



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