

Wednesday

SPECIAL WORKSHOP - 2010 Dementia Practice Guideline

Salon E, .7 CEUs

Hosted by the *Arizona State Therapeutic Recreation Association (ASTRA)*

Working as a recreational therapist with individuals who have dementia and Alzheimer's disease can be challenging, especially when you encounter behavioral problems. This all day intensive course will provide you with ATRA's exclusive training for utilizing *Dementia Practice Guideline for Recreational Therapy: Treatment of Disturbing Behaviors*, authored by Linda Buettner, Ph.D., CTRS and Suzanne Fitzsimmons, MS, RN. After completing the course and passing the competency exam with a score of 70% or higher, participants will receive a Certificate of Training and will be listed in ATRA's online Dementia Practice Directory. The competency certificate and training is valid for three years. Join us for the day while learning to use interventions to minimize challenging behaviors and effectively enhance the quality of life of individuals with dementia.

Intended Audience: This workshop is designed for recreational therapists working with senior adults in a variety of settings, but particularly in long term care settings. Other disciplines are encouraged to attend.

Learning Objectives: 1.) Analyze disturbing behaviors and develop a plan of care. 2.) Identify five interventions to be used in addressing disturbing behaviors. 3.) Detail the components of a non-pharmacological approach to behavioral problems.

COURSE SCHEDULE AND OVERVIEW (all times are approximate)

8:00 - 8:30 Registration (muffins/coffee/tea provided)

8:30 - 10:00 Evidence-Based Practice and Dementia Behaviors

10:00 - 10:15 BREAK

10:15 - 11:30 Models and Theories

11:30 - 11:45 Question & Answer

11:45 - 12:30 LUNCH (food/drink provided)

12:30 - 2:00 Literature Review and Recreational Therapy

2:00 - 2:15 BREAK (cookies/lemonade/iced tea provided)

2:15 - 3:15 Protocols and their Considerations

3:15 - 3:30 Question & Answer

3:30 - 5:00 Competency Exam

Additional registration fee required.

SPECIAL WORKSHOP - Adding Grants to Your Resource Base

Michael S. Shafer, PhD., Arizona State University

1:00 pm – 5:00 pm, Salon A, .3 CEUs

How effective is your organization at finding and securing grant funding. By attending this workshop, participants will gain new knowledge and information to enhance their skills in developing winning grant proposals. This workshop will provide information about how to identify grant opportunities; planning and organizational strategies for developing an effective grant writing team; and strategies for writing a winning proposal.

Dr. Shafer is the founding Director of the Center for Applied Behavioral Health Policy at Arizona State University and Professor in the School of Social Work. During Shafer's 30 year career, he has generated in excess of \$35 million in grant and contract revenue to support a variety of training, program development, and research initiatives, typically in partnership with local community based non-profit organizations. Dr. Shafer has a passion for creating new alliances and using grants and contracts as a focal point for such alliances.

Additional registration fee required.

Thursday – 8:00 to 9:15 am

Effective Leadership

Charlie Meyer, City Manager, Tempe

Salon A, .1 CEUs

This interactive session focuses on core principles that characterize effective leadership. Participants discuss key definitions of character, competence, and behaviors to inspire high-trust.

Five Minutes to Fun

Lyn Cahill-Ramirez, Frieda Roben, Lona Gearhart, Dolores Johnson – Tempe

Salon M, .1 CEUs

Come learn some quick, easy, and affordable projects that you can bring back to your instructors and program leaders to rejuvenate their programs. These projects could be used as time fillers or as part of a theme. Arts, Crafts, Science, Active Games

Understanding “Work” Relationships

Tim Cox, Social Services Supervisor, Tempe

Peace Pipe North, .1 CEUs

Participants will gain an understanding of personality and temperament types that will allow them to better communicate, collaborate, and avoid conflict in work relationships.

Marketing in Difficult Times: Challenges and Opportunities

Peace Pipe South, .1 CEUs

Chris Nunes, Director of Parks & Recreation, Woodlands, Texas

Difficult times means more resources need to be allocated to marketing, not less. This session reviews core marketing concepts specifically related to recreation and new rules for marketing in our industry. Participants will come away with a marketing strategy that they can implement in their organization.

Postcards from the Parks

Cholla, .1 CEUs

Moderators: RJ Cardin and Jason Mangum

The short documentary, *Postcards From The Parks*, airs the plight of Arizona’s State Park system which is in crisis. The film highlights the diversity of these state treasures and presents their economic and social value through interviews with state leaders, conservation advocates, and park volunteers, as well as relevant research and analysis. The film’s goal is to spread the word about the challenges of our State Parks, and to encourage other Arizonans who care about history, our natural treasures, and the outdoors to get involved. Unfortunately in 2010, the Governor and State Legislature demanded additional agency funding cuts and eliminated the State Parks Heritage Fund. The intention is that the movie will generate community action in support of the parks. After the showing of the film, a community dialogue will commence. Attendees will be urged to take action by contacting legislators and the Governor to adequately fund State Parks with a postcard writing session.

Boards & Commissions – Session #1

Salon E, .1 CEUs

Moderator & Host - Mark Mayer, Director of Parks & Recreation, Fountain Hills

Sometimes called the “scary speech” this session will cover the legal implications of serving on a board or commission. The subjects will range from the Open Meeting Law to the fines and penalties that can be applied to persons that serve on boards or commissions. The session will provide an oversight of the various laws impacting board and commission members but time will also be provided at the end of the session to discuss other matters or questions regarding the legal requirements of serving.

Adaptive Sports for Individuals with a physical disability: a focus on sled hockey

Salon J, .1 CEUs

Renee Loftspring, EdD, PT, assistant professor at the College of Mount St. Joseph, Cincinnati, Ohio

Sled hockey is one of the most popular and fastest growing adaptive sports in the United States. In addition, research supports the development of organized sport for persons with physical disabilities. Dr. Loftspring's background in neuro-rehabilitation and her son's love for ice hockey led her to become involved with USA Hockey, the national governing body for all ice and roller hockey in the United States. She serves as a representative for the Disabled Section of USA Hockey (2007 to present), is active in promoting sled hockey across the country and developed a local sled hockey program for youth and adults. Dr. Loftspring is currently conducting a study examining the effects of sled hockey participation on one's quality of life.

Thursday – 9:30 to 10:45 am

Turbulent Economy – Keeping Your Aquatic Facility Afloat

Salon A, .1 CEUs

Douglas Whiteaker, President, Water Technology

The economy is a hot topic. Recreation is often eliminated from the strained family budget. Discover ways to keep aquatic facility attendance and memberships flowing in a weak economy and bring families together with healthy aquatic entertainment alternatives.

Organizational Efficiency, Outcome-based Cultures, and Financial Stability

Salon M, .1 CEUs

Brian Trusty & Damon Cobb, Senior Managers, PROS Consulting

This session focuses on primary issues that affect sustainable operations of public park systems, provides guidance through real examples on navigating through the transformation from an effort-based culture to an outcome-based culture, and recommendations to activate new revenue and funding resources.

Homelessness 101 for Parks & Recreation Staff

Peace Pipe North, .1 CEUs

Theresa James & Ric Garza, Homeless Outreach, Tempe

Are your parks frequented by homeless individuals? Join this workshop for an overview of the causes of homelessness, resources for addressing it, and interaction with others dealing with similar concerns.

3 Minute Marvels – 50+ Program Sharing

Peace Pipe South, .1 CEUs

Jan Zale, CPRP, Leisure World Arizona & Cindy Knowlton, Recreation Centers of Sun City West

Recreation programmers and activity directors come together to share successful programs for their 50+ populations. In three minutes you'll hear highlights on 15 successful programs and receive details on each. There will be time at the end for questions and open topic sharing.

How to Inject Innovation into Local Government

Cholla, .1 CEUs

Patrick Ibarra, The Mejorando Group

Where are you and your organization in today's innovation race? This session focuses on rapid innovation and identifies new ways to rethink, reconnect, reinvent, and redesign. Organizational strategy, service delivery, the workforce, and achieving unprecedented results will be shared.

Boards & Commissions – Session #2

Salon E, .1 CEUs

Moderator & Host - Mark Mayer, Director of Parks & Recreation, Fountain Hills

In these challenging times it is clear that gaining and keeping the attention of decision-makers to see us and our agencies in a positive manner is critical. Recent cutbacks at the state level to our State Parks and cutbacks to staffing levels and programs at the local level have had effects on both our ability to continue operating our various agencies but also have had an effect on the morale of the staff that remains. Learn what role we can plan in achieving that positive image and the tools and techniques that help to establish that relationship and to foster it.

VA Recreation Therapists role in treating our OEF/OIF Veterans

Salon J, .1 CEUs

Paula Moran, CTRS

A new generation of Americas Veterans are returning from Military Service and seeking treatment at VA Medical Centers across the nation. VA Recreation Therapists are challenged with re-evaluating their past roles and looking to the future to insure that they are ready to meet the unique needs of the OEF/OIF Veteran.

This session will increase understanding of who are the OEF/OIF Veterans, describe 3 unique needs and special considerations and challenges when treating OEF/OIF Veterans specific to recreation therapy, provide a general understanding of VA Polytrauma System of Care, identify 3 common health conditions/concerns related to treating Veterans receiving Polytrauma Care, and identify 3 unique resources/programs Recreation Therapists are offering.

Thursday – 11:00 am to 12:30 pm

General Session Keynote

Sunshine Room, .1 CEUs pending

Karen Churchard, Director of the Arizona Centennial, Arizona Office of Tourism

Learn how a 1-person staff (with lots and lots of volunteers) plans to produce a \$5 million Centennial celebration for the State of Arizona with no appropriated budget. Twenty years with the Fiesta Bowl and ten years as a consultant (she wrote the proposal for the last Arizona Super Bowl) has prepared Ms. Churchard for this monumental task and you are sure to be inspired by her initiative and optimism. Every city in Arizona is being asked to STEP UP and play a part in the Centennial and guess who will probably be part of that – you got it – parks & recreation departments. This keynote will put you ahead of the game when your city officials come to you to make plans.

Thursday – 3:00 to 4:15 pm

My Phoenix – My Park – Revitalized Volunteer Program

Salon A, .1 CEUs

Sara Hall - Deputy Director, Brandie Ishcomer – MAII, Alonso Avita – Volunteer Coordinator, Jeanne Shockley – RCII, Phoenix Parks & Recreation & Keep Phoenix Beautiful representative

This session will present the process that went into developing the My Phoenix – My Park volunteer program, including the Adopt-a-Park program. Aspects covered will include: marketing, outreach, recognition, process, and best practices.

Step Up and Get Volunteers Committed

Salon M, .1 CEUs

Todd Davis, VolunTEAMism.com

Connect your programs and staff with volunteers in the community through Volunteer clubs of people who are committed to the cause. This program offers a simple internet based solution with minimal management and connects “captains” of projects with those interested in serving in specific areas.

How to Succeed at Everything

Peace Pipe North, .1 CEUs

Bob Frost, Commissioner, Scottsdale Parks & Recreation Commission

How to succeed at everything is a motivational session that will teach you how to understand your definition of success, set goals, energize your desires, focus your energies, and get things done. You will receive tools and keys to successfully manage your energies.

Winning Formulas – Preventing Recreational Water Illness

Peace Pipe South, .1 CEUs

Randy Mendoza, Principal, Aquatic Design Group

Do recreational water illnesses make you queasy? Learn how sensible an informed pool-water sanitization is the most cost-effective and user friendly way to mitigate the potential for illness at your facility.

Best of the Best in Recreation Programming

Cholla, .1 CEUs

Moderator – Cindy Hunt, Recreation Supervisor, Mesa

A fast paced session in which individuals from around the state have five minutes to share their most successful program ideas. Taking away one good idea might be considered creative borrowing (stealing), but taking away multiple ideas is simply put, market research.

Creating a Higher Level of Inclusive Play

Town Hall, .1 CEUs

John McConkey, Landscape Structures

The emerging awareness of a new population of children has created the urgency to design playgrounds to meet their unique needs. Participants will receive ideas on how to plan inclusive playgrounds that are sensory stimulating, age and developmentally appropriate, and accessible.

Boards & Commissions – Session #3

Salon E, .1 CEUs

Moderator & Host - Mark Mayer, Director of Parks & Recreation, Fountain Hills

The role between board and commission members and staff can be a challenge for both sides. Learn how to understand and accept the role of each and to work with the various boards and commissions and staff on positive results. The session will help establish the limits of authority for both board and commission members and staff and help insure that each side understands their role and remains respectful of the other.

Operation Enduring Freedom/Operation Iraqi Freedom: What to Expect and How Communities Can Prepare to Meet the Needs of Returning Military

Salon J, .1 CEUs

Cara Garcia, OEF/OIF Community Outreach Social Worker

Adapting and expanding programs for different populations requires understanding of the needs and issues specific to the population. In this session, a new wave of Veterans will be introduced and examined, to identify ways in which an existing program can be modified gently to provide for the needs of our Operation Enduring Freedom and Operation Iraqi Freedom Veterans. Learn how your organization may have something special to offer this population. Participants will be able to identify three health care issues specific to the OEF/OIF population, be able to list 4 key benefits available through the VA and how to access services, and name one way in which they can apply learned knowledge to their current agency and/or build capacity.

Thursday – 4:30 to 5:45 pm

Parks and Recreation Advocacy and Legislation

Salon A, .1 CEUs

RJ Cardin, Director, Maricopa County Parks and Recreation

This session focuses on the legislative process; State and Federal legislative issues relevant to parks and recreation; and advocacy efforts undertaken by APRA and the National Parks and Recreation Association to effectively position issues in the minds of elected officials.

Team Building Solutions on “0” Budget

Salon M, .1 CEUs

Todd & Marsha Davis, Team Play Event Solutions

Participants will learn to not just step up, but to step out and tackle problems with solutions based on over 28 years in corporate recreation and team building. They will be provided a proven workout to rebuild, restore, and rejuvenate their most vital resource – people. There will also be a take-away guide to “build your team” on “0” budget.

Skateplaza’s, Paths and Sculptures: the New Face of Skateparks

Peace Pipe North, .1 CEUs

Aaron Spohn, President, Spohn Ranch

Skatable structures and integrated skate plazas are changing traditional notions about both the nature and site needs of a skate or bike park. Are they just a trend or is there a true paradigm shift taking place? Participants will learn to identify underused park space for action sports and predict typical usage styles.

Continuous Improvement through Operational Planning

Peace Pipe South, .1 CEUs

Chris Nunes, Director of Parks & Recreation, Woodland, Texas

Operational planning is an essential need in developing a results driven organization. Participants will gain knowledge in the various types of operational plans, the elements of a plan, and how to ensure its success. Most importantly participants will have the ability to sell their plan knowing that it was developed with input and rational and logical information.

Pickleball

Cholla, .1 CEUs

Claire Keyworth, President, Fountain Hills Pickleball Club

Pickleball is one of America’s fastest growing sports. Using Fountain Hills as a model, this session will inform participants on best practices and strategies which can be used to promote the sport in your community.

Sports Roundtable

Town Hall, .1 CEUs

Moderator - Seth Redden, Recreation Coordinator, Peoria

Professionals will discuss special events, programming, coach/parent training, umpiring/officiating, facility maintenance, field allocations, budget issues, fee structures, contracting out sports leagues and other topics of interest to participants.

Boards & Commissions – Session #4

Salon E, .1 CEUs

Moderator & Host - Mark Mayer, Director of Parks & Recreation, Fountain Hills

The interaction of roles between the governing body and the various boards and commissions is not a topic that is frequently addressed. Too often both sides become disenfranchised with the role of the other and do not come to an understanding of the role and responsibility that each of them has in support of the other. Both the members of governing boards and those that serve on either a board or commission do not have clear expectations regarding the roles and responsibilities of each group to the other. Participants will gain a better understanding of some tools and techniques to help establish both the roles and the responsibilities of each toward the other.

Can I really influence attitude formation and change?

Salon J, .1 CEUs

Renee Loftspring, EdD, PT, assistant professor at the College of Mount St. Joseph, Cincinnati, Ohio

To be effective as a health care professional, one needs to not only acknowledge differences in personality and perspective but have strategies to address those that create barriers within a clinical setting. This program will introduce established theories related to attitude formation and attitude change with the intent of using them to influence changes in behavior such as with client attendance or compliance with a program, or improve interpersonal interactions. Participants will differentiate between behavioral and cognitive theories of change, develop an attitude change program for a given situation, and be able to explain how to evaluate effectiveness of/modify an attitude change program.

Friday – 8:00 to 9:15 pm

New Career in Recreation: Lifestyle Directors

Salon A, .1 CEUs

Nicole Engelmann, Corporate Lifestyle Director, Capital Consultants Management Corporation

Your experience may make you the perfect candidate for a career in community association recreation! Learn what it takes to customize your skills and become a lifestyle director at a master planned community.

Have Fun but Protect Yourself

Salon E, .1 CEUs

Ed Bantel, AMRRP Program Administrator

Good recreation programs are essential to the health of every community. The goal of this session is to show you how to have great programs while protecting yourself and your community from unnecessary claims and lawsuits.

Post Cards from the Parks

Salon J, .1 CEUs

Moderators: RJ Cardin and Jason Mangum

The short documentary, *Postcards From The Parks*, airs the plight of Arizona's State Park system which is in crisis. The film highlights the diversity of these state treasures and presents their economic and social value through interviews with state leaders, conservation advocates, and park volunteers, as well as relevant research and analysis. The film's goal is to spread the word about the challenges of our State Parks, and to encourage other Arizonans who care about history, our natural treasures, and the outdoors to get involved. Unfortunately in 2010, the Governor and State Legislature demanded additional agency funding cuts and eliminated the State Parks Heritage Fund. The intention is that the movie will generate community action in support of the parks. After the showing of the film, a community dialogue will commence. Attendees will be urged to take action by contacting legislators and the Governor to adequately fund State Parks with a postcard writing session.

Aquatics Roundtable

Salon E, .1 CEUs

Moderator – TBA

Several speakers will discuss current topics in Aquatics. Representatives from the American Red Cross and Maricopa County will discuss changes and topics in their organizations. Information from the 2010 National Aquatics Conference in Houston will also be distributed.

Step Up Your Customer Service

Cholla, .1 CEUs

Ruby Newell-Legner, CSP, RubySpeaks, Little, Colorado

Ruby is a nationally renowned speaker and a frequent keynote and session presenter at parks and recreation conferences across the country (Rubyspeaks.com). In this session you will learn that as customers expect more, the demand on frontline employees becomes more intense. Ruby will share 7 elements of raising the bar in customer service. It will include customer service concepts for front-line as well as top leaders in an organization, outline a cycle of service with standards, and clarify expectations that must occur in a timely manner to deliver excellent service.

Step Up to the Bar - Generate Revenue Selling Beer at Events

Town Hall, .1 CEUs

Vern Biaett, CFEE, Faculty Associate & PhD candidate, Arizona State University

Face the facts and shift your department's paradigm as new budget realities demand that special events generate revenue and be used to support the overall organizational mission. There is no better way to accomplish this than by selling beer. Participants will develop an understanding of profit potential, become knowledgeable of legal requirements, and be introduced to methods used to sell beer responsibly.

AzTEC Festival Awards Session - Special Event Protocol 101 (open to all)

Peace Pipe North, .1 CEUs

Linda Van Hook, Faculty Associate, Arizona State University

When you have your mayor and the governor on stage, who speaks first? This is one of only a thousand questions you may have about protocol at your events. This session provides a practical focus on the elements of protocol, ethics, and etiquette as they apply to special events management. As a former Special Events Coordinator for Glendale, Linda attended protocol school in Washington, D.C. and now teaches a course on the subject as part of ASU's Special Event Certificate Program.

Friday – 9:30 to 10:45 am

Do You Know Your Neighbors: Partnering with Master Planned Communities

Salon A, .1 CEUs

Nicole Engelmann, Corporate Lifestyle Director, Capital Consultants Management Corporation

Who are your community association neighbors? Municipal partnerships with master planned community associations are powerful! Shared resources and targeted communication produce a WIN-WIN for everyone. In this session you will find out how to get connected, learn what master planned communities have to share, and be exposed to real world examples.

Quality Excursions on a Shoestring

Salon E, .1 CEUs

Yvonne Cossio, Rec Superintendent & Keith Adams, retired Rec Superintendent, Kingman

This session provides practical tips and procedures to develop, market, and operate successful and profitable 1 to 3 day excursions. Learn industry standards which will help you plan and succeed where others have failed.

Unique Programs that Can Work Anywhere

Salon J, .1 CEUs

Rhonda Cap, CSCS, Leisure World Arizona & Ronda Gates, M.S., Lifestyles by Ronda Gates

Discover health and fitness programming ideas that have been successful in a variety of environments. Participants will gain knowledge of month to month programming, strategies to build a healthy weight loss program, and innovative motivational programs.

New Partnerships for Exploring the Outdoors

Salon M, .1 CEUs

Joe Yarchin, Watchable Wildlife Program Coordinator and Denise Raum, Hunter Recruitment & Retention Program Coordinator from Arizona Fish and Game Department

The AGFD presents on exploring the outdoors. Learn about national efforts to encourage people to get outdoors; hear about new, exciting programs offered through the AGFD to recruit and retain customers and learn about resources that are available to partners. Participants will learn about the training and resources for outreach programs available through AGFD, the basics of experienced-based management for wildlife viewing recreation, and the three important components of wildlife viewing recreation opportunities.

How to Step Up Your Employee Training Program

Cholla, .1 CEUs

Ruby Newell-Legner, CSP, RubySpeaks, Little, Colorado

Ruby is a nationally renowned speaker and a frequent keynote and session presenter at parks and recreation conferences across the country (Rubyspeaks.com). In this session she reminds us that total quality calls for workers with solid basic skills. Participants will learn how to help employees fine-tune their skills through successful staff orientation and development programs; and training strategies to handle the new employee to developing skills throughout their career.

Rockin' Oldies to Rock Band – Marketing Across Generations

Town Hall, .1 CEUs

Karen Ryan, Senior Associate, Norris Design, Denver, Colorado

This interactive session will guide participants through effective marketing strategies for Matures, Baby Boomers, Generation X, and Millennials. Attendees will participate in a small group exercise to gain first-hand knowledge in creating a marketing plan, program branding, and agency promotion. (repeated on Friday, 3:30 to 4:45 pm)

AzTEC Festival Awards Session – Cities and Events – What to Expect (open to all)

Peace Pipe North, .1 CEUs

Dory Ludwig, Special Event Coordinator, City of Glendale

Municipalities want to encourage special events to be produced and held in their communities. This session will examine what happens when you combine this goal with shrinking city budgets and mandates to enhance revenue streams and then what has to be considered in relationship to what incentives remain to produce events in any particular community. This session will provide participants with details on special event permits and the guidelines, fees, and reviews associated with event production in, or with, a municipality.

Friday – 11:00 am to 12:30 pm

General Session Keynote

Sunshine Room, .1 CEUs pending

Dena Patton, Life Coach

At the age of 22 Dena moved from her hometown of Phoenix, Arizona to NYC for 8 years where she owned her own marketing, PR & publishing business called SEI. In 1998 Dena sold her business to become part of the founding team, as VP of Marketing for Theater Mania, the largest theater website and ticket portal for Broadway and Off-Broadway in the U.S, Canada and London. But it all took a toll. After becoming a workaholic entrepreneur she experienced a minor stroke at the age of 26, and while recovering she hired a life coach to help her reprioritize her life and career. Dena was so inspired by the work that she left the marketing industry and trained as a life and business coach. While in NY she co-created the September 11 Photo Project which was a free exhibition of 10000 pictures and stories that traveled a 6 city U.S. Tour and later became a published book through Harper Collins and a Discovery Channel Documentary. In 2002 Dena moved back to Phoenix where she continues to speak and coach, along with being a Mom to two year old Alexandra. Her full time "job" is being the CEO of Chat, Chew & Chocolate which is an award-winning events and

inspiration company. Her goal for 2011 is to publish her two books: *The Well-Balanced Superwoman* and *Powerfully Living, Gracefully Dying*. For the professional that is busy over-achieving, finding themselves stressed, and needing inspiration in their life this session is not to be missed.

Friday – 1:00 to 4:45 pm

Director's Roundtable

Town Hall

The return of a session just for agency directors has been scheduled. This moderated roundtable will provide a chance for directors from similar size cities to discuss their challenges as well as bring all directors together to discuss the state of parks and recreation in Arizona as a collective.

Friday – 2:00 to 3:15 pm

Phat Programs & Facilities – Reducing Youth Obesity & Crime

Salon A, .1 CEUs

Karen Ryan, Senior Associate, Norris Design, Denver, Colorado & Bob McDonald, OLC Architecture

The availability of youth activities is directly related to a community's crime, health, and education. The key is to develop youth recreation programs and get youth involved in decision-making roles. Exploration of ideas for facilities that provide flexible spaces to accommodate a diverse menu of programs is also discussed.

Best of the Best in Recreation Facilities

Salon E, .1 CEUs

Moderator – Jamie Sullivan, CPRP, Facility Manager, Apache Junction

What recreation center programs are working across the state of Arizona? If you have had a successful center program come and share it with others. And learn from others – cost cutting ideas, recent obstacles, and more. If you just want to “borrow” a few ideas for your center programming then this is a session for you.

Walking for Wellness: Strategies for Success

Salon J, .1 CEUs

Rhonda Cap, CSCS, Leisure World Arizona & Ronda Gates, M.S., Lifestyles by Ronda Gates

In the USA more people walk for fitness than any other activity. This session will provide strategies for skill development, marketing, and successfully grow a progressive fitness walking program in a variety of settings.

Shade Phoenix 2020

Salon M, .1 CEUs

Ken Vonderscher - Deputy Director, Lyssa Hall & Richard Adkins, Phoenix Parks & Recreation

Trees and shade are important aspects of our communities including parks, recreation facilities, and streetscapes. There is no better place to create and sustain green infrastructure than a city park. Staff from the City of Phoenix Parks and Recreation Department will walk you through the design and development of our tree and shade master planning process and introduce the latest issues and challenges in the care and maintenance of the urban forest.

Raising Green to Keep Your City Green

Peace Pipe North, .1 CEUs

Denise Rentschler, Community Outreach and Marketing Specialist, City of Tempe

Arbor Day 5K Case Study – Learn how Tempe created a zero-cost event that generated more than \$12,000 for the Trees for Tempe program. Partnerships, marketing and event management will be covered in this session. Participants will learn how to use partnerships to create a zero-cost event; fun, creative and new ways to raise money; how to build/leverage community partnerships; and how to use social media to generate awareness.

Step Up Your Supervisory Skills

Cholla, .1 CEUs

Ruby Newell-Legner, CSP, RubySpeaks, Little, Colorado

Ruby is a nationally renowned speaker and a frequent keynote and session presenter at parks and recreation conferences across the country (Rubyspeaks.com). The role of supervisor is exciting and challenging, as well as constantly growing and changing. Learn ideas that will motivate you and help develop your skills to motivate your staff. Participants will learn 5 reasons supervisors fail, how to identify your communication style, and ways to improve time management and delegation skills.

Friday – 3:30 to 4:45 pm

Rockin' Oldies to Rock Band – Marketing Across Generations

Salon A, .1 CEUs

Karen Ryan, Senior Associate, Norris Design, Denver, Colorado

This interactive session will guide participants through effective marketing strategies for Matures, Baby Boomers, Generation X, and Millennials. Attendees will participate in a small group exercise to gain first-hand knowledge in creating a marketing plan, program branding, and agency promotion. (repeated from Friday, 9:30 to 10:45 am)

Three Cheers for Volunteers

Salon E, .1 CEUs

Jamie Sullivan, CPRP, Facility Manger & Heather Wright, Recreation Asst., Apache Junction

Sure there are perks to having volunteers, but how do you motivate and manage teen aged volunteers? Using Apache Junction, that runs a year round teen-volunteer program, as a real world example this session will teach you how to create well rounded volunteer, how to assess their personalities, how to manage them in limited space, and how to coach and motivate them.

Waves of the Future – Trends in Society

Salon J, .1 CEUs

Randy Mendioroz, Principal in Charge, Aquatic Design Group

Changing demographics are important to take into consideration when thinking about renovations or about building a new facility. Learn how to design and build aquatic facilities today for the needs of tomorrow.

How Do You Behave When Others Misbehave?

Salon M, .1 CEUs

Julie Sanders, Supervisor, Tucson

Do you find yourself disciplining children the same that you were disciplined? There's a pretty good chance you do. We do what we know and until we learn a different way we follow in the footsteps of our parents. Participants will learn to recognize parent methods, their own methods, and effective methods of discipline. They will learn how to apply effective methods.

Kartchner Caverns Protection of Natural Resources

Peace Pipe North, .1 CEUs

Ginger Nolan & Christopher DeMille, Arizona State Parks

Take a journey through the cave and park. Discover what it takes to operate and facilitate a world class show cave and park. The park is not just for tourism, but also science and research. Participants will gain a better understanding of one of Arizona's greatest natural resources.

NRPA Recommended Guidelines for Criminal Background Checks

Cholla, .1 CEUs

Byron Palmer, Vice-President, Southeastern Security Consultants

NRPA has defined a comprehensive national criminal background check for employees and volunteers working in parks, recreation, and conservation agencies. Understand the wide differences in conducting background checks and what steps are required to meet both the NRPA recommended guidelines for credentialing and the standards for agency accreditation (CAPRA).