SUNDAY, MARCH 6, 2022 AT-A-GLANCE

3:00 PM – 4:00 PM  Welcome Reception

4:00 PM – 5:30 PM  Opening Session

8:00 PM – 11:00 PM  Sunday Night Networking Event

4:00 PM – 5:30 pm  Opening Session

The 2022 mParks Conference & Trade Show Opening Session will feature remarks from your 2022 Conference Chair, the presentation of the Innovative Programming Awards and a lively keynote address.

**KEYNOTE: Connect Like a Mind Reader™**

Before you can lead, motivate or influence, you have to know how to connect—and connect authentically. It’s why one person can share an idea and build a movement, and another person can share the same idea and come off as awkward or “salesy.” The good news is: the skill of connection can be learned. In this fun, memorable and meaningful keynote, Ben will use his background as a corporate mentalist to teach techniques, strategies, and principles used by mind readers and magicians around the world to quickly relate and create profound connections with their audiences, and how these skills can be applied to everyday conversations. This keynote will help you connect with friends, colleagues, and customers so achieve better results through better communication, while having a lot of fun!

*Ben Whiting – Speaker, Entertainer, Consultant*

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*DRAFT – SESSION TIME, DATE, AND ROOM LOCATION ARE SUBJECT TO CHANGE.*
MONDAY, MARCH 7, 2022

Monday Education Sessions are presented by

8:30 AM – 9:30 am

Counselors In Training: A Pathway For Future Staff
Mackinac A (0.1 CEU)
Do you have kids that have grown out of your summer programs? Teens that are active in your community looking to get involved?

Creating a Counselor In Training program is a fantastic way to keep teens engaged in your programs by providing job skills training in a fun and safe environment. Come and join us as we learn what C.I.T. programs looks like, how to get started, and the benefits of implementing such programs!

Kevin Troshak - Youth Services Manager, Howell Area Parks and Recreation Authority
Jeff Johns - Recreation Supervisor, Independence Township Parks, Recreation & Seniors

DRAFT – SESSION TIME, DATE, AND ROOM LOCATION ARE SUBJECT TO CHANGE.
Developing Collaborative Partnership Between Parks/Recreation & Commercial Fitness Centers  
*Tower A (0.1 CEU)*

Parks and recreation departments provide a valuable service to communities by keeping them physically active and socially engaged. That said, parks/recreation departments have limitations to resources needed to meet all the physical activity needs of their community. An opportunity exists to close off those gaps by partnering with commercial fitness centers who have unique capabilities given the differences in their business models and available resources. This presentation will explore a collaborative framework to operationalize programs between parks/recreation departments and commercial fitness centers. We will demonstrate how these partnerships are mutually beneficial for all stakeholders, most importantly the communities we serve.

**Michael Stack** - Board Member, Michigan Fitness Club Association

The Future of Senior Programming  
*Council Room (0.1 CEU)*

Let’s face it, the global pandemic was toughest on our oldest residents. In this panel discussion, hear how senior programmers have met the demand for services and programs as we continue to navigate the new normal. We’ll discuss how the pandemic has given us the opportunity to make long overdue improvements to programs and the difficult decisions made when cutting programs and reprioritizing. As we look to the future, you’ll hear what we have planned for new offerings and what barriers we anticipate in our important work.

**Nikki McEachern** - Recreation Supervisor - Adult/Senior Programs, Troy Recreation  
**Kristen Briggs** - Recreation Supervisor, Sterling Heights Senior Center  
**Dawn Medici** - Senior & Travel Coordinator, Oxford Parks and Recreation

Hiring Seasonal Employees - Let’s Get it Right!  
*Tower C (0.1 CEU)*

Join us for an interactive sessions to share out best shortcuts and methods to hiring outstanding individuals. We will also share stories of fails and successes to help you hire your the next group of seasonal employees.

**Jon Keith** - Program Coordinator, Dexter Community Education
Higher Level of Inclusive Play  
*Michigan G & H (0.1 CEU)*

The playground should be a place for laughter, friends and fun, for all. Traditional playgrounds focus on accessible-element play count and developmentally appropriate activities; but miss the mark when it comes to supporting a wide range of abilities. Per the CDC, one in 54 children has autism resulting in challenges interpreting sensory messages, engaging in play and social interaction. All children learn through their senses. Evidence-based research shows sensory-rich play environments with appropriate levels of challenge, a variety of activities to promote choice, develop functional skills, imaginary play and social skills provide a higher level of inclusive play for all.

*Jill Moore - Inclusive Play Specialist, Landscape Structures*

Prevention Partnerships: Teachable Moments in the Great Outdoors  
*Mackinac B & C (0.1 CEU)*

A new collaborative health/wellness partnership between the DNR, mParks and Talksooner.org is designed to encourage parents and caregivers to consider the "great outdoors" as a backdrop to forge positive, healthy conversations aimed at youth substance abuse prevention. With teen substance use on the rise - including vaping - these informal, yet important conversations are more critical than ever before. Meet one of Talksooner.org’s Prevention Specialists and learn how this new, innovative partnership is inspiring positive, informal conversations to help today's families PROSPER!

*Vicki Kavanaugh - Prevention Partners: Teachable Moments in the Great Outdoors, TalkSooner.org*

Psychology of Return to Work, Activity, Play  
*Tower B (0.1 CEU)*

In this stage of the pandemic societal issues, etc... there are many psychological challenges for Park and Rec professionals and program participants. This presentation identifies the stressors, challenges, morale issues, and opportunities as it relates to the psychology of return to work, activity, and play. Practical strategies will be offered to address these challenges.

*Joel Fish, PhD - Director, The Center for Sport Psychology*
Trails Wayfinding

_Council Room (0.1 CEU)_

This session will include information for developing a wayfinding and placemaking on your non-motorized trail systems. A case study will be presented with Ingham County Parks to show how they have branded their trail systems throughout the County, while providing signage that identifies, directs, and informs their trail users.

_Tanya Moore_ - Landscape Architect, Spicer Group, Inc.
_Tim Morgan_ – Director, Ingham County Parks
_Nicole Wallace_ - Trails & Parks Coordinator, Ingham County Parks

8:30 am – 10:45 am

It Starts In Your Parks

_Michigan E & F (0.2 CEU)_

A lifetime of adventure, big and small starts in city and county parks. I grew up in a small town in Eastern South Dakota, the local high point was a covered landfill. The Parks and Rec Director was my first early mentor in adventure. -Without a robust park system in a small town, I don't know if I would have been fortunate enough to have lived the life I've been given, or known enough to accept an invitation to get back outside when I was struggling with life after war. Life, health, and joy all begin in your city and county parks.

_Stacy Bare_ - Chief Adventure Officer, Happy Grizzly Adventures

9:45 AM – 10:45 AM

Conflict Resolution - Handling New Challenges of Providing Service

_Tower A (0.1 CEU)_

For many Park and Recreation professionals customer service is at the forefront of their job. However, with the increasing difficulties faced by working in challenging situations difficult conversations with customers can arise. This session is designed to dive into these challenges and offer conflict resolution solutions and de-escalations tactics that can be used when these instances occur.

_Mark Albrecht_ – Principal, MJA HR Consulting
Hiring Health & Wellness Professionals to Increase Customer Satisfaction

*Tower C (0.1 CEU)*

The Health & Wellness Design Department of Indiana University Bloomington is training a new generation of students who will combine Hospitality with Health and Wellness. This session will explore how students with these skills can be an asset in raising the bar at your facilities. It will also look at the future of Health and Wellness in organizations and demonstrate their positive impact to improved financial performance. A session not to be missed.

*David Smiley* - Senior Lecturer and Coordinator of THEM Program, Indiana University Bloomington

Impactful Orientation Activities to Train Summer Camp Staff

*Mackinac A (0.1 CEU)*

Training seasonal summer staff is critical to the success of every camp program. These staff members are responsible for the safety and well-being of campers and are charged with making sure the program is both safe and satisfying for all campers. At this highly interactive session, attendees participate in a variety of activities that can be used throughout summer camp staff orientation to maximize learning and retention and create an exceptional staff orientation.

*Jed Buck* - Principal, Roz and Jed Training & Consulting

*Roz Buck* - Principal, Roz and Jed Training & Consulting

Innovation is Invitation: What's Next in Inclusive Play

*Michigan G & H (0.1 CEU)*

Now more than ever, we’re understanding what makes the fundamentals of an inclusive playspace. We are pushing beyond ADA compliance to create meaningful experiences for ALL diagnoses. We’re taking more in-depth looks at how to innovate the ramp experience, what’s next in sensory play and cognitive disorders, supporting ADHD, and visual and hearing disorders. The best part: when we put these concepts together, we create a universal space that’s meaningful to all. Innovation starts with invitation, and the next step in play is to truly invite all.

*Jill Moore* - Inclusive Play Specialist, Landscape Structures
Motorized Trails, E-bikes, and Trail Etiquette

Director's Room (0.1 CEU)
DNR staff will present current trends in motorized trail recreation, nonmotorized trails, e-bikes, and trail etiquette. Session will conclude with open discussion about trail user trends across the State.

Jessica Rohers - Motorized Trails Program Specialist, Michigan DNR
Dakota Hewlett - Nonmotorized Trails Grants Coordinator, Michigan DNR

Teaching Life Skills Through Sports Programming

Tower B (0.1 CEU)
Placing a sports uniform on a child does not guarantee that he or she will have a positive experience. The good news is that more children are involved in organized sports than ever before. The bad news is that more children are dropping out of organized sports between ages 5 and 18 than ever before. This session will offer strategies on how to teach life skills through youth sports programming (goal setting, emotional control, learning how to deal with frustration, learning how to handle success and failure, sportsmanship, being a great teammate, etc...). Other effective youth sport programming ideas will be discussed.

Joel Fish, PhD - Director, The Center for Sport Psychology

The Best of the Rest....Great Programming Ideas for YOU!

Council Room (0.1 CEU)
The session will feature creative and unique programming ideas from several organizations throughout our great state! The session will feature program concepts, marketing materials and department contact information -- if you are interested in implementing these great ideas within your own department and with your own style! It is our goal to share over 50 ideas with you during this dynamic, fast moving session of fun!

Bobbie Wilson - Recreation Superintendent, Sterling Heights Parks and Recreation
Kelley Moss - Recreation Program Supervisor, Oakland County Parks and Recreation
9:45 AM – 12:00 PM

**Directors Summit**

*Mackinac B & C (0.2 CEU)*

Join mParks and NRPA leadership for this 2 hour Directors Summit focusing on the state of play in Michigan, recent advocacy wins, and investment in local Parks and Recreation. NRPA staff will offer additional funding opportunities, resources, and share successful advocacy strategies, tactics, tools, and resources. Additionally, the conversation will discuss the benefits of being an NRPA member and how “have and have-not” agencies can work together to bridge the gap between under-resourced agencies and those with the capacity and know-how on accessing federal and state funds.

*Clay Summers* - Executive Director, mParks
*Elvis Cordova* - Vice President of Public Policy and Advocacy, NRPA
*Dan McCarthy* - Advocacy Manager, NRPA
*Jeff Muck* - Director, Novi Parks, Recreation & Cultural Services
*Kendall Klingelsmith* - Director, Petoskey, City of

11:00 AM – 12:00 PM

**Connect Your Public to Nature’s Recipe for Restoration**

*Director's Room (0.1 CEU)*

Park communications spark more than participation in programs. For Susan and Jon Cross, a publication co-authored by The Nature Conservancy and their local metropark system ignited a mission to restore the rare habitat where they live – The Oak Openings Region (located in Southeast Michigan and Northwest Ohio). The Crosses have successfully restored their own 20 acres of rare woodland, sand barren, and wet prairie and provide a home for listed and “extinct” species. Their recipe for restoration models how private landowners can join parks and recreation systems to contribute to healthy environments, clean water, and the return of native species.

*Susan Cross* - Principal, Oak Savanna Communications
*Jon Cross* - Chief Conservationist, Oak Savanna Communications
Developing Positive Athletic Coaches

*Tower B (0.1 CEU)*

Positive Coaching Alliance will provide recreation staff with tools to help develop and sustain a base of positive, character driven volunteer athletic coaches. By investing in volunteers and providing tools and support, rec programs will retain volunteers year over year, and will also encourage youth to stick with the sport and be likely to return to play in subsequent years.

*Keenan Bigg* - Senior Program Manager, Positive Coaching Alliance

Inclusive Recreation: Fostering Friendship Between Kids With & Without Disabilities

*Michigan G & H (0.1 CEU)*

Isolation and loneliness are experienced by persons with disabilities at a higher rate than their non-disabled peers. Now more than ever, it is crucial that we work to create opportunities for social connectedness and belonging. Inclusive recreation programs provide an ideal opportunity for this to happen. When we focus on a person’s gifts and values that they can share with their community we have taken the first step in facilitating a friendship to be fostered based on a mutual interest that two people might share. Join us to create a pathway to friendship FOR ALL.

*Lisa Drennan* - Founder, MERGE Diverse Abilities Inclusion Consulting

ITC Vegetation Management and Community Engagement

*Michigan E & F (0.1 CEU)*

This session provides Community Leaders, Elected Officials, Recreation Supervisors and Parks Professionals an opportunity to better understand ITC’s responsibilities and Integrated Vegetation Management Program. Discussion Topics include -Who is ITC, the transmission grid, a land manager perspective, as well as community outreach efforts, including Right Tree Right Place. In brief, ITC’s Representatives will touch on land management processes, outreach and success stories as well as have an open section to address your questions.

*Gary Kirsh* - Maintenance Permitting Specialist, ITC Holdings

*Mark Yoders* - Vegetation Manager Specialist, ITC Holdings

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Informing the Future of Parks and Recreation: LSSU Student and Faculty Research

*Mackinac A (0.1 CEU)*
This session will feature research conducted over the last year by Lake Superior State University seniors as well as faculty in the Parks and Recreation Program.

*Benjamin Short - Student, Lake Superior State University*
*Aspen Schupbach - Student, Lake Superior State University*
*Megan Butler - Assistant Professor of Conservation Biology, Lake Superior State University*

Overcoming Generation Stereotypes to Create a Highly-Effective Team

*Tower C (0.1 CEU)*
A new generation has arrived in the workplace (Generation Z), another generation seems to be getting a bad rap (Millennial) and a new micro-generation has been discovered (Xennial). This session is aimed at those born after 1980 and Baby Boomers/ Gen X’rs that find themselves with employees they just don’t understand. Whether you are fighting against the stereotypes of your own generation or trying to stop using the “millennial” label in the workplace this session is a good step to increase collaboration. Understand yourself and other generations as we discuss how to overcome the struggles of labeling. Come with an open mind, there are some hard lessons to learn.

*Kristina Nemetz - Communications Manager, Village of Montgomery*

Pandemic Parenting

*Council Room (0.1 CEU)*
The pandemic was especially tough for those with little ones at home. During this session, you will hear from real-life parks and recreation professionals who survived parenting through the pandemic. You will hear their successes and challenges meeting the demands of home and work. If you are a leader in your organization, you’ll get ideas on how your department can be a more inclusive work setting for new or expectant parents. If you are a parent yourself, you’ll connect with others that share your struggles. Get ready for an honest, tough conversation, because let’s get real, this stuff is HARD!

*Nikki Mceachern - Recreation Supervisor – Adult/Senior Programs, Troy Recreation*
*John Haney - Recreation Program Supervisor – Mobile Recreation, Oakland County Parks*
*Michele Vannerson - Assistant Director, Chesterfield Township Leisure Services*
*Lisa Bryant - Deputy Director, Ferndale Parks and Recreation*
Wireless Cell Towers-Increase Revenues for Free

*Tower A (0.1 CEU)*

Wireless Cell Towers: Increase Revenues for Free - or - Turning Your Roof Tops and Vacant Property into Gold Mines? We will explore the overwhelming demand by the wireless industry for new cell towers and the substantial revenue opportunities this demand provides for government properties. Mike Watza has represented governmental entities across Michigan and the country on cell tower leasing for over 20 years bringing significant new revenues to all. And, the Wireless tenants typically pay substantial cash negotiation and/or execution bonuses which provide cash to pay his fees. Do Not sign the industry 1st offer. Hire experienced counsel to negotiate for you.

*Michael Watza - Principal/General Counsel, Kitch/PROTEC*

1:45 PM – 2:45 PM

Creating Fans for Parks and Recreation

*Tower C (0.1 CEU)*

While a variety of elements go into creating and maintaining success, customer service always takes center-stage. What is at the heart of customer service? How can each interaction a customer (or potential customer) has with you affect the future of your business? Can quality customer service really be the difference between success and failure? Join us to discuss proven ways for employees to manage various types of customer service challenges. Gain access to a world of customer service skills and techniques and learn how to apply them, resulting in customer loyalty. Develop strategies for overcoming customer service failures and develop a customer base that transforms from being satisfied customers to being your biggest fans.

*Jason Mangum - Director of Parks and Recreation, Missouri City, Texas*

It's All About the B-R-A-N-D

*Mackinac A (0.1 CEU)*

This workshop is packed with information and hands-on application to take your agency's brand to the next level in 2022. Learn the Brand Auditing Process to enhance your services and strengthen community engagement through branding. We will explore case studies and share examples so that participants can use this time to begin their branding inventory. Take the time to invest in your agency's image without disrupting the budget and staff time.

*Kristina Nemetz - Owner, Element Network*
Expanding Your Talent Pool

*Michigan E & F (0.1 CEU)*

Are you having a hard time finding employees in today's climate? Join us for this session on expanding your talent pool by becoming an inclusive employer and considering hiring people with disabilities as they are often the best employees!

**Luke Zelley - CEO, The Disability Network**

Sustainability. What does that mean for P & R?

*Director's Room (0.1 CEU)*

Sustainability. What is it? What can we do? How can we do it? Why do we care? Sustainability is the avoidance of the depletion of natural resources in order to maintain an ecological balance. Not only environmental, but the other 3 pillars include human, social and economic. NRPA says we should care because of the following reasons: 1. Support the conservation and stewardship of the land, water, and natural resources. 2. Clean, green, and accessible parks and open spaces improve the quality of life for every person in every community. 3. People are our passion. All pillars affect the people we serve.

**Caryn Hojnicki - Recreation Program Coordinator, Southgate Parks & Recreation**

Solving Pickleball Problems

*Council Room (0.1 CEU)*

Pickleball has become one of the fastest growing sports in the country and many Parks and Recreation Departments have implemented Pickleball programs in their cities. However, recreation professionals may lack the knowledge and understanding of the game to fully grow the sport in their communities and to address emerging problem behaviors as the program grows. This workshop will provide tangible strategies for identifying and correcting common problem behaviors with open Pickleball play, identify strategies and solutions for adding or creating more Pickleball courts, and provide strategies for growing existing Pickleball programs.

**Shane Wampler - Recreation Supervisor, City of Omaha**
NRPA Advocacy Workshop

*Mackinac B & C (0.1 CEU)*
Join mParks and NRPA Leadership for this hands-on workshop focusing on advocacy skills and know-how. Utilizing information from the NRPA Parks Champions Initiative participants will gain an understanding of government, coalition building, storytelling, and fundraising culminating in an action plan they can take back to their communities.

*Dan McCarthy - Advocacy Manager, NRPA*

1:45 PM – 4:00 PM

Cemeteries as a Local Asset

*Tower B (0.2 CEU)*
Cemeteries are essentially cities in stone--they tell the history of the community; they are a family tree; a time capsule; a history book. As a valuable asset to your community, it is important that you not only honor the past, but make changes as the industry changes. This session will explore new options for interring cremains and green burials as well as guidelines for traditional burials and upkeep of the cemetery.

*Cindy Dodge - Liaison, Michigan Townships Association*

DNR Recreation Grant Opportunities – Comprehensive Workshop for Applicants

*Tower A (0.2 CEU)*
This workshop covers program updates and application guidance for Michigan Natural Resources Trust Fund, Land and Water Conservation Fund and Recreation Passport Grant Program.

*Jon Mayes - Michigan Natural Resources Trust Fund Program Manager, Michigan Department of Natural Resources*

*Andrea Stay - Grant Coordinator, Michigan Department of Natural Resources*

*Lindsay Ross - Grant Coordinator, Michigan Department of Natural Resources*

*Alexandria McBride - Grant Coordinator, Michigan Department of Natural Resources*

*Merrie Carlock - Grant Coordinator, Michigan Department of Natural Resources*
OFFSITE TOUR: Partnerships that Transform Parks

Offsite (0.2 CEU)

Advanced sign up is required as space is limited. Please visit the mParks Registration Desk for more information.

Take a field trip to Medalie Park and Civic Center Park in Traverse City. Both parks are experiencing a renaissance. Unique partnerships are bringing major improvements and enhanced programs, services, and mobility to the Grand Traverse region. Meet partners Norte and Parallel 45 Theatre at Civic Center Park. Tour the refurbished indoor pool, the Norte office and Wheelhouse, and Parallel 45’s offices and the outdoor amphitheater. At Medalie Park, TART Trails, Inc. will provide an update about one of the largest trail projects in the state, the Boardman Lake Loop Trail, which intersects the property, making it a natural, new trailhead. Also meet partners TC Tritons Rowing and The River Outfitters, which provide programs and services and call Medalie home.

Jill Sill - Interim Executive Director, Norte (youth cycling group)
Susan Fisher - Managing Director, Parallel 45 Theatre
Julie Clark - Chief Executive Officer, TART Trails, Inc.
Tawny Hammond - Owner, The River Outfitters
Chris Bott - Director and Head Coach, Traverse City Tritons Rowing

Strategies to Build a Culture of Disability Inclusion

Michigan G & H (0.2 CEU)

Give your programs the tools and confidence needed to welcome, engage and support participants with diverse abilities. Join us in this session to learn how and why we use preventative strategies that promote inclusion and success for ALL participants. We will review inclusion principles and best practice in the areas of communication, dealing with challenging behaviors, and working with families. Tie it all together by taking part in a problem-solving exercise with a common recreation scenario. You’ll leave ready to implement these new techniques back in your program.

Lisa Drennan - Founder, MERGE Diverse Abilities Inclusion Consulting
3:00 PM – 4:00 PM

**Bidding for Sustainability**

*Director's Room (0.1 CEU)*
As land and resource managers, we have an opportunity (and obligation) to be leaders in sustainability for our communities, and can do so by embracing recycled materials in our construction projects. Explore the circular economies of recreation, innovative new technologies available, and how to write bids and forge partnerships that will promote your project as one that is benefitting tomorrow today.

*Maia Turek - Engagement and Innovations Specialist, Michigan DNR*
*Matthew Naud - Associate Senior Consultant, NextCycle*
*Matt Flechter - Recycling Market Development Specialist, EGLE*

**Freak Factor**

*Mitchigan E & F (0.1 CEU)*
What's your freak factor? You can become a better leader and coworker when you see the strengths where others see weaknesses. Learn how to leverage perceived weaknesses as strengths in this program developed by Dave Rendell.

*Jessica Dixon - Training and Advocacy, The Disability Network*

**Game On: Bringing Esports and Gaming to Your Community**

*Council Room (0.1 CEU)*
In this session, you'll learn about the history of gaming, what the current landscape looks like for gamers and how to set your community up for success in the esports ecosystem. We will discuss the barriers that exist for all gaming along with action steps to take when creating your programs that support diversity, equity and inclusion efforts.

*Cybbi Barton - Program Manager of Club Sports and Esports, University of Michigan - Ann Arbor*
Education Sessions sponsored by

mParks Middle Managers Summit

Mackinac A (0.1 CEU)
Do you manage in the middle? Although there are a vast array of organization structures/sizes, there is usually someone managing operations mid-organization or in upper management. If that’s you, join us! We will keep this summit a “roundtable style” so come prepared to introduce yourself and name a challenge you face as a middle manager. Network with other professionals to discuss strategies to navigate the everyday demands of managing up and down.

Kelly Hyer - Recreation Superintendent, West Bloomfield Parks & Recreation Commission
Lisa Christensen - Deputy Director of Recreation, Independence Township Parks, Recreation and Seniors

Sustainable and Resilient Approach to Park Maintenance

Mackinac B & C (0.1 CEU)
Maintaining parks the same way for 30 years? This session will provide examples of how you can manage your parks with sustainability and resiliency in mind. Learn how converting areas into "no-mow," or "livable," can provide a much greater benefit to the park without sacrificing quality.

Kendall Klingelsmith - Director of Parks and Recreation, City of Petoskey
Lauren Azoury - Park Naturalist Supervisor, West Bloomfield Parks & Recreation Commission
Joe Ketchum - Parks Superintendent, West Bloomfield Parks and Recreation

Your Team Isn’t as Messed up as You Think

Tower C (0.1 CEU)
Having a dynamic team is one of the most important ingredients in the recipe for the success of your organization. Unfortunately vibrant teams don’t just ‘happen’ it takes careful planning, leadership and knowledge of how teams grow and develop over time. Even the most successful teams go through times of trial before seeing success. This session will focus on understanding the stages of team development, and will give Parks and Recreation Professionals the tools to help teams progress toward a state of high productivity.

Jason Mangum - Director of Parks and Recreation, Missouri City, Texas

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TUESDAY, MARCH 8, 2022 AT-A-GLANCE

8:30 AM – 9:30 AM   Educational Sessions
9:30 AM – 11:00 AM  Trade Show Break
11:15 AM – 12:15 PM Educational Sessions
12:15 PM – 2:00 PM  Trade Show Lunch
2:00 PM – 3:00 PM   Educational Sessions
3:15 PM – 4:15 PM   Educational Sessions
5:30 PM – 6:30 PM   Awards Reception
6:30 PM - 9:00 PM   Awards Banquet
9:00 PM – 11:00 PM  After Glow

TUESDAY, MARCH 8, 2022

Tuesday Education Session and Events are sponsored by

8:30 AM – 9:30 AM

Anatomy of a Great Fireworks Display

Council Room (0.1 CEU)

Fireworks have been used as a form of celebration around the world since the 13th century and today are a part of many community celebrations around this country, like the 4th of July. No matter age, race or economic status, everyone loves to gather for a great fireworks display!

In many cases, agencies or “buyers”, merely secure a budget and then procure a firework vendor to produce what could be their most impactful event throughout the year. The focus of the buyers are typically more about budget and length of show vs. a quality and customization. This session dives into the specifics of the industry; developing RFP’s that work for you and how you can truly customize your own fireworks display. The goal is to own your show and let your vendor, do what they do best. With
such impact across the wide spectrum of people in your community, it’s important to maximize your budget and execute the best possible fireworks display you can. You owe to your community to put on the best Fireworks display possible!

**John Prue** - MWR Program Analyst, U.S. Navy (Mid-Atlantic Region)
**Michael Falk** - Event Producer, Melrose Pyrotechnics Inc. / Pyrotecnico Fireworks Inc.

**Coping with the COVID-19 Crisis: A Focus on Self-Care**
**Michgian G & H (0.1 CEU)**
The COVID-19 pandemic is likely causing stress, fear and anxiety for you, your family, friends, colleagues, and community. Responding to the COVID-19 pandemic can take an emotional toll on you. Knowing that you have stress - and coping with it as you respond - will help you stay well. In fact, focusing on self-care is the personal protective equipment (PPE) we all need when managing this type of occupational hazard.

**Jodi Spicer** - Public Health Consultant, Michigan Department of Health and Human Services

**Curing Camp Culture**
**Tower A (0.1 CEU)**
Do you find it difficult to retain staff? Is your camp lacking a friendly family atmosphere? Are you struggling to relate to your staff? Do you wish your staff would return year after year? Join us to learn how to cure your camps culture. Learn tips and tricks for employee training, appreciation, retention, and more.

**Hannah Fogarty** - Recreation Specialist, Farmington Hills Special Services

**Deal Me In.... Training Activities with Cards**
**Mackinac A (0.1 CEU)**
Making our customers raving fans can propel our departments, organizations, and agencies to new heights. This workshop will review the importance of super-serving all of our customers (both obvious and less obvious customers) and focus on providing a series of practical actions that every staff member can easily use to consistently deliver world-class customer service.

**Jed Buck** - Principal, Roz and Jed Training & Consulting
**Roz Buck** - Principal, Roz and Jed Training & Consulting

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Dropout to Doctor. Steps to Becoming an Effective Leader

Tower B (0.1 CEU)
This session highlights the inspirational story of Dr. Samose Mays and how he went from two time college dropout to Recreation Director and college professor at the same University he dropped out of. He explains how he used interpersonal skills to rise from an entry level professional to a Leader in Parks and Recreation in one year.

Dr. Samose Mays - Recreation Director, Bryan County Parks and Recreation

Fast Track to Contracts

Michigan E & F (0.1 CEU)
Are you looking to update, create or understand how different contracts are utilized? Then join us on the fast track to hear and see what contracts a parks and recreation department may use. A few contracts we will cover include vendor, food truck, facility rentals, and some camp forms too. Bring a contract that works for your department and it will be shared as an example too.

Brittany Trout - Recreation Programmer, West Bloomfield Parks
Kelly Hyer - Recreation Superintendent, West Bloomfield Parks
Ashley Stokes - Recreation Programmer, West Bloomfield Parks

Financial Sustainability: The Challenge of The Decade

Director’s Room (0.1 CEU)
The recent health, economic, and social crises have created an urgent need for organizations to better understand their financial realities in order to prepare themselves for the uncertainties that lie ahead. What better way to help your organization and ultimately your community than by instilling financial discipline, understanding the cost of providing services in order to make informed decisions moving forward, and adopting financial sustainability practices and policies that will help strengthen your organization for the long haul.

Jamie Sabbach - President & CEO, 110% Inc.
The Future of Recruiting & Retaining Part Time Staff

*Northwoods Boardroom (0.1 CEU)*

The labor market for part time staff has become extremely competitive due to social changes and the ongoing pandemic. It is likely that every agency is struggling to attract staff and keep their current staff happy. This session will elaborate on how the Sterling Heights Parks and Recreation Department quickly took action to create a new program to attract and retain part time and seasonal talent within the organization.

*Kyle Langlois - Parks and Recreation Director, City of Sterling Heights*

The New Future of Recreation in Southeast Michigan

*Tower C (0.1 CEU)*

Throughout the COVID-19 pandemic, people turned to outdoor recreation like never before. With half of the state's population living in Southeast Michigan, the significant increase in park and trail use presented both challenges and opportunities for local communities. SEMCOG, the Southeast Michigan Council of Governments, hosted a series of stakeholder discussions, surveys, and public outreach events to understand these impacts, build a consensus on what’s important for the region's future, and develop strategies for getting there together. This session will highlight the many ways that Southeast Michigan's recreation providers responded to the pandemic and supported their community's recovery, along with recommendations and resources for a stronger and more resilient future.

*Tyler Klifman - Planner, SEMCOG*

Ten Simple Ways to Re-Connect in Our Post-Pandemic Future

*Mackinac B & C (0.1 CEU)*

Teambuilding Guru Dr. Jim Cain shares his favorite ways to re-connect and build unity, community & connection in our post-pandemic future.

*Jim Cain - Dr., Teamwork & Teamplay*
11:15 AM – 12:15 AM

**Armed Forces Recreation - Career Opportunities**

*Northwoods Boardroom (0.1 CEU)*

Armed Forces Recreation or Morale, Welfare & Recreation (MWR) employs 65,000 people at military bases around the world. MWR supports all military service members, their families, retirees and other eligible DoD personnel through recreation, sports, fitness, child/youth services and hospitality. In total, the department of defense through the armed services, is a $4.5B industry and career opportunities are available around the world. This session will provide background on this unique industry and discuss career opportunities for young professional and graduating college students.

*John Prue* - MWR - Program Analyst, Navy Region Mid-Atlantic MWR/Fleet Readiness

**Building Inclusive Communities Through Unified Sports and Programming**

*Tower A (0.1 CEU)*

Does everyone have a spot on your teams and programming? This session facilitated by Special Olympics Michigan focuses on the integration of people with intellectual disabilities into our local sports programming. Unified Sports is an initiative of Special Olympics to spread inclusion through bringing people with and without disabilities together as teammates on Unified Sports teams. Special Olympics is interested in exploring Unified Sports in conjunction with Parks & Rec departments to offer local programming for community members.

*Dan Ekonen* - Senior Director of Program Leadership, Special Olympics Michigan

*Kayla Kuczynski* - Unified Champion Schools Coordinator, Special Olympics Michigan

**A Case for Coaching**

Michgian G & H (0.1 CEU)

Coaching your staff is essential for leadership development. Managers who coach staff help build problem-solving skills, attentiveness, and grit. In this session, I will explore my coaching experiences with park professionals and share with you what has worked for them. I will outline coaching skills and share real-life coaching techniques used in parks departments. I am returning to this year’s mParks conference with new lessons learned. Building on my previous session “Be the Coach, Not the Boss,” you are sure to walk away with actions you can start doing today.

*Sally Pelto-Wheeler* - Owner, Collaborative Training Network LLC
Celebrate Trails and Trees, but Don’t Forget History!

**Director’s Room (0.1 CEU)**

From foundations and fence posts to daffodils and lilac bushes, parks are filled with human history. What resources are most useful in investigating the history of a park? What activities can be designed to share and celebrate park history? How and why should naturalists and historians work together? Using the Oakland County Park system as an example, this session will explore answers to these questions and offer effective techniques and resources for researching the history of a park, preserving historic structures and features of a park; and interpreting the history of a park.

*Carol Bacak-Egbo - Historian, Oakland County Parks and Recreation*

Connection Without Contact

**Mackinac B & C (0.1 CEU)**

Can you create social connectedness while maintaining appropriate physical distancing? You bet you can, using a wonderful collection of activities and best practices from Dr. Jim Cain

*Dr. Jim Cain - Author, Teamwork & Teamplay*

Equity in Parks. The Benefits of Diversity in the Workplace

**Tower B (0.1 CEU)**

Diversity and inclusion in the workplace causes employees to feel accepted and valued. When employees feel accepted and valued, they are also happier in their workplace and stay longer with an agency. As a result, agencies with greater diversity in the workplace have lower turnover rates and greater retention. This presentation highlights benefits that develop when recreational agencies employee a diverse team of individuals. Participants will learn how to promote diversity in hiring and practice inclusion on a day-to-day basis.

*Dr. Samose Mays - Recreation Director, Bryan County Parks and Recreation*

Pro-Active Planning for Success

**Council Room (0.2 CEU)**

Taught for all levels of staff and decision makers, you’ll learn how master planning affects revenue streams, strategic plans, other studies, needs assessments, relationship to CAPRA standards and MI DNR Funding, and get sample reference materials.

*Teresa Penbrooke, PhD, CPRE - Educator, Researcher, and Consultant, GP RED & BerryDunn*
Social Media Marketing That Will Help Tell Your Story

Tower C (0.1 CEU)
How are you telling your parks and recreation story? Content creation is essential to sharing your key messages, building a strong relationship, and creating trust throughout your community! Learn how to curate content that will bring personality, credibility, and continued engagement to your organization. Let’s talk about the different types of content curation and the purpose each serves. We will also dive deeper into the various marketing tools and social media outlets you should use to share content, what types of content is best for each platform, and of course — why!

Marissa Russo - Digital Content Coordinator, City of Sterling Heights

Summer Camp & Covid

Michigan E & F (0.1 CEU)
This session will discuss Eaton County Parks' Summer Adventure Program's experiences around Covid the past two summers. Our Covid policies and procedures will be shared with all attendees to help make decisions for your camps. The session will end with round table discussion around camps and covid for those who want to share.

Crystal Smith - Recreation & Event Coordinator, Eaton County Parks

We Get To Do This! Increasing Staff Engagement

Mackinac A (0.1 CEU)
When you start your day, do you think “I Have to go to work” or “I get to go to work”? Getting to go to work means you understand the purpose of your job, feel appreciated, and have fun! This highly interactive session includes a mix of thought-provoking discussion as well as dynamic activities to empower individuals to increase their own engagement as well as encourage managers to increase the engagement of the teams they lead.

Jed Buck - Principal, Roz and Jed Training & Consulting
Roz Buck – Principal, Roz and Jed Training & Consulting
2:00 PM – 3:00 PM

**Beavers, Trees and Mountain Bike Trails**
*Director’s Room (0.1 CEU)*
Creative examples of how to use a mixture of funding sources, volunteers, and recreation professionals to develop, manage and promote a regional mountain bike course

*Doug Schultz* - Landscape Architect, ROWE PSC  
*Joshua McCreedy* - Trail Designer/Contractor, Trail Sense LLC  
*Peter McCreedy* - Ecology Director, Chatfield School  
*Rodney Church* - Parks and Recreation Director, City of Lapeer

**A Better Me. The Professionals Guide to Self-Care**  
*Tower B (0.1 CEU)*
Self-care includes anything you do to keep yourself healthy – physically, mentally and spiritually. Many professionals have so many responsibilities in life that they forget to take care of their personal needs. Self-care helps you better cope with stress and to prioritize what's important to you. You'll be better able to take care of professional responsibilities when you also take time to meet your own needs. This session guides participants in identifying the level of self-care needed to perform at high levels personally and professionally.

*Dr. Samose Mays* - Recreation Director, Bryan County Parks and Recreation

**Creating Organizational Focus With Direction, Alignment & Commitment**  
*MICHIGAN E & F (0.1 CEU)*
Leadership is not one person, leadership is a social process. For effective leadership to happen, the interactions and exchanges among people have to create Direction, Alignment & Commitment (the DAC framework). These three outcomes make it possible: direction, alignment, and commitment (the DAC framework) — make it possible for individuals to work together willingly and effectively to realize organizational achievements.

*Annie Frisoli* - Founder & CEO, Creating Community, LLC
Marketing 101: The Roadmap to Marketing Success

Tower C (0.1 CEU)

So, you’ve created the program.. you have the event planned.. coaches are ready to go .. but you need the community to buy-in! Marketing your events and programs is one of the key details that can make or break a great program!

In this session, we will develop a roadmap to successful marketing as we create our very own mock event and brainstorm creative strategies through a hands-on approach!

With a solid outline for best marketing practices, resources, and outlets, we can make marketing your organization efforts as easy as your grocery check-list!

Marissa Russo - Digital Content Coordinator, City of Sterling Heights

Open The Adventure Trail

Michigan G & H (0.1 CEU)

Join teambuilding Guru Dr. Jim Cain as he shares his favorite ways to re-connect and build unity, community & connection in our post-pandemic future. This fun and engaging session is sure to leave you with a sesne of direction on the trail towards group connection!

Jim Cain, Ph.D - Author, Teamwork & Teamplay

Past President Focus Area Meeting

Northwoods Boardroom

All Past Presidents of mParks are invited to attend and discuss matters pertaining, to the Association including Strategic Plan, current and future committee goals and objectives. The group will also discuss collaborations, trends, and how past presidents can assist the board of directors and Association members.

Stu Alderman - Executive Director; mParks Past President Chair, Neighborhood Club

A Return to Abnormal

Mackinac A (0.1 CEU)

Our world has been changed forever. A pandemic, a cry for social justice reform, economic uncertainty, political divisiveness...it is a lot to handle! So now what? In this session we will discuss what it is we went through (and continue to go through), how we dealt with it, and where we go from here. Using
examples from both the public and private sectors, participants will learn how all these events have further emphasized the importance for us to be focused on “mission above task” and forever ended (hopefully!) the “we’ve always done it that way” mentality.

**Jason Elissalde** - Celebrator of “Why”. Champion of betterment., PROS Consulting

2:00 PM – 4:00 PM

**Advances in Human Needs for Access to Nature**

*Council Room (0.2 CEU)*

This program will highlight how and why access to nature provides a benefit to humans and our communities. Leisure professionals provide front line access to natural environments. The types of benefits, along with current research on dosages and duration, and management implications (what agencies can do) will be covered. Participants will discuss how they can use this information, and strategic approaches and programs that are working to get youth and adults outdoors. A brief introduction to Nature Therapy and Shinrin Yoku will be included.

**Teresa Penbrooke, PhD, CPRE** - Educator, Researcher, and Consultant, GP RED & BerryDunn

**Learning and Emerging from Chaos**

*Tower A (0.2 CEU)*

The recent public health, economic, and social crises have created an urgent need for organizations to better understand their realities and vulnerabilities, as well as those of their communities. If we are to begin to heal, recondition, and ultimately succeed, it will take a complete and unmitigated commitment to strengthening our communities’ social fabric, creating rules and policy that favor the common good, and doing some tough but necessary work which will require courage and strength of character.

**Jamie Sabbach** - President & CEO, 110% Inc.

**Managing Your DNR Recreation Grant – Tips for after a grant has been awarded**

*Mackinac B & C (0.2 CEU)*

For recent or prospective grantees to the DNR’s 3 recreation grant programs, Michigan Natural Resources Trust Fund, Recreation Passport and the Land and Water Conservation Fund. Information on successfully completing park or trail development or acquisition projects with the MiGrants online grants management website.
3:15 PM – 4:15 PM

Becoming Passionately Curious About People

Michigan E & F (0.1 CEU)

Leadership, in nearly every moment, needs to be purposeful, intentional and personal. This presentation discusses conversational and relational strategies to assist you in continuing to develop your communication skills and ultimately create positive impacts on diverse teams and organizations.

Annie Frisoli - Founder & CEO, Creating Community LLC

Celebrate Your Why-Defining, creating and Implementing YOUR Workplace Culture

Mackinac A (0.1 CEU)

“Workplace culture” is often discussed but rarely defined. Using examples, data, and stories from both the private and public sectors, participants will learn the importance of proactively defining what you want your workplace culture to be, rather than waiting for it to define itself. See how being intentional in defining, creating, and implementing YOUR workplace culture leads to improved employee engagement, morale, and retention while positively impacting your organization and community.

Jason Elissadle - Senior Project Manager, PROS Consulting

Customer Service Again?

Tower C (0.1 CEU)

A re-focus and look at the role of customer service in Parks and Recreation post pandemic. What has changed and why is it so important.

Phil Gaines - Phil Gaines, Clemson University
Grassroots for Green Spaces

*Director’s Room (0.1 CEU)*

The value of grass roots leadership combined with non-profit backbone support can lead to amazing changes. 5 Healthy Towns Foundation in Chelsea has been a backbone for changes, including significant improvements to community active and green spaces in our service area. This session will discuss how non-profit and grass roots partnerships can even the playing field for small communities and provide leadership, capacity extensions, and visions for the future.

*Matt Pegouskie* - Regional Planning Manager, 5 Healthy Towns Foundation

Improving Park and Recreational Operations by Utilizing Human Factors Psychology

*Tower B (0.1 CEU)*

Human factors engineering or ergonomics originated in military technology from the team-work of engineers and specialists in the human sciences. Human Factors Psychology can roughly be defined as the study of people in their working environment. This session is designed to help recreational professionals optimize employee well-being and overall agency performance.

*Samose Mays* - Recreation Director, Bryan County Parks and Recreation

Natural Resources Trust Fund Board Round Table

*MICHIGAN G & H (0.1 CEU)*

Two board members from the Michigan Natural Resources Trust Fund will speak about the current priorities of the DNR's largest grant program and answer questions from the audience. To be moderated by a member of the DNR.

*Jon Mayes* - Recreation Unit Manager, Michigan DNR

mParks Mentor Program

*NORTHWOODS BOARDROOM*

Come learn about the growing mentor program within the state association! The mParks Professional Mentorship Program has grown since its inception in 2020 and the subcommittee is excited to share their stories and updates to the program.
Education Sessions sponsored by Ralph C. Wilson Jr. Foundation

Ethan Engel - Athletic Coordinator, Livonia Parks and Recreation
Michele Vannerson - Assistant Director, Chesterfield Township
Keith Kooperman - Facility Manager, Saline Parks and Recreation
Steven Parkinson - Recreation Supervisor, Farmington Hills Special Services
WEDNESDAY, MARCH 8, 2022

8:30 AM – 11:00 AM

All-Conference Breakfast & Closing Session

Michigan ABCD

The official closing of the 2022 mParks Conference & Trade Show includes breakfast and keynote address from Phil Gaines.

mParks Marketing, Design, Green Gift and Golden Wrench Awards will be presented.

Entry to the Closing Session & Breakfast is open to all attendees.

KEYNOTE: Back to "Normal"?

Sounds simple enough, but in a profession where “normal” is overrated and not common, we’ll looking beyond the challenges of the pandemic and to the opportunities of a new year. Focusing on your potential as a leader and the tools to make a difference.

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