



2018 mParks Conference Trade Show




DRAFT Schedule


TUESDAY (2/6/18)	PRE-CONFERENCE (9:00am-3:00pm) Trail Summit - OAC (Julie Clark)	PRE-CONFERENCE (10:00am-3:00pm) Camp Session - NW Activity Center (Tami Letcavage)	PRE-CONFERENCE (10:00am-3:00pm) Park Session - Flynn (John Haney / Mike Boyd)	PRE-CONFERENCE (10:00am-3:00pm) Women in Leadership - U of M Detroit Center (Laura Mortier)	DISC - Personality Session DNR - MSU	
	TOUR - Sport Venues (1:00pm-4:00pm) (CMU Alumni)			TOUR - Detroit Highlights (Bon Bon Bon, Grey Ghost, City Bird, Michigan Urban Farming Initiative) (10:00am-2:00pm) (Mary Bohling)		
	HAPPY HOUR - Meet & Greet Volt Restaurant 3:30pm-4:30pm					
	Student Showcase 5:00pm-7:00pm (Shuttles Start at 4:30pm) Heritage Hall					
	Red Wings vs. Bruins 7:30pm - Little Caesars Arena (\$75 additional ticket required)					

WEDNESDAY (2/7/18)		Trail Towns – How Communities are Using Trails to Leverage Place, Tourism and Economic Development (Burkholder)	Summer Day Camp Panel & Round Table (Aycock)	Public Private Partnerships (Bowden)	Simple Strategies for Effective Advocacy (LaFontaine)	Oooopsies... My Bad! (Barnes)	Public Engagement isn't Public Enemy #1 (Gracia-Wing)	Motivation to Move! (Patterson)	Creating Inclusive & Diverse Conservation Career Pathways (Hall)	As-Needed Contracts; Making Them Work for You (Schultz)	Maintaining Safe Play Environments (McConkey)		
	8:30am-9:45am	EXHIBIT HALL GRAND OPENING (complimentary coffee, breads and fruit)											
	10:00am-11:00am	OPENING SESSION on Equity - Mitchell Silver - NYC Park Commissioner / Local Government Leaders / Student Showcase Representative (Renaissance Ballroom) Round Tables											
	11:15am-12:45pm	EXHIBIT HALL LUNCH 											
	12:45pm-2:00pm	HOLD - Director's Summit (Muck)	Programming Focus Group Summit: Winners	HOLD - Bowden II	Emotional Intelligence: The Key Factor to Career and Life Success (Hauwiler)	Select, Don't Hire! Finding the Right Fit (Barnes)	Partnerships with Schools & Community (Lipinski)	Three Types of Fun: Creating Advocates through Lifestyle Brands (Jarosz)	Designing Splashpad for Inclusive Play (Anderson)	Parks; Part of Your Community Infrastructure (Schultz)	Through the Camouflage-Connecting with Natural Areas Visitors (Krueger)		
	2:15pm-3:30pm	EXHIBIT HALL BREAK											
	3:45pm-4:45pm	There's an App for That: Connecting to Nature through Technology (Fournier)	99 Programmers (Molinar)	Parks, Recreation and Placemaking (Draheim)	Managing Workplace Conflict (Hauwiler)	Team Building for Better Service (Barnes)	Present Day Challenges in Deer Management: CWD and Urban Deer (Emens)	WomenSpeak (Gordon)	Citizen Led Ballot Initiatives (Faber)	Trends in Play Space Design (McConkey)	Equity and the Detroit Parks and Recreation Improvement Plan (Dick)		OFFSITE - OAC Emergency Action Planning 4:00pm-6:00pm (Kanakry)
	5:00pm-6:15pm	DINNER ON YOUR OWN											
6:15-8:00pm	30th Anniversary of the Progressive Pub Crawl												
8:00pm-Midnight													

11/14/2017

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THURSDAY (2/8/18)	8:30am-9:45am	2018 Annual DNR Recreation Grant Application Workshop (Bayus)	Health & Wellness Summit (Grybel)	Graphic Design Tips and Tools for the Non-Designer (Blunden)	Leveraging Strengths: A New Approach to Positive Leadership (Kurtz-McKinnon)	Harnessing Citizen Science (Bunch)	Connecting Arts and Community (Kvoriak)	Having Success with a Small Town Special Event (Church)	Your Local Chamber as a Resource (Troshak)	Parks and Health Promotion: A Natural Partnership (Lee)	HOLD - TRI session - Tracey Crawford	 OFFSITE - TOUR 9:30am-12:00pm Detroit Recreation Centers
	10:00am-11:15am	MNRTF Round Table Discussion (Bayus)	Email Marketing: Tips and Tricks to Keep You Out of the Spam Folder (Kurnat)	Strategic Financial and Operational Management: Your First Objective! (Nunes)	Better Management Through Leadership (Mangum)	Parks & Rec for Everyone: Transgender Inclusion (Triplet)	Theatre for ALL! (Mann)	Small Community, No Professional - Now What? (Johns)	Community Driven Master Plans (Heller)	Project Enhancement Through AmeriCorps NCCC Partnerships (Jemerson)	HOLD - TRI session - Jackie McParlane	
	11:30am-12:45pm	Legislative Process (Wilson)	Cool Tech Tools 2.0 (Stephens)	Special Events: The Do's, The Don't's, the Maybe's (Nunes)	Risk Management for Practitioners (Mangum)	Avoiding the Parent Trap: Working with Difficult Parents (Kurtz-McKinnon)	HOLD - Park Foundations	Parks VS. Recreation: How to Turn a Battle into a Friendship (Haney)	Creating a Strategy Focused Organization (Heller)	Native Butterfly House At The ForMar Nature Preserve and Arboretum (VanPatten)	Refining Recreational Accessibility: Including Adults in Recreation / Park RX Combined (Tetteh / Kari)	Riverfront Conservancy Campus Martius Beacon Park
	12:45pm-2:00pm	LUNCH ON YOUR OWN										
	2:00pm-3:15pm	IGNITE: a) SCORP Update b) Teen Xperience c) ebikes	Your Personal Brand (Stephens)	Using Economic Impact Data to Demonstrate an Agency's Relevance (Nunes)	Celebrate National Parks & Recreation Month: Social Media Challenge (Cooley)	Lansing Police Response to Peaceful Protests (Sosebee)	Detroit's Riverfront - Open Space for All People (Slaughter-DuPerry)	Where Have They All Gone? (Hyer)	Campus-community partnerships for parks and recreation planning (Lucarelli)	Past President's Meeting (Alderman)	To the TREES... Accessible Treehouse: Dream to Reality (Ferguson)	OFFSITE TOUR 2:00pm-4:00pm Outdoor Adventure Center Belle Isle
	3:30pm-4:45pm	Recreation Plans - From the Basics to Joint Regional Plans (Bayus)	A Peacock in the land of Penguins? (LaFever)	Brand Refresh and Management - How Did We Do It? (Fulcher)	HOLD: Dr. Sherrie Barkin	Supporting Domestic and Sexual Violence Survivors (Straub)	Encouraging Collaboration & Community Building to Support a Thriving Farmer's Market (Woloszyk)	Control the Chaos (Hyer)	Archery - Making an Impact (Farmer)	HOLD - Senior Sessions (NW/ Auburn Hills / OCP / Are you senior ready?)	Cuyahoga County Eastside Greenway Plan	
	5:00pm-6:15pm	You Have a Recreation Grant - Now What? (Bayus)	Sorting Seasonals: How to Facilitate Group Interviews (Johns)	HOLD - Marketing Focus Group Meeting	Communicating Success (Molinar)	Talk Saves Lives (Windom)	Borrowing More Than Books... Amazing Local Library Programs! (Provenzano)		HOLD - Archery Meeting	HOLD - Senior Session - Nancy Cowan	Integrating the City Greenway	
	7:00pm-9:30pm	 Award Winners VIP Reception (6:15-7:15pm) Reception / Awards Banquet 7:00pm Cash Bar / 7:30pm Dinner 										
	Following Banquet	AFTER GLOW PARTY - Granite City										

FRIDAY (2/9/18)	8:00am-11:00am	All Conference Breakfast / Business Meeting / Closing Session - Speakers will address value of parks and recreation on a state and national level										



WEDNESDAY SESSIONS

Sessions listed in alphabetical order, refer to At-A-Glance chart for tentative times

99 Programmers

One of the top sessions during conference, take the time to showcase the innovative programming ideas in your community. In this face-paced exercise, participants will share ideas, and walk away with some new recreation programming material. Come prepared with an idea and grab a seat before we fill the room.

Kelly Molinar
City of Troy

As-needed contracts; making them work for you

Explore how as-needed contracts can help you secure a quality team of professionals to get your projects done in a timely manner. Hear from panel members of various park agencies on how they work with their purchasing departments to structure agreements.

Doug Schultz
ROWE Professional Services

Citizen Led Ballot Initiatives

Communities across Michigan need reliable, stable funding for their parks and trails. Channeling passionate volunteers to help pass local ballot initiatives can mean the difference between success and failure for local millages and bonds. In 2013, Grand Rapids passed its first ever parks millage. Learn how we did it and what might work for your community.

Steve Faber
Byrum & Fisk Communications

Creating Inclusive & Diverse Conservation Career Pathways

This session will explore national best practices about new badging and credentialing platforms for inspiring youth of color to pursue careers in conservation and related fields. In particular, the session will cover collaborations between the Detroit Employment Solutions Corporation and the Metro Detroit Nature Network to establish pathways for young Metro Detroiters.

Tracy Hall
University of Michigan-Dearborn

Designing Splashpad for Inclusive Play

Does your municipality find itself stuck between budgetary restraints on one hand and, on the other, the need to adopt the latest park amenities that promote safe, inclusive and healthy play? You're not alone. Increasingly, park and recreation directors are turning to splashpads and other aquatic play structures because they deliver increased play value for persons of all abilities, and for the ease with which aquatic play designers can incorporate the principles of inclusivity into their designs.

But what exactly is inclusive play and why is it important to your community? Join Cory Anderson for an in depth exploration of inclusive play, and how parks can better achieve their inclusivity goals through purposeful splashpad design.

Cory Anderson
Vortex Midwest

Emotional Intelligence: The Key Factor to Career and Life Success

Why is everyone talking about emotional intelligence lately? Join us for an interactive discussion of emotional intelligence in our work and personal lives. We will explore 15 competencies that have been researched, measured, and scientifically correlated to personal and professional achievement. We will also look at the skills, talents, and challenges often attributed to healthy leaders. Participants will self-assess the 15 competencies and explore approaches, tools, resources, and best practices in leveraging strengths and developing areas for improvement. Attendees will leave the session with new knowledge, insights, awareness, and confidence in their ability to not only understand but develop emotional intelligence in themselves and others.

Jill Hauwiler
Leadership Refinery

Equity and the Detroit Parks and Recreation Improvement Plan

The 2017 City of Detroit Parks and Recreation Improvement Plan was guided by a mandate to equitably lift up an entire system of parks that had been underfunded for generations. This session will detail the prioritization strategy developed by the General Services and Parks and Recreation Departments, as well as a number of innovative new programs within the plan motivated by the challenges of vacancy. We will highlight our 40 Neighborhood Parks Initiative and its impact on local residents.

Brad Dick
City of Detroit

Maintaining Safe Play Environments

Nearly 200,000 injuries that require emergency room treatment occur annually on public playgrounds. These injuries can be prevented with proper playground design and standardized inspection and maintenance program. This continuing education session will highlight the primary causes of playground injuries and discuss the responsibilities owners as well as manufacturers have for providing and maintaining safe playgrounds.

John McConkey
Landscape Structures

Managing Workplace Conflict

Let's be honest...the workplace isn't always easy to navigate. Despite our best intentions, we don't always want or need the same things as the people around us. Unfortunately, too often these differences can lead to conflicts that can become bigger than necessary. In this session we will explore five conflict-handling styles – competing, collaborating, compromising, avoiding, accommodating – and instruct individuals about appropriate uses for each conflict-handling style. This practical session teaches participants skills for managing conflict and improving their workplace relationships.

Jill Hauwiler
Leadership Refinery

Motivation to Move!

Increasing Physical Activity for Multigenerational Use

Bill Patterson
GameTime

Oooopsies. . .My Bad!

When you leave conference, you'll be full of new program ideas, ways to motivate your staff and how to woo customers. But the path to executing successfully is sometimes bumpy – and this session shares stories from your peers (and my own personal “oops” moments) and the lessons you can learn. From personnel issues to overbearing parents, discuss common pitfalls, share your own lessons, and laugh a little along the way!

Kirsten Barnes
Five Star Recreation

Parks, Recreation and Placemaking

The Michigan Municipal League has spent more than a decade working intensively with local and state partners to integrate placemaking into community activities. This session will highlight some of the ways the League and community leaders have built partnerships, pursued innovative funding, and invested in parks and recreation resources to create vibrant, economically thriving communities.

Shanna Draheim
Michigan Municipal League

Parks; part of your community infrastructure

Think beyond just the recreation benefit, park facilities can also serve a vital role in your community infrastructure. Sharpen your talking points on how parks assist with storm water management, transportation and other quality of life factors.

Doug Schultz
ROWE Professional Services

Partnerships with Schools & Community

Learn how the Recreational Authority of Roseville and Eastpointe continues its longstanding partnership with the Roseville Community School district and established a new partnership with the Eastpointe Community Schools and both communities. While these partnership agreements are different... the sharing of facilities, equipment and resources has enabled all entities to work together to cut costs, avoid duplication of services and provide quality programs and facilities to the residents.

Tony Lipinski
Recreational Authority of Roseville & Eastpointe

Present day challenges in deer management: CWD and urban deer

Deer management in Michigan is estimated to have a nearly \$2 billion dollar impact to the state. With such importance placed on deer management, there is no shortage of opinions on how deer should be managed. Two issues that often garner much discussion due to their high profile nature are chronic wasting disease (CWD) and the management of urban deer. Both topics can be controversial, and both can have potential impacts to humans. Discussion will revolve around the biology and management of both topics.

Coe Emens

Ingham County Parks and Recreation Commission

Programming Focus Group Summit: Winners

Sit back and enjoy the show as we present the best of the best in the Annual Awards. Learn about the coolest and trendiest programs in the state. These winners have been selected by the Professional Recognition Board and given awards during the opening of conference. Come and learn how these communities were successful.

Kelly Molinar

City of Troy

Public engagement isn't public enemy #1

Public feedback. Community engagement. Resident forums. These can be intimidating and a bit of a tough pill for municipalities to swallow. And, if done without a lot of planning or support from partners, they can also have lasting negative implications. But they're crucial. Listening to stakeholders is what propels communities forward. Join senior public relations strategist and City of Lansing Park Board chairperson Veronica Gracia-Wing as she explores ways to translate listening into positive outcomes.

Veronica Gracia-Wing

Piper & Gold Public Relations

Public Private Partnerships

How municipalities and partners work together to create and operate transformative spaces? This session will provide insights from two very different cities on the creation and momentum of great public spaces.

Yvette Bowden

City of Boulder, Colorado

Select, Don't Hire! Finding the Right Fit

When you "hire" someone, you're finding a person to fill an open seat on your team. By simply refocusing your efforts to "selecting" the RIGHT person for the job, team morale, retention, and overall performance. This session will focus on best practices for recruiting and interviewing to find the best talent, training to create the right expectation, and reinforcing culture through selection.

Kirsten Barnes

Five Star Recreation

Simple Strategies for Effective Advocacy

Lets talk about what works, and what you should avoid.

This discussion will focus on strategies and opportunities to cultivate a mutually beneficial relationship with policy makers, that will aid in your advocacy and ability to influence and promote meaningful policy.

Andrea LaFontaine

Michigan Department of Natural Resources

Summer Day Camp Panel & Round Table

I would like to assemble a panel of experienced camp leaders to share their knowledge and answer questions. I would like the session to be casual. The first half would be introductions then talking about some hot topics. The second half will be question and answer as well as open dialogue for all attendees.

Jessica Baier
Marshall Recreation Dept.

Team Building for Better Service

From Sardines to Shark Attack, take a chance to get your frontline teams involved, invigorated and in touch with one another and their customers through a variety of team building activities. Take a step-by-step journey through choosing, conducting and applying team building activities with your team so that the learning continues long after the activity ends. In addition to developing skills for choosing the RIGHT activities, you'll also have a little fun - and you'll be yelling "Rabbit Nugget" before you leave!

Kirsten Barnes
Five Star Recreation

There's an App for That: Connecting to Nature through Technology

Used wisely, smartphones and tablets can be powerful interpretive tools. From identifying birds and trees, mapping hikes and kayak trips, connecting to citizen science projects and much more, apps and other smartphone features can be used to investigate and connect with the natural world. During this session we'll explore different "naturalist-approved" apps (some of which are even free!) and how these resources can be incorporated into programs and other interpretive content.

Michelle Fournier
Chippewa Nature Center

Three Types of Fun: Creating Advocates through Lifestyle Brands

Isn't it great when people have amazing things to say about your programs or organization?

And it's even better when they share these experiences with others for free. That's what brand advocacy is all about — encouraging and empowering people.

Outdoor lifestyle brands can be powerful partners, as people are looking to support organizations that take a stand for social causes and create a positive impact in the world.

Trust in government is low, and the nonprofit sector doesn't have sufficient fiscal resources. These factors foster a fertile environment for conscious companies to advocate for recreation and conservation and establish a reputation as social leaders. In return corporate changemakers benefit from consumer goodwill, new partnership opportunities and earned media. Not to mention the merits of using business as a force for good.

Jonathan Jarosz
Heart of the Lakes

Through the camouflage- connecting with natural areas visitors

Natural areas can be expansive landscapes surrounding the traditional active recreation areas in parks. Often minimally managed and with limited access, it can literally be hard to 'see' visitors and uses supported by natural areas.

Presenters will discuss creative partnerships opportunities, volunteer strategies, and online resources that can be leveraged to improve your knowledge of users and increase community connections, ultimately improving stewardship of natural areas. These are tools parks managers can use to creatively solve problems and plan for future growth.

Presenters will share opportunities and then facilitate discussion encouraging attendees to explore challenges and identify resources for improving stewardship in their parks.

Allison Krueger
Washtenaw County Parks and Recreation Commission

Trail Towns – How Communities are Using Trails to Leverage Place, Tourism and Economic Development

Did you know that Michigan is home to one of the largest, interconnected trail systems in the country? Learn how large and small towns throughout Michigan are using this inviting network and the Trail Town approach to recruit workers and build and support new opportunities for trail-based tourism and economic development.

Harry Burkholder
Land Information Access Association

Trends in Play Space Design

Parks today face the challenge of providing environments that will attract children and families to engage, play and stay. To compete with indoor, more sedentary activities. In this session, we will examine playground trends that create kid magnets, facilitate multi-generational interaction and signature playgrounds that tell a community story. Discussions will also focus on the opportunities for stronger collaboration between playground designers and park planners.

John McConkey
Landscape Structures

WomenSpeak

The session will discuss alternative styles and speaking patterns for women to use for effective communication. The content will use examples, stories and an activity relating to women's and men's speaking styles. Attendees will determine their current predominant style, take a social styles quiz, and learn the implications of their findings.

Marilyn Gordon
Mediatude, LLC

THURSDAY SESSIONS

Sessions listed in alphabetical order, refer to At-A-Glance chart for tentative times

2018 Annual DNR Recreation Grant Application Workshop

This workshop is designed to help future grant applicants learn everything they need to know about submitting applications to the Michigan Natural Resources Trust Fund, Land and Water Conservation Fund and Recreation Passport grant programs. Best practices and strategies will be discussed.

Christie Bayus
MDNR

A Peacock in the land of Penguins?

So you've somehow managed to find yourself in a Parks & Recreation Profession...first, congratulations! Secondly, don't worry - by the time you move on, you'll be able to accomplish anything. Come hear how you, your Department, and your Community will benefit from hiring outside of our profession through a panel of non P & R professionals who have not only made their way - but have become rock stars at doing so and are taking the profession to new heights. It's time for change in our culture people, are you ready?

Jon LaFever
Canton Leisure Services

Archery - Making an Impact

Whether you are building a facility or developing a program. Are you thinking big enough? Programs, facilities and overall "parks and recreation" is making new impacts in several industries. Understand the potential you create in the area of economic growth and community benefit, through data collection and "program collaboration". Members of the mParks archery focus area will show how you can gain larger participation numbers, higher revenue, and industry support.

Bryan Farmer

City of Farmington Hills Department of Special Services

Avoiding the Parent Trap: Working with Difficult Parents

Most parents are wonderful, but in every program there are a few who are some degree of difficult. From parents who demand special exceptions to parents who are wholly disengaged from their child's development, it is vital that we take a proactive approach. This enjoyable (and yes, funny!) workshop will discuss techniques to help you turn your most difficult parents into loyal promoters of your program!

Sarah Kurtz McKinnon

Kurtz McKinnon Creative LLC

Better Management Through Leadership

How can we steer the ship, when we are too busy keeping it afloat? In a time where departments are instructed to "do more with less" and "find a way", leadership often takes a back-seat to daily management tasks. Leadership, however, can and should be found at all levels of the organization. Individuals need to understand what leaders do, and how to develop a leadership philosophy that will guide them as they strive to be effective leaders.

Jason Mangum

Missouri City, Texas

Borrowing More Than Books...Amazing Local Library Programs!

Looking for some amazing new program & event ideas? We'll bet you didn't know that some local libraries are filled with Rock Star programmers...who just so happen to call themselves librarians. Why not celebrate "Save A Spider Day"?! Or compete in their Baby Jumping Contest?! Make a project during Pinterest LIVE! Play with a giant Spirograph, Break A World Record, or join them for a Hero Hangout. Their trendy and popular programs continue to make their facility one of the most highly circulated libraries in the State! So come meet a few special event planning dynamos from the Canton Public Library as they share some of their greatest programming hits from the last few years! No library card needed!

Jennifer Provenzano

Canton Leisure Services

Brand Refresh and Management - How did we do it?

Your brand is the personality behind your name that invokes an image in potential visitor's minds. It should support the mission, vision and goal of your organization. But what do you do when it's time for a refresh? I'll walk through our recent brand refresh project that included logo, website, print materials, staff training, and more. I will also tie in how we revamped our social media strategy to support it.

Danielle Fulcher

Genesee County Parks

Campus-community partnerships for parks and recreation planning

Partnerships with community agencies provide unique opportunities to collaborate on recreation within the community setting. In this session, we will present a partnership between the City of Pontiac, the Healthy Pontiac, We Can! coalition, and Oakland University, in which students enrolled in a Community-Engaged Research Methods class collected data that contributed to development of a new Parks and Recreation Master Plan. We will discuss the role of the Healthy Pontiac, We Can! coalition and local partners in supporting parks and recreation in a limited-resource environment and outline strategies for successfully working with community and university partners.

Jennifer Lucarelli
Oakland University

Celebrate National Parks & Recreation Month: Social Media Challenge

Celebrate National Parks & Recreation Month with a successful social media challenge! Learn how to engage your community and encourage activity in your parks and preserves. Washtenaw County Parks staff will present how the challenge helped promote facilities and increase Facebook follows, all with little investment of money and staff time. Session will explore the integration of various media avenues, identify metrics, and help you define objectives for your organization's campaign. You will receive a template to help implement a social media challenge.

Hannah Cooley
Washtenaw County Parks & Recreation Commission

Come Out and Play

Updates on Come Out and Play, including new versions for after school and campgrounds, as well as leveraging data to advocate for funding.

Kari Woloszyk
Michigan Recreation and Park Association

Communicating Success

Now more than ever, you will enter a work world with multiple bosses. How do you learn to communicate with them and share messages to your team? In the professional world, are you a driver, relater, innovator or analyzer? Take the quiz with me and gain these skills today.

Kelly Molinar
City of Troy

Community Driven Master Plans

The long-term success of implementing a strategic plan or master plan is ultimately determined by the buy-in of the community and elected officials. A strong implementation plan is needed to continue momentum gained in public outreach. This session will set you up for a successful planning process using lessons learned from the 2017 Grand Rapids Parks and Recreation Strategic Master Plan. Topics include techniques for authentic community engagement in every stage in the process, managing the competing interests and expectations of committees and public officials, and framing plans to build towards a millage or funding initiative.

Barbara Heller
Heller and Heller Consulting, LLC

Connecting Arts and Community

The presenter will begin by sharing examples of communities throughout the United States that have leveraged artistic partners to create opportunities to engage and revitalize communities. Following, there will be a presentation with activities to create a plan to identify potential partners (existing resident groups), examples of how partners could be engaged (ideas for weaving groups into community events), and what a qualified arts partner would need to co-produce a successful community engagement event with municipality staff and/or volunteers.

Joe Kvoriak
Canton Township

Control the Chaos

In this fast paced industry, it is imperative that we spend a good amount of time focusing on the parts of our day we CAN control. The more proactive energy we put forth will prepare us and strengthen us to navigate the daily madness. Presenters will review a top ten list of real life parks and recreation strategies, particularly for those that balance organizing programs, administrative tasks and supervising employees. Topics include: Communication, Processes, Organization, Resources and Balance. The more intentional we become about our day just may bring some control to the chaos.

Kelly Hyer
West Bloomfield Parks

Cool Tech Tools 2.0

Tech keeps on tech-ing... are you keeping up? Come learn about a few new Cool Tech Tools to keep you organized, well connected and yes, even having some fun! We'll do some hands on demos so be sure to bring your mobile devices, laptops or tablets. Geek on friends!

Stephanie Stephens
California Park & Recreation Society

Creating a Strategy Focused Organization

Employees appreciate working in an organization that has a well-defined direction and a path to get there. Strategy focused organizations are positioned to do well in anticipating changing community needs and industry trends, as well as having a more pro-active approach to service delivery. Fire-fighting and reacting to events as they arise is counter-productive to efficient and effective services. While many generally yawn at the topic of strategy, this highly interactive session will show how strategy can be effective as well as meaningful and fun.

Barbara Heller
Heller and Heller Consulting, LLC

Cuyahoga County Eastside Greenway Plan

The Eastside Greenway Plan establishes a series of primary and secondary greenway corridors connecting 20 communities on the Eastside of Cuyahoga County through a unified network, linking neighborhoods to employment centers, schools, services (health, government, and libraries), food, retail, parks and open space. Led by the Cuyahoga County Planning Commission and supported by NOACA, this plan was developed through collaborative efforts that effectively engaged the municipalities as well as regional partners. The methodology for identifying and prioritizing the corridors was based on a "data driven, community led" process with an emphasis on GIS evaluation strategies and focused community engagement.

Neal Billetdeaux
SmithGroupJJR

Detroit's Riverfront - Open Space for All People

The Detroit Riverfront was recently named in the The Guardian as one of the six best city walks around the world, it is a benchmark for renovated working waterfronts. The session will focus on the challenges of urban development and the programming required to attract people from all walks of life.

Karen Slaughter-DuPerry
Detroit RiverFront Conservancy

Dog Encounters and Dealing with People

A presentation dealing with difficult people and preparing yourself for dog encounters.

Hector Hernandez
First Class Dog Training

Email Marketing: Tips and tricks to keep you out of the spam folder

Email marketing is the biggest ROI generator of all tools marketers employ. However, open rates have been on the decline as email providers are becoming savvier at blocking our messages.

Learn to take a strategic and calculated approach to emails in the following ways:

- Implement a "mobile first" design approach
- Learn the red flags email providers are looking for
- Discover the relationship between list quality and deliverability rates
- Compelling "Calls to Action" and engagement are paramount indicators to success

Meagan Kurnat
West Bloomfield Parks

Encouraging Collaboration & Community Building to Support a Thriving Farmer's Market

Oversaturation of farmers markets is a problem in many parts of our state. Too many markets can split the customer base, as well as the farmer base, making it difficult for farmers to generate the level of sales they need to continue in markets. Learn how markets can diversify their programming and offer new experiences for their community by working cooperatively with local organizations.

Kari Woloszyk
mParks

Graphic Design Tips and Tools for the Non-designer

This workshop will spotlight free and low-cost tools to help create both print and digital marketing pieces. Topics will include, basic design principles, font choices, layout, and use of images. We will go over how everything all fits together to create a strong and consistent visual personality.

Chris Blunden
Farmington Hills Special Services

Harnessing Citizen Science

Examine ways to unify and aggregate citizen science programming to increase data available for tracking and analysis of natural resources and as engagement tool to increase citizen awareness and understanding of natural systems

Chris Bunch
Six Rivers Land Conservancy

Having success with a Small Town Special Event

Special Events and Festivals have begun to change current recreation field. Learn how other small communities have turned these into successful not only for the community but for their departments budgets.

Tim Church

Howell Area Parks and Recreation Authority

Health and Wellness Summit

Is your department doing everything it can to create a healthy community? When it comes to health and wellness is your department the cream of the crop or does it lack when rising to the top? In this session attendees will be able to network, share ideas, learn about new programs being offered and discuss issues. This session will be highly interactive. Attendees are required to share one idea or issue they have.

Kenneth Grybel II

Brighton Community Education

IGNITE:

2018-22 SCORP Update

Session will provide an overview of the recently approved Statewide Comprehensive Outdoor Recreation Plan (SCORP), and the collaborative steps that are called for in the plan.

Marc Miller

Michigan DNR

IGNITE: Teen Xperience

The Teen Leadership Xperience was a program for youth created from an mParks Board Initiative to inform young people about the Parks and Recreation field, and the jobs and careers available to them. The achieved goals were for participants to walk away with various work and leadership experiences and real certifications! Attend this session and learn how to implement this program in your own communities!

Laura Mortier

Canton Leisure Services

IGNITE: ebikes

Bob Wilson

Michigan Trails and Greenways Alliance

Integrating the City Greenway

Detroit is undertaking a historic change in mobility transforming and re-thinking the approach from focusing on cars to moving people. Detroit has done a great job moving from one of the least non-motorized connected cities to one of the best nationally soon overtaking the traditional leaders. Our group of local professionals, community and municipal leaders will share this transformative story sharing experiences, successes, challenges and where we are going from here. New and innovative tools and strategies that are being used to establish the future of transportation in Detroit will be discussed.

Brian Charlton

SmithGroupJJR

Lansing Police Response to Peaceful Protests

A basic overview of how the Lansing Police Department manages peaceful protests within the City of Lansing. Presenters will give insight into protest preparation, logistics, legal considerations, and safety concerns. Review of prior protests within the city and neighboring jurisdictions.

Ellery Sosebee

Lansing Police Department

Legislative Process

Mechanics and nuances of legislation

Bob Wilson
Michigan Trails

Leveraging Strengths: A New Approach to Positive Leadership

Staff evaluations oftentimes focus on staff members' weaknesses. We challenge a quieter staff member to speak publicly, or tell a scatterbrained activity area head that she needs to get more organized. However, a much more effective approach is to guide our staff members to leverage their strengths. This workshop will show you a different approach to staff development...one where the positive results for individual staffers and for your program are exponential!

Sarah Kurtz McKinnon
Kurtz McKinnon Creative LLC

MNRTF Round Table Discussion

Join current Michigan Natura Resources Trust Fund (MNRTF) Board members and DNR Grants Management staff in a roundtable discussion about the Trust Fund. This is your opportunity to ask questions about the direction of the MNRTF and learn more about the decision making process.

Christie Bayus
MDNR

Native Butterfly House At The ForMar Nature Preserve and Arboretum

In 2014 The ForMar Nature Preserve and Arboretum initiated the development of a Native Butterfly House set within the Arboretum. This Butterfly House is now home to 7 Michigan native butterflies and is a main attraction for the facility.

In this presentation we will review the development of this new attraction from grant funding, volunteer efforts, planting and programming. We will also review the problems associated with this seasonal habitat and what efforts are being taken to sustain this unique habitat.

Brian VanPatten
Genesee County Parks and Recreation Commission

ParkRx America initiative in Michigan

Through ParkRx America, communities across the country are increasing their time spent visiting public lands and reaping the health benefits of nature. As leader in the field, Dr. Robert Zarr has provided healthcare providers a new set of tools to inspire patients to take proactive steps to improve their health by capitalizing on parks and public lands that provide free or low-cost resources to recreate and play.

This session will take a deeper dive into ParkRx America and how mParks and SEMCOG are leveraging their network and resources to pilot ParkRx across Michigan communities.

Kari Woloszyk
SEMCOG & mParks

Parks & Rec for Everyone: Transgender Inclusion

Parks and recreational programs are essential community assets that should be open to everyone. Increasingly, communities across Michigan are faced with questions of how to make public facilities and programs accessible and welcoming to everyone, regardless of their gender identity. This session will familiarize participants with the basics of gender identity and best practices for creating environments that are inclusive of transgender individuals.

Nathan Triplett
Equality Michigan

Parks and Health Promotion: A Natural Partnership

Older adults and people with chronic health conditions may need extra motivation to come out and enjoy Michigan's parks. Quality health promotion programs can help get them there. Learn about the health promotion programs you can use to reach the people who can benefit the most from physical activity.

Candice Lee
Michigan Arthritis Program, Michigan Department of Health & Human Services

Parks VS. Recreation: How to turn a battle into a friendship

Panel to discuss the relationship between Parks Supervisor and Recreational Supervisor.

Topics will cover:

Planning: A discussion of each parks planning policy and producer of special events.

Facilities: A discussion of the site included amenities and limitations.

Recreation: A discussion on how to come up with innovated events and marketing for said events.

Day of: A discussion of logistics, staffing, and flow of the event.

Evaluation: At the end of the day did you want to strangle the other supervisor or go out for a drink and celebrate the event success.

John Haney
Oakland County Parks

Project Enhancement Through AmeriCorps NCCC Partnerships

The Michigan Department of Natural Resources has had a three year partnership with the AmeriCorps National Civilian Community Corps (NCCC) focusing on environmental stewardship, conservation and natural resource based employment for at-risk youth ages 16 to 19. AmeriCorps NCCC proved leadership and workforce development skills. This session will provide information on how organizations can engage AmeriCorps NCCC for their community needs.

Murdock Jemerson
Department of Natural Resources - Parks and Recreation Division

Recreation Plans – From the Basics to Joint Regional Plans

A 5-Year Recreation Plan is not just an eligibility requirement for recreation grants, but also guidance on how to invest and maintain recreational assets to meet a communities needs into the future. This session will cover: the basic process and requirements for developing a plan to meet DNR requirements; lessons learned on completing a recreation plan; tools and techniques for public participation and helpful hints.

Christie Bayus
MDNR

Refining Recreational Accessibility: Including Adults in Recreation

Research assessing area-level recreational access based on socioeconomic position (SEP) could be improved by including information about area-level race/ethnic distribution and information about physical activity venues and spaces that promote adult use. For example, parks characteristics that promote adult leisure-time physical activity (LTPA) could include walking/biking trails, exercise equipment and other resources. Additionally, there is need for inclusion of multiple venues including recreational centers and greenways that provide opportunities for adult LTPA.

We will present research on SEP, and race and ethnicity to examine spatial variability in adult-friendly LTPA spaces and venues in Detroit.

Myra Tetteh

University of Michigan School of Public Health

Risk Management for Practitioners

Risk Managers and Attorneys are often seen as "Enemies of Fun" to Parks and Recreation Professionals. Proper risk management, however, is an essential management skill, and when properly understood adds value to our Parks and Recreation operations. This session will focus on Risk Management for beginners: programmers, supervisors, and management. We will explore risk management issues common to parks and recreation, and explore key elements and strategies for developing a Departmental Risk Management Plan.

Jason Mangum

Missouri City, Texas

Small community, no professional, now what?

How can townships and small communities apply for recreation grants even though they can't afford to pay for a professional? What kind of support is available. Training opportunities for volunteers on local boards.

Patricia Johns

Sorting Seasonals: How to Faciliate Group Interviews

Are you short on time? Can't find enough employees? This session will showcase the benefits of hosting group interviews for seasonal staff verses the traditional one-on-one structure. Group interviews help bring out character traits that may be missed in traditional interviewing. Group settings could be the only opportunity to witness true personality before making hiring decisions. This will be an interactive session to help you better understand the process first hand. You will take away examples of questions, scenarios and a scoring system to start your own group interviews. "May the odds be ever in your favor...."

Jeff Johns

Independence Township

Special Events: The Do's, The Dont's, the Maybe's

Special events have a positive and negative impact on our community, but the positives can be maximized while the negative attributes can be minimized. The goal of this session is for attendees to develop approaches to manage 3rd party and in house events.

Chris Nunes

The Woodlands Township

Strategic Financial and Operational Management: Your First Objective!

Strategic financial and operational management is an essential step in identifying all aspects of a facility, operations, and is usually a requirement in obtaining approval. Participants will gain knowledge of the key components of a financial and operational management plan and will be given examples of what information belongs in their plan to sell their concept. This type of plan can be used at the department and division level in addition to specific cost centers.

Chris Nunes

The Woodlands Township

Supporting Domestic and Sexual Violence Survivors

Identifying warning signs of abuse, what to do when someone tells you they are being abused, bystander intervention, and how to help a teen/children survivors.

Samantha Straub

First Step

Talk Saves Lives

A standardized, 30-45 minute presentation that covers the scope of this leading cause of death; what the research has found to be the warning signs and risk factors of suicide; and the strategies that prevent it. We also offer additional modules focused on LGBTQ+ and senior citizen communities.

Steve Windom

American Foundation for Suicide Prevention

Theatre for ALL!

Theatre is for everyone! When having singing, acting, or dancing classes, there need to be supports available for ALL students who enter the classroom. Learn the basics of disabilities and how to best empower them to succeed.

Katie Mann

4th Wall Theatre Company

To the TREES...Accessible Treehouse: dream to reality

During the summer of 2016 the Genesee County Parks' For-Mar Nature Preserve and Arboretum was featured on Animal Planets Treehouse Masters. The Treehouse Master built an Accessible Barrier Free, Treehouse at For-Mar that opened August 2016. Over the last year the treehouse has had over 55,000 visitor join us in the trees. During this session we will be discussing the importance of partnerships, not reinventing the wheel and dreaming big! So join us as we take you through the journey of how we went from the childhood dream of a treehouse to the reality of our classroom and superhero headquarters in the TREES!

Nicole Ferguson

For-Mar Nature Preserve and Arboretum - Genesee County Parks and Recreation

Using Economic Impact Data to Demonstrate an Agency's Relevance

The development of a new park, facility or even event is now looked through a different metric than residents served. Professionals are now asked to develop economic impact studies for their Boards and Councils, however doing one right that is defensible is a challenge. The goal of this session is for the professional to develop a study that can be used for a variety of events and facilities

Chris Nunes

The Woodlands Township

Where have they all gone?

Where to begin recruiting seasonal staff and how to hold on to them! With a strong economy and low unemployment rates, there has never been a more critical time to retain quality staff. Not to mention, hiring good seasonal staff just doesn't happen either. A lot of planning goes in to employee recruitment and hiring. Attend this round-table conversation to hear the "best-of-the-best" strategies. Delegates will leave with examples of where to recruit, how to attract viable applicants and then some trade-secrets on how to retain them. Best practices will be compiled and shared with delegates.

Kelly Hyer

West Bloomfield Parks

You have a recreation grant. Now What?

Learn the process and requirements for implementing your Michigan Natural Resources Trust Fund, Land and Water Conservation Fund and Recreation Passport grants. Topics include project agreements, requirements for acquisition and development projects, reimbursement, post completion requirements and helpful hints to common pitfalls.

Christie Bayus

MDNR

Your Local Chamber as a Resource

Learn how to interact with local business to provide educational and informational sessions and excursions for your senior population. West Bloomfield Parks has worked the past two and half years with the Senior Resource Group, an arm of the West Bloomfield Chamber of Commerce to provide monthly "Lunch and Learn" presentations. This group has also subsidized one local trip a month to a variety of local educational and entertaining sites. This is a win-win opportunity for both the department and the local businesses as it will add additional programming that will be inexpensive to the department and the participants. But also exposes the participants to the services that are offered in the community.

Dennis Troshak

West Bloomfield Parks

Your Personal Brand

You can't read the label of the jar you are in. Do you agree? What does the 'label' on YOUR jar say about you? Come spend some time talking about your personal brand and how to best market that to co-workers, future bosses and yes, even to your next partner, in this session. You'll leave with a new perspective - and perhaps a new label for your personal 'jar'.

Stephanie Stephens

California Park & Recreation Society