



# WPRA 2025 ANNUAL CONFERENCE & TRADE SHOW

February 4-7, 2025

Kalahari Resort & Convention Center • Wisconsin Dells, WI

#WPRA25

## SCHEDULE AT A GLANCE (subject to change)

MONDAY, FEBRUARY 3 - PRE-CONFERENCE WORKSHOP									
	AQUATICS	AQUATICS	EXECUTIVE	EXECUTIVE	PARKS	PARKS	RECREATION	RECREATION	DEI EP
8:30 am – 4:30 pm	CPO Course: Carrico Aquatic Resources <i>Banyan</i>								
TUESDAY, FEBRUARY 4 - PRE-CONFERENCE WORKSHOPS									
8:30 am – 4:30 pm	CPO Course: Carrico Aquatic Resources <i>Banyan</i>								
12:00 pm – 3:00 pm							Crafting the Experience: A Masterclass in Recreation Programming Chris Nunes <i>Tamarind</i>		
1:00 pm – 4:00 pm			Communications with People in Crisis Ignacio Enriquez Jr. <i>Guava</i>		WI CDL Requirements and Equipment Transportation Safety David Anderson <i>Portia</i>				
8:00 pm – 12:00 am	Legends of the Game: A 60-Year Tribute Social: Tom Foolery's (1305 Kalahari Dr, Wisconsin Dells, WI 53965)								
WEDNESDAY, FEBRUARY 5									
8:30 am – 9:30 am	Aquatics Section Annual Meeting and Breakfast Social <i>Portia &amp; Tamarind</i>		Coaching & Feedback Danielle Patton <i>Mangrove</i>	Survey Says...! Best Practices for Community Surveys Jeff Andreasen <i>Guava</i>		Park Design Awards <i>Tamboti &amp; Aloeswood</i>		Silver Star Awards <i>Marula &amp; Aralia</i>	EveryBODY Plays in a Different Pair of Shoes: A model for commUNITY Inclusion Matthew Vanderkamp & Damian Buchman <i>Wisteria</i>
9:45 am – 12:00 pm	Opening Keynote Session: Resilience & Radiance: Celebrating Our Diamond Legacy, Inspiring A Bright Future - Paul "The Ripples Guy" Wesselmann • <i>Kalahari Ballroom C/D/E/F</i>								
12:00 pm – 1:00 pm	Lunch & WPRA Annual Meeting • <i>Kalahari Ballroom C/D/E/F</i>								
1:00 pm – 5:00 pm	Trade Show • <i>Kilimanjaro Ballroom</i>								
7:30 pm – 11:30 pm	Denim & Diamonds Social: <i>Vennebu Hill (360 Co Rd A, Baraboo, WI 53913)</i>								
THURSDAY, FEBRUARY 6									
8:30 am – 9:30 am	Universal Strategies for an Inclusive Swim Lesson Leah Wicander, Jill Jaworski, & Michelle Borkovec <i>Ironwood</i>	"Yes Drill Sergeant" - How Paramilitary Preparation Increases Performance Tracy Stayton <i>Banyan</i>	Say More Without Saying More Bobbi Nance <i>Kalahari Ballroom C</i>	Generational Leadership Brad Gingras <i>Kalahari Ballroom D</i>	Developing an Effective Comprehensive Outdoor Recreation Plan (CORP) John Kneer <i>Tamboti</i>	Leveraging AI in Parks and Recreation: A Facilitated Session on Innovation and Efficiency Akaylah Jaeke <i>Aloeswood</i>	The Secret Sauce to Successful Programming "It's in There" Tanita Cook-Nelson <i>Kalahari Ballroom E</i>	Create a Strong and Meaningful Day Camp Culture Jed & Roz Buck <i>Kalahari Ballroom F</i>	Setting the Sails: A Workshop to Create Your Own Individual Development Plan Jan Peterson Hincapie <i>Wisteria</i>
9:45 am – 10:45 am	Reality Check: What Lifeguards Have Taught Us About CPR Paul Snobelen <i>Ironwood</i>	Mind the Gap - Overcoming Communication Pitfalls Tracy Stayton <i>Banyan</i>	Breaking the Burnout Cycle Debbie Woodbury <i>Kalahari Ballroom C</i>	Teamwork and the Dysfunctions of a Team Brad Gingras <i>Kalahari Ballroom D</i>	GIS for Parks and Recreation Sam Pociask <i>Tamboti</i>	Beyond Silos: How Marketing and Engagement Teams Can Fuel Change Together Jordan Held & Tony Giron <i>Aloeswood</i>	Reimagining Success in Youth Sports Nick McDuffee <i>Kalahari Ballroom E</i>	Lessons from Uber and The Athletic: World Class Brand and Technology in Recreation Rachel Williams & Birju Kadakia <i>Kalahari Ballroom F</i>	Preparing the Future Workforce: Insights, Partnerships, and Needs in Parks and Recreation Akaylah Jaeke <i>Wisteria</i>
11:00 am – 12:00 pm	MasterClass: Level Up Your CPR & AED Game Paul Snobelen <i>Ironwood</i>	American Red Cross Training Service - Lifeguarding and Training Program Updates Timothy Oldenburg <i>Banyan</i>	No One Cares About Your Data Bobbi Nance <i>Kalahari Ballroom C</i>	Crisis Communications: When Bad Things Happen to Good Park Districts Tom Speaks <i>Kalahari Ballroom D</i>	Working Toward Carbon Neutrality by Incorporating Electric Equipment & Vehicles Lael Pascual <i>Tamboti</i>	Developing Ordinances and Policy for Tree Protection in Construction Areas Anna Healy <i>Aloeswood</i>	Uplevel Your Leadership - Shift Your Communication, Increase Your Connection Tracy Stayton <i>Kalahari Ballroom E</i>	"ALL IN"clusive: EVERYBODY Plays! Sharon L. Rohde <i>Kalahari Ballroom F</i>	Work Life Balance - Don't you mean Imbalance? Shelly Strasser <i>Wisteria</i>
12:00 pm – 1:15 pm	Networking Lunch • <i>Kilimanjaro Suites 3/4/5/6</i>								
	Parks & Recreation 101 • <i>Marula</i>								
1:30 pm – 2:30 pm	Pit-Crew: High Performance CPR Paul Snobelen <i>Ironwood</i>	Let's Get Real About Renovations: The Good, The Bad & The Ugly Matt Freeby <i>Banyan</i>	Artificial Intelligence for Parks and Rec Professionals Jason Peters <i>Kalahari Ballroom C</i>	Building, Promoting, & Protecting Your Brand Tom Speaks <i>Kalahari Ballroom D</i>	Park Equity Index - Prioritizing Resident Needs in Park Planning Sarah Toomsen & Pam Nooyen <i>Tamboti</i>	Water Trails: Tapping into Under-utilized Recreational Space Across the County Raine Gardner & Hunter Rush <i>Aloeswood</i>	Fit, Fad, or Flop? How to Increase the Chance that Your New Program Ideas will Succeed Bobbi Nance <i>Kalahari Ballroom E</i>	The Art of Dealing with Difficult People in Youth Sports Chris Stevenson <i>Kalahari Ballroom F</i>	Belonging Is The New Inclusion- The Importance of Friendships & Meaningful Participation Lisa Drennan <i>Wisteria</i>
2:45 pm – 3:45 pm	Spring Start Up Carrico Aquatic Resources <i>Ironwood</i>			The Wonders of a Resilient Mind Debbie Woodbury <i>Kalahari Ballroom D</i>	Managing Path and Parking Lot Asphalt Pavement Assets Benjamin Jordan <i>Tamboti</i>	The Do's and Dont's of Creating Requests for Proposals (RFP) Raine Gardner & Dan Rammer <i>Aloeswood</i>	Taking An Inclusive Lens: Making Community Events Accessible to People with Disabilities Lisa Drennan <i>Kalahari Ballroom E</i>	Exciting and Impactful Activities to Maximize Summer Camp Staff Training Jed & Roz Buck <i>Kalahari Ballroom F</i>	Building Community Center Partnerships for Inclusive Outdoor Education Lael Pascual & Angela Rivera <i>Wisteria</i>
5:00 pm – 6:30 pm	WPRA Foundation Basket Raffle & Social Hour • <i>Kilimanjaro Suites 3/4/5/6</i>								
6:30 pm	Awards Banquet • <i>Kilimanjaro Suites 3/4/5/6</i>								
To follow	Post Awards Banquet Social: <i>Cinco Ninos (1305 Kalahari Dr, Wisconsin Dells, WI 53965)</i>								
FRIDAY, FEBRUARY 7									
9:30 am – 10:30 am	"A New Pool Code" - What We Have Learned in Year 1 Mary Ellen Breusch <i>Portia &amp; Tamarind</i>		Parks and Recreation Marketing with AI Jason Peters <i>Mangrove</i>	Unbound: Burnout to Brilliance Kelly Bubolz <i>Guava</i>	Culver Park - An Example of a True Community Funded Park Development Project Blake Theisen, John Lehan, & Katie MacDonald <i>Tamboti</i>	Phytoremediation for Communities and the Environment Ron Zalesny <i>Aloeswood</i>	Evaluating Your Services from New Angles Bobbi Nance <i>Marula</i>	Make Rainy Days Special Jed & Roz Buck <i>Aralia</i>	Emerging Professionals Committee: The Workshop <i>Wisteria</i>
10:45 am – 11:45 am	Closing Keynote Session: Don't Believe Everything You Think! - Ali Starr • <i>Kilimanjaro Suites 3/4/5/6</i>								