



WPRA 2024 ANNUAL CONFERENCE & TRADE SHOW

January 30 – February 2, 2024

La Crosse Convention Center • La Crosse, WI

#WPRA24

SCHEDULE AT A GLANCE (subject to change)

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 Reduce 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 Cathy 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 Jawarowski	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							