

2016 Fall Summit

Focus on Success

Washington Recreation and Park Association



Warren G. Magnuson Park

Thursday, October 13, 2016

Program: 9 a.m. - 4 p.m.

Social: 4:30 - 7 p.m.

How to Register

Fall Summit Registration Rates

Student Rate:	\$55
Early Bird Member Rate:.....	\$149
Early Bird Non-Member Rate:.....	\$169
Platinum Members Rate:	\$149 (Ongoing)
Regular Member Rate:.....	\$169
Regular Non-Member Rate:..	\$189

**Early Bird prices good through
Friday, September 23, 2016.**



Registration FAQs

■ I am with the City of Seattle - what do I do to register at a discount?

WRPA is offering a discount to City of Seattle attendees, as a thank you for the generous use of Magnuson Park. Please contact the WRPA office for more information.

■ Can I register multiple attendees at one time?

Yes! You may register up to 10 additional attendees on the registration form. If you plan on registering more than 10 attendees, please contact the WRPA office.

Please read the instructions below and follow the steps that fit your needs:

■ How to register other attendees ONLY (not including yourself):

In the section "Registration" please select the option "I am only registering other employees". By selecting this option, you will not be charged a registration fee. Next, in the "Registering Other Employees?" section, indicate the number of "guests" you are registering. You will be taken to a separate page to enter their information.

■ Can I pay with a credit card?

Yes. We accept Discover, Mastercard, and Visa. Payment may also be made by check, if you select "invoice me" (see instructions below). Checks should be mailed to the WRPA office once you have received your invoice.

■ When is the registration fee due?

Payment is due within 30 days of registration.

■ How do I receive an invoice for payment?

Upon completion of the registration form, please select "Invoice me". You will then receive a system-generated invoice via email.

■ What is the cancellation/ refund policy?

All cancellations must be submitted via email WRPA. Cancellations submitted on or before October 4, 2016 will receive a refund, less a \$20 processing fee. No refunds will be given for cancellations received after October 4, 2016. Substitute attendees will be permitted, and requests for substitutions must be submitted via email.

■ Whom can I contact if I have further online registration questions?

Please contact the WRPA office at wrpa@wrpatoday.org, or call 888-459-0009 if you have additional questions.

Keynote Speaker

Join hundreds of your colleagues from across the region on October 13 at Magnuson Park in Seattle, for an inspiring day of professional development and networking.



Keynote Speaker: Adnan Mahmud

9 - 10 a.m. in the Bldg 30/Hangar
Connecting the Dots: The Story of Great Work

Everyone wants to change the world, but few of us are lucky enough to have the opportunity to do it. The trick is to make the most of every opportunity and believing that by the end, through these experiences you will have changed the world. Growing up, Adnan never thought he would be leading a US company that sells to

governments. He will share his personal journey and how each experience led him to founding LiveStories.

Adnan Mahmud is the founder and CEO of LiveStories - a Seattle-based startup building data tools for non-data people, simplifying data analysis, visualization, and presentation for everyone.

LiveStories is being used by governments and large non-profits, like the Bill and Melinda Gates Foundation, government of Nigeria, and county health departments in California, to make smarter decisions. Adnan has been featured on TEDx, CNN, NPR, and Huffington Post. Read more about our speaker.



Exhibit and Venue Information

Sponsor or Exhibit at the Fall Summit!

When you sponsor WRPA, you demonstrate your commitment to the park and recreation industry. Your company will also benefit from widespread recognition among WRPA members and people who attend our conferences and trainings. Contact the WRPA office to learn more about sponsorship opportunities!

We are also looking for Exhibitors who share our excitement for the recreation industry and will find value in connecting with our parks and recreation professionals. Secure your table space for this exciting Conference, that will provide a full day of fun.



Pricing:

WRPA Members:..... **\$250**

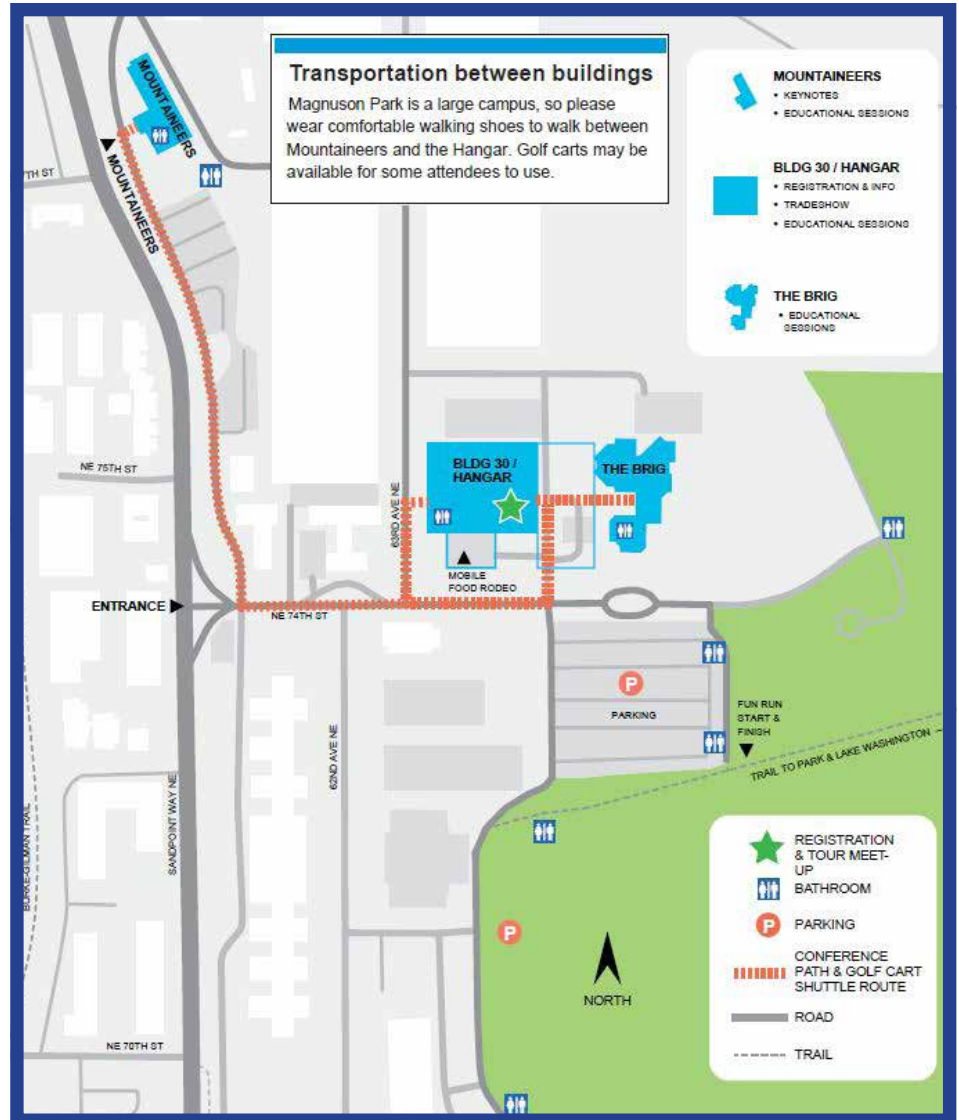
Non-Members:..... **\$375**

6' Display Tables:

One (1) 6' table, a chair, and identification sign.

One (1) complimentary conference registrations for full access to conference sessions and meals.

Company name and link on conference website.



Warren G. Magnuson Park

Magnuson Park Information: 206-684-4946

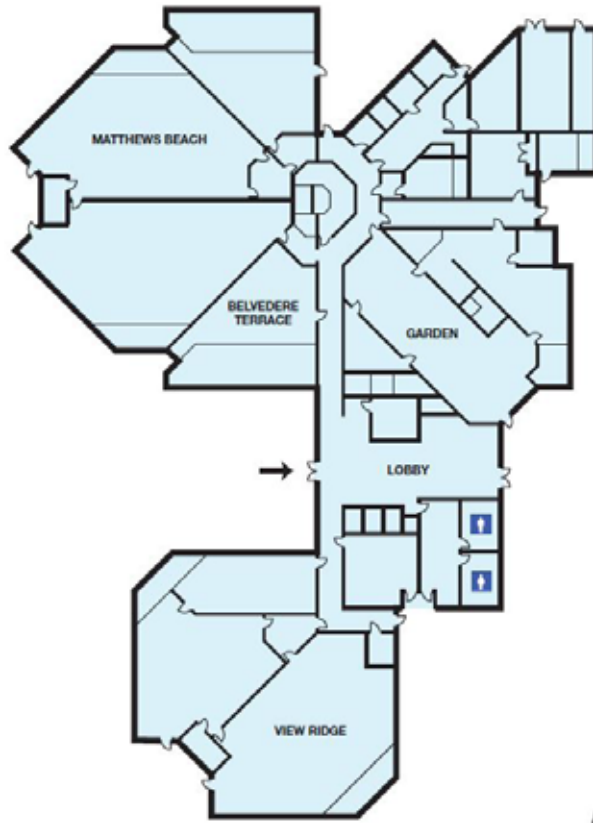
Address:

7400 Sand Point Way NE, Seattle, WA 98115

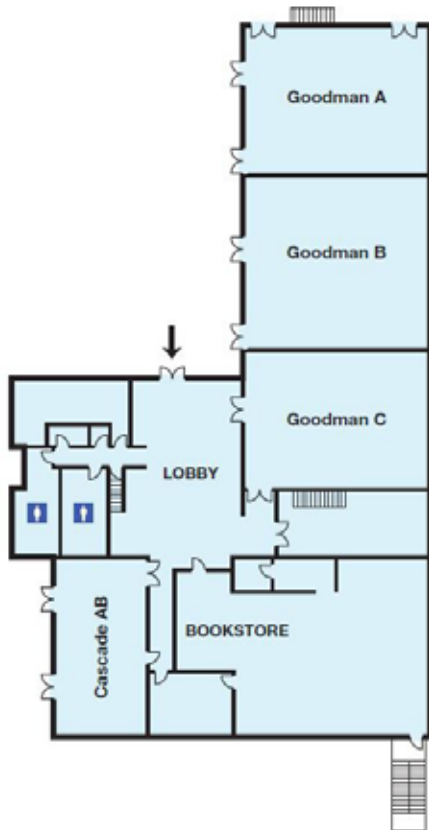
Website:

<https://wrpa.memberclicks.net/2016-fall-summit>

Venue maps next page.



THE BRIG



MOUNTAINEERS



BLDG 30/HANGAR



Session Description

Building a Strong and Diverse Team of Lifeguards

Session:
10:30 - 11:45 a.m.

Location:
Hangar, Classroom #1

Track: Aquatics

Speaker:
Kerrie Stoops, Aquatic Center Coordinator, Seattle Parks and Recreation
Alvin Barnes, Recreation Specialist, Seattle Parks and Recreation
Erin Bruce, Assistant Aquatics Coordinator, Seattle Parks and Recreation

Session Description:
Recruiting and retaining lifeguards is proving to be one of the most difficult staffing challenges facing parks and recreation organizations today. Seattle Parks and Recreation, one of the largest aquatics employers in our region, may have found a solution! Seattle has been focusing on a new lifeguard recruitment strategy the past three years, including improving the ethnic diversity of lifeguarding staff to better reflect the diversity of the community. The new recruitment strategy is having positive results! This session will include an introduction to Seattle's new recruitment strategy including basic recruitment, certifications, career planning for entry-level staff and the keys to working with young employees.

Liquor & Marijuana: Your Event and Current Laws

Session:
10:30 - 11:45 a.m.

Location:
Mountaineers, Goodman A

Track: Leadership & Management

Speaker:
Lt. Richard Manoli and Frank O'Dell, Washington Liquor and Cannabis Board

Session Description:
Do you know the laws regarding alcohol and marijuana at your special events? This session will help you navigate current Washington State rules and regulations and break down common misconceptions about alcohol and marijuana at events. This is a powerful opportunity to connect directly with the top operational authorities in the State on this very important subject.

WOW Customer Service

Session:
10:30 - 11:45 a.m.

Location:
Mountaineers, Goodman B

Track: Revenue/Customer Service

Speaker:
Donna Hutchinson, Owner, On the Edge Fitness Educators

Session Description:
Customer service today is about engagement and creating a "wow" experience that leaves a lasting and positive impression. It's this experience that creates a buzz around your programs and services and keeps people coming back and referring others to your programs. The key is knowing how to create that experience! This workshop will introduce the "wow" approach to customer service and you'll come away with five key customer service strategies to implement in your recreation facilities.

Annual Gold Sponsor



Session Description

Program Photography: Where to Stand, Where to Aim and When to Push the Button!

Session:

10:30 - 11:45 a.m.

Location:

Mountaineers, Goodman C

Track: Programming

Speaker:

Jason Becker, Professional Photographer, Jason Becker Creative
Jason Becker says “yes, I can help with that” a lot—offering photography, video production, graphic design and WordPress web design, he’s a one-man creative wrecking crew. Jason takes pride in serving as a versatile and cost-effective resource for companies and public agencies who may not have in-house creative staff, helping them tell their story in fresh and effective ways!

Session Description:

Shooting your own photos for marketing brochures? Wondering why you have shadows in the wrong places? Why your images just lack “punch” or end up unusable? If any of this sounds familiar, then this session is for you! The speaker will address fundamentals of program photography including “telling your story,” photo resolution, capturing shots on-the-spot and the challenging live-action photo. You may not have a super-awesome camera, but you can still take amazing photos using simple “tips and tricks” that will be provided to you as a session handout.

Kids, Teenagers & Sexuality: What’s Typical, What’s Not, How To Respond & Your Role!

Session:

10:30 - 11:45 a.m.

Location:

Mountaineers, Cascade

Track: Programming

Speaker:

Amy Lang, Sexuality Educator, Birds + Bees + Kids, LLC

Session Description:

Kids are exposed to more sexualized information at earlier and earlier ages and this is impacting their behavior, development and safety. In this workshop, participants will learn a quick assessment tool they can use to determine if a child or teen’s behavior is cause for concern, how to interact with kids in a kind and firm manner, when to report to CPS, how to handle parents and how to keep the kids (and themselves) safe.



Homelessness in Parks and Open Spaces

Session:

10:30 - 11:45 a.m.

Location:

Brig, Garden

Track: Leadership & Management

Speaker:

Ross Hoover, Recreation Supervisor, Issaquah Parks and Recreation

Troy Kemp, Community Resource Office, City of Issaquah-Police Department

Matt Mechler, Open Space Steward, Issaquah Parks and Recreation

Brian Berntsen, Deputy Director, Issaquah Parks and Recreation

Session Description:

Homelessness is on the rise locally and it is impacting our parks and open space areas. As parks and recreation professionals, we are often on the front lines of this response and certainly in need of more training and resources to respond effectively. This session will provide an opportunity to learn about Issaquah’s response to this problem and lessons learned. Come prepared to share your stories and strategies as there will be a portion of the session dedicated to a roundtable discussion.

Session Description

Race the Power of Illusion: Seattle's Race and Social Justice Initiative, Part 1

Session:
10:30 - 11:45 a.m.

Location:
Bldg 30, Conference Room

Track: Leadership & Management

Speaker:
Seattle Parks and Recreation
RSJ Team

Session Description:
The Race and Social Justice Initiative (RSJI) is the City of Seattle's citywide effort to realize the vision of racial equity. The Initiative works within City government and with community leaders to get to the root cause of racial inequity: institutional racism. RSJI training provides a common foundation for addressing institutional racism and for changing practices, procedures and policies to create racial equity. The knowledge and skills that participants take away from RSJI

training can be applied to many work challenges and situations. These sessions will be conducted by members of Seattle Parks and Recreation RSJ Change Team members. The training is in 3 parts and will run concurrent throughout the day. The training uses the three-part PBS video series, Race the Power of Illusion to examine historical and present-day causes of racial disparities. Participants view the video series and take part in interactive exercises to deepen their understanding of institutional racism and begin to apply their learning to their work setting. This session runs the full day and is limited to 30 participants. Priority will be given to attendees not employed by Seattle Parks and Recreation.



**TRADESHOW
& LUNCH**



Everyone Participates!

Session:
1 - 2:15 p.m.

Location:
Hangar, Classroom #1

Track: Programming

Speaker:
Dan Retailliau, Program Director,
Outdoors for All Foundation

Session Description:
Every recreation department needs to provide adaptive solutions to serve individuals with disabilities. The presenters from the Outdoors for All Foundation, will explain the basics of the Americans with Disabilities Act as it relates to recreation programs and operations. They'll also dive into best practices and program planning strategies that can be implemented immediately! And don't miss the second session, where you will have an opportunity to experience adaptive cycles and other adaptive equipment.

Annual Platinum Sponsor



**Northwest Playground
Equipment, Inc.**

Session Description

Everyone Swims! Increasing Access to Swimming and Water Recreation

Session:

1 - 2:15 p.m.

Location:

Hangar, Workshop

Track: Aquatics

Speaker:

Elizabeth Bennett, Guest Services and Community Benefit, Seattle Children's Hospital

Session Description:

Learning to swim is a critical life skill and yet many people in our communities face financial, cultural, social and logistical barriers that prevent them from accessing these critical services. In fact, children from low-income households or communities of color are much more likely to have little or no swimming opportunities. Seattle Children's Hospital, in partnership with local aquatic providers, has developed the "Everyone Swims" program to address these very issues. This session will introduce the program and provide information on increasing water recreation opportunities for children and families who are typically unable to participate.

Transgender 101 and Gender Segregated Facilities

Session:

1 - 2:15 p.m.

Location:

Mountaineers, Goodman B

Track: Leadership &
Management

Speaker:

Sharon Ortiz, Executive Director, Washington State Human Rights Commission

Session Description:

In many parks and recreation facilities, separate restrooms are provided for men and women. In some cases, questions can arise about which facilities a person should use. In Washington State, Effective December 26, 2015, the Washington State Human Rights Commission adopted new rules requiring that individuals be allowed to use gender-segregated facilities, such as restrooms or locker rooms that are consistent with their gender expression or gender identity. This issue, of course, is not without controversy and parks and recreation operators are caught in the middle. Sharon Ortiz, with the Washington State Human Rights Commission, will provide an overview of the law and provide tools to ensure your facility policies and practices are in compliance.

Building Your Dream Team

Session:

1 - 2:15 p.m.

Location:

Mountaineers, Goodman B

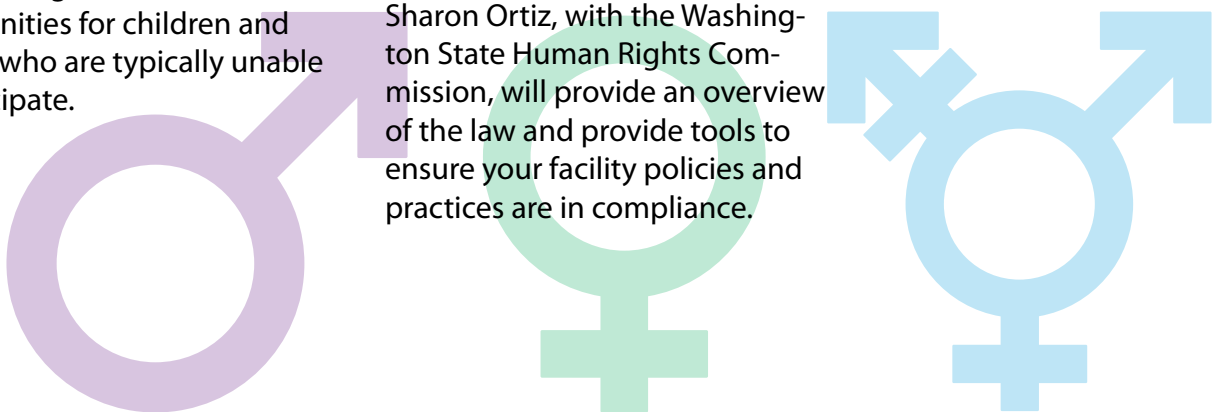
Track: Leadership &
Management

Speaker:

Donna Hutchinson, Owner, On the Edge Fitness Educators

Session Description:

As a manager you face many challenges when working with a variety of people in order to create a harmonious and productive work environment. The people within your team are the most important asset and resource, but how do you get everyone on the same page? How do you hire the right people and integrate them into your culture? How do you get everyone to think and work as one but still allow them to retain their individuality, creativity and sense of empowerment? During this workshop you will learn key strategies on how to effectively work as a unit by understanding the ingredients that make up a cohesive team.



Session Description

Social Media and the Rise of the Social Era

Session:

1 - 2:15 p.m.

Location:

Mountaineers, Goodman C

Track: Leadership & Management

Speaker:

Joshua Dirks, Chief Scientist, Project Bionic

Session Description:

The term “social media” has become ubiquitous over the past 5 years, but for many, the term rings hollow and engenders images of just one more business headache facing people today. Social media is changing the web right before our eyes! Social media is evolving how we communicate online and once again changing the balance of power between consumers and the brands that serve them. Join us for an in-depth look at what social media really is, how it can benefit you, and simple strategies from one of the northwest’s leading social media firms, Project Bionic. Co-Founder and CEO Josh Dirks will explain how the recent sea change is actually not really all that novel, the most common misconceptions about social media and simple ways to enhance and empower your social strategies today. Please join us for a discussion we know will help bring both understanding and spark ideas of how social media can work for you!

Training & Evaluating Coaches for Positive Youth Impact

Session:

1 - 2:15 p.m.

Location:

Mountaineers, Cascade

Track: Programming

Speaker:

Hannah Olson, Ph. D., Program Administrator & Lecturer, Center for Leadership & Athletics, University of Washington

Adrienne Moore, MPA, Up2U Sports

Session Description:

Participation in sports and recreation can have a profound impact on the lives of youth. Coaches and educators sit at the center of this experience and are responsible for ensuring that a child’s involvement is one that is positive and impactful. This hands-on session will provide participants with strategies for training coaches to create environments that promote skill development, learning, health and fun! We will explore the qualities that make your coaches and programs unique and discuss best practices for supporting, assessing and building the skills of your front-line staff.

Science of Influencing: Small is the New Big

Session:

1 - 2:15 p.m.

Location:

Brig, Garden

Track: Leadership & Management

Speaker:

Jeff Price, Business Management, Everett Parks and Recreation

Session Description:

When it comes to influencing and persuading others, it is often the smallest changes in our approach that can yield the biggest differences. This session will focus on the “rules of persuasion,” how subtle changes in how we communicate can impact other’s behavior, and how this can boost others’ involvement in events, programs and community initiatives. The university research and “real world” applications are both compelling and overwhelming – subtle changes in how we communicate and market our programs and services can yield huge dividends, both to our customers and our bottom line. We’ll also see what Dorothy from the Wizard of Oz can teach us about the power of persuasion, too. Join us, won’t you?

Session Description

Risk Management for Parks Maintenance Staff

Session:

1 - 2:15 p.m.

Location:

Bldg. 30, Officers Club

Track: Maintenance & Operations

Speaker:

Lisa Knapton, Sr. Risk Management Representative, Washington Cities Insurance Authority

Session Description:

This session is tailored to provide an overview of guidelines on how parks maintenance staff can manage risk within parks. Learn about liability, immunity and the risk management process; claims reporting; and risk exposure and management techniques for trees, trails, athletic fields, playgrounds, skateboard parks and off-leash dog areas.

Race the Power of Illusion: Seattle’s Race and Social Justice Initiative - Part 2

Session:

1 - 2:15 p.m.

Location:

Bldg. 30, Conference Room

Track: Leadership & Management

Speaker:

Seattle Parks and Recreation RSJ Team

Session Description:

Please see Part 1 on page 8 for full program description.

Outdoor Opportunities for Teens: Welcome to the O₂ Program!

Session:

2:45 - 4 p.m.

Location:

Bldg. 30, Conference Room

Track: Programming

Speaker:

Robert Warner, Seattle Parks and Recreation

Session Description:

This program is also known as the Outdoor Opportunities Program, which is an outdoor expedition program designed to expose multi-ethnic teens (ages 14 to 19) to environmental education, urban conservation and stewardship. Even better, the program is free to participants! The O₂ Program has been offered for over 20 years and this session will introduce you to the program model and the keys to the program’s success, including grants and partnerships.



TRADESHOW & AFTERNOON SNACK



Session Description

More than Just Games: Icebreakers and Portable Elements for Teambuilding

Session:

2:45 - 4 p.m.

Location:

Hangar, Classroom #1

Track: Leadership & Management

Speaker:

Ken Turner, Challenge Course Manager, Seattle Parks and Recreation

Sabastian Wilson, Training Coordinator, Associated Recreation Council

Session Description:

We've all been there, leading name games and mixers for our staff groups and teams. But, what is the point? And what are we learning? In this experiential workshop, we'll go beyond the basics of group facilitation and focus on strategies to grow and shape our teams. Topics will include facilitation tips, framing the problem, establishing ground rules and providing closure for the activity. Each participant will take away a list of new activities that focus on trust building, improving group dynamics and yes, even learning names!

Working with Special Populations in Aquatics Programming

Session:

2:45 - 4 p.m.

Location:

Hangar, Workshop

Track: Aquatics

Speaker:

Baly Botten, High School Student, Mount Si. High School

Session Description:

This seminar will feature information on the benefits of aquatic therapy, basic level training for teaching an individual with special needs in the water and valuable ideas that may enrich your already existing programs. Training to provide care and instruction for differently abled customers will renew and strengthen staff skills. By adding this specialty to your service offerings you will expand the population of customers you will be able to serve.

Hot Topics in Athletics Programming

Session:

2:45 - 4 p.m.

Location:

Mountaineers, Goodman A

Track: Programming

Speaker:

Deon Moyd, Recreation Supervisor, City of Puyallup

Brian Smith, Assistant Executive Director, Washington Interscholastic

Jeremy Oshie, Athletics Supervisor, City of Everett

Cody Geddes, Recreation Supervisor, City of Federal Way

Session Description:

Do you run a national background check on your volunteer coaches? Do you know how to inform participants about concussion safety and prevention? Do you field complaints about unbalanced ability in adult leagues? These questions and more will be answered in this panel presentation on hot topics in athletics. Using case study examples, speakers will share best practices on a variety of topics like background checks, concussions and creative field scheduling.



Session Description

Health in All Programs: Current Programming Trends to Improve Community Health

Session:

2:45 - 4 p.m.

Location:

Mountaineers, Goodman B

Track: Healthy Lifestyles

Speaker:

Marrielle Harrington, Healthy Communities Coordinator, City of Lynnwood

Rick Scott, Recreation

Coordinator, City of Des Moines

Diane Mortenson, Recreation Superintendent, City of Mercer Island

Stephanie Gardner, Parks and Recreation, City of Tukwila

Session Description:

Obesity is an epidemic in the United States and as parks and recreation service providers we have a responsibility to select and implement programs that are designed to enhance and improve the health of our community. This session will introduce the "Health in All Programs" model and provide strategies to implement this model in your own community. It's easier than you think and requires relatively small investments and changes in current programming.

The Silver Rainbow: Programming for LGBTQ Seniors

Session:

2:45 - 4 p.m.

Location:

Mountaineers, Goodman C

Track: Programming

Speaker:

Randy Wiger, Parks Commons Programs Coordinator, Seattle Parks and Recreation

Session Description:

LGBTQ seniors are part of the largest generation of older Americans ever, and are more visible and "out" than their predecessors. The problem is that LGBT seniors have fewer resources to help them age than their heterosexual peers, and thus are more likely to rely on services and programs for basic needs. Unfortunately, few service staff and caregivers have the cultural competency to welcome them and provide appropriate support. In fact, sometimes the program environment is so hostile that LGBTQ have to hide who they are. Recreation staff in leisure and aging units can provide critical programs and social support if they develop an understanding of the challenges LGBTQ seniors face, and tailor programs and environments accordingly. This workshop provides specific information on the range of issues unique to LGBTQ seniors, and provides examples of social programs that have been effective in engaging them, providing welcoming environments and reducing social isolation.

Sustainably Run Recreation Facilities

Session:

2:45 - 4 p.m.

Location:

Mountaineers, Cascade

Track: Maintenance and Operations

Speaker:

Joelle Hammerstad, Seattle Parks and Recreation

Session Description:

Anyone who operates an indoor recreation center or public pool knows two things: they are one of the most popular destinations in your community, and the energy bills are among the highest in your portfolio. Lighting, heating, pumps, fans, spas, showers and more can make your electricity meter spin like a whirling dervish. Not only is all that energy use expensive, it's also a contributing factor to climate change. So, what can you do? A lot. Join members of Seattle Parks and Recreation's Aquatics team and Sustainable Operations team as we share how we have decreased our utility bills -- even in the face of rising electric utility rates. We'll tell you about the capital projects we've implemented and the operating tweaks we've made in the past 13 years that have led to our paying less for our utilities today than we paid in 2002. And, we'll help you understand how to get your local utility to help you pay for it!

Session Description

Parks and Recreation: The Better Business Model

Session:

2:45 - 4 p.m.

Location:

Brig, Garden

Track: Revenue/Customer Service

Speaker:

Jeff Price, Business Manager,
Everett Parks and Recreation

Session Description:

Yes, you can meet the needs of your community and generate revenue too! Let's face it, the world of subsidies is long gone and in its place is the cold hard reality of market-driven operations. But never fear, you have the business savvy and the creativity to make it work! This session will explore the new model of parks and recreation business planning while also highlighting some recent success stories. Learn how agencies have used solicitations, instructor incentives, differentiated pricing and business partnerships to make it work. It's time to get creative about funding your operations!

Race the Power of Illusion: Seattle's Race and Social Justice Initiative - Part 3

Session:

2:45 - 4 p.m.

Location:

Bldg. 30, Conference Room

Track: Leadership & Management

Speaker:

Seattle Parks and Recreation
RSJ Team

Session Description:

Please see Part 1 on page 8 for full program description.

Adaptive Equipment in your Recreation Programs

Session:

2:45 - 4 p.m.

Location:

Bldg. 30, Hangar

Track: Programming

Speaker:

Dan Ratailliau, Program Director,
Outdoors for All

Session Description:

Interested in learning more about adaptive recreation equipment? This session is hands-on! Participants will have an opportunity to test drive the adaptive cycles and learn more about adaptive recreation programming. Cycling, rock climbing, kayaking and more will be demonstrated during this interactive session.

Fall Summit Social and Conclusion of Summit Activities

Join us for a drink at this no-host social at the RAM at University Place!

4:30 to 7 p.m.

