



**Indiana Park &  
Recreation Association**  
PO Box 3906  
Carmel, IN 46082

Stamp or  
Indicia

Address Area

Bar Code Area



**Crowne Plaza Union Station**

123 W Louisiana Street, Indianapolis, IN

[www.inpra.org/conference-expo/accommodations](http://www.inpra.org/conference-expo/accommodations)

**REGISTER NOW!**



## Keynote Speaker Michael Brandwein

The conference keynote speaker will be the dynamic and entertaining Michael Brandwein ([michaelbrandwein.com](http://michaelbrandwein.com)) who has presented his energetic and highly rated sessions on 6 continents and in all 50 states. He is best known for his highly practical “use-it-immediately” approach in his engaging presentations. He has received rave reviews for his presentations at park and recreation associations throughout the country as well as at the NRPA Congress.

### *The Real Truth About Sticks & Stones: Recharging our Batteries & Creating Changeability*

Successful leadership of others begins with more expert leadership of ourselves. Michael uses a creative, highly entertaining approach to present a practical, no-nonsense set of tools to help people:

- handle stress and keep balanced
- be more open to learning new things and keep growing professionally
- work better with others
- resist burnout
- meet challenges with more flexibility and skill
- handle change in positive ways

This session lets each of us take a refreshing and often surprising look at the conclusions we’ve made about ourselves, why we believe them, and how they unconsciously hold us back by limiting our choices. It demonstrates how to listen to ourselves with greater skill and replaces the prevailing myth about people’s “styles” with more positive steps to help us be more flexibly effective. You’ll be recharged and revitalized!

# 2017 IPRA Conference Schedule

## TUESDAY, JANUARY 17

8:00 am - 2:00 pm	Vendor Hall Installation
12:00 pm - 4:00 pm	Registration Open
1:00 pm - 4:00 pm	Tour De Indy <ul style="list-style-type: none"> <li>• Indianapolis Zoo</li> <li>• Indianapolis Museum of Art</li> </ul>
2:00 pm - 6:00 pm	Vendor Move-in
	Dinner on your own
8:00 pm	Tailgate Tuesday - Social/Meet-up Tow Yard Brewing

## WEDNESDAY, JANUARY 18

7:30 am - 6:00 pm	Registration Open
8:00 am - 11:00 am	Tour De Indy <ul style="list-style-type: none"> <li>• Lucas Oil Stadium</li> <li>• Indianapolis Convention Center</li> </ul>
7:00 am - 11:00 am	Vendor Move-in
9:00 am - 11:00 am	Pre-Conference Session & Executive Director’s Summit
11:00 am - 12:45 pm	Expo Hall Open
11:00 am - 12:45 pm	New Member Reception/Luncheon
12:00 pm - 12:45 pm	Board of Directors and Executive Committee Meeting
12:45 pm	Annual Meeting
1:00 pm - 1:45 pm	Keynote Address
1:45 pm - 6:15 pm	Exhibit Hall Open
1:45 pm - 2:15 pm	Expo Hall Break
2:15 pm - 3:30 pm	Education Sessions/ Roundtable 1
3:30 pm - 3:45 pm	Expo Hall Break
3:45 pm - 5:00 pm	Education Sessions/ Roundtable 2
5:00 pm - 6:15 pm	Vendor Hall Opening Reception
6:15 pm - 6:45 pm	Awards Banquet Cocktail Hour
6:45 pm - 8:15 pm	Awards Banquet
8:30 pm - 12:00 am	Hospitality Room
11:00 pm	Offsite Meetup

## THURSDAY, JANUARY 19

8:00 am - 5:00 pm	Conference Registration
8:00 am - 9:00 am	Expo Hall Breakfast
8:00 am - 11:00 am	Expo Hall Open
9:00 am - 10:15 am	Education Sessions/Roundtable 3
10:15 am - 10:45 am	Break
10:45 am - 12:00 pm	Education Sessions/Speed Sessions
11:00 am - 12:00 pm	Expo hall CLOSED - Lunch served to exhibitors
12:00 pm - 1:30 pm	Lunch in the Expo Hall
1:30 pm - 2:45 pm	Education Sessions/Roundtable 4
2:45 pm - 3:45 pm	Expo Hall activities and Networking Break
3:45 pm - 5:00 pm	Education Sessions/Speed Sessions
5:00 pm - 6:00 pm	Networking Activity in Expo Hall
6:00 pm	Expo Hall Closes- Exhibitor Tear Down
6:00 pm - 9:00 pm	Dinner on your own
9:00 pm - 11:00 pm	Evening Social at the Iron Horse Pub
11:00 pm	After Hours Meetup at Howl at the Moon

## FRIDAY, JANUARY 20

8:00 am	Conference Registration
9:00 am - 10:15 am	Education Sessions
10:15 am - 10:45 am	Break
10:45 am - 12:00 pm	Education Sessions
12:00 pm	See you next year!

# Pre-Conference Sessions

Wednesday, January 18

9:00 am - 11:00 am

## Recognize and Manage Your Unconscious Bias

*Denise Barreto, Relationships Matter Now*

This interactive work session will take an in-depth look at Unconscious Bias (aka Implicit or Hidden Bias) and suggest ways to better manage how it impacts work in a parks and recreation setting. Through facilitated discussions and prepared content, you will leave the session with a better understanding of unconscious bias and how you can recognize and mitigate its effect on your work in parks and recreation.

## NEW! - Executive Director's Summit

*A Panel of Current IPRA Member Directors - Facilitated by Will Lacey, Danville Parks*

Whether you are a seasoned veteran or are a new department director, you won't want to miss this peer-to-peer forum. Led by a panel of directors with varying years of experience, this highly interactive and confidential discussion will provide you with the opportunity to freely exchange ideas and problem solve your greatest challenges. Participants are encouraged to share questions, concerns, ideas, and sensitive issues with fellow directors while gaining new perspectives and strategies from others' experiences.

# Conference Education Sessions

Wednesday, January 18

2:15 pm - 3:30 pm

## Drive a Culture of Communication & Self-Development in Your Agency Today

*Denise Barreto, Relationships Matter Now*

Communication and leader development are key competencies for leaders in parks and recreation agencies today yet many leaders still lack tools and skills in these areas. Become better equipped to build an environment of open communication where self-development is expected and learn actionable techniques to improve your own communication and self-development as well as ways to drive it on your team.

## Facility Improvement: Reaching for New-Users by Offering More Value at Less Cost

*Daniel Atilano, Dewberry and Alex Brown, Highland Parks & Recreation*

Join us for three fast moving, memorable, and enlightening real-life facility improvement stories. Agencies are facing increasing competition, reduced budgets, aging facilities, and changing societal needs. Many lack the ability to take a systematic approach to tailor the facility(s) to meet these challenging needs. Come learn innovative ideas of how agencies have tailored their facility improvements to reach beyond their existing users and attract non-users while offering more value at a lower cost.

## Park Foundations - What Are They? How Do You Work With Them?

*Lori Hazlett, Indianapolis Parks Foundation; Don Colvin, Indianapolis Parks & Recreation; and Ian Proud, Playworld*

The successful industry-leading partnership between Indy Parks Foundation and Indy Parks & Recreation will be discussed. Best practices for partnering will be highlighted and examples of the results of this collaboration will be shared. The history of park foundations will be reviewed as well.

## Time Management for People Who Do Not Have Time to Take a Time Management Course

*Michael Brandwein, Speaker, Educator, & Author*

This is a no-nonsense alternative to 'time management' seminars that propose detailed plans that you never seem to use after the second day. It demonstrates six groups of useful tools that have been acclaimed by extremely busy people for their flexibility, practicality, and ease of use. You don't have to use all of the techniques every day – just when you need them. They can be applied quickly and are easy to remember. The best thing is that they can be tailored to your individual needs and work habits. Get more done with greater efficiency and organization and less stress and learn how to never have a day when you got "nothing done."

## Women in Leisure Services

*Carrie Fullerton, Bloomington, IL Park District; and Jan Peterson Hincapie, Retired - Lincolnwood, IL Parks & Recreation*

Do you struggle keeping all of the balls in the air? Are you a working mom with colliding commitments in your professional and personal life? Join us for some humorous tales and helpful tips to better manage your life. Walk away with a renewed sense of self and a fresh outlook.

# Conference Education Sessions

Wednesday, January 18

3:45 pm - 5:00 pm

## Addressing Park Construction Projects Full Circle:

### Consider the Operational, Legal, Community, Construction & Political Aspects

*Tricia Leminger, Frost Brown Todd, LLC*

A full circle approach to park construction projects will be discussed. With press and community focus on the expenditure of tax dollars and other public funds, it is critical as part of any planning of park improvements to consider multiple aspects (operational, legal, community, construction, and political) surrounding the construction and planning for these projects. Gain tips and guidelines to maneuver through all of these aspects of a new park improvement project and learn guidelines in terms of planning and communications with community and political leaders.

## An Ounce of Prevention: Justifying Your Maintenance Funding

*Patrick Hoagland, Brandstetter Carroll Inc.*

In this uncertain economy, park and recreation departments struggle to maintain budgets that support their facilities. Initially, communities cut capital projects, but now budget cuts have impacted departments' abilities to perform routine maintenance. These cuts and delays in routine maintenance over the long term will result in the need to completely replace facilities and infrastructure at a much higher cost to the taxpayers. In the short term, these cuts are severely impacting the recreation experience of our constituents. In the never-ending budget battle, Park and Recreation Professionals need tools to take to their governing bodies to illustrate how the short term cuts will cost them in the long run.

## Great Games: Fun & Creative Instant-Set-Up Games Every Youth Leader Should Know

*Michael Brandwein, Speaker, Educator, & Author*

Young people can learn a great deal from play. Come learn outstanding games and activities that require no or virtually no set up, are lots of fun, and also teach important life skills like teamwork, respect, problem-solving, and more to bring out the best in young people. You will not only learn the games, but also the secrets of great game leadership. Grab attention, motivate and maximize participation, build respectful behavior, and boost creativity and flexibility.

## Making Parks Relevant

*Ian Proud, Playworld*

In a sedentary, indoor, social media-connect world, how might we improve the value of parks and outdoor spaces? What does it take to attract Millennials to parks? Come explore the answers to these and other important questions involved in making parks relevant to today's society.

## Seeding Natives for Monarchs & Pollinators

*Mark O'Brien, Cardno Native Plant Nursery*

Join us for a lively discussion that details all the steps needed to have a successful establishment of native perennial species that will benefit monarchs and pollinators. It starts with site selection and ends with the critical maintenance needed to prevent exotic weeds from taking over. What species to use and how to order them, planting windows, what to expect the first few seasons, and the budget needed will all be reviewed. The most common issues associated with native plantings and how to avoid them will also be discussed.

Thursday, January 19

9:00 am - 10:15 am

## Data Driven Decisions: Using Trends & Demographics to Understand Your Market

*Jeff Bransford & Nick Deardorf, PROS Consulting*

As park and recreation professionals, it is important to stay abreast of emerging trends to create effective and meaningful programs and services that resonate with the community. The latest recreation participation trends will be reviewed in order to highlight how the industry is evolving and identify specific activities that are on the rise. How to obtain and use market data to track changes within a service area and make informed programming decisions will also be discussed.

## Exploding Revenues! Renovation Options for Your Outdated Pool

*Patrick Hoagland, Brandstetter Carroll Inc.*

Communities are experiencing decreased revenues from their old, outdated municipal pools. See case studies illustrating how several communities have turned their operating deficits into break even or positive cash flow through reconstruction, renovation, and rebranding of their old pools into family oriented aquatic centers and community pools.

## Social Media Training for Seniors: The Silver Surfers Approach

*André Pichly, City of Tracy, CA Parks & Recreation Department*

Come learn how parks & recreation agencies can use social media training for seniors as a way to help them develop new skills, foster new relationships, and reconnect with family and friends far and wide, all while reducing their fears about technology in a fun and engaging atmosphere.

# Conference Education Sessions

Thursday, January 19

9:00 am - 10:15 am

## The Value of Quality Customer Service in Informal Interpretation/Visitor Contact

*Nona Henderson & Kate Wiltz, Eppley Institute for Parks & Public Lands; Indiana University*  
*Mike Capps, Lincoln Boyhood National Memorial*

Explore the relationship between effective customer service and informal interpretation, also referred to as informal visitor contact. Providing personalized, visitor-centered service at a site gives the visitors exactly what they need, when they need it. In this way, interpreters (and other staff) can provide excellent customer service and facilitate enjoyable visitor experiences. While visitors may receive orientation, information, and interpretation in different settings, it is only through the informal visitor contact that they receive individualized attention tailored to their needs. Based on the visitors' questions, cues, and responses, staff can assess the visitors' needs and choose between alternative responses.

## Willful Ignorance

*Jamie Sabbach, 110% Inc.*

Let's not kid ourselves with the mirage that many see. You know the one I'm referring to - the one that includes a pot full of tax money and a bright, shiny new recreation center in the middle of a growing community. Remember, resources are finite, the recreation center will eventually become old and tired, and the community will stop growing having placed significant demands, expectations and impacts on water, roads, and your organization's resources, too. Ask yourself, "when this all happens and the mirage fades away, will you have the resources to sustain what you've created?"

Thursday, January 19

10:45 am - 12:00 pm

## Creative Play Environments: Education in the Outdoors

*Andy Howard, Hitchcock Design Group; and Heather Maurer, Keep Indianapolis Beautiful*

Learn about the processes that were used to create or transform outdoor spaces at multiple sites that serve as educational tools for children. Concepts such as adaptability, interaction and immersion will also be covered during the session and research that illustrates how establishing connections with nature benefits children in all areas of growth will be presented. Gain practical information and ideas on how to change or create outdoor spaces to provide children with opportunities to actively engage in environments that were built with natural materials while creating connections with nature.

## Making Your Citizen Opinions Matter

*Ron Vine, Ron Vine and Associates*

Learn how to unleash the full-power of your citizens' voices in developing, financing, and sustaining a park system that is truly reflective of their vision. The strengths and weaknesses of traditional public involvement processes (mail/phone surveys, focus groups, public meetings) will be discussed. Ways to make your current public involvement processes better, as well as developing new emerging citizen input tools (web surveys, e-mail blasts, etc.) will be shared. Learn how to stay connected to your residents 24/7. Most importantly, learn the difference between making your citizen opinions matter and just conducting public involvement efforts.

## More People are Using Instagram...Get the Picture?

*André Pichly, City of Tracy, CA Parks & Recreation Department*

The days of using stock photos and clipart for activity guides, web pages, and social media are passé. Come learn about best practices for taking pictures, smartphones apps (like Instagram) that can be used, and ideas for getting staff and participants involved in providing compelling images for use by their agency. Bring your smart phone as this is a truly hands-on educational session.

## The Master Planning Tool Box: System Master Plans That Get Implemented

*Patrick Hoagland, Brandstetter Carroll Inc.*

Successful park and recreation system master plans require community consensus to be embraced and implemented. Join us for a discussion about a process which leads to master plans that get implemented. The process develops a clear vision for the future and a detailed action plan. Plans must be based upon a consensus built and realistic vision for the future that comes from the community to be successfully implemented and embraced by the community, staff, and elected officials. The methods used to build consensus as an integral part of the master plan process will be illustrated. You are encouraged to share your success stories. A Master Plan Tool Box which can be used to start the process in your communities will be shared. The Tool Box includes samples of: request for proposals, steering committee invitation letters, public workshop announcements, stakeholder group questions, and much more that professionals can use immediately.

## The Parks, Trails & Health Workbook: A New Tool to Create Healthy Communities

*Pete Fritz, Indiana State Department of Health; and Kim Irwin, Health By Design*

The newly released Parks, Trails and Health Workbook is a tool for planners, parks and recreation professionals and health practitioners that was prepared by the National Park Service and the CDC. Learn how this tool can be used to create new partnerships between public health and park and recreation professionals as a means to use parks and trails to create better community health outcomes. Also, gain a better understanding of how to use the workbook in your local community, including stakeholder involvement and collaboration, data collection, assessing community health needs and suggested approaches for planning and evaluation.

# Conference Education Sessions

Thursday, January 19

1:30 pm - 2:45 pm

## Event Management

*Lora Lacey, Washington Township Parks*

Come learn about the important topic of event management in parks and recreation, including how to get started, knowing your city/town, program development, volunteer management, risk management, logistics, budgeting, marketing, sponsorship, and evaluations. Included is a group exercise with real-life scenarios that could happen at events.

## Having Influence & Making Things Happen

*Jamie Sabbach, 110%, Inc.*

If you're like most, you probably wish you had more influence. It seems that the vast majority stop trying to make change happen because we believe we have little to no control. What results is that we learn to live with and accept things as they are rather than putting our energy into what can be done to improve conditions. Join us on a brief journey as we discuss what it takes to gain more influence, lead change and make things happen.

## Nature: There's an App for That!

*Will Schaust, Indianapolis Parks & Recreation; Eagle Creek Park*

For many years now, there seems to be an ever growing gap between the natural world and modern society. Dive into the relationship between mobile technology and our outdoor experiences to see how our both park staff and park visitor's experiences can be enhanced with some of these new technologies.

## Parks & Recreation of Tomorrow: Realizing Your Department's GIS Potential

*Kevin Barnard, Geographic Technologies Group*

Despite recent improvements to GIS programs, parks and recreation agencies throughout the United States are deficient in the utilization and integration of GIS. GIS is perfectly suited for parks and recreation for several reasons, including management of asset inventories (benches, trails, sports fields, etc.), external database integration to provide insights about park use, and development of applications for public use that promote the parks system. Ongoing utilization of a GIS solution provides positive ROI for parks and recreation departments and reduces resources spent on asset management. Together, these benefits could free up capital to be applied to park expansion/upgrades or recreation programs.

## Utilizing Parks & Recreation Policies, Programming, & Facilities to Impact Community Health

*Alison Miller, Bloomington Parks & Recreation*

Parks and Recreation has a vital role to play in the well-being of our communities. Through intentional policies, creative programming, and inclusive facilities, we can impact health outcomes. Explore further infusing of health and wellness into strategic planning and how to utilize local and national health data in your community.

Thursday, January 19

3:45 pm - 5:00 pm

## Ethical Management

*Michael Kirschman, Mecklenburg County, NC Parks & Recreation*

Ethical decisions are not always clear nor are they easy to resolve. Learn to recognize the implications of ethical problems when they arise. Through the utilization of real-life examples encountered in the Parks and Recreation field, you will learn steps to objectively resolve personal and professional ethical issues and dilemmas.

## Indiana's New 2016-2020 SCORP Plan

*Greg Beiffuss, IN Dept. of Natural Resources; Division of Outdoor Recreation*

A new Statewide Comprehensive Outdoor Recreation Plan (SCORP) has been published for 2016 to 2020. Come learn about observed trends, statistics, statewide survey data, and outdoor recreation priorities in Indiana for the next 5 years.

## LED Sports Lighting Technology

*Doug Miller & Chad Richmond, Musco Lighting*

The light-emitting diode is a hot topic, so join us as we dive into the key questions on sports lighting applications. Will LED work for my sports fields? What are the advantages of using an LED light source? How do I evaluate LED lighting systems? Come gain the answer to these questions as well as an understanding of sports lighting system approaches, controls, and long term warranties.

## Reconnecting Kids & Nature: A Focus for the Next Century

*Melissa Moran, The Nature Conservancy of Indiana; and Warren Gartner, IN Dept. of Natural Resources; Division of Fish & Wildlife*

Children who spend time outside are healthier, better problem solvers, more confident, and less stressed! To foster healthy kids and future conservationists, several Indiana organizations are collaborating to re-connect kids and nature. Come learn about plans to enhance children's experiences in nature and participate in nature-based activities for all ages of children.

# Conference Education Sessions

Thursday, January 19

3:45 pm - 5:00 pm

## Training for the Ages: Creating a Culture of Cooperation

*Lori Hoffner, Supporting CommUnity, Inc.*

Do you ever find yourself shaking your head in wonder at your younger employees? Are there times you wish you could get your “traditionalist” staff on board with a new way of doing things? Join us to better understand generational differences and learn how to guide staff in supporting each other while also gaining insight on behavior. You will also learn to identify ways to encourage support for the internal atmosphere that gets projected to the outside customers.

Friday, January 20

9:00 am - 10:15 am

## A New Division of Parks & Recreation - Community Engagement

*Tony Elliot & Dan Domsic, Fishers Parks & Recreation*

As 21st century municipal organizations evolve, parks departments must also adapt to changing social, cultural, and economic forces in our cities and towns. Parks and recreation departments can serve as the cultural “hub” of communities. Community engagement, as a division, can provide unique opportunities to connect with residents and provide meaningful, sustaining interactions with a multitude of constituents.

## All in a Day's Work

*Michael Kirschman, Mecklenburg County, NC Parks & Recreation*

Sometimes we all need a little reminder about how and why what we do is important. Addressing pressing issues such as social inequity, health and obesity, crime and safety, and protecting our natural resources may seem like an impossible job for anyone, but the reality is YOU do it every day. Yes, your daily actions save lives. Yes, your work decreases health care costs and improves fitness. Yes, you create a safer community. You do it every day and even the smallest of tasks combine to create incredible outcomes. While the public sometimes doesn't even realize it, ironically sometimes even P&R professionals forget it! Celebrate the importance of parks and recreation and its professionals like you!

## Are Your Athletic Fields Safe?

*Dan Gamble, Kenney Machinery Corporation*

Come learn about and discuss the current report on the 7 million sports and recreation injuries that occur in the US each year and the best ways to prevent the most common ones.

Friday, January 20

10:45 am - 12:00 pm

## Designing Sustainable Splash Pads

*Cory Anderson, Vortex Aquatic Structures International*

The popularity of splash pads installed in community parks, urban areas and public plazas continues to increase. As the demands for this type of amenity grows, more and more design professionals need to be equipped with the knowledge to be able to design sustainable and state-of-the art zero-depth solutions. Learn about the latest innovations on how to design environmentally responsible spray parks. Important factors such as site topography and product selection (material, nozzles, controller, etc.) are an integral part of the design process. However, the most important consideration when designing or building a sustainable splash pad still remains the water management system. New technology has been developed to maximize the use of water while minimizing environmental impact. The newest advancement in that domain, the capture and repurpose system, as well as more traditional water management strategies available in the market today will be discussed.

## Get Social, Outside

*Casey Cawthon, City of Fishers*

Prior to 2013, Fishers Parks & Recreation communicated with the public primarily through print collateral. Yet, as our residents began turning to social media to communicate and request information, it was clear our tactics had to shift with our technology-savvy public. Since 2013, our presence and the public's engagement on Facebook and Twitter have both grown tremendously. Come explore the education and efforts needed to engage your audience and help them get social, outside.

## Purpose Based Recognition: Recognizing, Rewarding & Retraining Staff

*Lori Hoffner, Supporting CommUnity Inc.*

By implementing a Purposed Based Recognition program you reduce turnover, gain buy-in of your organization by employees, and create an environment of support and enthusiasm. Goals and responsibilities of leadership for staff recognition will be identified to help you retain your most important asset; your employees.

## 2017 Exhibitors

Academy of Model Aeronautics  
American Clean & Seal  
American Ramp Company  
Anchor Audio  
ANP Lighting  
Blonde Entertainment  
Bobrick Washroom  
Browning Day Mullins Dierdorf  
Buddenbaum & Moore  
Butler Fairman & Seufert  
Cardno  
Context Design  
Countryside Play Structures  
County Materials Corporation  
Cripe  
Davey Resource Group  
Direct Fitness Solutions  
DLZ  
EZ-Dock of Mid-America  
ForeverLawn Central Indiana  
GARED  
Hitchcock Design Group  
HWC Engineering  
Gold Medal Products Indiana  
Gyms for Dogs  
Indiana DNR - Division of Outdoor Recreation  
InterDesign Architects  
Jambette Playgrounds  
J&D Turf  
Jones Fish & Lake Management  
Kenney Machinery Corporation  
Kinetic Play Surfaces  
MartinRiley  
Meyer Najem  
Miracle Midwest  
Musco Sports Lighting  
Norwalk Concrete Industries  
NuToys Leisure Products  
Parkreation  
Playworld Midstates  
Polly Products  
Public Restroom Company  
RATIO  
Recreation inSites  
RenoSys Corporation  
Rundell Ernstberger Associates  
Snider Recreation  
The Nature Conservancy  
The Schneider Corporation  
Tyler Technologies  
Sinclair Recreation  
SlideRenu  
Spear Corporation  
Unilock  
USTA/Midwest  
Vermont Systems  
Vortex Midwest  
Willoughby Industries



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