

IMPACT

THE OFFICIAL PUBLICATION OF THE WISCONSIN PARK & RECREATION ASSOCIATION



51st Annual Conference

Recap and Award Winners

PAGE 16



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Steven J. Thompson,
CPRP, CEO
Managing Editor

Thompson Park

My seven brothers and I built our first park when I was 13. It was called, of course, Thompson Park. We didn't need an architectural design or a building permit, much less parental consent. As neighborhood kids, we were the contractors. I grew up at the middle of the street with approximately 200 undeveloped acres that were just waiting for some creative tinkering.

We built a baseball diamond, a football field, a driving range and, of course, numerous tree and ground forts made out of whatever lumber scraps we could find in the neighborhood. The fields weren't striped, but we had legitimate baselines and yard lines, and we paced off and marked the yardage for our driving range. Without really understanding it at the time, it was our connection to nature, to each other and to an imaginary world we created.

I have been a very fortunate person to grow up loving the outdoors and then managing parks for a living. As a member of WPRA since 1972, I have witnessed a lot of change in our organization. Celebrating our 50th year in the Wisconsin Dells provided an easy trip down memory lane. So many good people came before us, creating the powerful organization we are today.

WPRA is focused on addressing the fundamental issues we all face in our communities, including health, safe access to the outdoors and serving those in need. Now more than ever, we have learned that promoting healthy lifestyles is inherent in having a healthy community. We know providing safe access to the outdoors and connecting kids to nature is critical to that health. This is especially true for children who are not growing

up as we did — free to play outside, wandering, exploring and creating.

It's striking that now, in our 52nd year, we have over 1,300 members — just think of all the people we touch each day! We've been providing opportunities for living a life outdoors, for exercising and playing in community and senior centers, and for giving people a way to lead healthy lives. The WPRA Board is committed to making sure these opportunities are enhanced by supporting the profession through additional programs and through grants provided by our foundation.

We have made a strategic decision to get back to our roots. WPRA was created not just as a professional organization but also as a nonprofit organization with a focus on advocacy and education. In looking ahead to 2017, we are going to seek out people, companies and other organizations that understand the power of parks and recreation and that can bring financial resources to the table, so we can multiply these opportunities.

My hope is that future generations will be able to have their own special park, a magical place for the children who live nearby and provide them with a connection to nature, each other and the imaginary world they create.

Promoting people, parks and programs!

2017 Board of Directors Meetings

Tuesday, January 31

Waunakee
9:30 a.m.

Tuesday, March 28

Appleton
10 a.m.

Tuesday, May 30

Online Meeting
10 a.m.

Tuesday, August 8

Online Meeting
10 a.m.

Thursday, November 2

Annual Meeting
Kalahari Convention Center,
Wisconsin Dells

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- MainTrac (Inspections)
- GolfTrac (Tee Times)
- FinTrac (Time Swipe)

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MISSION STATEMENT

The mission of the Wisconsin Park & Recreation Association is to increase the effectiveness of professionals in parks, recreation, therapeutic recreation and related leisure services through a variety of forums which encourage and enhance professional education and networking among the leisure industry, and to advocate and promote the benefits of parks and leisure services to the general public. The Wisconsin Park & Recreation Association does not discriminate on the basis of age, gender, race, national origin, creed, sexual orientation or ability in its education programs and activities or employment practices.

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Job Postings

Please visit the WPRA website, www.wpraweb.org, for job advertisements. If you have a position to post, please use the online form ... it's as easy as 1-2-3!

Listserv

Wisconsin Park & Recreation Association will be using LinkedIn for all communications. There is an overall Wisconsin Park & Recreation Association group, a Board of Directors group and individual groups for the various sections and regions. There will be no other avenue used to send emails. This will eliminate the mass amounts of emails that members receive. So register today at www.linkedin.com to stay connected. If you have any questions, contact Steve Thompson at sthompson@wpraweb.org.

Ethics Policy

The *IMPACT* Committee reserves the right to edit and/or reject any proposed or submitted magazine materials (stories, features, photos, etc.) based on ethical principles or other criteria established by the committee that are in the best interest of the association and generally reflect WPRA membership values. Said ethical principles include, but are not limited to:

1. Magazine authors/contributors:
 - a. Must cite sources unless submittals represent original work.
 - b. May not realize any direct financial gain.
2. Materials will not be accepted:
 - a. If they promote items inconsistent with the values and benefits of parks and recreation (i.e. smoking, drugs, alcohol, poor behavior/ language, etc.)
 - b. If considered to be slanderous and/or negatively personal in nature.

DEADLINES FOR SUBMISSION OF ARTICLES AND PHOTOGRAPHS ARE AS FOLLOWS:

- November 1, Publication date: January 1
- February 1, Publication date: April 1
- April 1, Publication date: June 1
- August 1, Publication date: October 1

REQUIREMENTS FOR PHOTOS ARE AS FOLLOWS:

High-resolution photographs at 300dpi; Photos should be at least 4x6; No images pulled from websites. Please submit all articles (1,000-word maximum), photos and news releases for publication in *IMPACT* to Steve Thompson at sthompson@wpraweb.org.

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by Tom Flick,
CPRP, President

What Inspires You?

Some say there are two types of people in this world — those who live to work and those who work to live. While I would like to tell you that I'm the latter, the truth is, I'm really not. That's right — I admit it. While I may preach about the importance of work-life balance, achieving this balance continues to be a daily struggle for me. And I suspect many of you are right there with me.

Early in my career, I worked in certain jobs that were less than satisfying. At a certain point, I decided to accept only positions that were “right” for me. All people have their own definition of what is right for them, but for me, it's a position that challenges my skills, honors my beliefs and makes a difference in the lives of others.

I also found I need to be inspired — but finding inspiration isn't always easy. Most recently, I have been really inspired by the young professional members of WPRA. I'm impressed with their focus on getting things done and seeing results. I'm in awe of their willingness to work together — volunteering for a greater good, working collaboratively toward common goals, and respecting history and tradition, without allowing the past to limit their future.

How do I get this inspiration from the young professionals? I take every opportunity I have to sit in on their meetings and interact with them. The enthusiasm and energy of the young professionals are contagious. And the inspiration I draw from them makes me realize how much we need more young professionals to lend their vitality, ideas and commitment to WPRA.

The good news is we have a great way to bring them into WPRA at no cost to them — through the Premier Agency Membership package. This membership category is designed to allow agencies to sign up all their full-time employees for a tiered agency membership fee — a fee that is comparable to the rate presently being paid by many agencies for far fewer employees and Board members.

The Premier Membership includes full benefits for all designated members, such as member pricing for conference and workshop attendance, online publications, as well as access to all the website resources. The only exception is that Premier package members will receive a digital version of *IMPACT* magazine rather than the printed version.

Directors who have signed up their agencies recently have told us how much they like this new membership category — it will give all of their employees access to topical new knowledge,



outstanding professional development opportunities, a direct path to certification and unparalleled networking potential through WPRA's professional networks.

These benefits will give young professionals a competitive edge in their careers and enable them to learn from leaders in the field about innovative practices. WPRA members in the Premier Membership category will benefit from new research, including the ability to access up-to-the-minute market research and custom data reports generated by the state association.

Finally, the impact on advocacy for parks and recreation will be enhanced by the power of our collective voice in Madison and in communities across the nation. The fight to save parks and protect the jobs of our profession has never been more important, and WPRA is the only organization that does it for you.

So what inspires you?

Keeper Goals Offers Free-Standing Back-Up Netting

Keeper Goals, Butler, Wisconsin, installed free-standing back-up netting at several sites in Wisconsin, including Marquette University and Verona High School. The product is unique in that the back-up netting is free-standing and not cemented into the ground.

At Marquette University, the netting is used on the lacrosse field to protect several buildings nearby from lacrosse balls. Because the nets are free-standing, they can be moved to different locations. Posts are anchored with sandbags during use.

“Our free-standing back-up nets are unique in the marketplace,” said John Moynihan, president and CEO of Keeper Goals. “There are many locations where permanent back-up net posts are not an option. Our free-standing back-up nets are ideal for use in these types of situations.”



Lee Recreation, LLC Named 2016 WPRA Commercial Member of the Year



This prestigious award was presented to Lee Recreation, LLC during WPRA's 51st Annual Conference and Trade Show on Wednesday, November 2, 2016, in the Wisconsin Dells

Center during the exhibit hall hours.

Lee Recreation was selected due to its extensive support and commitment of our state association in 2016 and in the past, including sponsorships for our annual conference, advertisements in all of our publications, active participation in our annual trade show, sponsorship of our Foundation Golf Scholarship Outing, and excellent membership service with its quality products and attention to detail.

MSA Professional Services Receives SOBA Award

The States Organization for Boating Access (SOBA) presented the 2016 Outstanding Project Award (small access category) to the city of Rhinelander, the Wisconsin Department of Natural Resources (WDNR) and MSA Professional Services (MSA) for the scenic Boyce Drive Boat Landing. The award was presented at SOBA's recent conference in Chattanooga, Tennessee. James Bollmann, PE, of MSA's Rhinelander office, was the project manager.

MSA's design followed WDNR guidelines, which also incorporate SOBA guidelines. The city, WDNR's Recreational Boating Facilities Program and the federal Sport Fish Restoration Program joined forces to finance and build the much-needed facility, which benefits the boating, fishing and recreating public. Prior to its construction, only one landing allowed accessibility to the Wisconsin and Pelican rivers. Improvements included construction of a new boat launch ramp; an Americans with Disabilities Act (ADA)-compliant boarding dock and restroom facility; a new driveway and parking area for cars and trailers; an infiltration basin for stormwater runoff; provisions for both short- and long-term erosion control; and redevelopment of city property.

Biron Celebrates Opening of New Gateway Park

The village of Biron, MSA Professional Services (MSA), Earth, Inc. and Janke Construction recently celebrated the opening of the new Gateway Park with a ribbon-cutting ceremony. Village residents and visitors have long-awaited waterfront access. The new park, located on the Wisconsin River, offers safe, river-based recreational opportunities for local and regional residents and visitors. The park also supports the region's tourism industry and creates multiple seasonal outdoor recreational opportunities, including boating, fishing, hiking



and biking. The project, led by MSA's Dan Borchardt, PE, Marshfield office, also includes the construction of the South Biron Drive and Cranberry Creek Trail.

Improvements include the first phase of the multiuse Gateway Trail, fishing piers, observation points, canoe- and kayak-launching area, and public parking. Two ADA-compliant fishing/observation docks and an information kiosk are also part of the facility. Gateway Park fulfills one of the implementation goals of the village's outdoor recreation plan created by MSA. Future plans call for expansion of the existing multiuse trail system to connect Biron from one end to another. ■





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Strategies to Revamp Your Career

by Steven J. Thompson, CPRP, CEO

Are you at that midlife crisis point in your career? If you are, here are some strategies to put a spark in your step as you climb the career ladder to where you would like to go.

1. Focus on What You Really Want

Do you want more money, or the opportunity to work in a larger park and recreation agency? You need to focus on exactly what you want. Then, motivate yourself to get it by vividly imagining what can be — if you make the necessary changes. To aid with this visualization, try creating a personal motivation statement — a powerful phrase that is meaningful to you and helps you to stay on track — and reciting it whenever you feel like slacking off or are tempted to avoid the behaviors that will lead to greater success.

The first step to changing behavior is to make the future more salient, plausible and compelling. For example, someone who has the goal to get a raise may have a personal motivation statement similar to the following: I would like to see myself as a talented contributor. I'd like to increase my income so I can purchase a new vehicle. I'd like to have the respect and admiration of the people at our park and recreation agency.

It also can be worthwhile to visualize a default future, a scenario of what is likely to be if you don't change your work habits. Imagining another average performance review or the feeling you get in the pit of your stomach when a co-worker gets the job you were eyeing can provide the incentive you need to act.

2. Take Needed Time for a Professional Development Tuneup

Wishing is one thing; action is another. Identify the skills you need to progress in your career. Take webinars, classes and seminars accordingly, and read books to expand your expertise. Making yourself more knowledgeable and relevant can open up

new opportunities, renew your passion and give others a more favorable impression of your abilities and commitment.

3. Surround Yourself with Hard Workers

Remember your mother worrying about who you hung out with in high school? The company you keep in the workplace can likewise have a negative influence. Distance yourself from the agency slackers. The bad attitudes and habits that are keeping you back are likely being enabled, tolerated or encouraged by others. Instead, evoke positive peer pressure by surrounding yourself with hard-working colleagues who share your career goals.

4. Find a Knowledgeable and Trusted Mentor

A good mentor is encouraging but also honest enough to tell you where you need to improve. He or she can help you navigate career development opportunities within the organization and point out things you may not see. (Contact the WPRA office if you want to find out who the respected mentors are in our industry.)

5. Put Some Money in “Harm’s Way”

Sure, everyone has been motivated by a carrot on a stick at one time or another. But here's a spin that adds some punch: Set aside a bit of money each week. If you reach a short-term goal, such as turning in a report on time, you can purchase a reward. If you fall short, however, the cash gets donated to a political party you oppose. Ouch.

6. Control Your Work Environment

In all honesty, won't you be more likely to proofread the report you brought home if you don't try to do it in the same room as your big-screen television? Make productive habits easier by enlisting the power of your surroundings. If you set your schedule back 15 minutes each time you walk past the employee kitchen area, reroute your trips. If you're positioned near a gathering place, such as the mailboxes, request a transfer to a less social location. And whether you're at home or at work, turn off electronic interruptions whenever possible.

Likewise, use your environment to prompt and inspire. An up-to-date calendar, a prioritized to-do list and organized files can greatly increase efficiency and feelings of competency. And don't forget subtle reminders that can keep you on task. A motivational message as a screensaver or a picture of the vacation spot you want to visit when you get a raise can be just what you need to choose productivity over surfing the internet. ■



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2017 President's Goals

by Tom Flick, CPRP, President

I would like to share with the WPRA membership the following items and areas I will be addressing during my tenure as the 2017 WPRA president:

2017 WPRA discount ticket program:

Review of the current attractions, revenues generated from this program and recommendations moving forward.

Branding of WPRA: Investigate and develop a plan for rebranding the state association to send a signal to our members and other audiences that we are the re-energized park and recreation association, ready to face the next 50 years and eager to have an impact. Members and the general public need to take a second look when they see our new brand and recognize that WPRA is dynamic, empowered, serious and worth engaging. A new and

Members and the general public need to take a second look when they see our new brand and recognize that WPRA is dynamic, empowered, serious and worth engaging.

vibrant website, and possible association logo, will be explored.

President's Award: Review previous use of this award, which may be given by the WPRA president at the end of the state association conference, and recommend changes and/or continuation. Although there are no specific criteria for this award, since the president has complete flexibility to select the recipient, the chosen individual must be or have been a member of the state association. This award allows the president of the state association to recognize an individual who has either assisted the president during his or her term, or to recognize a professional who has assisted the state association or profession in some significant manner.

Association management involvement: Review the involvement of our current association management company and assess areas of responsibility and needed direction for the future.

Personnel succession plan: Establish a formalized succession plan for the executive director/CEO position in order to have an established plan the Board could use and implement should this need ever occur.



Review of membership and educational fee structure: Review the current membership dues and educational fee structure to determine if any adjustment needs to be considered in 2018 and beyond.

As you can see, this is an aggressive agenda that I have elected to undertake, but it will be with the involvement of the Board of Directors and perhaps other members who may be recruited to assist.

I plan to address these items at the first WPRA Board of Directors meeting on January 31, 2017, when we are scheduled to meet in Waunakee.

The very best! ■

WPRA Young Professionals Network Launched!

WPRA colleagues and friends, we are happy to announce the successful launch of a Young Professionals Network at November's conference! The Young Professionals Network will be tasked with expanding networking and professional growth opportunities throughout the next year and leading up to an annual meeting at the 2017 conference. We ask that any young professionals, college students or distinguished

professionals looking to be involved please begin by filling out a brief survey found here: www.surveymonkey.com/r/WPRAYPN. Additionally, if anyone has any questions about involvement, please contact either Anthony Iracki (Anthony@milwaukeeerecreation.net, (414) 475-8121) or Derek Donlevy (donlevdj@milwaukee.k12.wi.us, (414) 475-8596).

Thank you, and we look forward to your involvement! ■



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2017 Aquatic Training Workshop

WPRO AQUATIC SECTION

This workshop, presented by nationally known aquatic professional Pete DeQuincy, is ideal for anyone responsible for training lifeguard staff at a pool or waterfront facility. DeQuincy will provide fast-paced and highly interactive sessions, so come prepared to participate and be energized! Be sure to bring your swimsuit and towel for the pool session, and wear comfortable clothing, as this is an active/participatory workshop. You will learn very effective training techniques to implement with your own staff back at your aquatic facility. Maximum enrollment per date is 40 participants, so don't delay — register now!

Workshop presenter Pete DeQuincy oversees 160-plus lifeguards, water safety instructors and junior lifeguard instructors at 11 swim facilities, and focuses on lifeguard operations and aquatic programming for East Bay Regional Park District in Oakland, California. DeQuincy's mission is to provide a positive and safe water experience to the families and patrons within Alameda and Contra Costa counties. He served on the national American Red Cross Sounding Board for Lifeguarding and on the California Parks and Recreation Society's Aquatic Section Board. DeQuincy's articles on lifeguard training and in-service development can be found in *Aquatics International's* "Lifesavers" column. DeQuincy was selected by *Aquatics International* as one of the top innovators for its February 2014 power issue and recently joined *Aquatics International's* Advisory Board. Check out DeQuincy in action at www.youtube.com/channel/UCk2AmH3fTDejU-TC7I22Ocw/about.

Two Dates Available

(Note: Each date will cover the same information.)

Thursday, January 5, 2017

Ashwaubenon

Ashwaubenon Community Center
900 Anderson Drive
Ashwaubenon, WI 54304

Friday, January 6, 2017

Greenfield

Greenfield High School, School District Board Room
4850 South 60th Street (use door 19)
Greenfield, WI 53220

Fee (includes lunch!)

\$40 per person for WPRO agency members

\$60 per person for non-WPRO agency members

Special thanks to our workshop sponsor: Aquatic Training Solutions, LLC

Need continuing education credit for CPRP or AFO Group B? This is a great opportunity to get 0.4 CEUs in just one day!

Schedule and Topics

9-9:30 a.m.	Check-In and Morning Refreshments
9:30-10:30 a.m.	Building a Better In-Service Trainer – This session goes into detail about how an in-service trainer needs to effectively train lifeguards through clear goals, skill breakdown and drill progressions. We will review the concepts of the Dreyfus model, automaticity and deliberate practice.
10:30-10:45 a.m.	Break
10:45-11:45 a.m.	60 Drills in 60 Minutes: Water (covers rescue, extrication and patient care) – The basic rules: This is training. You're allowed to make as many mistakes as needed. All the drills are team-based, either pass or fail. For the team to progress, every team member must meet the objectives of the drill. We are a team, and you will help your fellow teammates to succeed.
11:45 a.m.-12:45 p.m.	Change and Lunch
12:45-1:45 p.m.	60 Drills in 60 Minutes: Land (covers steps from primary assessment to beginning care)
1:45-2 p.m.	Break
2-3:15 p.m.	Critical Incident Stress Debriefing (CISD)/Submersion Protocols – This session will cover what to do after an aquatic incident from an agency perspective. From best practices, we'll cover what to collect in anticipation for litigation. We will discuss how to take care of the needs of the staff along with peer support.

Complete and return the registration form on page 15, or register online at www.wproweb.org.

Questions? Contact Holly Glainyk at hglainyk@waukeshacounty.gov or (262) 896-8074. ■

WPRA Aquatic Section

Aquatic Training Workshop Registration Form

Pre-registration is required at least three weeks prior to the workshop date.

Note: Cancellations received three weeks prior are entitled to a full refund minus a 25 percent processing fee.

Name: _____

Organization name: _____

Mailing address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

ADA Compliance: Please complete if you require special accessibility or accommodations.

My requirements are: _____

Workshop Attendance: (Please check one)

_____ Thursday, January 5, 2017, in Ashwaubenon

_____ Friday, January 6, 2017, in Greenfield

Registration Fee (includes lunch):

WPRA Agency Member – \$40 \$ _____

Nonmember – \$60 \$ _____

Late fee (after December 15, 2016) – \$5 \$ _____

Total \$ _____

Note any special dietary needs for lunch: _____

Payment Options:

_____ Please invoice my organization (WPRA Members only).

_____ I have enclosed a check (payable to “WPRA”) for total amount due.

_____ Please charge my credit card.

Card number: _____ Expiration date: _____

Circle one: MasterCard Visa Discover

Signature (required): _____

Form and fee must be received three weeks prior to training date to avoid the late fee.

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51ST ANNUAL CONFERENCE AND TRADE SHOW

Presenting Sponsor – BCI Burke Company



The Energy Bus. The concept is simple — we as programmers, supervisors and leaders need to drive the bus. We need to get everyone on our bus to want to be on our bus headed in the direction we are taking it. It's all about energy, leadership and getting things done at a higher level.

This is the story of a group of young and seasoned professionals who took this year's theme — The Energy Bus — from concept to reality through hard work, creativity and good old-fashioned park and recreation know-how.

"We are not a team because we work together. We are a team because we respect, trust and care for each other."

— Vala Alshar

The conference began with not one but two Pre-Conference Institutes. Lori Williams (Rock County) was in charge of making sure these programs came off without a hitch. Williams' previous five-time Conference Committee experience was invaluable and appreciated.

The conference fun was officially kicked off on Tuesday at the President's Reception, sponsored by Musco Sports Lighting. Conference Chairs Charlie Imig (Port Washington), Mikko Hilvo (Cedarburg) and John Saftstrom (Grafton) worked with Stephanie Gunderson, Wisconsin Ducks/Dells Boat Tours, who provided boat rides on the Wisconsin River to the beautiful Cold Water Canyon Pavilion. Guests were greeted by current President Craig Hoepfner and 2017 President Tom Flick. Attendees were given a SWAG (stuff we all get) bag, sponsored by Holton Brothers, Fischer Brothers, Digital Edge Printing,

Coca-Cola and Cedar Crest Ice Cream. Music; craft beer, sponsored by Sprecher Brewing; wings; and macaroni and cheese were enjoyed by all.

Wednesday morning arrived with educational and main speaker coordinators Megan Welch (Shorewood) and Mike Wick (Wauwatosa) up at the crack of dawn checking audiovisual equipment and speaker needs for the on-point educational sessions, sponsored by Mt. Olympus Water and Theme Park. Their organization and attention to detail made for a fabulous Energy Bus kickoff with author and keynote speaker Jimmy Page, sponsored by the WPRO Foundation.

Along with the Recreation, Park and Aquatic sections' educational lineup, there was an Advanced Leadership Tract, which was put together by Bridgette Hermanson (Cambridge) and Kiley Schulte (Port Washington). The speakers and content were top-notch, and their coordination with speaker Tasha Schuh made for a truly inspirational General Assembly, sponsored by American Litho, on Thursday morning.

This year's trade show, sponsored by Precision Retirement, was coordinated by Justin Casperson (Marshfield) and Ryan Lee (Lee Recreation). A wide range of commercial vendors reserved 149 booths. From Amish furniture to financial planning, this year's trade show had it all. And if that wasn't enough, Danny Friess (Cedarburg) organized bubble soccer, sponsored by Keeper Goals. Also, for the first time ever, speed sessions were offered. Seven 20-minute, CEU-eligible sessions were put on by sponsor/commercial member vendors. This year's conference favor, which was handed out at the trade show, was sponsored by Noah's Ark Waterpark.

Thursday's Awards Banquet was a time to recognize the individuals who have made WPRO the great organization it is. Special congratulations to Karen Davis for receiving the Dr. George Wilson Service Award and to Craig Hoepfner for receiving the Professional Award of Merit. The food was great and the selfie sticks, spon-

sored by Northland Recreation, added a little fun to the evening.

Behind every great WPRO conference are great socials. This year's socials were sponsored by Carrico Aquatic Resources. Melissa Philipps (Waukesha) and Randy Wojtasiak (Hartford) combined their creative energy and came up with two off-site socials that did not disappoint, one was "Where were you when the Cubs won the World Series?" Thad Meister (Wisconsin Dells) was the local contact, and his early input was key in the planning process. Transportation to these socials was sponsored by Ultimate Playgrounds.

This year, we had two publicity/social media coordinators. Sasha Darby (Sussex) and Maggie Bultmann (Cedarburg) worked tirelessly to research Guidebook — this year's conference app — while also promoting the conference theme through articles, The Energy Bus book contests and providing real-time updates. NEWPRO won the book contest, with almost 40 members from that region reading *The Energy Bus*. Megan Sackett (Sussex) took on the challenge of creating the first-ever WPRO Z card, which offered conference attendees the opportunity to have all conference information on a card that fit in their new and improved name badge holder. These two innovative additions were sponsored by Lee Recreation.

Last but not least is Karin Sevener (Grafton), who spent long days at the registration table answering questions and pointing attendees in the right direction.

Finally, a special thank-you to Executive Director Steve Thompson and Jessica Tripler (SAMI), who would not let this conference fail.

The 2016 Conference Committee set goals to be creative and offer attendees new experiences. After watching 170 fellow professionals videotaping, singing and dancing during the University of Wisconsin marching band's end note performance, we all felt that The Energy Bus had reached its destination successfully!

WPRA Recognizes the Best of the Best at 2016 Annual Awards Banquet

The 51st Annual Awards Banquet of WPRA proved to be a highly emotional and special program for the nearly 400 delegates and guests in attendance. The night was full of surprises, including special guests Gary Anderson and Bill Oliver, who were in attendance as guests of Craig Hoepfner, recipient of the Professional Award of Merit. Both Anderson and Oliver were longtime members and leaders of the state association prior to their retirements.



Craig Hoepfner (right) with his parents and wife, Judy

The Professional Award of Merit, the highest award bestowed upon a park and recreation professional by the state association, was given to Craig Hoepfner, director of the West Bend Parks, Recreation & Forestry Department. His extensive service to WPRA, serving as the state association's president and chairperson of the Recreation Section, along with numerous committee assignments, was duly recognized.



Karen Davis

The prestigious Dr. George Wilson Service Award was presented to Karen Davis, recreation supervisor for the Sheboygan Area School District Recreation Department. Davis was recognized for serving WPRA

in numerous capacities, including chair of the Conference Committee, chair of the Aquatic Section and Board member.



Representatives from the Friends of the Manitowoc Family Aquatic Center

The 2016 WPRA Partnership Award, bestowed on an agency or organization by the state association in recognition of its outstanding contribution to parks and recreation in Wisconsin, was presented to the Friends of the Manitowoc Family Aquatic Center for raising over \$2 million toward the new Manitowoc Family Aquatic Center and for its continued involvement in enhancing this much-utilized family center into the future.



Casey Latz

The WPRA Fellowship Award, given to a layperson who has provided exemplary service to his or her community in promoting parks and recreation services, was presented to Casey Latz in recognition of her outstanding support of the Jackson Joint Parks & Recreation Department.



Back row: Fred Nickel, Dave Burch, Pat Grulke and Al Schaefer. Front row: Penni Klein.



Jonathan Rudie

In addition, an unprecedented six professionals were given Lifetime Awards. These longtime members of WPRA, who have begun or announced their retirements this year, have all left an incredible impact on their respective communities through their leadership and exemplary service to the provision of quality park and recreation services. Dave Burch, Waukesha County Park System; Pat Grulke, Waukesha Parks, Recreation & Forestry; Penni Klein, Middleton Public Lands, Recreation & Forestry; Fred Nickel, Adams County Parks; Jonathan Rudie, Kenosha County Parks; and Al Schaefer, village of Kimberly Parks & Recreation were all recognized for their outstanding careers and support of our profession.

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The official photographer of WPRA

2016 WPRA Conference Sponsors – Thank You!

BCI Burke Company – Main Conference Sponsor
Mt. Olympus Water and Theme Park – Featured Education Sponsor
Noah's Ark Waterpark – Three-Day Conference Favor
Lee Recreation – Z Card, Guidebook, Name Badge Sponsor
Carrico Aquatic Resources – Conference Socials Sponsor
Precision Retirement – Trade Show Sponsor

American Litho – General Assembly Sponsor
Musco Sports Lighting – President's Reception Sponsor
Northland Recreation – Banquet Decorations
Ultimate Playgrounds – Social Transportation Sponsor
Wisconsin Ducks/Dells Boat Tours – Boat Ride and Bus Transportation to Trade Show

Wisconsin Park & Recreation Association 2016 Park Section Awards



The Park Design Awards and the Outstanding Professional of the Year award were presented at the WPRA 51st Annual Conference on November 3, 2016, at the Chula Vista Resort and Convention Center in the Wisconsin Dells.

Park Design Award of Merit – Under \$250,000

West Bend Parks, Recreation and Forestry

Regner Fish Pond

Work on the Kiwanis Early Risers Fish Pond in Regner Park began last winter when the parks staff drained and removed thousands of yards of sludge. Prior to refilling, the Kiwanis Early Risers built “fish cribs” that were installed on the bottom of the pond. In the spring, after refilling, the Department of Natural Resources stocked the pond with several species of fish specifically suitable to the pond’s environment. Shoreline renovation work continued throughout the summer, and in late October, more than 550 bass, perch and crappie, plus 150 pounds of fathead minnows, were stocked in the pond. November brought the preliminary installation of the new fishing pier.

Park Design Award of Merit – \$250,001-\$499,999

City of Fitchburg

McKee Farms Splash Pad

As the city of Fitchburg’s recognizable central park, McKee Farms expanded its recreational offerings with the implementation of a 4,000-square-foot splash pad. The new addition fulfills a long-standing goal of the city — to add an aquatic play attraction within the boundaries of this 59-acre park. A unique feature to this project involves a private organization heading fundraising and the initial design process.

Park Design Award of Merit – \$500,000-\$999,999

City of Menasha Parks and Recreation Department

Gilbert Site Riverfront Trail

The city of Menasha created a unique linear park and trail along the banks of the Fox River. The 1,500-foot trail starts just below the Menasha dam and runs along the shore, which once was the site of the old Gilbert Paper Company mill. The trail features outstanding walking, biking and fishing opportunities, as visitors have direct access to the river and nearby downtown Menasha. The mill was removed, and this public space was created to attract redevelopment to the site.

Park Section Professional of the Year

Chad Dallman, Assistant Parks Director, City of Oshkosh

Chad Dallman developed a passion to serve the public prior to his college days by working for the Public Works and Parks & Recreation departments in his hometown of Fort Atkinson, Wisconsin, for multiple seasons. That desire to serve continued after his graduation from the University of Wisconsin – La Crosse’s park, recreation and leisure services program in 1998. He landed his first professional position as the park and recreation supervisor for the village of Brown Deer, where he served from 1999 to 2001. In order to advance his career, he accepted a position as the park and recreation maintenance supervisor with the city of Marshfield, where he served from 2001 to 2007. His professional skills and family lured him to serve his native area at Jefferson County Parks from 2007 to 2010 as the parks operations supervisor. The goals from the profession have provided him an opportunity grow and enhance the city of Oshkosh, where he currently serves as the assistant parks director.

With every experience along the journey of life, there are many things a person can develop and hold. Dallman has no regrets of the path he has taken in this profession and is grateful for all the professional and personal friendships, partnerships, opportunities, knowledge and experiences gained from all aspects of each community he has served and continues to serve. He takes great pride in the efforts of people who strive to make our communities a better place to live, work and play.

In addition to professional service, Dallman has been an active member of WPRA Park Section since 1999. He has served as Park Section chair, representative at large (multiple times), Region I and Region IV at various times throughout his career. Due to roles on the section Board, he has actively planned spring workshops, summer park tours, facility tours and annual conference sessions. In addition, he was recognized by his peers as the Park Section Young Park Professional in 2001.

Dallman values his family, friends and the privilege in this profession to apply skills, knowledge and abilities to make positive changes within communities to enhance quality of life through services, programs, facilities and special events.

In closing, Dallman said he is truly appreciative and humbled by this great honor to be recognized by his peers as the Park Section Professional of the Year!

2016 WPRA Section Professional Awards



Chad Duerkop
Aquatic Section Professional of the Year



Mark Thompson
Aquatic Section Young Professional of the Year



Chad Dallman
Park Section Professional of the Year



Niki Wendt
Recreation Section Professional of the Year



Reese MacAskill
Recreation Section Young Professional of the Year

2016 WPRA Conference Sponsors

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Carrico Aquatic Services – Conference Socials Sponsor



Noah's Ark Waterpark – Three-Day Conference Favor



Precision Retirement – Trade Show Sponsor







How to Effectively Delegate Your Tasks

by Steven J. Thompson, CPRP, CEO



It's been my experience that the directors of many park and recreation agencies become overwhelmed by having to wear too many hats in order to create momentum and achieve accountability. Who would have thought the secrets to good delegation would be contained in a Slinky demonstration?

On Christmas Day, my nephew received a Slinky toy from Santa Claus. The first task of the morning was to attempt an uninterrupted run of the Slinky down the full flight of stairs. I never knew a Slinky was that difficult to use!

After several frustrating attempts, I finally completed a full run to the bottom of the stairs. My nephew cheered in excitement, and we exchanged high-fives. Now came the task of seeing if he could do it.

The first attempts by my nephew were less than perfect, and for a time, it seemed that I was the only one in the household who could routinely send a Slinky perfectly to the bottom of the stairs. Like a good uncle (a regular Beaver Cleaver), I demonstrated my style until my nephew was able to mimic my procedure.

Besides taking the time to correctly train my nephew how to send a Slinky to the bottom of the stairs flawlessly, I've also created five steps you can use to delegate important tasks in your park and recreation agency:

Recognize experience – Start by recognizing the expertise required to complete the task. Do you have to learn the skill, or can you hire someone to manage this function for you? Do you understand all the facets of a particular function in your agency and the result someone with powerful experience can have on the bottom line? I hired a graphic design firm to develop the first website for WPRA, and our requests for membership went up by several multipliers. On another occasion, I tapped into our accounting firm that specialized in specific areas of law, and we saved thousands of dollars in potential liabilities. If you are concerned about budget, remember that tasks can be divided into simple, part-time

functions that can be hired out at an affordable rate. For example, if your current operation requires only three hours of book-keeping per week, you can hire out that function for about \$30 per week. The same tactic can be used for handling work orders and any other repetitive task that consumes your time. Filling your time trying to cover all the tasks will destroy your ability to create momentum to achieve a reasonable cost of operating.



Besides taking the time to correctly train my nephew how to send a Slinky to the bottom of the stairs flawlessly, I've also created five steps you can use to delegate important tasks in your park and recreation agency



Make it routine – Each recurring task in your department should have a specific individual who is accountable for its completion. If the task requires a special degree of expertise, have an expert work directly with the assigned person until the task is perfected. All too often, we relegate a task and become irritated when our staff is performing the task incorrectly or inefficiently. Document the process of completing the task. The task itself and the process of completing it should become a routine — a system that is documented and can be duplicated.

Keep refining – Perfection comes by refining an existing sequence of events. The sequence of events creates a pattern.

If you do something differently every time, then improving your efforts is next to impossible. Business systems breakdown, and momentum is lost when a task in your department is constantly being reinvented and is never allowed to solidify into a procedure.

Train properly – Delegation means to properly train an assigned person to complete a routine task in your organization. Relegation means that you arbitrarily assign someone to complete tasks without establishing an expectation, giving an example of the expectation, and randomly punishing the person because of unmet expectations. Proper training means having an experienced person develop or implement a repeatable system for the task and repeating the task with the new person until the procedure is performed perfectly.

Measure performance – Gain is lost that is not measured. There can be no expectation of progress if you are unwilling to create tracking mechanisms. Goals should be established in writing, and performance should be gauged on the milestones that lead to achieving the goal. Meet with the people who are assigned the tasks regularly to establish goals and report statistics. Management becomes a much easier task when you are tracking the progress of properly delegated tasks.

As a real-life experiment, buy yourself a Slinky (No, they haven't paid me for a product placement!), and develop a procedure for getting it to go perfectly down a full flight of stairs. Next, attempt to train someone on your procedure, and see if he or she can duplicate your results. Keep track of each successful and unsuccessful run on a sheet of paper. Look at your results, and learn your new training process. Happy delegating! ■

Our Backyard Biophilia

by David P. Burch, PLA, President, The Park Foundation of Waukesha, Inc.



Nature amazes us at a variety of levels. The increasingly fast pace of our society makes it a challenge on a daily basis to slow down and take the time to gaze at the wonders of our parks and, on a smaller scale, our backyards. Reflecting back to the days of my youth, I remember the small pocket magnifying glass that my dad gave us to see things from a different perspective. My grandfather Walter Earnest Burch was a coin and stamp collector, so I believe the magnifying glass was a big part of his close examination of his collection. My father Walter Donald Burch was interested in geology, engineering and mining, and he would bring us rocks from all over the world to examine and to make smooth in his small rock polisher. The magnifying glass gave us a glimpse of a different world at a micro level and began to give us an appreciation of the beauty of plant and animal life at our fingertips. Our abundant state, county and local parks offer a distinct ecological palette to explore at our leisure, or with the assistance of recreational and environmental education programming, the nooks and crevices of these special public spaces.

Edward O. Wilson, a Harvard University professor of science, has written several books highlighting the need for nature as an essential human trait. His book *On Human Nature*, won the 1979 Pulitzer Prize in the nonfiction category. His book *Biophilia*, 1984, brings to light the importance of human life and its bond with other species. Wilson describes the “essence of our humanity, and how the extensive freedom the mind seeks is linked with the green enclaves of the planet.” Our natural affinity for life, which Wilson terms “biophilia,” is central to the evolution

of the human mind. He challenges us to keep awake this trait. I believe this strengthens our perspective of each place and the planet as a whole and helps us appreciate the richness of diversity and intricate symbiosis.

After 20 years of exploring my own backyard, our relatively small and wooded lot on a former farm and oak-hickory woods called Seitz Woods, I discovered abundant diversity. The normal city wildlife is present, including squirrel, rabbit and chipmunk. Occasionally, I will see raccoon, opossum and skunk. Additional native plantings have resulted in an increase in bees and butterflies, including monarch and eastern tiger swallowtail. Bright green tree frogs appear in the spring and fill the neighborhood with their chorus. A red fox appeared this summer and stayed for a week, hunting for the chipmunks and rabbits. A pair of red-tailed hawks have been circling the neighborhood for several months and have appeared on the deck frequently, waiting for the squirrels to come down from their nest in the large ginkgo tree. The occasional small remnants of fur tell me that the hawks have succeeded in their hunt for a meal. The birds in the backyard are abundant and include woodpeckers that pound away at the cedar boards on the house, sounding like a series of percussionists practicing the snare drum. Finches, cardinals, blue jays and nuthatches are regular visitors to the bird feeders and berried shrubs and trees. And on some occasions, a hummingbird will pay a visit to the flowers in the planters. A variety of colorful fungi exist on a few old hickory stumps at the edge of the woods. In the fall, the red, gold and yellow leaves illuminate the yard. In the winter, the patterns of wildlife tracks in the snow tell me of the daily activity.

Richard Louv’s *Last Child in the Woods* and *The Nature Principle* reinforce the idea that reconnecting with nature helps us each in our own way build creative nature experiences that will help us be more active and healthy people, even if finding it is as close as our local park or the backyard. The diversity of the backyard, small or large park, greenway, or trail corridor is incredible. The backyard is but a fraction of what our parks offer. As we move into a healthy and active 2017, remember to celebrate the biophilia in your community’s parks and trails, and appreciate the impact that these special places have on you, your connection to nature and to one another. ■



Wisconsin Park & Recreation Association

Reference Guide 2017

Advancing the Profession and the Professional

The Wisconsin Park & Recreation Association serves the interest of the profession, as well as its over 1,800 individual and organizational members. WPROA's mission statement is: "WPROA provides the leadership to advance the positive impact and value of the profession." WPROA members represent a broad cross-section of the parks and recreation profession. And, as one of the largest state associations of park and recreation professionals in the United States, WPROA has the collective strength in numbers to be able to advance the positive impact and value of the profession on society.

Professional Training Opportunities

WPROA offers a number of quality educational opportunities on a year-round basis, including the annual conference and trade show, the summer park tour, the spring park/recreation workshop, aquatic technician workshops, the WPROA Leadership Academy, regional in-service sessions and tours, and online learning experiences with diverse webinars.

Legislative Representation and Advocacy

WPROA sponsors and supports legislative bills supportive to the profession through a volunteer-driven Legislative Committee, through WPROA's professional legislative advocates, and through a grassroots advocacy program on the WPROA website, the Legislative Action Center. WPROA is also represented annually at the NRPA Legislative Forum in Washington, D.C.

Online Information and Networking

The WPROA website has been developed and updated substantially since its incep-

tion in 2001, providing members the ability to view and print a variety of information, including the WPROA Job Center, training calendar, education registration and information material, and numerous resource documents. Newly added in 2007 was the WPROA Networking Communities, which now utilizes LinkedIn and allows members to communicate with one another via group forums, blogs and calendars. All four WPROA regions and five sections have their own networking groups, including a separate one for the WPROA Board of Directors. The website provides members with a 24-hour resource at their fingertips with value-added membership services.

2017 Board of Directors

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CEO/Executive Director (Ex-Officio)
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sthompson@wpraweb.org

WPRA Staff: Ready to Help!

The WPRA staff is more accessible than ever! You can reach the WPRA account representative at the WPRA headquarters, (414) 423-1210, or Steve Thompson at (844) 296-6600. You can also leave messages by email and voicemail before, during and after business hours. The address is 6737 West Washington Street, Suite 4210, Milwaukee, WI 53214.

Steve Thompson, CEO/Executive Director
Contact for: Board of Directors, advocacy and legislation, finances, sponsorships, sections, regions, committees, task forces, NRPA
Toll-Free: (844) 296-6600
sthompson@wpraweb.org

Svinicki Association Management, Inc. (SAMI), Account Coordinator
Contact for: membership and education registrations, online payments, website development, publications, discount ticket program
(414) 423-1210, Fax (414) 423-1296
wpra@wpraweb.org

Statewide Recognition

WPRA's annual awards program provides agencies and individuals a chance to shine! Participating in the awards program is a way not only to gain statewide recognition for your agency but also to garner beneficial public exposure for your award-winning programs, parks and facilities. An award can spark a story in the local media and can lend more credibility to the importance of parks and recreation with decision-makers.

Quality, Timely Information

It is important for WPRA members to stay informed, which is why a weekly online newsletter is emailed to members with job information, news items, funding opportunities and legislative updates. While the newsletter emphasizes quick and timely information, WPRA's magazine, *IMPACT*, deals more in-depth with professional issues.

Other Member Services

Free Technical Assistance: Technical assistance is a free service for WPRA members. We provide members with a contact or written materials. The staff appreciates receiving materials from you for our technical assistance files. We can share your expertise with other park and recreation professionals. Members are particularly interested in executive summaries, reports, policies and procedural guidelines. Note: A limited but growing number of technical assistance resources are also available to members at the WPRA website (www.wpraweb.org). ■



Tasha Schuh

Speaker, Author and Founder of the PITCrew

“Tasha was the perfect choice to deliver the closing keynote at our conference. Her message was inspirational, powerful and moving. There was not a dry eye in the house! I heard nothing but positive comments following Tasha’s presentation. Several attendees commented that her story was exactly what they needed to help get them through a difficult time in their own lives. Besides giving a wonderful address, Tasha and Doug were wonderful to work with while planning the conference. They were responsive, friendly and willing to go above and beyond to ensure a great experience for our group! Thank you both!”

– Elizabeth Schroeder, Marketing Events Coordinator, 2016 Home Energy Plus Conference

Tasha’s Signature Keynote

“Enjoy Your Ride”

Beautiful. Genuine. Endearing.

These are words that describe Tasha Schuh, Ms. Wheelchair USA 2012. Her message will encourage you to live your life with passion and purpose, to focus your eyes on the beautiful scenery even in the most trying of times, and to persevere through every obstacle that you encounter in the race of life.

Unique Story.

After a tragic theater accident left her paralyzed from the chest down, Schuh discovered invaluable lessons that resonate with audiences of all demographics. Since 2007, she has been traveling across the country inspiring and challenging her listeners to overcome, no matter what life throws at them.



Recognized Speaker.

Schuh received her first bachelor’s degree in communication studies from Winona State University and has been speaking ever since. Averaging 50 to 70 engagements every year, she has inspired thousands while creating a vast client list ranging from the Mayo Clinic to IBM.

Relevant Message.

A fit for all audiences, Schuh will inspire, empower and instill a renewed zest for life. Her clientele spans corporations, women’s conventions, education and health care.

“Now is the time to take a look at your own ride, to recognize you can live life to the fullest, and overcome any circumstance or difficulty that you may encounter in your race of life.”

– Tasha

Book Tasha Today!

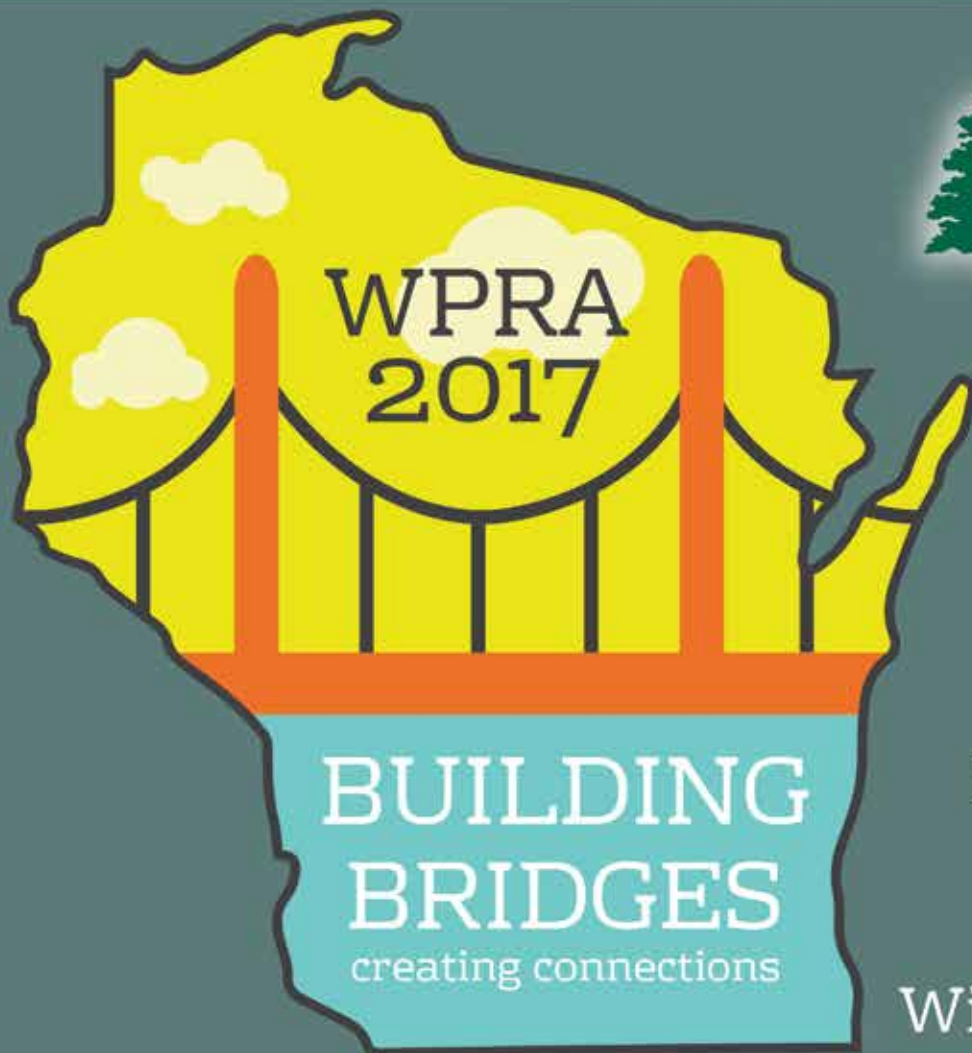
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(920) 710-1715

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Wisconsin Park & Recreation Association 2017 ANNUAL TRADE SHOW



Inside you will find:

- Exhibitor Information
- Registration Form
- Exhibit Hall Layout for the Kalahari Resort

Wednesday,
November 8, 2017
1:30 - 5:30 pm
Kalahari Resort,
Wisconsin Dells, WI

Exhibitor Information

All WPRA Member vendors registered will be allowed to attend any educational sessions at no additional charge!

(additional charge of \$80 for meals if requested.)

Contact christine@wpraweb.org to register for meals.)

Promo/Advanced/Early/Regular Exhibitor Registration

Promo: Register and Pay for 2017 Trade Show and Membership prior to November 10, 2016

*Please note that NO exceptions will be made on the Nov. 10th date



2017 TRADE SHOW • WEDNESDAY, NOVEMBER 8, 2017
1:30 - 5:30 PM • KALAHARI RESORT, WI DELLS, WI

You are invited to exhibit at our primary membership gathering.....

With our membership continuing to grow, we are anticipating another recordbreaking attendance which should provide exhibitors with exposure to over 400 aquatic, park, recreation, and therapeutic recreation professionals in the State of Wisconsin. We encourage you to review this invitation and send in the "Exhibitor Agreement" as soon as possible to ensure a spot as we continue to sell out our exhibit space well in advance of the show.

This is how it works

Take a look at our 2017 Exhibit Hall Layout printed on the back and pick your top 5 preferred locations, in order. Fill out the form provided including booth preferences. All booths are first come, first serve. Booths are filled in the order that the registration forms are turned in. Mail or fax this form with your payment as listed below (or you may complete the form on-line):

"PROMO"

If sending your registration and payment by November 10, 2016 you MUST have exhibited at the 2016 WPRA trade show to qualify for this discounted rate: (no exceptions will be made) - Pay for your booth fee and membership now and save \$150! - Total due would be \$750 (sorry, no exceptions will be made!). Please note: You MUST have exhibited in 2016 to take advantage of this special discounted rate.

ADVANCED

If sending your form and payment by January 31, 2017 you MUST have exhibited at the 2016 WPRA trade show to qualify for this discounted rate: (no exceptions will be made) \$425 for WPRA Commercial Members; \$625 for non-members to the WPRA Office by January 31, 2017 (sorry, no exceptions will be made!). Please note: You MUST have exhibited in 2016 to take advantage of this special discounted rate!

EARLY

If sending your form and payment between February 1 and July 31, 2017: (no exceptions will be made) \$450 for WPRA Commercial Members; \$650 for non-members to the WPRA Office by July 31, 2017 (sorry, no exceptions will be made!).

REGULAR

If sending your form and payment beginning August 1: (no exceptions will be made) \$475 for WPRA Commercial Members; \$675 for non-members to the WPRA Office beginning August 1, 2017. A booth confirmation will be sent to you as soon as we receive payment.

** Cancellation Policy: Due to discounted rates provided, NO REFUNDS are made available for exhibitor booths or electrical fees. All payments must be received when registration is made.*

Additional Conference Information: 1 Day Trade Show

Booths are 8' x 10' and include side and back draping, 8' draped table, 2 chairs, wastebasket, and an ID sign with the company name as noted on the agreement. Information regarding extra materials through the selected expo service will be sent to you at a later date. Exhibitors may set up anytime between 7:30 am and noon (no later than 12:30 pm) on Wednesday, November 8, 2017. The Exhibit Hall will be open Wednesday, November 8, 2017 from 1:30-5:30 pm. These are dedicated Exhibit Hall hours with nothing else scheduled!

All exhibitors are asked not to provide recorded or live music at their booth during exhibit hours which may incur music licensing obligation for WPRA.

Besides exhibiting, you may want to advertise in the 2017 WPRA Final Conference Exhibitor Program. Please call the WPRA Office for more information on ad sizes and costs.

Exhibit Hall Highlights!

Dedicated Exhibit Hall Viewing Time for Delegates, Door Prizes, Over 130 companies showing products and services. **ALL Member** Exhibitors will receive a printout of all attendee contact information.



REGISTRATION FORM

Exhibitor Agreement Form

Company Name: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____ Fax: _____
 E-Mail: _____ Web Site: _____
 Product/Service: _____
 Booth Attendants: _____

Booth Information

(go to www.wpraweb.org under the exhibitor link to see which booths have been taken already and by whom)

of booths requested _____ Booth Location Choices: 1____ 2____ 3____ 4____ 5____

Booth Fees (no exceptions will be made to the dates and fees below)

** Please note You must be a 2017 Commercial Member in order to receive the Member rate.
 Please complete a 2017 membership application on-line at www.wpraweb.org under the membership link.

PROMO RATE: Must have registration form and payment by November 11, 2016.			Total
2017 Commercial Membership & Booth		\$750	
		2nd Booth - \$425	
		Electrical \$75 (each hook-up)	
If registering by January 31, 2017 (You MUST have exhibited in 2016 to take advantage of this special rate!)			
2017 Commercial member	1st Booth - \$425	2nd Booth - \$400	
Non-member	1st Booth - \$625	2nd Booth - \$600	
If registering between February 1 and July 31, 2017			
2017 Commercial member	1st Booth - \$450	2nd Booth - \$425	
Non-member	1st Booth - \$650	2nd Booth - \$625	
		Electrical \$75 (each hook-up)	
If registering beginning August 31, 2017 and after			
2017 Commercial member	1st Booth - \$475	2nd Booth - \$450	
Non-member	1st Booth - \$675	2nd Booth - \$650	
		Electrical \$75 (each hook-up)	
		Booth Fee due with electric if ordering	
	Total Membership Fee (\$450) (an on-line application must be filled out also)		
	Total Due (Please note: The total amount is due at time of registration)		

Payment Method: Check Make check payable to: WPR

Charge my credit card account # _____ Master Card VISA DISCOVER AMEX

Expires: _____ Signature (required): _____

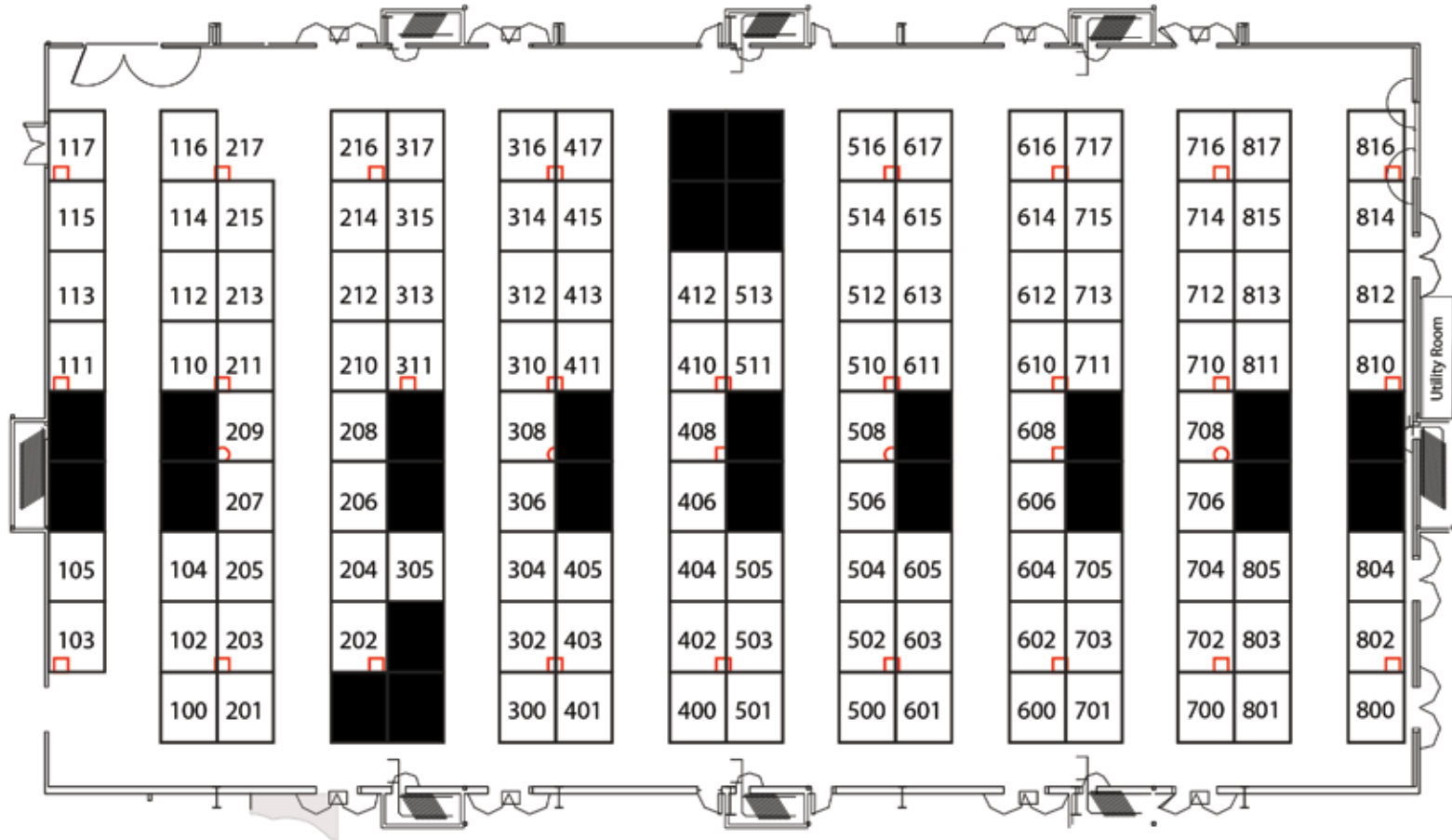
Send completed form and check to:
 Wisconsin Park & Recreation Association
 6737 W. Washington St. Suite 4210
 Milwaukee, WI, 53214
 (Or fax form with credit card information to 414-423-1296)

For Office Use Only: Ck: _____ Amount Paid: _____ Date: _____

As an exhibitor I hereby indemnify and hold harmless the WPR against all liability for personal injury and property damages or loss arising from the use of exhibit space or any activities in connection with the WPR Conference.



EXHIBITOR LAYOUT



RESERVED BOOTHS

THE FOLLOWING BOOTHS HAVE BEEN RESERVED:

200 - Trade Show Coordinators

303 - Noah's Ark

301 - WPR 3 Day Favor

414, 416, 515, 517- BCI Burke

107, 109, 806, 808 - Social/Bar **Blocked out booths will have high boy tables and chairs*

On behalf of the
WPRO Foundation,
 the Golf Committee would
 like to sincerely **THANK**
 all the ***sponsors and players*** that made the
2016 Foundation Golf
Outing a huge success!

**We hope to see you next year,
 for more Park & Rec. FUN for a great cause!!**



1st PLACE GOLF TEAM (-15)
 Harlan Lehman, Kyle Brisch,
 Bob Barron, Stacy Gassner



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| #3 Keeper Goals & Kid's Sports LLC | #12 Lee Recreation |
| #4 Brendan Dobson Memorial Fund | #13 CORRE, Inc. |
| #5 Vermont Systems & WPRO | #14 Washington County Golf Course |
| #6 Kafka Granite | #15 Neuman Pools & NEWPRO |
| #7 Gerber Leisure Products | #16 Commercial Recreation Specialists |
| #8 Carrico Aquatics & WPRO Foundation | #17 Northland Recreation |
| #9 MN/WI Playgrounds | #18 Miller & Associates |

THANK YOU
 everyone for a
SUCCESSFUL DAY!
 We hope to see you
 next year!

*Join us for the
 2017 Foundation
 Golf Outing*
**September 8,
 2017**

The WPRO Foundation, Inc. is a tax-exempt, not-for-profit organization committed to generate funds to support professional grants, student scholarships, research projects, and technical assistance, which enhance the park, recreation, and leisure service experience of Wisconsin residents.



**BEST DRESSED
 "PARR 3 ARNIES"**
 Cindy Busch, Bob Fulton,
 Bob Holling, Jim Matke

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**JOIN THE FOUNDATION
 AMBASSADOR'S CLUB TODAY!**



WPR Foundation Ambassadors Club



Thanks to all those that have already joined the FAC! We'll be seeing everyone at Region Meetings this winter/spring!

Be on the ground floor of a new program that will change PARKS AND RECREATION IN WISCONSIN - FOREVER!
The WPR Foundation Board has created the Ambassadors Club (FAC) to move us forward together.

FAC Foundation Ambassadors Club

DONATION LEVELS

LEVEL I:

\$25.00 one time annual donation

- *Can Koozie
- *FAC Socials & Educational Workshops

LEVEL II:

\$5.00 per month (*the cost of one fancy coffee*)

- *FAC t-shirt
- *Can Koozie
- *Quarterly Drawings at Section Meetings
- *FAC Socials & Educational Workshops
- *Earn Points on your credit card!
- *Or Annual, one time, donation option of \$60.00

LEVEL III:

\$10.00 per month or more

- *FAC Apparel choice (Polo, Hoodie or jacket)
- *FAC t-shirt
- *Can Koozie
- *Quarterly Drawings at Section Meetings
- *FAC Socials & Educational Workshops
- *Earn Points on your credit card!
- *Or Annual, one time, donation option of \$120.00

With a **SIMPLE** monthly donation (*ACH Debit through PayPal*), you will be part of the change. What's in it for you? Check it out and join TODAY!



PROGRAM POTENTIAL

- *100% FUNDED SCHOLARSHIPS FOR MORE RECIPIENTS
- *FREE EDUCATIONAL WORKSHOPS AND SEMINARS FOR MEMBERS
- *ADDED FUNDING FOR THE ANNUAL STATE CONFERENCE
- *POTENTIAL TO HELP FUND PARK PROJECTS AND RECREATION PROGRAMS.

*Retain donation receipts if needed for tax deductions.
WPR Foundation is unable to furnish copies.*



For more information on how to join the FAC go to: www.wprweb.org/foundation

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 Parks Section and Recreation Section

2017 Joint Spring Workshop
April 6-7, 2017

Metropolis Resort & Convention Center
 Eau Claire Wisconsin

Session information is forthcoming.

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