have you had something awesome you saw or did that you want to share with like-minded individuals? If you said yes to any (or all) of these, come join us!

Kymm Whitehead, Cincinnati Recreation Commission; Nicky Haar, Cincinnati Recreation Commission

Room: Cypress

Track: Urban

Wild in the Woods: Implementing Nature Play

Build, hop, crawl, dig, discover...and don't forget to use your outside voice! From conception to reality, join us as we explain our journey creating off-trail nature play in Summit Metro Parks.

Becca Zak, Summit Metro Parks; Danette Rushboldt, Summit Metro Parks

Room: ZebraWood

Track: Programming/Events

Wednesday, January 31, 2018 10:15am – 11:30am

Behind the Scenes Planning for Parks and Rec Affiliated Camps and Festivals

The speakers have been selected based on successful camps and festival events in 2016. Each will present their ideas on the success of their events and challenges in planning. Topics will include funding, programming and how they've partnered with their communities for successful events. A view on planning from a vendor and parks professional perspective will be provided to demonstrate partnering for successful events. Plan to take away ideas and evaluate the opportunities to provide similar programs in your parks.

Kevin Wieging, UltraSound Special Events Inc.; Silas Bowers, City of Powell

Room: ZebraWood

Track: Programming/Events

Collaborating to Cultivate Wellness: How One Community Works Together to Produce Wellness Initiatives That Flourish

Collaboration combines and leverages resources for greater impact. In this session, we will learn how wellness practitioners in the Akron, Ohio area collaborate so that wellness flourishes in their community. Using principles of health impact, population health and collective impact, we will explore the methods, challenges and evidence-based benefits of this approach. We will also build a toolbox of resources to create attainable and sustainable wellness initiatives in and for our community.

Johanna Tanno, Johanna Tanno Consulting LLC; Dr. Alida Moonen, Northeast Ohio Medical University

Room: Leopardwood

Track: Fitness & Wellness

Connect to Nature Universal Awards Program

Learn how to take your programming up a notch! Lead your communities towards universal connect to nature conditions! Miami Valley Leave No Child Inside challenges you to be "A Best in Ohio for Connecting Kids to Nature" where people are healthier, happier and environmentally smarter! Your facility can earn and then lead others to receive this new award to recognize schools and other organizations for their efforts to get kids outdoors and exploring!

Katherine Lucas, Centerville-Washington Park District; Cinda Hanbuch-Pinkerton, Miami County Park District; Doug Horvath, Five Rivers MetroParks; Mandy Martin, Darke County Park District

Room: Aloeswood

Track: Environmental Education

Hiring Seasonal Staff Roundtable

Each summer we are in need of a vibrant, enthusiastic staff to help operate and manage our programs. However, how can we effectively recruit effective staff and evaluate their talents? In this roundtable participants will discuss the challenges they have faced in terms of hiring and how they have/can overcome these challenges.

Heath Gorden, City of Dublin

Room: Mangrove

Track: Administration

LGBT Employees in the Public Sector - Managing Issues in a Rapidly Changing Legal Environment

The legal rights of LGBT Americans have undergone a rapid and perhaps unprecedented revolution in the past twenty years, and those issues present in our public-sector workplaces as well. Does federal discrimination law already provide a basis for a claim of discrimination based on sexual orientation or gender identity? What is the difference? Where is the law headed? How does the change of administration in Washington affect that? How do you handle an employee who declines to perform a job duty because of a personal, religious objection to same-sex marriage? How do we manage in an era of competing rights and views? This presentation will bring you up to speed on the current state of the fast-evolving law and discuss strategies to handle these contentious questions.

Douglas Duckett, Duckett Law Firm, LLC

Room: Indigo Bay

Track: Human Resources

Marketing Roundtable

This session will be a roundtable discussion of current marketing trends in the parks and recreation field. Kristin, Peg and Jessica will facilitate group discussion including questions from the group, suggestions and successes. Attendees should come prepared to share their experiences!

Kristin Otley, Bowling Green Parks and Recreation; Peg Hanley, Columbus and Franklin County Metro Parks; Jessica Simons, City of Tallmadge

Room: Wisteria

Track: Marketing

Stories from the Other Side

Prepare to be entertained by our unusual past and learn with laughter about taking chances on unconventional employees with unusual ideas. Unique, innovative ideas can often come from the ground up but be dismissed by unsure management. Our session will discuss possible ways employees can overcome these interpersonal obstacles and the benefits of being an open minded manager.

Dustin Davis, Columbus and Franklin County Metro Parks; Kevin Tschantz, Columbus and Franklin County Metro Parks

Room: Sagewood

Track: Parks Administration

The Good, the Bad and the Future of Aquatics

We will explore some of the challenges that aquatics professionals face in operating aquatics and recreation facilities and discuss positive strategies to help combat the common issues that arise. Focus will be made on staff hiring, training, retention and the impact properly trained staff have on your facility.

Brian Gill, City of Gahanna

Room: Portia

Track: Aquatics

Uniting Communities through the Power of Inclusive Play

Communities are diverse—playgrounds should be, too. Truly inclusive, multigenerational play experiences thoughtfully break down both physical barriers to access and social barriers to actively participate in meaningful ways. Discover evidence-based design strategies and considerations to effectively champion inclusive play initiatives that enhance the quality of life and support the diverse needs of society—ultimately resulting in positive community outcomes. Hands-on learning activities will allow participants to put research to practice!

Jennie Sumrell, PlayCore

Room: Guava/Tamarind

Track: Trends

Urban Programming: Building a Better Program

This session will include being aware of community surroundings and knowing neighborhood principles and values. It will help you understand that it is okay not to relate to cultural and generational differences, but if willing to learn, how you can create trusting relationships. The presenters will share their successes, how they continue learning from and accepting failures and understanding, without judgment, all while staying persistent in urban recreation.

Lorrie Poindexter, Columbus Recreation and Parks; Malik Willoughby, Columbus Recreation and Parks

Room: Cypress

Track: Urban

Wednesday, January 31, 2018 11:45am – 1:00pm

5 Social Media Best Practices for Nonprofit Organizations

The world of social media marketing is constantly evolving; that's why it's important to create a marketing strategy that will engage your target audience. Our experts will share five key points to consider if you want to build a successful social marketing campaign for your organization.

Todd Bertsch, Evolve Creative Group; Malinda Shean, Evolve Creative Group

Room: Wisteria

Track: Marketing

All Trails Lead to Beer!

All trails lead to beer! With the growing popularity of multi-purpose trails and craft breweries across the country we are seeing more intersections of the two. Let's look at tangible examples of economic development, trail programming and partnership opportunities when ales meet trails!

Andrea Irland, National Park Service

Room: Guava/Tamarind

Track: Trends

Developing an Effective Corporate Sponsorship Program

Recreation departments are increasingly searching for avenues to increase revenue to expand and maintain assets while controlling programming costs. An effective Corporate Sponsorship Program can offer partnership opportunities with the local business community, which can provide a much-needed financial boost and enable departments to continue serving the public.

Steve Corcoran, Look Strategies

Room: Mangrove

Track: Administration

Diving into Diversity: Attracting, Training and Growing a Diverse Aquatic Team

The City of Milwaukee is comprised of the most diverse population in the state of Wisconsin. It is imperative that the individuals delivering recreation services reflect this diversity. The ability to meet this need has been especially challenging in the aquatics arena. Through the implementation of a number of creative strategies, Milwaukee Recreation now boasts a highly diverse aquatics workforce. This workshop will provide solid strategies designed to grow and retain a diverse team.

Nicole Jacobson, Milwaukee Schools, Department of Recreation and Community Services

Room: Portia

Track: Aquatics

Free Expression, the First Amendment and Social Media

The advent of social media—where everyone can be a 3:00am blogger—has brought to the fore longstanding issues involving free expression by public employers. What do you do when an employee attacks your agency, elected officials, co-workers or you in a vicious social media post? What can you do? Does the First Amendment protect everything someone says? What are the limits, and how do you analyze these complex—and increasingly frequent—issues. This presentation will explore these issues and help you learn how to analyze these questions—and avoid the land mines.

Douglas Duckett, Duckett Law Firm, LLC

Room: Indigo Bay

Track: Human Resources

New Models & Metrics for Parks System Planning

Parks system planning has changed dramatically over the last decade, and there are no standard service-delivery models or level-of-service guidelines to provide direction on how to best meet residents' needs. Trends and influences such as place-making, travel teams, social media, urbanization, aging-in-place, climate change and sustainability have made many old practices obsolete. This session explores new models and metrics that address these changes, including alternative service delivery models and level-of-service metrics.

David Barth, Barth Associates

Room: Sagewood

Track: Parks Administration

Popping up in Urban Communities

Summit Lake is a story of RE-imagination. Community engagement, environmental sustainability and economic integration were a few ingredients used to create value of a place that was referred to as "Scum-it Lake". Learn how Summit Metro Parks and Re-imagining the Civic Commons teamed up to

create a renewed interest in this urban community. Learn how we popped in and popped up a nature center, new outdoor seating, new lighting and a newly designed shoreline.

Demetrius Lambert-Falconer, Summit Metro Parks

Room: Cypress

Track: Urban

Recreation Programming with Project Learning Tree

Project Learning Tree advances environmental literacy and promotes stewardship through excellence in environmental education, professional development and curriculum resources that use trees and forests as windows to the world. This session will give a quick look at PLT resources and how to best access these resources in Ohio. Learn how you might use PLT to incorporate relevant environmental topics into your recreation programming. Hear how we used PLT with our recreation students at Ohio University.

Jamie Dahl, Ohio University

Room: Aloeswood

Track: Environmental Education

Summer Camp Roundtable

Engage in roundtable discussions regarding trends and current issues being faced 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: ZebraWood

Track: Programming/Events

Trends in Fitness Panel

Keeping up on the latest fitness trends can be overwhelming. This session will explore and discuss, through a panel discussion, the latest trends in fitness.

Aaliyah Earvin, Prairie Township; Stephania Bernard-Ferrell, City of Groveport; Gary Crabtree, City of Tallmadge; Dan Guthrie, Blue Ash Parks & Recreation Department

Room: Leopardwood

Track: Fitness & Wellness

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