



# REGISTRATION BROCHURE



**JANUARY 30 -  
FEBRUARY 2, 2024**

**La Crosse Center  
La Crosse, WI**



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**#WPRA2024**

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## PRESIDENT'S INVITATION

### Welcome to the Wisconsin Park and Recreation Association 2024 Annual Conference & Trade Show!

It feels so good to be back in La Crosse! The theme for this year's conference is "**Mixtape: Soundtrack to Success.**" What a great theme and metaphor for how we build our collective experiences to grow as professionals. Say yes to everything and try something new. Find and make the time to do what you can to make yourself a well-rounded leader and standout in your community. The "say yes to everything" and "try something new" mantras are what makes your mixtape unique. There is no better place to build on this than at our annual conference. From our pre-conference on Tuesday to our endnote on Friday, do everything you can to take it all in.

Wednesday is jam-packed with learning, leadership and network opportunities... So tighten up those shoelaces, we are in it from early morning until late at night! The trade show is a must-do, so bring your business cards and be ready to try things out and learn about some new trends in parks and recreation. Thursday is a day for educational sessions to gather up those CEU's. Then we will end the day with our wonderful Awards Banquet. It is so magical to see our hard-working colleagues from all over the state receive well-deserved accolades and hear about the impact this profession has

had on their lives. Friday gives us one more opportunity for CEU's and sends us off with an inspiring key-note and energizing teaser from the 2025 Conference Committee! Whether this is your first conference or your 25th (or more), I hope you take advantage of the great learning and networking opportunities the conference committee has put together for us.

Thank you to all the section and committee members who have volunteered so much of their time to bring us the great speaker line up this year. Kudos to Abby Shultz and the whole conference committee for planning an outstanding conference schedule for us to take advantage of. Conference is always what you make of it, so make it your best experience yet!

– Stephanie Schlag, CPRP  
WPRA President



Stephanie  
Schlag, CPRP  
WPRA President

## MESSAGE FROM THE CHAIR

Greetings my fellow WPRA Colleagues!

On behalf of the **Mixtape: Soundtrack to Success Conference** Committee, we are stoked to be planning the 2024 WPRA Annual Conference and Trade Show in La Crosse! It's been over 10 years since we've been in the La Crosse Center and the recent renovations are going to amp up our overall conference experience! If you're a student or a first-year conference attendee, be on the lookout for our New Kids on the Block booth located in the main atrium of the La Crosse Center.

This year's session opportunities in parks, recreation, executive, and aquatics offer a wide variety of topics that will help gain you a valuable learning experience. New this year, the WPRA has added a DEI (Diversity, Equity, and Inclusion) section which has implemented important session topics for everyone to attend. Our keynote speaker, Nick Kittle, will teach us about building sustainable innovation in government in an inspirational, creative way. Our endnote presenter, Kyle Scheele, will leave you looking for crazy ideas that can produce wildly, oversized outcomes for any project.

Besides the impressive educational sessions and amazing presenters, we are also offering three outstanding pre-conference sessions including the following:

- AFO Course with Carrico Aquatics
- Parks and Reonomics
- UW-La Crosse Rec Campus Tour and Panel Discussion (transportation to UW-L provided)

Our epic conference experience continues with our evening

socials that are out of this world! Our Tuesday night Welcome Back Social offers an evening of fun that is sure to remind you of your college days; great conversation, some competitive games, mixtape trivia and DJ Brettly will keep you wildly entertained. So, come dressed in your UW-L (or any college) attire and be prepared to scream, "Hey Ya!"

Wednesday night kicks off our Decades Social at The Main in downtown La Crosse. Grab your BFF, wear your best decades costume and "Dance the Night Away" with the high-octane, live band Boogie & the Yo-Yoz, who are excited to put on a dynamic stage performance for our members! So, "Come on, Eileen," "Jessie's Girl," and "Boyz-n-the-Hood"... "Walk This Way" and "Fight For Your Right" to "Bust a Move" and "Party Like it's 1999!"

A special shout out to all our conference sponsors! Your generosity does not go unnoticed and we all appreciate your partnerships through the WPRA. Thank you!

**Catch ya on the flip side!**

– Abby Schults  
WPRA Conference Chair



Abby Schults  
WPRA Conference  
Chair



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## 2024 ANNUAL CONFERENCE COMMITTEE

### Chair

Abby Schultz

### Past Chair

Megan James

### Executive Speakers

Trista Taylor  
Maggie Anderson  
Emma Magadan

### Tradeshow Coordinators

Curt Erickson  
Randy Wojtasiak  
Vern Lee

### Local Arrangements

Dan Wick

### Networking Events

Thad Meister  
Ryan Pawlisch

### Board Liaison

Derek Donlevy





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## GENERAL INFORMATION

The WPRA 2024 Annual Conference & Trade Show will be held at the La Crosse Center in La Crosse.

### What to Bring

- Casual business attire for educational sessions
- Comfortable casual attire for social events
- Brochures, business cards and program information to share in the resource area

### Check-In & Information Headquarters

The check-in and general information headquarters for all conference activities is located in the La Crosse Center.

### Hours of Registration

Tuesday .....10:00 am – 7:00 pm

Wednesday .....7:30 am – 5:30 pm

Thursday .....8:30 am – 2:30 pm

Friday .....9:00 am – 11:00 am

### Name Badges

All attendees will receive a name badge when checking in for the conference. Badges are required for admittance to education sessions, exhibit halls, meals, functions, special events and socials. Name badges will contain all your meal tickets and special event admission tickets. There are five different lanyard colors representing what Region attendees fall into.

GREEN	Region I
ORANGE	Region II
TURQUOISE	Region III
YELLOW	Region IV
NAVY	Exhibitors, Speakers, Staff

### Continuing Education Units (CEUs)

Continuing Education Units (CEUs) are available at no cost to attendees for all educational sessions. Attendance will be tracked at each session. You must have your name badge scanned and sign in on the CEU form at each session to obtain CEUs.

Up to 1.2 CEUs are available (including Pre-Conference sessions). Educational sessions are subject to change and additional CEUs may be added to the final program schedule, or sessions may be dropped. All educational sessions are .1 CEU unless otherwise indicated.



### Cancellation and Refund Policy

Cancellations received in writing by December 31st, 2023, will receive a refund minus a 25% administrative fee. No refunds will be issued after December 31st, 2023. There is a \$35 service charge on ALL returned checks.

***All sessions and information provided in this conference registration booklet are tentative and subject to change.***

### Hotel Information

The Wisconsin Park & Recreation Association has limited room blocks at the following hotels in LaCrosse for the 2024 Annual Conference & Trade Show. You can book your hotel at [wpraweb.org/annual-conference](http://wpraweb.org/annual-conference) or by calling the phone numbers below. Mention the Wisconsin Park & Recreation Association to receive a room in the block at the reserved rates. Please book your reservations early as rooms are limited.

#### Radisson Hotel

200 Harborview Plaza La Crosse, WI  
Single King Rooms - \$99 per night  
Double Queen Rooms - \$109 per night  
Phone: 608.668.2448

Distance from the La Crosse Center:  
2-Minute Walk • Connected by Skywalk

#### Holiday Inn Hotel & Suites

200 Pearl Street La Crosse, WI  
King Suite Rooms - \$119 per night  
Double Queen Rooms - \$119 per night  
Phone: 608.784.4444

Distance from La Crosse Center:  
2-Minute Walk

#### Home 2 Suites by Hilton

210 Jay Street La Crosse, WI  
Single King Suites - \$90 Per Night  
Phone: 608.784.4444

Distance from La Crosse Center:  
3-Minute Walk

#### Courtyard by Marriott

500 Front Street La Crosse, WI  
Single King Rooms - \$99 per night  
Double Queen Rooms - \$99 per night  
Phone: 608.782.1000

Distance from La Crosse Center:  
4-Minute Walk

## HOW TO PREPARE FOR THE WPRA ANNUAL CONFERENCE

Attending conferences is beneficial to you and your community. You can get the most out of your conference experience by having a plan before you arrive. Below are some techniques to get the most out of your conference investment.



1. **Arrive Ready to Network** – Interacting with others, especially people we don't know, requires stepping outside of your comfort zone, but it's worth it. The contacts, learning, and interaction will boost your confidence and create great connections that you will find helpful in the future. Be prepared to start conversations with strangers or ease into group discussions where you have information or ideas to contribute. If you see someone new, invite them to join in!
2. **Be Prepared** – Plan Ahead. Use your conference time wisely. Decide in advance what sessions you want to attend so that you can focus on other things once you get to the conference.
3. **Consider Your Learning Objectives** – Why do you want to attend? What do you hope to learn at the event? Who do you need to connect with? What industry trends do you want to know more about?
4. **Attend and Leave Your Work at Work** – It is very common to see conference delegates checking emails, making phone calls, and even participating in conference calls during breaks while at an event. Let people know you will be away, and set up your voicemail and email auto responder to notify people that you are not available. Do whatever you can to keep your work obligations from stealing your attention from your educational investment.

5. **Trade Show Time is Valuable** – The exhibit hall is a key part of every conference. The exhibitors can show you new technologies and products that can dramatically enhance your work performance. Use your time at the Trade Show wisely and plan to visit every booth...in addition to meeting new people and learning lots of new things, you could win some great prizes! Remember to thank our exhibitors for attending. Their support makes a huge difference to our Annual Conference.

6. **Follow Up** – Collect business cards from colleagues and commercial partners and write personal notes on the back to help remind you of your discussion. Stay in touch through social media. Send a quick email reminding people of your conversation at the conference.

7. **Share What You Learn with Your Colleagues** – It will reinforce your own learning, strengthen your team, and make it easier to negotiate attending the event next year. Ask to present the best ideas captured at your next staff meeting.



### SAVE THE DATES FOR UPCOMING ANNUAL CONFERENCE & TRADE SHOWS

February 4 - 7, 2025 - Wisconsin Dells

February 3 - 6, 2026 - Wisconsin Dells

February 2 - 5, 2027 - Wisconsin Dells

## TRADE SHOW INFORMATION

The Trade Show features over 100 commercial and educational exhibitors, presenting the latest products, innovations, and services to the park, recreation, and aquatic fields. There will be no educational sessions, special events or other activities scheduled at this time. The Trade Show hours are 100% dedicated to our commercial vendors and our delegates.

1:30 – 5:30 pm..... Trade Show

4:00 – 5:30 pm..... Snacks & Beverages

**Don't Forget to pick up your 3-day Conference Favor (Available ONLY on Wednesday at the Trade Show) in Booth #511!**

All registered delegates entering the Exhibit Hall must have a conference name badge. Everyone is invited to attend the WPRA Trade Show FREE of charge. If you are inviting additional staff, board and commission members

or others to only attend the Trade Show, be sure to obtain special name badges to allow them to attend from the WPRA Registration Booth or at [www.wpraweb.org](http://www.wpraweb.org). Many booths will hold promotional drawings...don't forget your business cards!

### Resource Areas

Agency Showcase – Table located outside Exhibit Hall. During the Trade Show you will have the opportunity to share your great ideas and learn what everyone else is doing. There are a lot of great pieces of information that you can share and gather from other professionals. Please bring your agency printed material such as: program guides, job descriptions, employment evaluations, sponsorship brochures, program evaluations, volunteer manuals, program booklets, etc. Please bring, so you can take!



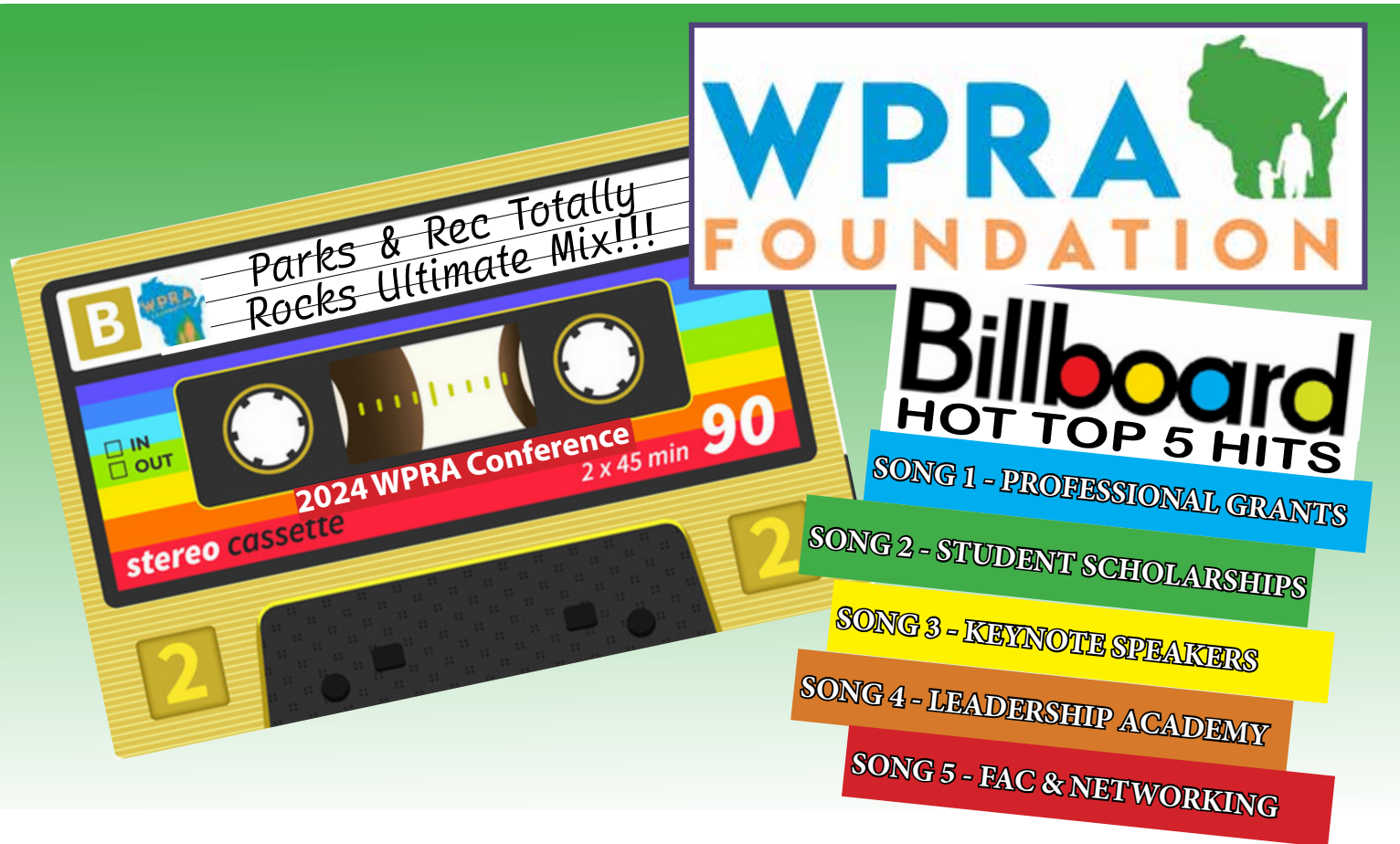
## NEW BEES!

All new WPRA members and attendees are given new bee stickers to wear on their lanyards at Annual Conference. If you see someone wearing a New Bee sticker, introduce yourself and welcome them to WPRA!

## PHOTO & VIDEO DISCLOSURE

Photos and video footage are periodically taken of people participating in a WPRA meeting. Please be aware that by registering for a WPRA meeting or participating in an activity or attending an event at a WPRA meeting, you authorize WPRA to use these photos and video footage for promotional purposes in WPRA publications, advertising, marketing materials, brochures, social media (including Facebook, YouTube, Instagram, Twitter, and other social media sites operated by WPRA), and the WPRA website without additional prior notice or permission and without any compensation. All photos and videos are property of WPRA.





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**Check us out at the Exhibit Hall!  
Booths #508 & #510**

<https://www.wprafoundation.org>



## 2024 KEYNOTE SESSION SPEAKERS



### Opening Speaker: Nick Kittle

#### The Power of Sustainovation

Nick Kittle is the author of the best-selling government innovation book “Sustainovation: Building Sustainable Innovation in Government, One Wildly Creative Idea at a Time,” and spent 15 years in local government, most recently as a Chief Innovation Officer. He has won three national innovation awards and founded one of the first five government innovation offices in the country.

During his government career, Kittle directed 17 different divisions and developed over 65 unique or first-of-their-kind pilot projects while directly generating \$7.8 M in savings and pioneering the concept of Innovation Value. In 2019, Kittle visited 50 different communities spreading a message of innovation and high-performance, and in 2020 took that message to an international audience with sessions in Canada, the UK, Australia, and New Zealand.

Kittle now keynotes and trains across the country on building Sustainovation™ in government and visited 50 different communities in 2019 to help them transform their mindset. Kittle is a dynamic TEDx speaker (Life 2.0), national keynote, and government performance and innovation coach from Colorado, delivering a powerful message—and in his main time, he is a father, husband, photographer, BBQ champ, and avid disc golfer.



### Endnote Speaker: Kyle Scheele

#### Becoming an Idea Factory: How to Turn Yourself (and Your Organization) into an Innovation Machine

If there's one belief that is holding you back from getting the most out of your team, it's this one: some people are creative, and some people aren't.

That belief is based on outdated ideas about what creativity means, where it comes from, and who gets to harness it. The truth is, creativity is a skill like any other: it can be learned.

In the same way that we teach employees how to track expenses, process invoices, and jiggle the lock just right to get into the supply closet, we can teach them how to be more creative, how to have better ideas, and how to build a culture where innovation is a natural byproduct.

#### Objectives:

In this talk, Scheele will:

- Inspire audience members to harness their own capacity for creativity and innovation.
- Give practical tips for how to get more (and better!) ideas out of yourself and your team).
- Share the five things that every idea needs.
- Help you avoid common idea-killers in your organization.

Scheele has been called “the patron saint of crazy ideas.” Whether he's having a Viking funeral for the regrets of 21,000 people, hosting the world's first fake marathon, or gaining a million TikTok followers in just 25 hours, Scheele is always on the lookout for crazy ideas that produce wildly outsized outcomes. Over the last decade, his projects have been featured in outlets like Fast Company, WIRED, The Washington Post, Yahoo!, BuzzFeed, Upworthy, Goalcast, and more. His videos have been viewed over 250 million times, and he has spoken to hundreds of thousands of audience members across the United States. More than anything, Scheele hopes that his story can inspire others to chase their own crazy ideas and become the people they were meant to be.

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# SAVE THE DATE

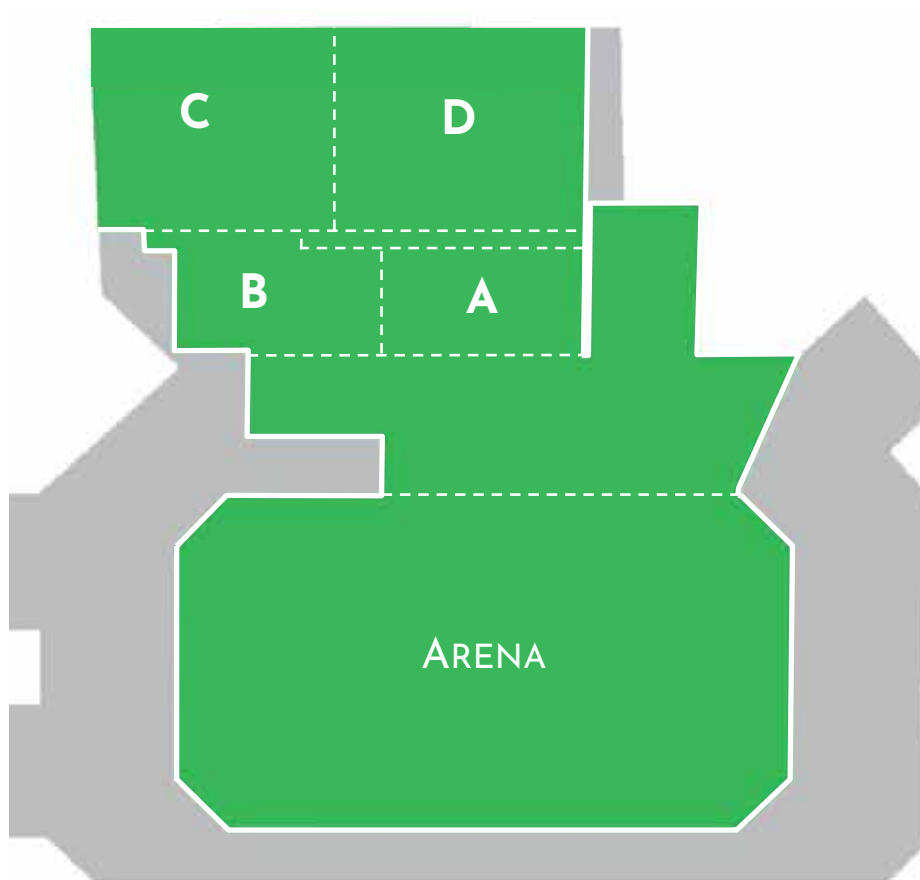


## WPRA 2025 ANNUAL CONFERENCE & TRADE SHOW

**FEBRUARY 4-7, 2025**  
**WISCONSIN DELLS, WI**

## MAP OF LA CROSSE CENTER

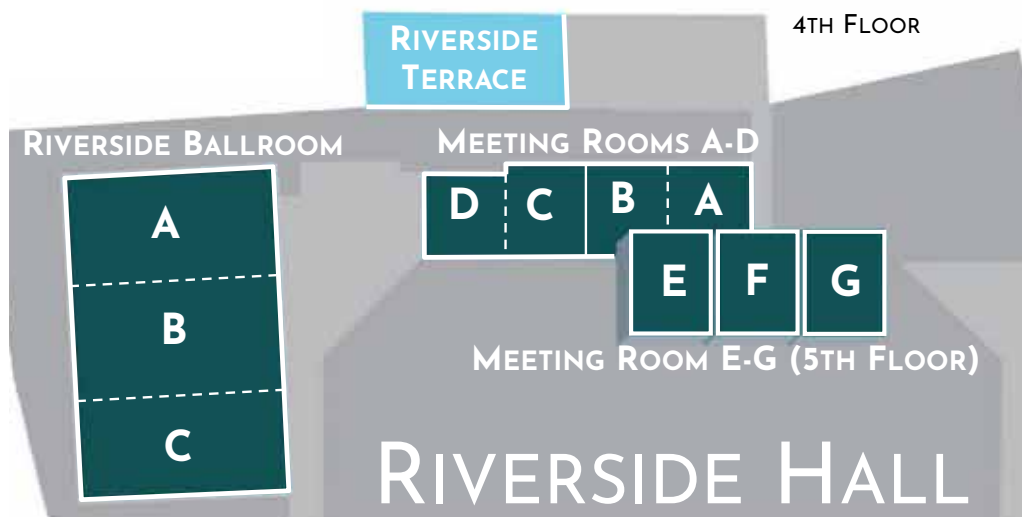
### NORTH HALL



1ST FLOOR

#### North Hall Meeting Room Names

- A = ABBA
- B = Britney Spears
- C = Coldplay
- D = Disturbed



#### Riverside Hall Meeting Room Names

- A = AC/DC
- B = Beastie Boys
- C = Cranberries
- D = Def Leppard
- E = En Vogue
- F = Frank Sinatra
- G = George Strait





# 2024 ANNUAL CONFERENCE & TRADE SHOW

## LA CROSSE CENTER • LA CROSSE, WI

### SCHEDULE AT A GLANCE

MONDAY, JANUARY 29 - PRE-CONFERENCE WORKSHOP								
	AQUATICS	AQUATICS	EXECUTIVE	DEI/EMERGING PROFESSIONAL	PARKS	PARKS	RECREATION	RECREATION
8:30am - 4:30 pm	AFO Certification Course Carrico Aquatic Resources							
TUESDAY, JANUARY 30 - PRE-CONFERENCE WORKSHOPS								
8:30am - 1:00 pm	AFO Certification Course Carrico Aquatic Resources (Course ends at 4:30 pm)							
1:00 pm - 4:00 pm					Parks and Reconomics Jamie Sabbach & Farrell Buller		UW-L Rec Campus Tour & Panel Discussion	
8:00 pm - 12:00 am	UW-L Welcome Back Social @ Howie's							
WEDNESDAY, JANUARY 31								
8:30 am - 9:30 am	Keynote Opening Session: The Power of Sustainovation - Nick Kittle							
9:45 am - 10:45 am	IDEA Aquatic Diagnosis Joey Rusnak	Customizing Aquatic Instruction for People with Disabilities: Adapting Teaching Methods to Suit Unique Needs Dr. Emily Dow	Special Event Storm - Don't Get Caught Matt Ellmann	Engaging the LGBTQ+ Community 101 Amney Harper & Liz Cannon	Park Shelter Planning and Design Katie MacDonald & Blake Theisen	Managing Historic Native Indian Cultural Sites Bill Quackenbush	Boomers through the Z's, Success with a Multi-Generation Staff Lori Hoffner	Learn to Play and Teach Pickleball Andrea Ingvalson
11:00 am - 12:00 pm	Implementing Your Vision in Aquatics Joey Rusnak	Swimming Success: Empowering Children with Disabilities in the Water Dr. Emily Dow	Pushing the Boundaries of Team Engagement: Case Study Kristin Grissom	Branding/Marketing 101 For Parks & Rec Kids Jessie Scheunemann	Collaborating with Local Technical Schools and Universities for Internship Programs Kim Houk	Park Design Awards	Creating Positive Practices to Reduct Unconscious Bias Lori Hoffner	
12:00 pm - 1:00 pm	Lunch & WPRA Annual Meeting							
1:00 pm - 5:00 pm	Trade Show							
7:30 pm - 11:30 pm	Decades Social @ The Main- An Event Space							
THURSDAY, FEBRUARY 1								
9:30 am - 10:30 am	Importance of a Good Team in EAP Situations Maegan Scholes	Lifeguard Recognition, Response, and Training Shane Wampler	Setting Healthy Boundaries at Home and at Work Jan Hincapie	Emotional Intelligence Cara Prell	Public Involvement Meetings: The Pinnacle of Public Input Lynda Fink	The Impact of Advocacy Caty McDermott	Silver Star Awards	Dealing with Behavioral Challenges Through a New Lens Lisa Drennan
10:45 am - 11:45 am	Inspiring Superheros Joey Rusnak	Creating a 5-10 Year Capitol Budget Carrico Aquatic Resources	Preserving Human Interaction in a Digital World Jan Hincapie	Customer Service Hacks - Woo Your Customers Matt Ellmann	Engaging Youth to Transform Communities Neil Klemme & Todd Johnson	Accessible Outdoor Recreation Nick Zouski	Helping Outsiders Become Insiders: Illuminating the Hidden Curriculum Nelson Strickland & Allison Krabill	A Leadership Roadmap for Enhancing Your Inclusion Initiative Lisa Drennan
12:00 pm - 1:00 pm	Networking Lunch & Membership Survey Presentation							
1:15 pm - 2:15 pm	Imposter's Syndrome- A Millennial Syndrome Maegan Scholes	Pool Maintenance 101 for New Operators Shane Wampler	Motown Motivation: How to get your Groove Back Alonzo Kelly	Supporting our LGBTQ+ Youth Laure Kosey	Wisconsin DNR - Introduction to Grant Funding for Outdoor Recreation Cheryl Housley & Kurt Byfield	Shaking the Rug on your Parks Design Ken Jawaroski	Leading Gen Z Nelson Strickland & Allison Krabill	Let's Tennis, Wisconsin Judy Velloff & Adrienne Lacy
2:30 pm - 3:30 pm	Don't Let Your Guard Down Carrico Aquatic Resources	Swim Lessons: What's New and What Isn't? Leslie Donovan	Transitioning from Public Recreation to Corporate Recreation John Robinson	Decoding Empathy Alonzo Kelly	Construction Specifications: Covering Your Assets Lynda Fink	Managing Volunteers on Park Projects (Roundtable) Kevin Wiesmann, Lael Pasqual & Amy Friend	Hot Topics & Trends in Summer Camps Nelson Strickland & Allison Krabill	
5:00 pm - 6:30 pm	WPRA Foundation Basket Raffle & Social Hour							
6:30 pm - 8:30 pm	Awards Banquet							
FRIDAY, FEBRUARY 2								
9:30 am - 10:30 am	DATCP ATCP76 Pool Code Update Carrico Aquatic Resources		The Unicorns, Rainbows, and Realities of Master Planning Jamie Sabbach	Building a DEI Toolkit in the Workplace Laure Kosey	Pollinator Gardens Susan Carpenter	Conducting Proper Playground Safety Inspections Matt Ackerman	Over the River and Through the Woods: Accessible Recreation Laura Plummer & Calvin Richtig	Senior Moments: Programming for your Active Senior Population (Roundtable) Kosta Zervas
10:45 am – 11:45 am	Endnote: Becoming an Idea Factory: How to Turn Yourself (and Organization) Into an Innovation Machine - Kyle Scheele 2025 Conference Committee Introduction							

## SCHEDULE OF EVENTS: MON., JAN. 29 – FRI., FEB. 2

### MONDAY, JANUARY 29

#### AQUATICS

8:30 am – 4:30 pm

##### AFO Aquatics Course

*Carrico Aquatic Resources*

The AFO program provides the most comprehensive and up-to-date training for pool operators and includes information on water chemistry, disinfection, mechanical systems, operations, healthy pools and safety.

*Additional Registration Fee \$350*

*AC/DC*

### TUESDAY, JANUARY 30

10:00 am – 7:00 pm

##### Registration

*Lobby*

#### PRE-CONFERENCE SESSIONS

#### AQUATICS

8:30 am – 4:30 pm

##### AFO Aquatics Course

*Carrico Aquatic Resources*

*Continued from Monday*

*AC/DC*

#### PARKS

1:00 pm – 4:00 pm

##### Parks and Reconomics

*Jamie Sabbach*

Understanding how money management fundamentals like budgeting, debt, and investing can impact our lives. It can be the difference between prosperity or poverty. Given economic uncertainty, an obsession with growth, and insatiable community expectations, the importance of understanding the fundamentals of managing taxpayer's dollars and how your choices influence the prosperity or hardship of your organization has never been more important than it is today.

*Additional Registration Fee \$25*

*Beastie Boys*

#### RECREATION

1:00 pm – 4:00 pm

##### UW-L: Rec Campus Tour & Panel Discussion

Learn how to connect with local Technical Colleges and Universities to build meaningful internship opportunities to support student learning and skill development while completing needed tasks and projects for your department.

*Additional Registration Fee \$20*

*UW - La Crosse*

8:00 pm – 12:00 am

##### UW-L "Welcome Back" Social at Howie's

(1128 La Crosse St, La Crosse, WI 54601)

Kick-off the Conference at Howie's for a Welcome Back to La Crosse Social. Stop by to mingle with your fellow attendees and relive your college days! Buses from La Crosse Center start at 7:45 pm. There will be continuous shuttles from Howie's ending at 11:30 pm.

**Sponsors: BCI Burke & UW-La Crosse**



### WEDNESDAY, JANUARY 31

7:30 am – 5:30 pm

##### Registration

*Lobby*

#### KEYNOTE SESSION

8:30 am – 9:30 am

##### The Power of Sustainovation

*Nick Kittle*

Sustainovation is the technique we use to build sustainable innovation into government. Award-winning civic innovator, coach, and author, Nick Kittle, will explain the nature of innovation in government and how to sustain it. More importantly, Kittle will explain the powerful role that we play in making Sustainovation a reality for our organizations. In this inspirational keynote, Kittle will explore how we can get creative, build momentum and get others on our "Team Us" as we make these wildly creative ideas real! Attendees will leave empowered, inspired, and ready to tackle powerful challenges with new vigor.

*Riverside Ballroom*



#### EDUCATION SESSIONS SET 1

#### AQUATICS

9:45 am – 10:45 am

##### IDEA Aquatic Diagnosis

*Joey Rusnak*

How is your aquatic operations doing with Inclusion, Diversity, Equity and Accessibility (IDEA)? Come and learn about trends in our industry related to IDEA and evaluate your operations performance. From design to signage and staffing to programming learn about the big things and small things you can do to operate an IDEA friendly aquatic operation.

*Cranberries*

## SCHEDULE OF EVENTS: WED., JAN. 31 cont.

### AQUATICS

9:45 am – 10:45 am

#### **Customizing Aquatic Instruction for People with Disabilities: Adapting Teaching Methods to Suit Unique Needs**

*Dr. Emily Dow*

Aquatic professionals must possess the necessary expertise to offer suitable teaching progressions while working with individuals who have diverse abilities. This presentation aims to provide an overview of aquatic skills, water safety, and water competence in the context of individuals with disabilities. Furthermore, it will guide participants through the process of examining inclusive aquatic activity guidelines. Participants will have the opportunity to generate strategies, seek clarification, and engage in academic discussions. By employing tailored and personalized teaching approaches specifically designed for individuals with varying abilities, aquatic professionals empower people with disabilities to swim independently and safely. Through proper education, awareness, and comprehension, aquatic professionals can adapt aquatic skills to accommodate individual differences.

*Def Leppard*

### EXECUTIVE

9:45 am – 10:45 am

#### **Special Event Storm - Don't Get Caught**

*Matt Ellmann*

Outdoor special events play an important role in an agencies program portfolio in service to the community. They typically draw strong attendance and thereby expose people to mother nature and the potential for harm. As a result, it is vital to take necessary steps to be prepared to contend with any potential weather conditions that may arise. Learn from a real case example where tragedy struck and reared its ugliness upon a community that thought it was prepared.

*Frank Sinatra*

### DEI/EMERGING PROFESSIONALS

9:45 am – 10:45 am

#### **Engaging the LGBTQ+ Community 101**

*Amney Harper & Liz Cannon*

When engaging with the public, parks and recreation staff will encounter a variety of different people, including people from the LGBTQ+ community. It can be hard to know exactly what to say or do if you are not familiar with the community. In this session we will introduce participants to the basics of the language and terminology used in the LGBTQ+ community. We will then introduce you to gender neutral pronouns and how to use them appropriately. Lastly, we will provide some dos and don'ts for working with the LGBTQ+ community.

*George Strait*

### PARKS

9:45 am – 10:45 am

#### **Park Shelter Planning and Design**

*Katie MacDonald & Blake Theisen*

Planning a new park shelter or restroom facility? Replacing or updating an existing one? We'll walk through the process from initial planning and budgeting through design and construction. We'll cover three season versus four season buildings, restroom layout and access, programming multi-purpose rooms and concessions, and construction materials and methods.

*AC/DC*

9:45 am – 10:45 am

#### **Managing Historic Native Indian Cultural Sites**

*Bill Quackenbush*

The archaeological preservation of a dugout canoe presented by Tribal Historic Preservation Officer, Bill Quackenbush

*Beastie Boys*

### RECREATION

9:45 am – 10:45 am

#### **Paid to Free: Boomers through the Z's, Success with a Multi-Generation Staff**

*Lori Hoffner*

The approach that each person uses on the job and how they perform certain work tasks are deeply rooted in their generational experiences and values. As the mass exodus of the baby-boomer generation leaders continues to happen, the up-and-coming millennial generation pushes in for their chance at the helm, and Gen Z nipping at their heels, there is a great need to find a positive way for the transition to happen. In this session, Lori Hoffner will help you learn ways to blend the different generations into a cohesive and positive team as well as creating an environment of cooperation that meets the needs of your staff regardless of their age. You will identify ways to encourage a positive internal culture that that gets projected externally to the customers.

*En Vogue*

9:45 am – 12:00 pm

#### **Learn to Play and Teach Pickleball**

*Andrea Ingvalson*

Join USA Pickleball District Ambassador from the State of Wisconsin to learn the basics of introducing pickleball to your community. You will learn the basics of the game and best practices for implementing pickleball into your recreation programs. This will be a two hour session.

*Coldplay*



## SCHEDULE OF EVENTS: WED., JAN. 31 cont.

### EDUCATION SESSIONS SET 2

#### AQUATICS

11:00 am – 12:00 pm

##### **Implementing Your Vision in Aquatics**

*Joey Rusnak*

Implementing YOUR vision can be extremely difficult in the aquatics industry with so many competing priorities coming at you each day. This session will equip you with the information to start working proactively rather than reactively. We will explore how to build a vision, work plan, and explore tools and strategies to execute. Understanding the value of a structured approach to implementing your aquatic vision will set you and your teams up for success!

*Cranberries*

11:00 am – 12:00 pm

##### **Swimming Success: Empowering Children with Disabilities in the Water**

*Dr. Emily Dow*

Join Dr. Dow for an inspiring session on inclusive swimming instruction for children with disabilities. Discover the transformative power of swimming, empower kids to overcome challenges, build confidence, and embrace water activities. Explore tailored strategies like visual aids, simplified instructions, and adaptive equipment to promote inclusivity and maximize learning outcomes. Learn to create a safe, supportive environment where children can explore their abilities. Discover the significance of water safety education for their overall well-being. Gain practical insights and resources to make a positive impact in your own swimming instruction programs. Let's work together to unlock the potential for swimming success in every child, regardless of abilities.

*Def Leppard*

#### EXECUTIVE

11:00 am – 12:00 pm

##### **Pushing the Boundaries of Team Engagement: Case Study**

*Kristin Grissom*

Frequently we hear how employee engagement is the key to successful teams and successful outcomes. However, less often do we hear about tangible ways to build employee engagement aside from the typical potluck or office party. This interactive session will cover how to form alignment amongst your team and reporting body/ies and the basic framework of High Performing Organizations (HPO). Members from the City of FUN Prairie Parks, Recreation and Forestry Department will share and demonstrate how alignment, employee engagement, HPO, and community support have all intersected in Sun Prairie. Learn how the use of these tools paired with an unconventional approach to employee engagement increases employee performance and retention, and subsequently, community support.

*Frank Sinatra*



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## SCHEDULE OF EVENTS: WED., JAN. 31 cont.

### DEI/EMERGING PROFESSIONALS

11:00 am – 12:00 pm

#### Marketing 101 For Parks & Rec Kids

Jessie Scheunemann

You possess incredible parks, facilities, and programs—now it's time to share them with your community! Delve into essential marketing queries: "Where are we?" and "Where can we go?" Elevate your services by establishing a robust foundation through calculated brand equity and embodying your agency's mission, vision, and values. Strengthen your visual branding by harnessing the power of your logo, colors, and typography. Propel your agency with intentional planning and staffing strategies. Get set to empower your agency to shine!

*George Strait*

### PARKS

11:00 am – 12:00 pm

#### Collaborating with Local Technical Schools and Universities for Internship Programs

Kim Houk

Learn how to connect with local technical colleges and universities to build meaningful internship opportunities to support student learning and skill development while completing needed tasks and projects for your department.

*AC/DC*

11:00 am – 12:00 pm

#### Park Design Awards

Join us to recognize those who won the 2023 Park Design Awards in the categories of:

- Under \$250,000
- \$250,000 - \$499,999
- \$1,000,000 - \$3,000,000
- \$500,000 - \$999,999
- Over \$3,000,000

*Beastie Boys*

### RECREATION

11:00 am – 12:00 pm

#### Creating Positive Practices to Reduce Unconscious Bias

Lori Hoffner

One's age, gender, race, gender identity, physical abilities, religion, sexual orientation, weight, and many other characteristics are subject to bias. Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. While most people understand what it means to be explicitly biased, implicit biases are often overlooked and can impact your hiring process, your programming, and the overall culture of your organization. In this session, we will discuss clear steps that can be taken to create positive practices and awareness and ensure that unconscious bias is recognized and reduced.

*En Vogue*

12:00 pm – 1:00 pm

#### Lunch & WPRA Annual Meeting

*Riverside Ballroom*

1:00 pm – 5:00 pm

#### Trade Show

*Arena*

7:30 pm – 11:30 pm

#### Decades Social at The Main – An Event Space

(422 Main St, La Crosse, WI 54601)

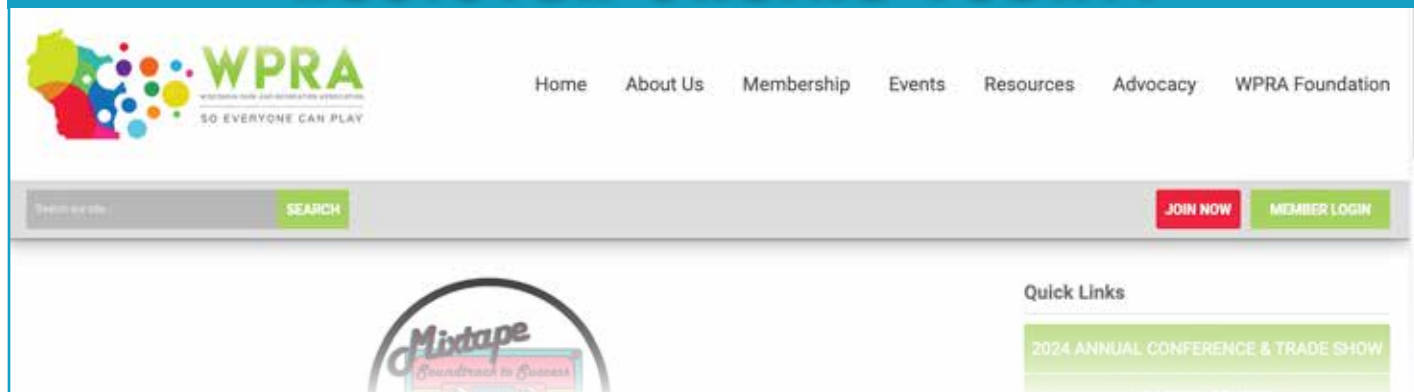
Make sure to dress in your favorite decade gear to dance the night away to songs that span the decades played by Boogie and the Yo-Yoz! Buses from La Crosse Center start at 7:45 pm. There will be continuous shuttles from The Main ending at 11:30 pm.

**Sponsor: Musco Lighting**



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## REGISTER ONLINE TODAY!



## SCHEDULE OF EVENTS: THUR., FEB. 1

### THURSDAY, FEBRUARY 1

8:30 am – 2:30 pm

**Registration**

*Lobby*

### EDUCATION SESSIONS SET 3

#### AQUATICS

9:30 am – 10:30 am

**Importance of a Good Team in EAP Situations**

*Maegan Scholes*

While handling stressful situations is important, we need to be prepared. Working together as team is important to make sure all team members understand what is happening. When a drowning, heart attack, cardiac arrest, missing child, active shooter, weather warnings, and power outages happen, there needs to be a plan in place. Who is doing what where? Who is calling who and what type of response needs to occur. These types of situations do happen, and we need to be prepared. Practicing together often is what makes us know how to respond accurately and professionally to different situations.

*Cranberries*

9:30 am – 10:30 am

**Lifeguard Recognition, Response, and Training**

*Shane Wampler*

Lifeguards don't just need to look at the water, they need to be searching for swimmers in distress. This interactive lecture will explain the difference between scanning and searching, provide insights from scientific research on victim recognition, and provide training best practices for implementing scanning and recognition drills into regular in-service training.

*Def Leppard*

#### EXECUTIVE

9:30 am – 10:30 am

**Setting Healthy Boundaries at Home and at Work**

*Jan Hincapie*

The boundaries that you set at work and home are what define you and keep you in your comfort zone and producing at a high level. Why is it that so many of us struggle with setting healthy boundaries in fear of appearing mean, difficult or not being liked? Setting and maintaining healthy boundaries have a positive impact on our mental, physical, and emotional health. They make for good communication and clear expectations and should serve as our foundation. Learn why setting boundaries is important, what often prevents us from setting boundaries, how you can start the process of setting boundaries and how we deal with people who don't respect those boundaries. The result will be a happier and more productive you!

*Riverside Ballroom*

#### DEI/EMERGING PROFESSIONALS

9:30 am – 10:30 am

**Emotional Intelligence**

*Cara Prell*

Now, more than ever, having high emotional intelligence is one of the biggest predictors of success and fulfillment in the workplace. But it's not always easy! As a matter of fact, it's been harder than ever as we recover from the stresses of the pandemic, battle staffing issues, and navigate changes in human behavior. We will dive into some difficult waters and see where our strengths lie and improvements can be made.

*George Strait*

#### PARKS

9:30 am – 10:30 am

**Public Involvement Meetings: The Pinnacle of Public Input**

*Lynda Fink*

Public Involvement Meetings (PIMs)—invoking anticipation and excitement for some, and striking fear in the hearts of others. Examples from Park & Open Space PIMs throughout the state will entertain and educate. Audience interaction is a guarantee with humor and scenario posing is encouraged. This session will demystify the logistics, identify various formats, review best practices, and prepare you to lead a productive meeting.

*AC/DC*

9:30 am – 10:30 am

**The Impact of Advocacy**

*Caty McDermott*

In this session, hear about WPRA's current advocacy efforts in the Wisconsin Capitol. Learn more about how to engage your elected officials and also work collaboratively with local government partners.

*Beastie Boys*

#### RECREATION

9:30 am – 10:30 am

**Silver Star Awards**

Join us to recognize those who won the 2023 Silver Star Awards in the categories of:

- Youth Programming
- Adult/Older Adult Programming
- Creative Service Delivery/Marketing
- Special Events

*En Vogue*



## SCHEDULE OF EVENTS: THUR., FEB. 1 cont.

### RECREATION

**9:30 am – 10:30 am**

#### **Dealing with Behavioral Challenges Through a New Lens**

*Lisa Drennan*

Are you struggling to get your staff team on board with inclusion? A number one principle for creating successful disability inclusion, is that it takes organizational commitment. This means every position within your recreation program should have a role and responsibility to ensure that ALL belong. We'll tackle common hurdles faced when building a culture that supports inclusion by using strategies and best practices to bring your whole team on board to the inclusion train. Hiring a CTRS (Certified Therapeutic Recreation Specialist) or appointing an Inclusion Specialist isn't the magic answer to building a culture of inclusion, in fact it may have an opposite effect if they are not properly supported. Learn how to best utilize the expertise of these positions through a teaching or mentoring role, in order to promote more independence with front line staff, giving ALL staff the tools and confidence to be disability inclusive, thus enhancing your capacity to help ALL to be successful.

*Frank Sinatra*

### EDUCATION SESSIONS SET 4

### AQUATICS

**10:45 am – 11:45 am**

#### **Inspiring Superheroes**

*Joey Rusnak*

Joey Rusnak founder of Lifeguard Authority, poses the question; What defines a hero? Are heroes people that save lives and stop bad things from happening? We recognize military personnel, firefighters and police officers as heroes, but why not lifeguards and aquatic professionals? Participants will learn to connect themselves with their superhero within. If we can't see ourselves as heroes how can we ever expect our communities to celebrate our lifeguards as heroes? How we talk, walk and look are all factors that affect our image to ourselves and our communities. Lifeguards are heroes and it is imperative that we, as an industry, better recognize this and start celebrating it!

*Cranberries*

**10:45 am – 11:45 am**

#### **Creating a 5-10 Year Capital Budget**

*Carrico Aquatic Resources*

This session will discuss the importance of creating a 5-10 year budget.

*Def Leppard*

### EXECUTIVE

**10:45 am – 11:45 am**

#### **Preserving Human Interaction in a Digital World**

*Jan Hincapie*

We live in a fast-paced world. Prior to and during the pandemic we were constantly looking for ways to streamline and automate processes in our agencies. While technology has certainly enhanced our world and has helped us through this unprecedented time, have we gone too far? Have we completely lost face-to-face, human interaction, forever? In this session, the speaker will talk about what technology has done to the human side of our jobs and discuss ways to change our philosophy, management approach, and eventually our work environments to create the right balance of automation and face-to-face for your agency.

*Riverside Ballroom*

### DEI/EMERGING PROFESSIONALS

**10:45 am – 11:45 am**

#### **Customer Service Hacks - Woo Your Customers**

*Matt Ellmann*

We make contact with customers everyday, but do we take the simple steps advisable to woo them and make them feel appreciated? This session offers tried and true, yet natural methods on which to train your staff. Attendees will learn, practice and retain multiple customer service hacks that can have a meaningful and effective impact on your agencies customer relations.

*George Strait*

### PARKS

**10:45 am – 11:45 am**

#### **Engaging Youth to Transform Communities**

*Neil Klemme and Todd Johnson*

In Engaging Youth to Transform Communities, I will share case studies from around the state that illustrate the importance of incorporating youth voice in community decision-making.

*AC/DC*

**10:45 am – 11:45 am**

#### **Accessible Outdoor Recreation**

*Nick Zouski*

Nick Zouski will share examples of accessible/universal designs for outdoor recreation facilities and programs. He will also share the best practices to be more universally inclusive.

*Beastie Boys*

## SCHEDULE OF EVENTS: THUR., FEB. 1 cont.

### RECREATION

**10:45 am – 11:45 am**

#### **Helping Outsiders Become Insiders: Illuminating the Hidden Curriculum**

*Nelson Strickland and Allison Krabill*

In our programs, we build a culture more quickly and effectively than anyone. It's powerful and the cornerstone of what we do. We create an experience where participants feel like insiders and fall in love with our programs. On the flip side, having insiders means we also have outsiders, who are primarily first-year participants and staff. Let's explore the hidden curriculum of our programs and how we can more quickly help everyone feel like they belong.

*En Vogue*

**10:45 am – 11:45 am**

#### **A Leadership Roadmap for Enhancing Your Inclusion Initiative**

*Lisa Drennan*

So, you offer adaptive programming or have some inclusive offerings but are looking to move your organization to the next level of inclusion. Don't miss this session geared toward directors and leadership staff seeking to move toward organizational commitment or from good to great! Take a deep dive into the six principles of inclusion then move along the "road map" of strategic best practice, touching upon staffing structure, sustainability, promotion, making community connections, and hiring practices. Attendees will identify specific action points to implement back in your program. No matter where you are on your inclusion journey, this is the place and time to move forward toward building more inclusive communities.

*Frank Sinatra*

**12:00 pm – 1:00 pm**

#### **Networking Lunch**

With a WPRA Membership Survey & Engagement Presentation from Jamie Sabbach and Farrell Buller with 110%.

*Coldplay & Disturbed*

### EDUCATION SESSIONS SET 5

### AQUATICS

**1:15 pm – 2:15 pm**

#### **Imposter's Syndrome- A Millennial Syndrome**

*Maegan Scholes*

In a world where generations collide on different things there tends to be a feeling of being an imposter. Imposter's syndrome affects the millennial generation greatly because we are told over and over again from our co-workers who have done the work before us, that our opinions don't hold weight. That we are not the same as the generations that came before us. Where a new project or task comes up that we may have experience with or feel excited about can quickly turn a confident employee into one that now has anxiety, procrastination issues, and increased doubt.

*Cranberries*

### AQUATICS

**1:15 pm – 2:15 pm**

#### **Pool Maintenance 101 for New Operators**

*Shane Wampler*

Are you a new pool professional and feel lost in your pump room? Then this session is for you! This low-intensity pool maintenance and chemistry session is for new aquatic operators looking for more confidence in the pump room or for experienced pros looking for a refresher.

*Def Leppard*

### EXECUTIVE

**1:15 pm – 2:15 pm**

#### **Motown Motivation: How to get your Groove Back**

*Alonzo Kelly*

Motown Records will go down as one the most influential labels in the music industry. Marvin Gaye and Tammi Terrell offered a timeless classic "Ain't No Mountain High Enough" Years later Marvin Gaye would go on to ask the powerful question "What's Going On?" During this session we will examine Marvin Gaye's question; "Can I Get A Witness?" A careful examination of the environment, experiences, and critical thinking, required to make such beautiful music can offer the blueprint leaders should consider as we work to create spaces where everyone feels they belong. You do not need to know the words to feel and follow the beat. Come prepared to laugh, to think, and to move!

*Riverside Ballroom*

### DEI/EMERGING PROFESSIONALS

**1:15 pm – 2:15 pm**

#### **Supporting our LGBTQ+ Youth**

*Laure Kosey*

We will be training staff on how to be an advocate for our LGBTQ+ youth through inclusive programming. From pronouns to restrooms, staff will be able to navigate through these topics by engaging in supportive conversations.

*George Strait*

### PARKS

**1:15 pm – 2:15 pm**

#### **Wisconsin DNR – Introduction to Grant Funding for Outdoor Recreation**

*Cheryl Housley & Kurt Byfield*

WDNR staff will introduce several outdoor recreation grants available to local governments and other partners. Updates on funding status for each grant as well as application steps will be explained including; eligibility, deadlines, project ranking, and support. Example projects from around the state will be highlighted.

*AC/DC*

## SCHEDULE OF EVENTS: THUR., FEB. 1 cont.

### PARKS

**1:15 pm – 2:15 pm**

#### **Shaking the Rug on your Parks Design**

*Ken Jawaroski*

This session will explore two park examples where the best park development option was to basically reinvent the park based on new community needs, trends and funding opportunities. In other words, sometimes trying to jury mender park improvements into existing facilities just won't work and starting over may present the best opportunity to meet a park's vision. This session will feature how master plans were developed to remove park facilities and replaced them with new features in a phased approach. The "phased" master plans helped to better align with annual budgets while creating opportunities for donors and sponsors to donate towards projects.

*Beastie Boys*

### RECREATION

**1:15 pm – 2:15 pm**

#### **Leading Gen Z**

*Nelson Strickland and Allison Krabill*

We hear all the time from camp people all over the country that the workforce is different now than it ever has been. If that's true, let's work to understand the why's and find ways to partner with Gen Z and help them succeed. We'll talk generally about Gen Z's needs, giving them feedback, the importance of trust, and more.

*En Vogue*

**1:15 pm – 2:15 pm**

#### **Let's Tennis, Wisconsin**

*Adrienne Lacy*

Let's tennis, WPRA! In this interactive session, learn how the USTA can benefit your recreation programming. While learning simple skills, drills, and games, find out how the Wisconsin Tennis Association can help grow your programming, whether it be tennis or camps! You don't need traditional tennis courts in order to get your participants playing.

*Frank Sinatra*

### EDUCATION SESSIONS SET 6

### AQUATICS

**2:30 pm – 3:30 pm**

#### **Don't Let Your Guard Down**

*Carrico Aquatic Resources*

This session will discuss the inherent dangers of an aquatic facility. Providing a healthy and safe environment for our swimmers as well as our staff is our primary goal. We will discuss risk management and liability both on the deck and in the pump room.

*Cranberries*

### AQUATICS

**2:30 pm – 3:30 pm**

#### **Swim Lessons: What's New and What Isn't**

*Leslie Donovan*

I will discuss what has changed in swim lessons over the past several decades and what has not, along with what should change and what should not. I will ask participants to take a critical look at their own programming and consider what changes will elevate their lesson program and their swim instructor training to a higher level. We will look at evolving international standards and how they can be added to a lesson program.

*Def Leppard*

### EXECUTIVE

**2:30 pm – 3:30 pm**

#### **Transitioning from Public Recreation to Corporate Recreation**

*John Robinson*

John Robinson will be discussing a transition of moving from public recreation to corporate recreation. He will describe his path from 28 years in public setting to now in corporate recreation and hospitality.

*Riverside Ballroom*

### DEI/EMERGING PROFESSIONALS

**2:30 pm – 3:30 pm**

#### **Decoding Empathy**

*Alonzo Kelly*

Most people cannot clearly explain the difference between empathy, sympathy, and compassion. Understanding the difference on a personal level will influence how we identify, engage, and apply them professionally. This full participatory presentation will combine our understanding of the three and provide a few suggestions on how to audit our policies and procedures for alignment and unintended intolerance in the workplace.

*George Strait*

### PARKS

**2:30 pm – 3:30 pm**

#### **Construction Specifications: Covering Your Assets**

*Lynda Fink*

Nothing puts one to sleep like a hefty project manual filled with specifications for a construction project. As unexciting as they are, specifications formally dictate to the contractor requirements and protect the municipality from substandard work and inflated construction costs. This session will hit on key points and provide sample language for park/ trail construction items that contractors exploit to their advantage. Audience members will be able to share past specifications that have worked well and/or ask questions on specifications that have not been successful.

*AC/DC*



## SCHEDULE OF EVENTS: THUR., FEB. 1 - FRI., FEB. 2 cont.

### PARKS

2:30 pm – 3:30 pm

#### Managing Volunteers on Park Projects (Roundtable Discussion)

*Kevin Wiesmann, Lael Pasqual & Amy Friend*

Roundtable discussion on the full gambit of experiences with managing volunteers on park projects with presenters from multiple organizations and perspectives. Presenters will have varying ranges of utilization from limited to extensive volunteer programs.

*Beastie Boys*

### RECREATION

2:30 pm – 3:30 pm

#### Hot Topics & Trends in Summer Camps

*Nelson Strickland and Allison Krabill*

Working at summer camp, especially in a place with so many departments and programs, can feel like you're in a silo, but you're not. There are thousands of camps out there talking about similar things and facing similar challenges and opportunities. Together, we'll discuss the big things on the minds of camps from across the nation.

*En Vogue*

5:00 pm – 6:30 pm

#### WPRA Foundation Basket Raffle and Social Hour

*Hallway Outside of Riverside Ballroom*

6:30 pm – 8:30 pm

#### Awards Banquet

*Riverside Ballroom*

## FRIDAY, FEBRUARY 2

9:00 am – 11:00 am

#### Registration

*Lobby*

### EDUCATION SESSIONS SET 7

### AQUATICS

9:30 am – 10:30 am

#### DATCP ATP76 Pool Code Update

*Carrico Aquatic Resources*

This session will review the pool code ATP76 revisions, effective 9/24/2023.

*Def Leppard*

### EXECUTIVE

9:30 am – 10:30 am

#### The Unicorns, Rainbows, and Realities of Master Planning

*Jamie Sabbach*

Over the decades, master plans have become the standard for imagining an organization's future. A solid effort enhances a community's character and livability, garners advocacy, and helps direct policy, which are all good things. However, when a master plan includes unicorns and rainbows that cannot be afforded, it compromises community trust and leads to lost opportunities. Thinking about what today's residents may want or need is important, but understanding that the residents of 2050 will be left to take care of it is critical to designing master plans that are honest, considerate, and smart.

*Cranberries*

### DEI/EMERGING PROFESSIONALS

9:30 am – 10:30 am

#### Building a DEI Toolkit in the Workplace

*Laure Kosey*

In this session we will learn how to build a diversity, equity and inclusion (DEI) toolkit in the workplace. DEI tools will be provided to drive positive change in your place of work from onboarding to programming and marketing to facility management. These resources will assist in navigating the DEI world.

*George Strait*

### PARKS

9:30 am – 10:30 am

#### Pollinator Gardens

*Susan Carpenter*

Parks and other public spaces can support essential pollinators in our communities. This talk will include an overview of pollinator groups, describe habitat features and needs, and share gardening practices that promote healthy and diverse pollinator populations. Learn how public engagement with pollinator plantings can amplify the beauty, conservation value, and educational benefits of parks and land you manage.

*AC/DC*

## SCHEDULE OF EVENTS: FRI., FEB. 2 cont.

### PARKS

9:30 am – 10:30 am

#### Conducting Proper Playground Safety Inspections

*Matt Ackerman*

Public playgrounds are a great addition to any community. They provide a place where children can exercise, challenge themselves, and most importantly, have fun. To keep the fun going, municipalities must ensure that their playgrounds remain safe and hazard free. If playgrounds are not maintained and inspected properly, the result could be disastrous. This is why proper playground inspections are so crucial to the well-being of the users and the community.

*Beastie Boys*

### RECREATION

9:30 am – 10:30 am

#### Over the River and Through the Woods: Accessible Recreation

*Laura Plummer and Calvin Richtig*

Who doesn't love the smell of fresh pine needles, the tug of a fish biting your line, the stillness of a fresh snowfall, and the crunch of leaves under the wheels on a bike trail. Outdoor recreation is beneficial to everyone, there is no question about that! Accessible outdoor recreation creates the same opportunities and benefits for people with disabilities. This session will review current research about the benefits of outdoor recreation as well as the challenges people face when trying to recreate. WisTech, Wisconsin's Assistive Technology Act program works with program partners to increase outdoor access for people with disabilities. This session will highlight the various assistive technology solutions and strategies that can increase the accessibility of outdoor recreation. Learn about device loans and demonstrations as well as resources and events around Wisconsin. Participants will leave with a comprehensive list of outdoor recreational resources for Wisconsinites.

*En Vogue*

### RECREATION

9:30 am – 10:30 am

#### Senior Moments: Programming for your Active Senior Population (Roundtable)

*Kosta Zervas*

This roundtable session will focus on senior programming in your respective communities. We will collaboratively discuss and share ideas that have worked well within our own senior centers. Also please come with ideas that you are proud of to share with other senior center coordinators.

*Frank Sinatra*

### KEYNOTE SESSION

10:45 am – 11:45 am

#### Endnote- Becoming an Idea Factory: How to Turn Yourself (and Your Organization) Into an Innovation Machine

*Kyle Scheele*

If there is one belief that is holding you back from getting the most out of your team, it's that some people are creative, and some people aren't. That belief is based on outdated ideas about what creativity means, where it comes from, and who gets to harness it. The truth is, creativity is a skill like any other: it can be learned. In the same way that we teach employees how to track expenses, process invoices, and jiggle the lock just right to get into the supply closet, we can teach them how to be more creative, how to have better ideas, and how to build a culture where innovation is a natural byproduct.

*Riverside Ballroom*





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# REGISTRATION FORM

## HOW TO REGISTER

Complete and return enrollment form via:

- **Mail** – WPRA, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214
- **Online** – [www.wpraweb.org](http://www.wpraweb.org)

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\_\_\_\_\_

Are you a first time attendee? ☐ Yes ☐ No

Will you be attending the Awards Banquet on Thursday night?  
☐ Yes ☐ No

**Children and spouses will not be allowed to attend sessions. No children will be allowed to attend regular conference socials, meals or be allowed in the exhibit hall.**

Check payable to: Wisconsin Park & Recreation Association

☐ Please invoice me (WPRA Members only)

**Cancellations received in writing by December 31, will receive a refund minus a 25% administrative fee. NO REFUNDS will be issued after December 31, 2023.**

## WPRA MEMBERSHIP INFORMATION

Join WPRA today online at [wpraweb.org](http://wpraweb.org) or contact the WPRA Office for more information at 414-423-1210 or [office@wpraweb.org](mailto:office@wpraweb.org).

- |  |   |
|--|---|
| <input type="checkbox"/> Individual Professional .....\$150                                  | <input type="checkbox"/> Commercial.....\$475         |
| <input type="checkbox"/> Premier Level.....\$775<br>(up to 15 individual professionals)      | <input type="checkbox"/> Affiliate.....\$50           |
| <input type="checkbox"/> Premier Level.....\$1,500<br>(16 and more individual professionals) | <input type="checkbox"/> Student .....No Fee          |
|  | <input type="checkbox"/> University .....No Fee       |
|  | <input type="checkbox"/> Emeritus/Retired .....No Fee |

## 3-DAY PACKAGE

Includes sessions, socials, Wednesday & Thursday lunch, awards banquet, 3-Day Conference favor. CEU's if submitted.

Early Registration (Postmarked by January 8th)

Professional	Member	Non-Member	Late Fee
	<input type="checkbox"/> \$300	<input type="checkbox"/> \$415	<input type="checkbox"/> \$25
.....			
Student	Member	Non-Member	Late Fee
	<input type="checkbox"/> \$100	<input type="checkbox"/> \$140	<input type="checkbox"/> \$25

## 1-DAY PACKAGE

Includes sessions, meals and social.

Early Registration (Postmarked by January 8th)

Professional	Member	Non-Member	Late Fee
Wednesday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200	<input type="checkbox"/> \$25
Thursday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200	<input type="checkbox"/> \$25
Friday	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75	<input type="checkbox"/> \$25
Student			
Wednesday	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75	<input type="checkbox"/> \$25
Thursday	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75	<input type="checkbox"/> \$25
Friday	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40	<input type="checkbox"/> \$25

## EMERITUS PACKAGE

Emeritus members receive complimentary registration on THURSDAY, which includes one lunch and one Awards Banquet ticket.

☐ Check if you will be attending on Thursday.

## SPOUSE PACKAGE

Includes meals, exhibit hall, and social – no sessions.

Spouse Name \_\_\_\_\_

	Early Registration (Postmarked by January 8th)	Late Fee
3-Day Package	<input type="checkbox"/> \$150	<input type="checkbox"/> \$5
Tuesday	<input type="checkbox"/> \$100	<input type="checkbox"/> \$5
Wednesday	<input type="checkbox"/> \$100	<input type="checkbox"/> \$5

## PRE-CON EVENTS

Pre-Conference Sessions have limited space and will be filled on a first-come, first-served basis.

- AFO Aquatics Course ..... ☐ \$350  
UW-L Rec Campus Tour & Panel Discussion ..... ☐ \$20  
Parks and Reconomics ..... ☐ \$25

Conference Total \$ \_\_\_\_\_



## GUIDEBOOK INFORMATION

The WPRA 2024 Annual Conference & Trade Show is just around the corner! To prepare for the Annual Conference, download the Guidebook conference app.

The app contains all conference related information - full conference schedule, speaker information, exhibitors, sponsors, La Crosse Center map, Trade Show map, and more! You can create your own personal schedule by selecting the educational sessions and events you would like to attend. The app will be continuously updated throughout the conference!

### HOW IT WORKS:

You can get the App by:

- Scanning the QR Code with your mobile phone camera.
- From the Guidebook application, tap "Find Guides" then "Have a passphrase?"
- Enter the code **wpra2024** and the guide will download to your device!

If you have any problems downloading the app, please contact the WPRA Office at [office@wpraweb.org](mailto:office@wpraweb.org) or 414-423-1210 or visit the registration booth at the Annual Conference and we will help you download the device onsite.



SCAN TO  
DOWNLOAD THE  
CONFERENCE  
APP!

# THANK YOU FOR ATTENDING!

# SEE YOU NEXT YEAR!

FEBRUARY 4-7, 2025  
WISCONSIN DELLS, WI

Wisconsin Park and Recreation Association  
6737 W. Washington St., Suite 4210, Milwaukee, WI 53214  
414-423-1210 • [www.wpraweb.org](http://www.wpraweb.org)