

## Tuesday, April 13, 2021

10:00 a.m. - 12:10 a.m.

### Trail Design and Construction 101 (Walking Tour) (0.2 CEUs)

Off-Site [TOUR]

*Mike Snyder, Columbia Parks & Recreation*

*Janet Godon, Columbia Parks & Recreation*

Find out why 82% of Columbia citizens use urban trails. Grab your walking shoes for a 3-mile tour highlighting design, construction and maintenance concerns for natural surface vs. paved multi-use trails. More details will be emailed to registrants.

1:00 p.m. - 2:05 p.m.

### Ready, Set, Go - Breathe New Life Into your Aquatic Facility (0.1 CEUs)

Windsor I [AQS]

*J. Ryan Casserly, Westport Pools*

*Matt Cappello, Westport Pools*

Learn how to plan for, pay for, and power through a facility update. By the end of the session you'll be READY to ask all the right questions to start your renovation project off right, SET to secure the funding your project needs, and prepared to GO from concept to completion.

### Conference 101 (0.1 CEUs)

Parliament I [DEV]

*Cassie Brandt, Columbia Parks & Recreation*

*Paul Kettenbach, St. Louis County Parks*

New to conference? Then you don't want to miss this! Students, new professionals, or distinguished professionals can all learn from this crash course in MPRA's Annual Conference, including the different events, networking opportunities, and where to find the answers and resources you need. Make the most of your time over the next three days with these tips, tricks, and secrets.

### Harnessing the Power of Leadership and Collaboration (0.1 CEUs)

Windsor IV [M&L]

*Bill Wooditch, The Wooditch Group*

Are you ready to achieve your full potential? Bill will shorten the distance between where you are now, and where you are determined to go in the future. You will emerge better prepared to become the "CEO of your life" and achieve a breakthrough moment by leveraging the power of leadership and collaboration.

### Building and Embracing a Brand (0.1 CEUs)

Picadilly [M&C]

*Megan McConachie, Columbia Convention & Visitors Bureau*

A brand is more than just a logo or a tagline, it's a promise you make to your customer about the experience they will have at your events or facilities. Learn more about where a brand starts and how to carry it forward through your entire department or organization.

### **Everyone Loves Trees, Right? (0.1 CEUs)**

Parliament II [PNR]

*Meridith Perkins, Forest ReLeaf of Missouri*

*Danny Moncheski, MDC Community Forester*

We know greener communities offer innumerable benefits for people and the natural environment, but growing a forest in a city can come with so many challenges: cost, maintenance, mess, etc. Tapping into support networks and creating a strategic planting plan is critical to a successful, sustainable park tree program. Forest ReLeaf offers subsidized trees and training to cities across Missouri to remove barriers that limit planting projects. Get the crash course today!

### **Beyond “Because I Said So”: Transforming Escalation Into Cooperation (0.1 CEUs)**

Windsor III [DEV]

*Angela Carson, MO State Park Rangers*

We often feel frustrated, anxious, and stressed when dealing with people who become defensive, argumentative, and angry. The concepts of this course can help transform tense interactions into positive, outcomes for both visitors and staff.

### **Positivity and a Healthy Dose of Joy! (0.1 CEUs)**

Windsor II [PRO]

*Dr. Paul Wright, Lindenwood University*

Who could use a positive dose of joy and happiness? This session will expose attendees to some great new games, activities, and recreation ideas for all ages. Students, programmers, camp staff, young professionals, old professionals, coaches, and anyone who loves to PLAY are welcome in this session. At least twenty-five different games and a whole heap of laughter will make this session an unforgettable workshop!

### **USTA SERVEs You So You Can SERVE Your Community! (0.1 CEUs)**

Parliament III [SPO]

*John Terpkosh, USTA Missouri Valley*

*Michael Marotta, USTA Missouri Valley*

Whether you are looking to grow and market the tennis programs that you offer, enhance your local facilities, train and develop staff, or optimize how you manage tennis courts and communicate with your customers, we are here to SERVE you!

**2:25 p.m. - 3:30 p.m.**

### **Post Incident Checklist (0.1 CEUs)**

Windsor I [AQS]

*Scott James, StarGuard Elite*

This session will provide a step by step guide for supervisors regarding post critical incident management and investigation, from the moment you get notified through investigative steps to protect your staff and your agency from civil and criminal liability.

### **Partnering with Urban Agriculture and Farmers Markets (0.1 CEUs)**

Parliament I [H&W]

*Billy Polansky, Columbia Center for Urban Agriculture*

*Gabe Huffington, Columbia Parks & Recreation*

Learn how the City of Columbia developed a public-private partnership with local non-profit organizations to create an Agriculture Park. The 10-acre park hosts a year-round farmers market, farm plots for hunger relief, and hands-on learning activities.

### **To Get Their Support, Money, Time, and Votes You Must Prove Your Effectiveness (0.1 CEUs)**

Windsor IV [M&L]

*Ron Schmidt, Columbia Parks & Recreation*

You need their support, money, time, and votes; however, supervisors, advisory boards, grant funders, financial donors, in-kind givers, volunteers, and voters are demanding more accountability of you, your program, and your organization. If you can measurably show a positive effect that your project or agency is having, you will increase your chances of maintaining your current level of support and possibly cultivate other advocates, funders, and volunteers.

### **Almost Everything You Need to Know About Being a Spokesperson (0.1 CEUs)**

Picadilly [M&C]

*Eric Hodson, Mod Op*

*Aaron Gilbertie, Mod Op*

This training will provide the foundation for becoming a spokesperson for your organization. It's filled with tips, real-life examples, do's and don'ts, and information you can use to represent your organization. We will show you how to stay on message and how to pivot out of tough questions. Are you prepared? If the media showed up on your doorstep tomorrow could you handle it? This training will make sure you're ready.

### **The Lifecycle of Stormwater Facilities (0.1 CEUs)**

Parliament II [PNR]

*Doug Bauer, DJM Ecological Services Inc*

*Drew Hane, Stormwater Pro-tect LLC*

In this session we will explore stormwater facilities beginning with the planning stages. We will cover how these structures are implemented into design and then focus on making the installation process a success during construction. We will close with how to properly maintain these facilities for years to come and what regulation compliance is required.

### **Customer Service: Creating Experiences Through Great Customer Service (0.1 CEUs)**

Windsor III [DEV]

*Megan McConachie, Columbia Convention & Visitors Bureau*

*Beth Mead, Columbia Convention & Visitors Bureau*

*Terra Crane Columbia Convention & Visitors Bureau*

Create positive experiences for your customer that they will remember. Exceeding customer expectations is more than a friendly smile, it takes skills and practice to build a reputation as a team that provides an experience worth sharing. This session will go beyond the usual customer service tips to discover how to provide exceptional and authentic service.

### **Partnerships and Trek Adventures (0.1 CEUs)**

Windsor II [PRO]

*Alexis Kerman, JC Parks*

*Rebecca Young, Missouri State Parks*

JC Parks and Missouri State Parks had the opportunity to build a new partnership, between the state and local government level, to create a new outdoor recreation program: Trek Adventures. Come learn how this new partnership was built and find out all about JC Parks' new program.

### **Guide to Gravel Grinders: How to Plan a Bike Race (0.1 CEUs)**

Parliament III [SPO]

*Matthew Denton, City of Smithville*

*Brittanie Propes, City of Smithville*

Join Smithville Parks and Recreation as we take you through how we got started in the gravel bike race scene. Learn and understand the process so you can go back and start your own. Discover how we made this event more than just a bike race and got the community and our small businesses involved in the fun!

**3:50 p.m. - 4:55 p.m.**

### **To Open or Not To Open - That is the Question (0.1 CEUs)**

Windsor I [AQS]

*Jende Smith, St. Joseph Parks & Recreation*

*Crissy Withrow, Midwest Pool Management*

*Janel Twehous Columbia Parks & Recreation*

*Heidi Johnson Lamar Parks & Recreation*

COVID-19 brought challenges to all industries, especially aquatics. Join this panel discussion as we share a timeline of events from different perspectives and operational decisions. Each speaker will identify unique challenges within their community and how that affected every aspect of seasonal planning. Learn how operations, staffing, training, and budgets were all impacted, and how communication united the aquatics industry as we reflect on learning experiences and plan for the future.

### **The Power Of Team Debrief (0.1 CEUs)**

Windsor IV [M&L]

*Josh Routh, Circus Kaput*

Any team building activity is only as good as the debrief following it. In this workshop Josh will not only share with you his incredible new games and initiatives, but he will reveal innovative ways to help your group assess, digest, and applies the experience toward effective growth.

### **Seeking Public without Meeting the Public (0.1 CEUs)**

Picadilly [M&C]

*PJ Novick, Confluence*

*Hank Moyers, Confluence*

This session will present how the public can be successfully engaged in the design process even though open public meetings might not be possible for the near-term. Through the use of various social media platforms and information gathering tools, professionals can still engage the public in the design process. Case studies will show how a design team was able to gather 981-digital responses, present plan alternatives for the conversion of a golf course remotely, and achieve consensus.

### **Getting Your Drone in the Air (and What to do Once it's There) (0.1 CEUs)**

Parliament II [PNR]

*Toney Lowery, Columbia Parks & Recreation*

You bought a drone. Now what? Learn what it takes to get your drone in the air safely and legally. Examine the process of setting up a flight. Explore examples of using a drone for aerial mapping, project construction, and promotional/event photography and video.

### **Always Forward: Moving from Fear to Purpose-Driven Action (0.1 CEUs)**

Windsor III [DEV]

*Bill Wooditch, The Wooditch Group*

A common trait found in successful individuals is their ability to navigate the future with certainty. Their secret is part psychology and understanding the past as a guide, which we refer to today as data. Bill will share the psychological adjustments needed to overcome limits and the strategies that shift negative situations into positive ones.

### **So You Want to Start a Day Camp? (0.1 CEUs)**

Windsor II [PRO]

*Mark Young, American Camp Association*

Schools have gone virtual, parents are working from home, and day care is at all time premiums. Meet residence demand for help by coming up with a day camp. In this fun, fast-moving hour you will learn how to set up a day camp, what resources are available for you, and the revenue that camps bring to a department. Come listen and learn from a 20-year veteran in the field.

### **Pickleball Programs from the Players' Point of View (0.1 CEUs)**

Parliament III [SPO]

*Carole Kennedy, Show-Me Pickleball Club*

*Laura Dye, Show-Me Pickleball Club*

*Stephen Lewandowski Show-Me Pickleball Club*

Due to the growing popularity of pickleball, many parks and recreation departments are looking for ways to include this sport in their programming. This presentation is designed to provide ideas for tournaments, leagues, beginner instruction, increased court access, and local engagement from the pickleball player's perspective.

## **Wednesday, April 14, 2021**

**9:00 a.m. - 10:05 a.m.**

### **Botox For Pools...How to Rescue Your Aquatic Center from Father Time (0.1 CEUs)**

Windsor I [AQS]

*Scott Hester, Counsilman-Hunsaker*

*Chris Seris, Counsilman-Hunsaker*

Is "Father Time" catching up with your community aquatic center? These aging pools and natatoriums do not only become physically obsolete, but functionally obsolete as well. Physical obsolescence needs little explanation but often it's the issues associated with functional obsolescence that need to be addressed. This session will focus on tips and trends to erase the aging process!

### **The NEW CV-19 Fitness Plan- Properly Disinfecting and Socially Distant Fitness Spaces (0.1 CEUs)**

Parliament I [H&W]

*Lisa Miceli Standage, Advanced Exercise*

*Tim Cluny, Advanced Exercise*

*Laura Emrich Advanced Exercise*

2020 was one wild ride, but one thing we know for sure is that health and wellness are a top priority for our community members. How do we best layout fitness space to be socially distant, clean and safe, and offer options to keep engagement. This session will help your community plan for socially distant spaces, help with an action plan to properly clean and disinfect the space and touch on various virtual training resources that are available to all of us.

### **Implementing Park Master Plans: Case Studies in Success (0.1 CEUs)**

Windsor IV [M&L]

*Andrew Franke, Planning Design Studio*

*Scott Emmelkamp, Planning Design Studio*

You have just completed a master plan for all of your community's parks and trails. Now what? This session will provide strategies to help communities of all sizes approach the implementing of a long-range master plan. Using case study projects, this session will explore how communities have tackled moving a master plan to reality.

### **Community Bike Park Planning 101 - Pumptracks, Bike Parks, and Bicycle Playgrounds (0.1 CEUs)**

Parliament II [PNR]

*John Hunter, Progressive Bike Ramps & American Ramp Company*

This interactive session aims to get parks and recreation professionals started on the right track and serve as a guide as they navigate this unique, exciting, and highly impactful area of the parks and recreation world. With ample opportunity for questions, attendees gain direct access to insight and solutions for your projects. Join us for this amazing ride!

### **Safety Considerations in Outdoor Active-Space Surfacing (0.1 CEUs)**

Parliament III [SPO]

*Mark Casper, Sport Court*

In recent years, many product innovations have been introduced that improve safety on active-play spaces and courts. Sports floors today provide higher performance and better injury protection than ever before. When it comes to active outdoor play most facilities default to hard, unyielding surfaces like concrete and asphalt. Better choices are available, and this course introduces sports-surfacing principles and options that help create safer places for children to play.

### **Manic Marketing (0.1 CEUs)**

Picadilly [M&C]

*Diana Tyndall, Springfield-Greene County Park Board*

Marketing your parks and programs in the midst of a pandemic might make you manic. In this session, we will unpack lessons learned from a marketer and how we were forced to pivot and do things we've never done before. We will dig briefly into making your own videos and explore other ways to market when things go cray-cray.

### **Mind Blowing Presentations (0.1 CEUs)**

Windsor III [DEV]

*Josh Routh, Circus Kaput*

Come along as Josh takes you beyond the PowerPoint! You will grow creatively and confidently as a Mind Blowing Presenter as we explore these concepts: Engaging the Audience, Memorable Messaging, Magic, Storytelling and Structure, Crafting a Presentation Persona, Preparing Physically and Mentally, Dealing with Fear, Self Evaluation, and SURPRISES!

**10:25 a.m. - 11:30 a.m.**

**The Dangers of Shallow Water** (0.1 CEUs)

Windsor I [AQS]

*Wess Long, StarGuard Elite*

Most aquatic facility operators have pools that lifeguards and patrons perceive as safe because the water is "shallow." This mindset presents many inherent risks, particularly to children 12 and under using the pools. This session will address how pools ranging 3 to 5 feet are often lifeguarded and operated the same despite the varied depths and the dangers this presents with poor operational practices, complacency, and parental supervision.

**Planning for Health Equity in Your Park System** (0.1 CEUs)

Parliament I [H&W]

*Mike Bell, RDG Planning & Design*

Parks and trails play a very special part of people's lives. Community leaders have a duty to strive for racial and social equity in providing park and trail facilities and programming across the community. To accomplish this, conversations about racial equity will need to be held and new behaviors and policies will need to be put into practice.

**Meeting the GOLD Standard of Background Screenings** (0.1 CEUs)

Windsor IV [M&L]

*Lauren Sloan, NCIS*

Over the last 10 years, there has been an abundant number of deficiencies identified in the traditional methods utilized to screen volunteers. These deficiencies are falling significantly short of the due diligent employment screening practices which have placed all volunteer dependent organizations and their members at serious risk! Addressing the need to upgrade background screening for volunteers and employees can no longer be pushed to the side.

**Bigger than Life! Maximizing Your Signage Potential** (0.1 CEUs)

Picadilly [M&C]

*Cassandra Atchison, Modern Litho*

*Spencer Hoogveld, Brown Printing*

We see signs every day, but a "great" sign can do more than provide information; it can tell a story, connect with an audience. We'll share actionable insights and practical applications that elevate and help maximize your signage potential! The result? Higher visibility and clarity of messaging for your organization in the community you serve.

**Crossing Creeks Inexpensively: Bridge Alternatives that will Allow you to Build more Trails** (0.1 CEUs)

Parliament II [PNR]

*John Holmes, Allstate Consultants*

*Mike Snyder, Columbia Parks & Recreation*

Building a trail is expensive. The most expensive aspect of trail construction is building bridges across creeks. This presentation will discuss when low water crossings are appropriate, the pros and cons of various ways to cross creeks, and a discussion of the costs of the various options.

**Courageous Conversation** (0.1 CEUs)

Windsor III [DEV]

*Janet Bartnik, Mountain Recreation*

There are just some conversations that we have to have with staff, board members, customers, and others that we absolutely dread. This session outlines strategies to give you confidence in your approach to difficult conversations through theory and practice.

### **Ready, Set, Grow: Community-Building in an Apocalyptic Age (0.1 CEUs)**

Windsor II [PRO]

*April Anderson, Naturally Good Interpretation*

Last spring's shutdown offered unique opportunities to build relationships with new audiences, collaborate with volunteers, and nurture an expanded sense of community. If the whole experience has left you feeling shell-shocked, you're not alone. Together, we'll explore and share successes, challenges, and ways we're moving forward during these unique times.

### **Moving Races from In-Person to Hybrid (0.1 CEUs)**

Parliament III [SPO]

*Matt Helbig, Big River Race Management*

In the age of COVID-19, many events have been forced to cancel or move into the virtual world. This presentation will cover best practices of hosting both virtual and hybrid (in-person AND virtual) events including: best practices, challenges, how to deal with shipping, appropriate pricing, marketing, and more.

## **Thursday, April 15, 2021**

**9:00 a.m. - 10:05 a.m.**

### **Lifeguarding Evolution (0.1 CEUs)**

Windsor I [AQS]

*Joe Stefanyak, Ellis & Associates*

This session will provide an entertaining look at the history of lifeguarding, how we got to where we are today, and what may impact lifeguarding in the near future and beyond.

### **Parks and Recreation as a Key Player in the Health System (0.1 CEUs)**

Parliament I [H&W]

*Janet Bartnik, Mountain Recreation*

Parks and Recreation IS an essential service - one need not look further than the benefits provided to the community in health and wellness, especially given the nation's rising incidence of obesity or mental and behavioral health issues. This session will explore keys to success to supporting a healthy community.

### **Boosting Team Resilience: How to Connect, Engage, and Motivate Others During Stressful Times (0.1 CEUs)**

Windsor IV [M&L]

*Kim Becking, Momentum Motivation*

Connection is the heartbeat of life and leadership - especially during uncertain times. In this engaging session, Kim will share keys to effectively connect, motivate, and boost the resilience of others during this challenging and stressful time.

### **Inclusive Play Design (0.1 CEUs)**

Parliament II [PNR]

*Jack Fry, Fry & Associates*

*William Fry, Fry & Associates*

*Dave Holaway, Fry & Associates*

Every child who comes to the playground should be able to play on developmentally and age appropriate equipment. This presentation provides an overview of inclusive playground design, the importance of the planning process, and how the design process needs to focus on the child before any playground equipment is selected.

### **Maximizing Your Zoom Meetings (0.1 CEUs)**

Windsor III [DEV]

*Michael Biedenstein, St. Louis County Parks*

Zoom meetings quickly went from a nice luxury to a vital tool in the world of COVID-19, but just like all meetings -- some are more effective and efficient than others. This session will cover how to maximize your time on both collaborative team meetings as well as information-sharing presentations.

### **Open Streets 704: Connecting Communities Through Pavement (0.1 CEUs)**

Windsor II [PRO]

*Jay Tryon, Mecklenburg County Park & Recreation*

Open Streets 704 is a biannual event that opens the streets to pedestrians and cyclists by temporarily closing them to cars. In 2019 more than 50,000 participants attended in the spring and fall. We'll discuss how opening streets can provide new opportunities for community engagement and enhance diversity through recreation.

### **Transgender Athlete Participation Policies in Youth Sport (0.1 CEUs)**

Parliament III [SPO]

*Dana Meassengale, University of Missouri*

To ensure fairness and equality in athletic participation, parks and recreation associations need to develop research-based policies and procedures that promote transgender inclusion. The purpose of this presentation is to identify the need to adopt transgender policies, and examine and explain best practices for developing transgender inclusive policies in youth sports.

**9:00 a.m. - 11:30 a.m.**

### **Connecting Your Community with a Common Voice (0.2 CEUs)**

Picadilly [M&C]

*Elizabeth Arway, Creative Entourage*

*Jennifer Volk, Creative Entourage*

*Kristin Christenson, City of Eureka*

Do you struggle to reach your community with your messaging? Do you have a hard time breaking through the noise? Creative Entourage, a leader in branding, communications and marketing for municipalities and park districts, will walk you through their process of developing a strong and consistent brand and voice – using the City of Eureka as a recent example. The session will provide time saving tools and industry standards to help you reach your communication and marketing goals.

**10:25 a.m. - 11:30 a.m.**

### **Aquatics Technology and Risk Management (0.1 CEUs)**

Windsor I [AQS]

*Chris Seris, Councilman-Hunsaker*

*Scott Hester, Councilman-Hunsaker*

This session will provide information on new technologies available in aquatics water balance, web-based technologies to assist with aquatic risk management, and lifeguard staff management.

### **Everybody Plays: A Best Practice Guide to Multigenerational Design (0.1 CEUs)**

Parliament I [H&W]

*Jill Moore, Landscape Structures*

By 2050, two billion people will be over the age of 60. Through best practice design, our parks and play spaces are a strategic asset as shared sites that serve both youth and older adults to provide an experience of enrichment, engagement, vitality, combat ageist beliefs, and foster healthy age integration.

### **You Make a Difference (0.1 CEUs)**

Windsor IV [M&L]

*Tom Krause, Krause Motivational Speaking*

In this heartwarming, humorous presentation, you will learn how you can provide motivation and appreciation for staff and volunteers. Built around the three cornerstones of acceptance, worth, and hope, attendees will learn to make a lasting difference in people's attitude toward their assignment.

### **The Value of Native Landscapes In Park (0.1 CEUs)**

Parliament II [PNR]

*Chuck Caverly, Native Landscape Solutions, Inc.*

*Jay Wohlschlaeger, SWT Design*

The true value of native landscapes in parks is that their value can be experienced in different ways. In this session we will explore the various ways native landscapes can be integrated into parks, the qualitative and quantitative value they bring, and how to approach planning and implementing for success.

### **Personal Branding 101 (0.1 CEUs)**

Windsor III [DEV]

*Anthony Iariki, Anthony in Parks*

If you have not already considered what your personal brand is, don't worry, others have already done it for you. For all intents and purposes, your brand is your reputation. Sound familiar? It is one thing professionals at every stage of their career should be keenly aware of. A strong brand can open doors for you, lead others to you, and allow for new opportunities. This session will dive into the importance of personal branding and how to build yours if you have not already begun.

### **Beyond Plan Z: Creative Programming When There is no Playbook (0.1 CEUs)**

Windsor II [PRO]

*Cassie Brandt, Columbia Parks & Recreation*

*Aarica Stephenson, Perryville Parks & Recreation*

*Katelyn Haniford, Furgeson Parks & Recreation*

In this session, we'll explore a myriad of alternative programming stemming from COVID-19 precautions. We'll cover altering traditional on-site events, take home programming, family sized portions of events/programs, and fully virtual experiences.

### **Esports 2.0- Level Up (0.1 CEUs)**

Parliament III [SPO]

*Kendra Beaver, Generation Esports*

In this session, we will take a deeper dive into Esports. We will briefly discuss how to start an Esports program then jump straight into hands on learning. This demo will include Discord, Twitch, streaming games, best games for your department, tournament forming, and more! Let's level up with Esports! \*tablet or laptop is recommended\*

**1:00 p.m. - 2:05 p.m.**

**The Formulation and Application of a Good Emergency Action Plan (0.1 CEUs)**

Windsor I [AQS]

*Joe Stefanyak, Ellis & Associates*

This session will provide an overview of good risk management practices as they relate to EAPs. This includes discussion on identifying potential incidents, training and equipment needs, EAP fundamentals and algorithm, documentation, making the EAP work, and evaluation.

**E-Bikes, Evolution, and Use on Trails (0.1 CEUs)**

Parliament I [H&W]

*Ted Curtis, Cyclex*

E-bikes have been around for years, but the technology has been evolving and the user community is increasing rapidly. Since they have the highest growth rate of any type of bicycle, they are becoming common on all types of trails. How and when are they being regulated and what does the future bring? Are rules enforceable? This session will cover the basics of e-bikes, the three classes, conflict issues, e-MTB controversy, and attempts at regulating them.

**Diversity, Equity, and Inclusion (0.1 CEUs)**

Windsor IV [M&L]

*Janet Bartnik, Mountain Recreation*

Have BLM protests of 2020 ignited your team's passion for social equity? How do we define our role and our responsibility with respect to diversity, equity, and inclusion? This session will share DEI information and group exercises that will get your team thinking and defining strategies to employ at home.

**Digital Marketing Strategies so Good You'll Want Seconds (0.1 CEUs)**

Picadilly [M&C]

*Monica Pitts, MayeCreate Design*

Digital marketing seems so easy...until you're the one doing it. In this talk I'll explain the marketing strategies I use as ground rules to guide myself and my clients through planning their digital marketing. These goodies will save you time, get you noticed, and help you make marketing decisions with purpose.

**Going Beyond Recycling and the Resources to Do It (0.1 CEUs)**

Parliament II [PNR]

*Elise Buchheit, Mid-Missouri Solid Waste Management District*

The strategies for dealing with waste are diverse. Learn about waste reduction and how parks can benefit from tackling waste in a holistic manner. We'll cover examples from Missouri, regional, and national resources to help make changes a reality.

**Build a Momentum Mindset®: How to Conquer Change and Boost Resilience During Times of Stress and Uncertainty (0.1 CEUs)**

Windsor III [DEV]

*Kim Becking, Momentum Motivation*

Leave this program equipped with the tools you need to transform your mindset to think differently, conquer change, and challenges and create the everyday resilience required in this ever-changing world to build momentum no matter what!

### **Sports Panel Discussion (0.1 CEUs)**

Parliament III [SPO]

*Brittany Johnston, City of Liberty*

*Kendra Beaver, Generation Esports*

*Matthew Denton, City of Smithville*

In this session, we will host an open forum for participants to discuss any issues, ideas, or research when it comes to running youth and adult sports programs. With COVID-19 putting a damper on many sports programs, we will use this opportunity to learn how to reengage the public with new sports ideas. We also want others to speak out about current issues they are facing in which they can rely on sports members to assist!

**1:00 p.m. - 3:30 p.m.**

### **Keeping Kids Safe: Mandated Reporter Train the Trainer (0.2 CEUs)**

Windsor II [PRO]

*Corinne Daut, Raymore Parks & Recreation*

Victims of child abuse and neglect come through your programs every year. The question isn't if, it's when. Will you notice? Walk away with a comprehensive mandated reporter training program for your staff that teaches mandated reporter law, identifying abuse and neglect, how to handle disclosures, and everything in between.

**2:25 p.m. - 3:30 p.m.**

### **Hiring and Training Teenage Employees Driving you Crazy? (0.1 CEUs)**

Windsor I [AQS]

*Ron Schmidt, Columbia Parks & Recreation*

Do you depend on lots of teenagers to fill your part-time, temporary, and seasonal positions? If yes, this workshop will help ensure you are hiring the best teenagers you can through recruitment and the application/interview process. Once you have hired them, do you find it a challenge to get them "job ready"? If yes, this session will share with you the job readiness training Columbia's Career Awareness Related Experience (CARE) Program uses with its nearly 200 teenage trainees each year.

### **Safer Communities through Awareness, Action, and the Built Environment (0.1 CEUs)**

Parliament I [H&W]

*Mike Hilmes, incite Design Studio Architects*

*Jay Wohlschaeger, SWT Design*

*Chad Unterreiner, City of Marshall*

Providing awareness of current safety threats to our community with an emphasis on sexual/physical child abuse and human trafficking. Creating safer facilities through the built environment. Learn how to be an active safety advocate in your community.

### **Forget Millennials: Get Ready for iGen/GenZ - The Smartphone Generation (0.1 CEUs)**

Windsor IV [M&L]

*Jason Young, University of Missouri*

Some Millennials are already in their 40's. A new generation has entered the workforce. Born in the mid to late 90's, Gen Z (or iGen), started to reach college campuses in 2013 and were entering the workplace in 2017 and beyond. Let's take a look at a generation growing up with smartphones in the midst of the economic recession of 2008 and what that means for you when preparing to program, recruit, and hire this population.

### **Winning Before You Start (0.1 CEUs)**

Picadilly [M&C]

*Jennifer Volk, Creative Entourage*

*Rob Wright, Creative Entourage*

Learn how to engage your community before Election Day to build momentum, understanding, and support months before a proposal is placed on the ballot.

### **Connecting Communities with Conservation (0.1 CEUs)**

Parliament II [PNR]

*Emily Porter, Missouri Department of Conservation*

*Wendy Sangster, Missouri Department of Conservation*

Are you interested in using partner groups to accomplish recreation or grounds management initiatives? Do your summer camps need more programming ideas, education, or outdoor engagement? Come learn about the variety of ways the Missouri Department of Conservation can be a resource for you!

### **Career Development Bootcamp- How to Standout (0.1 CEUs)**

Windsor III [DEV]

*Jay Tryon, Mecklenburg County Parks & Recreation*

*Michael Biedenstein, St. Louis County Parks*

Have you ever wanted a chance to sit with other professionals to find out how they boosted their career? Here is your chance. This session will include a group discussion on key steps to help grow your professional portfolio. We will discuss four different lops of a career and how you can actively achieve success on a national level. This session will be interactive and allow participants to network and create new techniques to overcome current challenges with career development.

### **Sports Tourism - The Importance it Can Have on Your Community (0.1 CEUs)**

Parliament III [SPO]

*Zach Franklin, Columbia CVB/Sports Commission*

*Joey Wilmes, Columbia Parks & Recreation*

This session will discuss the importance of the partnership between the convention and visitors bureau and parks and recreation departments in regards to the economic impact sports tourism can have on a community. We will cover revenue generation, how to successfully attract these events, and more.

**3:50 p.m. - 4:55 p.m.**

### **A Case Study of an Aquatic Emergency (0.1 CEUs)**

Windsor I [AQS]

*Joe Stefanyak, Ellis & Associates*

This session will take a look at operational practice and emergency care as it relates to the aquatic environment/incident and will discuss the details of a specific event to include care provided and the outcomes of the incident itself. Be ready for a critical look at what you do?

### **Health and Wellness Programming for Children with an ASD (0.1 CEUs)**

Parliament I [H&W]

*Brittney Stevenson, University of Missouri*

*Lea Ann Lowery, University of Missouri*

Our mission at the Thompson Center is to improve the lives of individuals and families affected by autism spectrum disorder and neurodevelopmental disorders through world class programs that integrate research, clinical service delivery, education, and public policy. This presentation will provide training and resources to promote inclusive health and wellness programming for children with an ASD.

### **Planning for Performance (0.1 CEUs)**

Windsor IV [M&L]

*Esther Swanson, Kansas City Parks & Recreation*

We all have mission and vision statements, but do we have a plan for achieving them? More importantly, how do we know when we've achieved them? KC Parks has spent the last several years in a collaborative effort to develop and refine their strategic business plan around their mission. Through measurable goals, objectives, and strategies, KC Parks is able to ensure they are "living true" to their mission as they serve the residents of Kansas City.

### **How to Be a Marketing Superhero When Your Background Isn't in Marketing (0.1 CEUs)**

Picadilly [M&C]

*Monica Pitts, MayeCreate Design*

To be a marketing superhero, you have two goals: Get the work done and make sure it worked. It sounds simple, but "getting the work done" can feel like a mountain of "what's" and "ifs." I'll provide the cliff notes from my 17+ years of marketing experience, tips and tools to help with the "what's," plus we'll tackle the four big "ifs": If you do nothing else, you need to...; If you can only invest in...; If you need to talk to past customers, try...; If your audience is specific, focus on...

### **From Field to Planning: How Forest Park Forever Uses Maintenance Information to Prepare for New Projects (0.1 CEUs)**

Parliament II [PNR]

*Roman Fox, Forest Park Forever*

In this session, learn how Forest Park Forever's horticulture staff use their maintenance information to carefully allocate their available resources. We will discuss our data collection process, as well as how we use up-to-date information to model labor and resource needs.

### **Shaking the Money Tree During a Pandemic (0.1 CEUs)**

Windsor III [DEV]

*Victoria Babb, Play 4 All and Cunningham Recreation*

Are you being told that there is NO or little funding available for parks and recreational programs because of COVID-19? Parks are more essential than ever before. It's time to leverage your value and think outside the box. Learn about incorporating a parks foundation or fiscal sponsor and the latest trends in charitable giving and various strategies to launch a successful campaign that can yield great results during these "unprecedented" times.

### **engAGING Programs: Expanding Programs to Meet the Needs of the Aging Population (0.1 CEUs)**

Windsor II [PRO]

*Colleen Hollestelle, AgingEmpowered*

The number of people over 65 will nearly double by 2060. Now, more than ever, it is imperative to engage seniors in parks and recreation programs. This interactive workshop provides a foundation of aging and facilitates participants' discovery of creative opportunities for programs for seniors in-person and virtually.

**Controlling the Game: Creating Success in Sport Programming (0.1 CEUs)**

Parliament III [SPO]

*Matt Crouse, Nixa Parks & Recreation*

*Katie Buford, Nixa Parks & Recreation*

Sports programming is not just a game that participants play--it's an entire family experience. When creating programs, organizations must control the customer experience that keeps families wanting to come back for more! Learn some tips, tricks, and best practices to help families succeed while participating in a sport--this session can help your agency bring your programs to the next level.

**Friday, April 15, 2021**

**9:00 a.m. - 11:10 a.m.**

**Farmer's Market and Agriculture Park (0.2 CEUs)**

Off-Site [TOUR]

*Mike Snyder, Columbia Parks & Recreation*

*Billy Polansky, Columbia Center for Urban Agriculture*

Tour Columbia's new farmer's market and agriculture park. Included in the tour will be the open air Market Pavilion that is adaptable for year-round use, educational classroom for elementary school children, maintenance barn, greenhouse, edible landscaping, and vegetable plots.

**Sports Tourism: Tour of Gans Creek Cross Country Course and Columbia Sports Fieldhouse (0.2 CEUs)**

Off-Site [TOUR]

*Joey Wilmes, Columbia Parks & Recreation*

*Matt Boehner, Columbia Parks & Recreation*

Sports tourism is big business and a great way for parks and recreation departments to be a part of the local business community. Funding from a park sales tax and hotel tax from the Convention and Visitors Bureau has allowed Columbia to build a new indoor sports complex and a world-class cross country course that will be home to the SEC Championships as well as bring thousands of athletes to the mid-Missouri area for running, basketball, volleyball, and pickleball competitions.

Topic Key	
AQS	Aquatics
H&W	Health & Wellness
M&L	Management & Leadership
M&C	Marketing & Communications
PNR	Parks & Natural Resources
PRO	Programming & Special Events
DEV	Professional Development
SPO	Sports

\* this schedule is a working document and is subject to change.