



Washington Recreation
& Park Association



***Where Health &
Fun Intersect***
**2016 WRPA Annual
Conference & Trade Show**

**May 4-5
Everett, WA**



2016

Preliminary Conference Program

General Information • Conference at a Glance • Sessions

GENERAL INFORMATION

Welcome

The Washington Recreation & Park Association (WRPA) invites you to attend its annual conference and trade show! Engage with us at the XFINITY Arena and Edward D. Hansen Conference Center in beautiful down-town Everett May 4-5, 2016. Experience two full days of stellar educational sessions, empowering keynote speeches, and innovative social experiences.

Registration

Super Early Bird Full Conference (Until January 8) With the exception to the student rate (see exclusions below), full conference registration includes: all meals, keynote addresses, breakout sessions, access to the tradeshow on Wednesday and Thursday, and one ticket to the WRPA awards banquet.

HURRY! All WRPA members receive the Super Early Bird price of \$269 for the Full Conference until January 8! Register online: WRPAToday.org

After January 8:

WRPA Platinum Members Full Conference: \$269 (through March 11 - increases to \$299 on March 12)

WRPA Members Full Conference: \$299 (through May 11 - increases to \$315 on May 12)

Student Pre- and Full Conference: \$59

One-Day-Registration: Members: \$179 | Non-Members: \$199

Non-Members Full Conference: \$379

Awards Banquet Only: \$60

Pre-Conference Activities

Golf Tournament | \$55 WRPA Members / \$60 Non-Member

Join parks and recreation professionals from across the state in this fun and friendly golf tournament. The 2016 tournament will be run as a scramble. You will play the best shot from each location to try and get the lowest score.

Paintball | \$38 WRPA Members / \$42 Non-Member

Paintball is a fast paced game of strategy, excitement and fun! You will be divided into teams and play a variety of games including, storm the castle, capture the flag, and old fashioned elimination. This is the perfect opportunity to claim bragging rights between your coworkers and friends!

Tuesday Evening Social - 5-10pm

Lombardi's Italian Restaurant

After a fun afternoon at the pre-conference activities, relax with food and drinks on the beautiful Everett waterfront! This no-host event will take place in the Harbor Room and patio (weather permitting) at Lombardi's. Lombardi's is located on the Everett marina and offers spectacular views of the marina and harbor at sunset. It is also a short drive to both conference hotel options.



Cover photo courtesy Snohomish County Tourism Bureau

Register online: www.WRPAToday.org or call the WRPA office at 888-459-0009

CONFERENCE AT A GLANCE

Tuesday, May 3

Student Pre-Conference 11am-3pm
 Off-Site Institute/Park Tour TBD
 Paintball Tournament 3-5pm
 Golf Tournament..... 1-5pm
 Tuesday Night Social..... 5-10pm

Wednesday, May 4

Registration 7:30am-5pm
 Opening Keynote: Dr. Colleen Hacker 9-10:15am
 Break 10:15-10:30am
 Educational Session #1 10:30-11:45am
 Lunch with Exhibitors 11:45am-1pm
 Educational Session #2..... 1-2:15pm
 Trade Show Break..... 2:15-3pm
 Educational Session #3..... 3-4:15pm
 Pre-Banquet Social..... 4:45-5:45pm
 Banquet & Awards Presentation 5:45-7:45pm

Thursday, May 5

Registration 7:30am-5pm
 Opening Keynote: Ben Klasky..... 9-10:15am
 Trade Show Break..... 10:15-10:45am
 Educational Session #4..... 10:45-Noon
 Lunch with Exhibitors Noon-1:15pm
 Educational Session #5..... 1:15-2:30pm
 Break 2:30-2:45pm
 Educational Session #6..... 2:45-4pm

Friday, May 6

Post-Conference Summit..... TBD

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Sarah Olson, Co-Chair

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Shelley Brittingham	Jefri Peters
Andrea Clay	Scott Purdy
Lori Cummings	Sarah Sandquist
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EDUCATION SESSIONS: WEDNESDAY

Opening Keynote

Dr. Colleen Hacker



We are pleased and honored to welcome Dr. Colleen Hacker as the opening speaker for the 2016 WRPA Annual Conference.

Dr. Hacker has served as the U.S. Women's National Team's Mental Skills Coach since 2011. She is an internationally recognized authority on the psychology of peak performance and a sports psychology consultant. Dr. Hacker has served as the Sport Psychology Consultant to the Women's U.S. National Soccer Team since 1996. During her tenure, the National Team won a Gold Medal at the 1996 Olympic Games, the 1998 Goodwill Games and the 1999 World Cup. Named as an Assistant Coach in 2000, Dr. Hacker helped lead the National Team to a Silver Medal at the Sydney Olympic Games and a third place finish in the 2003 World Championships. The team also won a Gold Medal in the 2004 Olympic Games in Athens, Greece. The United States is the only country in the world to finish in the top three of every major world championship in soccer history.

In addition to her work with the National Soccer Team, Dr. Hacker works with professional, international and Olympic athletes in a variety of sports. Her strategies for peak performance are sought by corporations, business groups, professional sport teams, civic organizations and both print and television media.

With more than 30 years of experience in higher education, she is currently a Professor in Kinesiology at Pacific Lutheran University in Tacoma, Washington. Dr. Hacker has conducted extensive, applied research in the field of sport psychology with particular emphasis on peak performance, team building, leadership, mental toughness and psychological skills training for excellence.

We are certain this is a keynote presentation you won't want to miss!

Educational Session #1

Wednesday, May 4, 2016 • 10:30 to 11:45 am



Community in Crisis: Lessons Learned and Prevention Suggestions

Tara Mizell, Parks and Recreation Services Manager, City of Marysville
Mark Thomas, Police Lieutenant, City of Marysville
Jon Nehring, Mayor, City of Marysville

On October 24, 2014, a juvenile gunman shot four students at Marysville-Pilchuck High School before fatally shooting himself. Three of the four high-school students died from their wounds. This session will focus on lessons learned from a community in crisis. We will explore a variety of topics including identification of primary agencies, partnership formation, donation management, social media, trauma and secondary trauma, working with elected officials, volunteer management protocol, grant funding and prevention strategies.

Learning Objectives:

1. Participants will learn to create and/or improve their current emergency plans.
2. Participants will receive a toolkit and learn critical strategies to facilitate community preparation before a crisis occurs.
3. Participants will learn the value and necessity of creating lasting community partnerships before a crisis occurs. This will include a list of potential partners.



EDUCATION SESSIONS: WEDNESDAY



Evaluating the User Experience

Nancy Kartes, Bellevue Botanical Garden Manager,
Bellevue Parks & Community Services

Colin Walker, Community Relations Coordinator,
Bellevue Parks & Community Services

Chuck Lennox, Principal, Cascade Interpretive
Consulting LLC

Every facility struggles to collect the right data on customers' experiences. Learn how the Bellevue Botanical Garden has leveraged a variety of tools to understand how well it achieves its mission from the visitor perspective. It's all about connecting the dots: know yourself, your mission, your customers and your funders' objectives. See a demonstration of several tools that the Bellevue Botanical Garden and other Bellevue Parks & Community Services facilities are using to evaluate their programs and to ensure services are both relevant and effective.

Learning Objectives:

1. Participants will discover tools that illustrate program and service relevance and effectiveness.
2. Participants will gain an understanding of survey methodology.
3. Participants will learn how localized survey data collection can support department-wide performance measures and data-based decision making processes.



The Ins and Outs of Synthetic Turf Infill Products

Robert Harding, Principal,
D.A. Hogan & Associates, Inc.

Styrene Butadiene Rubber (SBR) or "crumb rubber" infill has been the most widely used infill in synthetic turf fields over the last decade, yet has recently been questioned for potentially harmful chemicals. Agencies are looking for options and this session will provide an opportunity to learn about a wide variety of turf infill products. The speaker will talk about product selection, discuss the opportunities and challenges associated with the various products and provide information on the infill process from start to finish. Learn the ins and outs of the various types of infill

products to help you decide what infill option may be best for you!

Learning Objectives:

1. Participants will be able to identify the components of a synthetic turf field and the infill process.
2. Participants will learn about the different infill products on the market and the pros/cons of each product.
3. Participants will utilize the tools learned to identify suitable infill products for future projects.



Successfully Hosting Multi-Sport Adventure Races in Public Parks

Todd Elsworth, Executive Director, Recreation
Northwest

Lance Romo, Recreation Coordinator,
City of Bellingham Parks and Recreation

Multi-sport events are hotter than ever and the best venues for these events are often public parks, but there are challenges with choosing these venues. Regular users of the parks often oppose these events, not to mention the concern regarding wear and tear on the park facilities. This session will highlight the successful 14-year business relationship between Bellingham Parks and Recreation and Recreation Northwest, a multi-sport event organizer. Case studies will be shared including the Bellingham Traverse, which features running, mountain biking, road biking and kayaking and extensively uses City of Bellingham park facilities. The presenters are excited to share the tools they have developed over the years to ensure events run smoothly and have a positive impact on the community!

Learning Objectives:

1. Participants will learn how to work with race directors on proposals for active use of parks.
2. Participants will learn the importance of developing and implementing a code of conduct for multi-sport events.
3. Participants will understand best management practices for multi-sport events taking place in public spaces.

EDUCATION SESSIONS: WEDNESDAY



That would NEVER happen in my Camp!

Katie Johnson, Professional Development Specialist,
American Camp Association

For almost 30 years, the American Camp Association (ACA) has provided real-time support to day and resident camps nationwide through their Camp Crisis Hotline. ACA staffers will share “lessons learned” from their hotline experience including tricky health matters, personnel issues, allegations of abuse, parent behavior challenges and things far more complicated than we have space to list here! Join in this session for a discussion of case studies and take away resources to assist you and your team when dealing with those “unexpected situations.” If you run Summer Day Camps this session is a MUST for you!

Learning Objectives:

1. Participants will understand recent trends in day and resident camp crisis issues.
2. Participants will learn response strategies based on selected case studies.
3. Participants will become familiar with summer camp support resources available during times of crisis.



Disrupting Habitual Ways of Thinking

Tracey Lovejoy, Principal, Lovejoy Consulting

It's easy for all of us to get stuck in our habitual ways of thinking and working. The risk is that we are likely to use the same tools with the same people, often leading to similar outcomes. When we disrupt our habitual ways of thinking we are able to see past our blind spots, which results in innovative and improved solutions. The speaker will share why habitual thinking is an evolutionary reality, case studies of where habitual thinking has caused damage to teams and then detail tools from anthropology and design thinking that can be used to “see” and explore in new ways. Learn how to help you and your team tackle old problems with new vigor!

Learning Objectives:

1. Participants will understand the benefits and drawbacks of habitual thinking.

2. Participants will become more aware of their habitual behaviors, especially in times of stress, and consider the impact their patterns have on a team.
3. Participants will experience and discuss tools that can help disrupt habitual thinking and make a team more cohesive and healthy in the process.

Educational Session #2

Wednesday, May 4, 2016 • 1 to 2:15pm



Recovering from Disaster: the Whitehorse Trail Two Years After the Slide

Tom Teigen, Director, Parks & Recreation, Snohomish County

The March 2014 Highway 530 slide affected area residents in catastrophic and permanent ways. In total, 43 lives were lost and the rescue/recovery efforts extended over 6 months. Following the slide, area communities identified priorities to assist in recovery. One of these priorities was to promote economic development, and recreation improvements were targeted as a key to achieving this objective. The Whitehorse Trail stretches 27 miles between the City of Arlington and the Town of Darrington and runs through the slide area. Development of the trail was elevated as a priority and federal, state and local agencies came together to support the project. Snohomish County is continuing to work on this effort and will share their experience working with multiple stakeholders (WS-DOT, RCO, FEMA, the City of Arlington, the Town of Darrington, affected families, non-profit organizations and others. This is a great opportunity learn about the intricacies and sensitivities of completing a project in the midst of a major recovery effort.

Learning Objectives:

1. Participants will understand the importance of public facility development to support community recovery.
2. Participants will learn about the process used to understand and balance the interests of various project partners.
3. Participants will learn about the positive economic impact of regional parks and trails on rural communities.

EDUCATION SESSIONS: WEDNESDAY



The Park Planner's Dilemma: Natural Areas & Recreation

Steven Starlund, Parks and Open Space Planner,
Kitsap County Parks

Arno Bergstrom, Parks Forester, Kitsap County Parks

The story is familiar to many...your agency acquires open space with streams, forested landscapes and natural areas with the intent to preserve and protect wild and native areas. Then in a flash, recreation enthusiasts start dreaming about increased uses and before you know it the recreational users are squared off with the environmentalists...and that my friends is the, "Park Planner's Dilemma." The good news is this relationship can work with a healthy dose of good-science assessments, stewardship zoning and a "consent" public involvement process for balancing appropriate recreational uses with conservation planning principles.

Learning Objectives:

1. Participants will understand the short-term and long-term impacts of recreation activities on wildlife and habitat and identify strategies to balance the two uses.
2. Participants will learn the basic tenets of restoration forestry and strategies to develop healthy and diverse ecosystems through active management.
3. Participants will learn to develop and apply landscape classifications (stewardship "zoning") to the land management and park design program.



The Art of Mentor Leadership

Adriano Eva, Athletics Supervisor, Spokane Parks and Recreation

Effective leaders know that great people, not great programs, make an organization successful. In this session we will discuss practical leadership and employee development principles. Practicing these principles creates a multiplier effect, empowering staff to successfully manage increased responsibilities which will open doors for greater collaboration. The "Art of Mentor Leadership" in employee development is a leadership philosophy that attracts talented indi-

viduals to your team and builds a lifetime of professional connections.

Learning Objectives:

1. Participants will understand the value of mentorship in employee development.
2. Participants will demonstrate ways they can improve their leadership and employee development efforts.
3. Participant will explore real life examples and outcomes of using mentorship employee development.



Learning to Ride the Wave of Change

Tracey Lovejoy, Principal, Lovejoy Consulting

Janet Williams Hepler, Principal, Highline Coaching and Consulting

The landscape in which we work has shifted dramatically...and continues to do so. Unpredictability has become a norm, rather than a once in a while surprise. Trends and competitors are popping up so quickly that data is out of date by the time it is published. Change is the new standard. But change is hard. So how can we prepare ourselves and our teams for this constant roller coaster of change? This session will begin by exploring ways our work contexts have been changing and the impact that is having on workplaces and the individuals that staff them. Then we will discuss the mindsets and skills that are needed such as flexibility, respect for multiple perspectives and the ability to make sense of data in the moment. And finally, the session will conclude by identifying specific strategies to not just cope with change, but fully embrace change.

Learning Objectives:

1. Participants will understand how our work context has changed in recent years and the impact that is having on workplaces.
2. Participants will learn the mindsets and skills that are needed to manage the significant change we are experiencing and will continue to experience.
3. Participants will learn strategies to cope with and embrace change.

EDUCATION SESSIONS: WEDNESDAY



Writing for the Web

Shelly Smith, Web Content Manager, Seattle Parks and Recreation

Katie McVicker, Communications Aid, Seattle Parks and Recreation

Your website is typically one of the first places your customers will look for information about your programs, parks and events. How effectively does your website communicate your key messages? Is your message clear and succinct? This session will teach you to segment your audience for website content, think critically about audience needs, frame those needs accurately and write excellent content. It's all about focusing on plain language, making information visual and setting goals for your web pages!

Learning Objectives:

1. Participants will learn the keys to developing written content for the web.
2. Participants will learn to identify web audiences and user needs.
3. Participants will learn to simplify website messages, content and information.



Community Partners for Community Events

Marianne Johnson, Recreation Assistant, City of Shoreline

Regan Farmer, Outdoor Guide, City of Spokane

Melissa Mackelvie, Outreach Coordinator, Evergreen East Mountain Bike Alliance

So many great special event ideas and so little time! And little funding too! But don't let these limitations discourage you. Your community is ripe with assets and people willing to help bring life to these programs. The speakers will share their experiences creating new special events with the help of key community partners. The highly successful Million Stair & Step Challenge (Shoreline) and the Spokatopia Outdoor Adventure Festival (Spokane) will be featured as part of the discussion. Please join us for an engaging session on partnerships, new events and funding and marketing strategies – all tools you'll need to bring life to new events in your community!

Snohomish County Tourism Bureau



Learning Objectives:

1. Participants will generate at least three ideas for new events in their community.
2. Participants will identify potential resources and partners in their community to support development of new special events.
3. Participants will learn the strategies to develop joint marketing and funding plans with community partners.



Dog Park Stewardship: Owners, Oversight and Ongoing Management Strategies

Dianne Canafax, Founder & President, Kitsap Animal Rescue & Education (KARE)

Off-leash dog parks provide an essential opportunity for physical and mental exercise for dogs and their owners. But let's face it, putting fido in an enclosed area with 50 of his closest four-legged friends, often leads to challenges. And the two-legged owners are sometimes part of the problem. The speaker has developed operating recommendations based on her many years as a certified dog trainer and dog park stewardship consultant to multiple park and recreation agencies. The session will focus on design improvements, safety issues, establishing a stewardship program and doggie cooperation strategies. Your tail will certainly be wagging after you attend this session!

Learning Objectives:

1. Participants will be able to identify the keys to implementing successful dog park stewardship programs.
2. Participants will learn strategies to implement creative dog park education programs.
3. Participants will learn and understand alternative strategies for dog park management.

EDUCATION SESSIONS: WEDNESDAY

Educational Session #3

Wednesday, May 4, 2016 • 3 to 4:15pm



Blue Ribbon Community Events: The Key Ingredients

Peggy Doering, Executive Director, Valleyfest

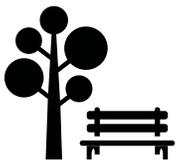
Carol Carter, City of Spokane Valley

Jennifer Papich, Recreation Coordinator,
City of Spokane Valley

Two parts strong community advocates, one part great staff, two heaping scoops of marketing, a pinch of humor, a dash of determination and voila...a perfect volunteer run community event! Although it may not be quite that simple, the City of Spokane Valley and Valleyfest cooked up something pretty special and they are ready to share their "secret ingredients." You'll learn how a small neighborhood event grew into a multi-day regional celebration that is 100% run by volunteers. The session will focus on the keys to the partnership and strategies for working with community organizers. Participants will also come away with a toolkit of information they can use in their own agency!

Learning Objectives:

1. Participants will learn the primary components of a successful community-based event model.
2. Participants will learn key elements to fostering healthy relationships with volunteer leaders.
3. Participants will learn strategies to sustaining large-scale regional events utilizing a volunteer base.



Urban Tree Planning and Care

Ryan Fowler, Lead Arborist, City of Kirkland

Do you have the right tree in the right place? Sometimes it's hard to know, but choosing the wrong species and/or planting in the wrong place could prove costly to your agency. This session will focus on tree planting strategies to minimize risk, reduce maintenance and maximize your investment in urban trees. This discussion is geared towards maintenance staff, non-arborists (of course arborists are O.K. too) and tree planters everywhere!

Learning Objectives:

1. Participants will learn the "right-tree-right-place" philosophy.
2. Participants will understand the characteristics of a "dangerous tree" and risk management strategies for managing urban trees.
3. Participants will learn new maintenance strategies to ensure tree health and longevity.



Ensuring Youth Programs Meet Washington's New Quality Standards

Jody Rosentswieg, Consultant,
School's Out Washington

National research has confirmed that high quality programs positively impact social, emotional and academic outcomes for youth. Conversely, low quality programs have no impact. Youth program providers this is your opportunity to learn about research-based practices that you can implement in your programs – it's easier than you think! You'll learn about program assessment tools, strategies for accessing professional development resources and you'll take home a copy of Washington Quality Standards for Afterschool and Youth Development Programs. Don't miss this incredible opportunity to grow and strengthen your youth programs!

Learning Objectives:

1. Participants will learn about current research on quality practice and youth program outcomes.
2. Participants will understand what is included in the Washington Quality Standards for afterschool and youth development programs.
3. Participants will identify three ways they can implement the quality standards in their own programs.

EDUCATION SESSIONS: WEDNESDAY



Collaborative Trips & Tours: Seniors and Beyond

David Schmidt, Senior Services Coordinator,
City of Federal Way

Rocky Kirwin, Recreation Coordinator, City of Auburn

Stuck in a rut planning your trips and tours? Thinking that if you make one more trip to the casino it might be your last? There is hope and it comes in the form of this session! The presenters will introduce the collaborative trip planning model, which joins together multiple agencies to increase buying power and expand program offerings. The session highlights will include choosing a partner, tour management and smart budgeting for full cost recovery. This trips and tours “makeover session” is just what you need to refresh and rejuvenate your program line-up! Better yet, it’s for all ages!

Learning Objectives:

1. Participants will learn the keys to partnering with other municipalities for trips and tours.
2. Participants will learn about trip and tour budgeting for success and full cost recovery.
3. Participants will review sample itineraries and understand critical steps necessary to ensure tour planning success.



Building an Inclusive Community

Preeti Shridhar, Deputy Public Affairs Administrator,
City of Renton

Renton is one of the fastest growing cities in the Puget Sound area and like many other cities has experienced a significant shift in population in recent years. From 2000 to 2010, the minority population in the City of Renton grew by 165%. As a public service agency, it is critical to recognize and understand these changing demographics in order to effectively address citizen needs, ensure programs are accessible and to strengthen community connections. The City of Renton established a network of community leaders, representing various cultural and ethnic groups and is utilizing this robust network to connect with the community. Renton’s model addresses many key priority areas including community and public safety; access to health and human services; strong, vibrant neighborhoods; respect and dignity; and, meaningful civic participation and community engagement. This workshop will provide an overview of the community liaison program including steps you can take to implement a similar program in your community!

Learning Objectives:

1. Participants will understand the foundations of the community liaison model.
2. Participants will learn the steps necessary to implement and sustain a community liaison model.
3. Participants will understand the community benefits of a cross-cultural community outreach strategy.



EDUCATION SESSIONS: THURSDAY

Opening Keynote

Ben Klasky



We are pleased and honored to welcome Ben Klasky, CEO of IslandWood on Bainbridge Island and our Thursday keynote speaker!

Mr. Klasky's work at IslandWood gives him the opportunity to work daily on two of his greatest passions - education and the outdoors. Each year, IslandWood's 200+ staff and volunteers teach thousands of urban children using nature as a classroom. Many of these kids have never hiked in the woods or walked on a beach before participating in IslandWood. IslandWood boosts the students academically, builds their self-confidence and helps them tackle challenges in their communities.

Mr. Klasky believes that in order to change the world, an organization must be prepared to change with the world. Thus IslandWood is adding two new initiatives to its current flagship programs. First, a city-based program is addressing the fact that 80% of children now live in or near urban settings. This program will develop a new generation of educators to connect children with urban nature. Second, a "Nature Passport" smartphone app is leveraging cutting-edge technology to drive children off their couches to play and explore outside.

Ben also teaches a graduate course on Social Entrepreneurship at the University of Washington, and seminars in Nonprofit Management through Seattle Pacific University. He has been appointed by two different Governors as an advisor to boost Washington's education system, environment and economy.

Please join us for Mr. Klasky's inspiring presentation on "The Power of Getting Kids Outside!"

Educational Session #4 Thursday, May 5, 2016 • 10:45am to Noon



Using Health Data to Power Results

Sarah Olson, Deputy Director, Lynnwood Parks, Recreation & Cultural Arts Department

George Kosovich, Assistant Superintendent, Verdant Health Commission

Increasingly our industry is being asked to justify its purpose and budgets. Among the myriad of roles we play, becoming a health and wellness provider has become a new mandate. In the mighty age of data, using health data can be a powerful tool to fuel your funding requests, report program results and demonstrate how your facilities and programs play a vital role in the health of the community. In this session, you will be introduced to how and where to mine data sources and ways to effectively use data to support your programs.

Learning Objectives:

1. Participants will learn how using health data can be a successful funding and justification strategy.
2. Participants will be introduced to where they can access and mine multiple datasets.
3. Participants will be provided examples of how to connect health data to their facilities and programs for funding requests or justification reports.



Sizing up Your Leadership Style: Tips to Improve Effectiveness

Kathleen Carie, CEO, Context International

There is no one size fits all when it comes to leadership styles. In this session, we'll explore the strengths and weaknesses of each leadership style and learn how to use this information to improve leadership performance. This is a great opportunity to learn a little more about yourself, understand the things that shape your personal style and how to use that information to improve communication and effectiveness in the workplace. This includes tips and strategies on working with others, especially those that have a style directly in conflict with your own!

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Learning Objectives:

1. Participants will understand their own unique leadership style.
2. Participants will learn how to identify the unique leadership style of others.
3. Participants will understand the value and necessity of different leadership styles and how to maximize effectiveness in the workplace.



Transforming Parks through Imaginative Play

Dennis Meyer, Principal, The Portico Group

Jacob Dumler, Associate Principal, The Portico Group

Sherry Smith, Interpretive Content Developer,
The Portico Group

Public parks provide imaginative play-based learning opportunities that teach and inspire children and adults to care about local nature, history, community and conservation. Each park and its surrounding environment has the potential to craft a unique and unifying storyline that feeds an endless collection of teachable moments concealed within both structured and unstructured play. Learn how your next park design project can impart informal learning through creative, engaging and site-specific play experiences and connect your community to nature and culture in new and meaningful ways!

Learning Objectives:

1. Participants will identify the different types of learning styles for children.
2. Participants will learn how to use unique site features to develop a storyline for park design that brings out creative play opportunities.
3. Participants will learn to apply play-based learning techniques to create immersive, rich visitor experiences through design.



Auditing to Improve Aquatic Staff Performance

Jeff Fryer, Aquatic/Fitness Director, River Road
Park and Recreation District

Consistent and thorough staff training and development are integral components of any well operated aquatics facility. But, how do you know if those training principles are being retained and applied? Are you confident your team is prepared to handle a critical incident? Internal and external auditing programs help measure the performance readiness of both the employees and the facility...and provide you with peace of mind. This session will delve into a variety of auditing and assessment tools including the "how to" of implementing an independent audit program. This auditing approach recently received the 2014 Outstanding Special District Program Award by the Special Districts Association of Oregon and the 2015 Outstanding Safety Award by the Oregon Recreation and Park Association.

Learning Objectives:

1. Participants will identify the numerous benefits of conducting both internal and external audits/reviews/assessments of staff performance.
2. Participants will learn how to develop, implement and conduct a variety of internal auditing techniques.
3. Participants will learn how to conduct external, professional peer evaluations at little or no cost.



Grassroots Partnerships: The Key to Unlocking Your Fundraising Potential

Jeff Milkes, Southeast and East Services Manager,
Portland Parks & Recreation

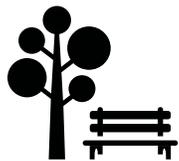
Each summer, Portland Parks and Recreation offers 125 outdoor concerts and movies, teaches children to swim and provides 120,000 free lunches at 50 different playground sites. This is all part of the City's Summer "Free for All" and as the name suggests, all for free. For the Parks Bureau, the program is anything but free, costing about \$1.8 million. Even during the great

EDUCATION SESSIONS: THURSDAY

economic crisis, Portland has been able to grow the program through innovative grassroots partnerships. These partnerships provide 80% of the funds needed to sustain the program. During the session, you will learn the keys to unlocking your fundraising potential through grassroots partnerships. Discover how Portland "freecycled" its summer program to become nearly self sufficient.

Learning Objectives:

1. Participants will learn to identify and organize grass roots groups to raise funds for summer special events in their own community.
2. Participants will learn to leverage volunteer groups to increase revenue.
3. Participants will learn to market summer events such that sponsors, businesses and individuals will seek out and compete for sponsorship opportunities.



Noxious Nightmares: Invasive Plant Identification and Management Strategies

Sasha Shaw, Education Specialist,
King County Noxious Weed Control Program

Catch that plant before it grows into a problem! Become an expert plant sleuth by learning to identify noxious weeds invading Washington, on both the western and eastern sides of the State. This session will cover the top offenders, weed classifications, identification and best management practices to prevent further infestations. Participants will learn about real case studies (and success stories) and take away hand-outs to help with noxious weed identification in your parks!

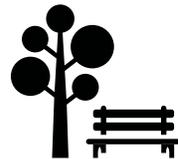
Learning Objectives:

1. Participants will learn about invasive plants and noxious weeds: what they are, where they come from and their impacts.
2. Participants will learn to apply strategies for preventing and managing invasive plants in a variety of different situations.
3. Participants will learn strategies to recognize and control some of the main invasive plant species that impact parks and recreation areas in Washington.



Snohomish County Tourism Bureau

Educational Session #5 Thursday, May 5, 2016 • 1:15 to 2:30pm



The Perfect Storm: New Stormwater Requirements & Long-Term Maintenance

Brice Maryman, Senior Landscape Architect,
SvR Design Company
Lolly Kunkler, Civil Engineer, SvR Design Company

In Washington State, new stormwater rules are taking local agencies by "storm." And while we all agree these new programs and rules are environmentally beneficial, maintaining the new parks infrastructure presents an entirely different challenge. Seattle Parks and Recreation recently undertook an effort to re-connect maintenance staff with design staff to ensure that new infrastructure meets long-term planning and maintenance objectives. This session will provide an overview of new state regulations, green stormwater infrastructure design principles and long-term maintenance strategies. If rain gardens, bioswales, permeable pavement or gray-water re-use systems are in your future, this session is for you!

Learning Objectives:

1. Participants will understand how new state regulations will necessitate further changes to sustainable stormwater strategies.
2. Participants will learn how to utilize the cooperative design-model, involving both park designers and maintenance staff.
3. Participants will review local case studies and apply cooperative design-model strategies.

EDUCATION SESSIONS: THURSDAY



The Parks & Recreation Prescription

Marielle Harrington, Healthy Communities Coordinator, Lynnwood Parks, Recreation & Cultural Arts Department

Keri Moore, Healthy Communities & Prevention, Snohomish Health District

Today's prescription for health starts in parks (and trails, gardens, pools, fitness programs, sports and more). Being a community health provider has become one of the most important mandates for parks and recreation. Adopting a Healthy Communities model will help you focus your efforts on preventing chronic disease and obesity by improving access to physical activity and healthy foods. Using community mobilization and public health principles and learning the Healthy Communities model will help you engage with people from diverse backgrounds, cultures and socioeconomic circumstances to help establish policy, program and environmental change to make your community a healthier community to live, work and play.

Learning Objectives:

1. Participants will identify program and facilities policies that can improve community health.
2. Participants will learn about potential changes that could be made to existing programs to improve community health deliverables.
3. Participants will learn about infrastructure and environmental improvement opportunities that can make a lasting impact on the health of the community.



Creating Inclusive Communities through Sports

Morgan Larch, Area Development Director, Special Olympics Washington

Heather Reddington, Recreation Specialist, Metro Parks Tacoma

Recreation service providers are continuously looking for ways to provide services and programs to people with intellectual disabilities. And yet, creating and sustaining programs for people with disabilities can be very challenging without the proper knowledge

and tools. The good news is, Special Olympics Washington has already developed some of these programs for you! The speakers will talk about Special Olympics partnership opportunities and how easily sports programs can be incorporated into your current recreation line-up. Even better, you'll take away a resource packet of sports programs available to your agency and strategies to get these programs started in your community!

Learning Objectives:

1. Participants will learn and understand the benefits of integrated/inclusive sports in parks and recreation.
2. Participants will learn how to incorporate inclusive sports programs and health initiatives into their programming line-up.
3. Participants will learn how sport programs can be modified to accommodate people of all abilities.



Conducting a Community Needs Assessment on a Shoestring Budget

Tom Powers, Program Supervisor, City of Eugene Recreation

Are you happy with your community needs assessment? Wait, you don't have one? As a parks and recreation provider, you need assurances that you're offering the right programs and services for your community. This session will help you get there by providing you with the tools to conduct an in-house needs assessment on a "next to nothing" budget. The speaker will walk you through the key components of a community needs assessment and introduce you to the tools needed to get the job done – surveys, focus groups, partner interviews and more!

Learning Objectives:

1. Participants will learn the basic components of a community needs assessment.
2. Participants will identify the tools and resources needed to perform a community needs assessment.
3. Participants will learn to utilize the data gathered to develop the final plan.

EDUCATION SESSIONS: THURSDAY



Diversity is Our Strength: Developing Bellevue's Diversity Advantage Plan

Elaine Acacio, Diversity and Inclusion Administrator,
City of Bellevue

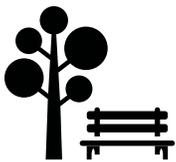
Mark Manuel, Outreach and Engagement Administrator,
City of Bellevue

Jennifer Mechem, ADA/Title VI Coordinator,
City of Bellevue

As with many communities throughout the state Bellevue has changed dramatically in recent years and the City's diversity has become a defining characteristic. How are you, your organization and community preparing for this change? Speakers will share the history and process used to create Bellevue's "Diversity Advantage Plan" including outreach to the community and internally within the organization. Speakers will provide examples and a written plan describing Bellevue's Council-adopted Diversity Advantage plan and its 60 recommendations.

Learning Objectives:

1. Participants will learn the main components of a diversity plan.
2. Participants will learn the key steps to implementing a cultural competency assessment for their organization.
3. Participant will learn several strategies for engaging a diverse community.



Dealing with Drought: Making Tough (and Smart) Choices

Karen Galt, Landscape Architect, Seattle Parks and Recreation

In September 2015, almost 65% of the state was classified on the U.S. Drought Monitor as extreme, with an estimated 6.6 million people affected in Washington State. And our state's historic drought isn't over yet. It is expected to stretch into a second year. Is your agency prepared to meet the challenges produced by this double dose of drought? As one of the largest single consumers of water in the City of Seattle, Seattle Parks and Recreation has had to respond quickly and decisively to maintain our living assets while ensuring that we don't bust our budgets on our water bill. Landscape Architect and water conservation specialist Karen

Galt will share what Seattle Parks and Recreation did in 2015 to handle a record dry spell, and how they're planning to deal with a similar situation in 2016.

Learning Objectives:

1. Participants will gain a better understanding of the tools needed to predict water use in your area.
2. Participants will prepare discussion points to develop a relationship with the local water utility.
3. Participants will be able to design a water shortage advisory plan for their agency.

Educational Session #6

Thursday, May 5, 2016 • 2:45 to 4pm



More than Unicorns and Rainbows: Engaging LGBTQ Teens

Randy Wiger, Recreation Program Coordinator, City of Seattle Parks and Recreation

Lesbian, gay, bisexual, transgender and queer (LGBTQ) teens are coming out ever earlier it seems, yet too many face heavy burdens as young people, so much so that every year some take their own lives. One burden we can change is to make our recreation programs more welcoming to these vulnerable populations. Do you know how well your teen programs are serving LGBTQ youth? Find out how your programs and facilities can become safe and welcoming places for all teens, including LGBTQ teens.

Learning Objectives:

1. Participants will assess the attitude and climate of their facility/program towards LGBTQ teens.
2. Participants will understand the critical components that make a facility/program safe for LGBTQ teens.
3. Participants will identify three elements of their facility/program to change to ensure a welcoming and safe environment for LGBTQ teens.

EDUCATION SESSIONS: THURSDAY



Snohomish County Tourism Bureau



Volunteer Management A to Z

Patrick Tefft, Volunteer Services Coordinator, City of Kirkland

Volunteer engagement professionals (the fancy term for those who supervise and support volunteers) must balance creating positive, rewarding and safe experiences for volunteers with managing risk and meeting the needs of the organization. Phew! That's a lot to juggle! This volunteer management primer will highlight best practices for recruitment, screening and training while also touching on risk management strategies and tips for navigating a union environment. Come prepared to share your experiences and develop strategies to improve your volunteer program!

Learning Objectives:

1. Participants will learn best practices for recruitment, screening and training.
2. Participants will be able to identify and evaluate potential liabilities and learn key risk management principles.
3. Participants will participate in peer discussion/round tables to share policies and discuss opportunities for instituting change within their organizations.



Play on! Promoting Physical Activity Across Generations

Tom Norquist, Senior Vice President of Marketing, Design and Product Development, GameTime/PlayCore

Through innovative programming and design strategies, physical activity can be thoughtfully infused throughout community park and playground settings. Learn how communities have championed initiatives to encourage active lifestyles, promote multigenerational use and motivate people of all ages to MOVE!

Learning Objectives:

1. Participants will understand the key design strategies for creating outdoor play environments that promote physical activity.
2. Participants will identify unique programs that can be offered at park facilities to promote physical activity and fitness.
3. Participants will understand current research and national initiatives surrounding obesity and the role that parks and recreation plays in promoting physical activity.



Take Two Hikes & Call Me in the Morning

Jon Smith, Health Promotion Specialist, Association of Washington Cities

Dr. Patch Adams once characterized health as “a body toned to its maximum performance potential, a clear mind exploding with wonder and curiosity, and a spirit happy and at peace with the world.” When we define health this way – as much more than the absence of disease – it's clear that “Go Play!” is a perfect prescription for well-being. Recreation offers fun, challenge, adventure and growth that can exercise bodies, refresh minds and renew spirits. It's essential to a healthy lifestyle. As providers of recreation services, we take so much time to provide these opportunities for others, that we often forget to engage in our own well-being. Healthy teams start with healthy leaders! Let's work together in this interactive session to understand a holistic model of health, discuss strategies to engage our staff and ourselves in recreation and take away a toolkit to implement a wellness plan in your workplace.

EDUCATION SESSIONS: THURSDAY

Learning Objectives:

1. Participants will understand the holistic model of health and explore related, emerging research on topics including meaning, purpose and happiness.
2. Participants will examine ways in which recreation builds "self" and staff well-being and discuss strategies to engage in these activities.
3. Participants will utilize tools from the field of health promotion to implement a sustainable wellness strategy in their workplace.



Reimagining the Business of Recreation

Caroline Wallace, Recreation Consultant, Washington State Play and Parks Structures

Are we running a business? Or providing community services? In all likelihood, parks and recreation providers are probably doing both. But let's face it, blending the two operating models is not easy. It's a constant balancing act between competing on the open market, while still holding true to the values of equity, access and community building. This session will address the complexity of this market and provide you with the tools to reimagine your business approach. Come prepared to talk about innovation and creativity as the foundation of your next business plan!

Learning Objectives:

1. Participants will learn the customer-centric approach studied in business schools and how to apply this model to their own agency.
2. Participants will identify underutilized resources that can be deployed to better compete in the business market.
3. Participants will walk through a SWOT (strengths, weaknesses, opportunities and threats) analysis of a business model and learn to apply the same methodology to their own organization.





Exhibitors: Reserve your trade show booth today!

New features this year include:

- Extended trade show hours on Wednesday, May 4
- Daily keynote addresses and the annual banquet social will be held in the arena, giving exhibitors more time with attendees
- Option to order food and beverages to be served in your booth
- Exhibitor passport card program to increase attendee visits

Exhibition Options	Member Rate	Non-Member Rate
10x10 booth	\$950	\$1,250
10x20 booth	\$1,850	\$2,450
20x20 booth	\$3,100	\$3,900
6' Display Table	\$450	\$600

Exhibit booths include

- 10 x 10 exhibit booth space includes 8' skirted, dressed table, two chairs, pipe and drape, identification sign
- Two (2) complimentary conference registrations with nametag identification as exhibitor
- Full access to conference sessions and meals for two exhibitor representatives
- Company name and link on conference website
- Company name listed on conference sponsorship signage and on screen during chosen sponsored event
- Company name and contact information listed in conference printed program
- Company listing in mobile event app*

Booth space is limited, so call the WRPA office at 1-888-459-0009 to reserve your space today!

Ask us about other sponsorship opportunities available, including:

WRPA Business Institute
 Certified Playground Safety Instructor Training
 Playground Maintenance Institute
 WRPA Risk Management School
 WRPA Leadership Development Series
... and more!

* Mobile app benefits are contingent upon securing a sponsor to produce the app. All other benefits and pricing are subject to change.