

Session Block 1A: Wednesday, October 24 10:00am-12:30pm

S125: Re-thinking provision of recreation to low-income communities - Piedmont 1

Joy James, Appalachian State University

For this session, walk a mile in a low-income person's shoes. Participants role play an identity and live a month as a low-income family. After the experience, a discussion reflecting on challenges faced by low-income families and their access to our programs and facilities.

Learning Outcomes:

- Describe their experience as a low-income person in the Poverty Simulation
- List 2 challenges facing low-income individuals in the USA.
- Discuss 2 potential ideas for provision of recreation services to low-income families.

Although not required, we are asking those who plan on attending this session to please RSVP here: <https://goo.gl/forms/89brxgpgwhb8nPZl3> to help the speakers prepare materials.

Session Block 1: Wednesday, October 24 11:00am-12:15pm

S105: How the Beacon's Beckon Improves Customer Experience - Salem 1-C

Ed McNeal and Randy Britton, Winston-Salem Marketing and Communications

We must stay on the edge of technology used to communicate with our audience. Beacons are affordable, effective in select setups, and the next new feasible marketing tool. In this session we will use our mobile devices to show how beacons work, how they can improve the experience of your customer, and the performance of your marketing efforts.

Learning Outcomes:

- Participants will explore current marketing trends and their advantages.
 - Participants will become immersed in a live demonstration of how beacons work.
 - Participants will brainstorm Use-Cases and see practical applications.
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S101: A Global Nature Challenge - Salem 3-A

Alex Beck, Cabarrus County Active Living and Parks, & Angel Hjarding, NC Wildlife Federation

Through the use of technology and some friendly competition, discover the world of bioblitzing. Learn about how hunting for nature has become a global challenge through the City Nature Challenge.

Learning Outcomes:

- Participants will be able to identify iNaturalist and how to use the website and application.
 - Participants will be able to define what a bioblitz and express how the general idea was used to create the City Nature Challenge.
 - Participants will be able to recognize groups of animals to help better identify animals in their iNaturalist observations.
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Session Block 1: Wednesday, October 24 11:00am-12:15pm - Cont.

S102: Signature Park Events - Salem 3-C

Shannon Unger, Cabarrus County Active Living and Parks

Taking advantage of the natural "flavor" of your park and the unique nature of your community will go a long way when creating signature events that will pull in and engage a large, diverse audience. This session will demonstrate how Cabarrus County has done it and how you can do it too!

Learning Outcomes:

- Participants will recognize the "flavor" of their park(s).
 - Participants will identify the needs and wants of their unique community.
 - Participants will use this better understanding of their community and the "flavor" of their park to describe potential programs and events that would shine in their area!
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S103: Programming - Salem 3-B

Elizabeth Brannock, Winston-Salem Recreation and Parks

Programming can get stuck in a cycle and become boring. This session will explore fun effective ways to be more creative in programming.

Learning Outcomes:

- Participants will recognize effective programming components
 - Participants will identify resources to program outside the box
 - Participants will learn the importance of creating programs that are community specific
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S104: Let's Plan 2 Play - Salem 1-A

Vonda Martin & Shawna Tillery, Greensboro Parks and Recreation

How do you make community engagement work? This session will provide an overview of the tactics used by the City of Greensboro in development of the new comprehensive master plan, Plan2Play. It will explore the online and direct community engagement strategies.

Learning Outcomes:

- Recognize direct and electronic engagement efforts for community outreach.
 - Identify strategies, methods, and tools that can promote effective engagement in their communities.
 - Discuss and evaluate the tool kit used as community engagement techniques in a group exercise setting.
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Session Block 2: Wednesday, October 24 1:15-2:30pm

S201: Premeditated Leadership: Are Your Actions Intentional? - Salem 3-A

Deb Jordan, East Carolina University

Do you find yourself "winging it" when in a leadership role? Or, do you engage in purposeful thoughts, words, and actions? Premeditated leadership tends to be quite effective in both the interpersonal and technical domains of leadership and can enhance one's effectiveness in the work place.

Learning Outcomes:

- Describe the concept of leadership as it relates to their personal identity.
- Explain intentionality and the role it plays in one's daily lives as well as in the workplace.
- Give examples of how they might engage in intentional leadership with the goal of making a difference in other's lives.

Session Block 2: Wednesday, October 24 1:15-2:30pm - Cont.

S202: Operation Recreation Response: Preparing for Natural Disasters - Salem 1-C

Teresa L. Penbrooke, PhD, GP RED, GreenPlay & NCSU, & Linda Smith, MA, Chapel Hill Parks and Recreation

Goals of the Operation Recreation Response initiative include developing a capacity to facilitate relief services for communities impacted by natural disasters through their park and recreation department and to improve management practices that effectively prepare park and recreation agencies to respond to natural disasters affecting their system and community.

Learning Outcomes:

- Identify assets management practices and planning to best allow for easy digital assessment and reporting of damage.
- Outline the steps necessary to prepare for and manage during a natural event response.
- Participate in community and national planning efforts related to disaster preparedness.

S203: How, Where, What, & Who of Sponsorships - Salem 3-B

Tracy Houk, CPRP, Huntersville Parks and Recreation

Budget for Events = \$27,000 What we actually spend = \$75,000 How do we pull it off?

Learning Outcomes:

- Participants will identify the events/programs they offer that may be able to benefit from gaining sponsors.
- Participants will outline how to start, where to start, and what to ask for from community businesses for sponsorships.
- Participants will discuss examples of sponsorship opportunities. How to get the most of them and how to make sure the businesses benefit from the sponsorship as well, so they continue to support the events/programs.

S204: Plants, Animals, and Programming, Oh My! Salem 1-A

Michael Romano, Greensboro Parks & Recreation, & Shannon Teamer, Durham Parks & Recreation

This program will help educators to enhance their programming techniques with new and innovative ways to reach all age groups by piquing their interest level and increasing their retention of the material taught. All in relation to the natural world around them.

Learning Outcomes:

- Attendees will be able to utilize their surroundings to conduct educational programming, while also increasing retention and interest in subject matter.
 - Attendees will be able to identify low cost strategies for creating activities that participants will identify with.
 - Attendees will be able to promote sustainability practices through their programming that can carry through to their program participants.
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Session Block 2: Wednesday, October 24 1:15-2:30pm - Cont.

S205: Strategies for the Life-Work Pendulum - Salem 3-C

Debby Singleton, Western Carolina University

We have the best jobs! We are leisure professionals with plenty of time to recreate... In reality, we work while others play. So how do we find balance with work, leisure, and life? Explore and create strategies to help you manage the life-work pendulum.

Learning Outcomes:

- Participants will explore and calculate their personal work-life balance wheel to see how they are spending their time each week.
 - Participants will discuss and share the importance of non-work-related leisure pursuits throughout their lifetime and be provided with the knowledge to seek out leisure opportunities for themselves.
 - Participants will engage in activities which focus on the art of self-care to help bridge the connection between mind-body wellness.
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S206: So Much More... - Salem 1-B

Toya Witherspoon, Winston-Salem Recreation and Parks, & Jasmine Stover, Thirsty Inc.

To discuss the importance of broadening the scope of Recreation and Parks outside of the normal day to day sports programming, fitness classes, educational programs and providing meeting space. To recognize the needs of individuals without asking.

Learning Outcomes:

- Participants will be able to identify the needs of a location based on the surroundings as well as by who frequents the facility engaging in conversation
 - Participants will recognize when programming is not of any benefit to those in need within the community but is to only for the sake of numbers
 - Participants will discuss the struggles of day to day operation concerning how to engage more citizens
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S207: Tennis and Your Facility, the Perfect Match! - Conference 1

Kelly Gaines, Amy Franklin & Hope Tolley, USTA North Carolina

USTA North Carolina is committed to helping Park and Recreation Facilities build youth tennis programs. Learn how tennis can improve health and be “the sport of a lifetime” at your facility. Discuss resources available to help structure successful tennis programs. Review resources such as USTA's Net Generation that provides curricula, equipment and a searchable directory of programs that. increase the benefits of structured tennis programming and make an impact on current and/or future tennis offerings.

Learning Outcomes:

- Participants will discuss the resources available to help structure a successful tennis program.
 - Participants will learn how the sport of tennis can improve health and provide a sport for a lifetime, for all citizens in their community.
 - Participants will record and list the steps necessary to access resources and start and/or enhance their current tennis programming.
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Session Block 3: Thursday, October 25 9:00-10:15am

S302: Marketing Strategy: From Practical to Practically Insane (Pt. 1) - Winston 3 - AB ***Ryan Hegreness & Rich Neumann, Westminster, CO Parks and Recreation***

Pack programs, increase revenues, expand engagement and sell out events. Take your marketing efforts to new heights with practical marketing advice and practically insane case studies. This interactive workshop pairs proven strategies from the fields of business, psychology and behavioral economics with outrageous case studies from highly successful parks and recreation campaigns.

Learning Outcomes:

- Explain techniques to influence consumer behavior.
 - Describe the factors that contribute to content “going viral”
 - Create program descriptions and promotional copy that better resonates with customers.
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S301: The Five Steps To Being Successful Using The D.R.E.A.M. Process - Salem 1-A ***Charles Jackson, Greensboro Parks & Recreation***

This course is about BUILDING YOUR FOUNDATION brick by brick, knowing how to use the D.R.E.A.M. Process (Five Step Plan), and what level do you feel more comfortable at in the organization. At the end of this session you will know the difference between education and experience, leaders and followers, careers and jobs, and negativity and issues.

Learning Outcomes:

- Participants will discuss the Five Step D.R.E.A.M. Process. (Identifying continuous internal and external trainings you can take.)
 - Participants will relate to each other through sharing and networking. (What fits you best, "Individual or Team;" you make the call!)
 - Participants will prepare a working plan for growth through continued development/learning and how to identify/construct personal career goals one brick at a time. (Career vs. Job; How to build your foundation through holding yourself accountable first).
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S303: Evaluating Barriers and Access to Parks and Recreation Facilities - Salem 1-B ***Drew Crumpton, WithersRavenel***

Access Level of Service is becoming an increasingly important metric for evaluating agencies' parks and recreation facilities. This session will introduce techniques for measuring access to parks, potential barriers and gaps in access, and how to use this information in future planning and design efforts.

Learning Outcomes:

- Participants will be able to utilize data sets to identify access service areas for different types of parks and recreation facilities
 - Participants will be able to identify potential barriers to access at both macro and micro levels
 - Participants will be able to identify gaps in service areas that will help guide projects that seek to remove barriers and improve access
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Session Block 3: Thursday, October 25 9:00-10:15am - Cont.

S304: Benefits of Senior Games for YOUR Department - Salem 1-C

Londa Strong, Cabarrus County Active Living and Parks, Billy Wilkes, Craven County Parks and Recreation, & Tonya Edwards, Monroe Parks and Recreation

North Carolina has the largest Senior Games program in the country, with 53 Local Games comprising this important wellness program. Learn the myriad ways through which Senior Games can benefit YOUR Department!

Learning Outcomes:

- Participants will identify the research outcomes associated with the wellness program for older persons that is Senior Games;
 - Participants will be able to identify strategies for effective recruitment, retention and recognition of senior volunteers;
 - Participants will recognize the tangible benefits related to team-building, collaboration building and advocacy generated through Local Senior Games.
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S305: Us vs Them - But It Doesn't Have to Be! - Salem 3-A

Keith Jenkins & David Crotts, Cary Parks, Recreation, and Cultural Resources, & Jimmy Simpson, Cary Public Works

"Us vs Them - But It Doesn't Have to Be!" will give an overview of the Town of Cary's athletic multipurpose field scheduling procedures and year round field maintenance philosophy and how the two must complement each other for a well rounded programming plan that maximizes field usage year round.

Learning Outcomes:

- Participants will outline a field usage plan that meets their needs on a year round basis.
 - Participants will outline a field maintenance plan that meets their needs on a year round basis.
 - Participants will identify potential barriers for an effective partnership between the programming staff and the maintenance staff.
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S306: Rose That Grew From the Concrete - 3-B

Shatrina Smalls & Chamreece Diggs, Greensboro Parks and Recreation

The session will highlight and exam the complicated dynamics of providing recreation services in high crime high poverty neighbors, while considering quality and efficacy of these programs.

Learning Outcomes:

- Participants will identify, explore and discuss obstacles and barriers when programming in high crime/ high poverty neighborhoods
 - Participants will be presented with program idea implemented in high crime/ high poverty in Greensboro
 - Participants will be able to share strategies, ideas, and programs that led to successes in high crime/ high poverty neighborhood
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Session Block 3: Thursday, October 25 9:00-10:15am - Cont.

S307: Creating an inspiring workplace culture - Winston 3-C

Kris Kloepping & Aaron Davis, Graham Recreation and Parks

One of the most frequent buzzwords we hear in today's workplace is culture. Rightfully so; an organization's culture fuels its success. This presentation will identify how culture affects performance, employee engagement and retention, leadership, and decision making

Learning Outcomes:

- Recognize the importance of empowerment within the workplace and the importance of the perception your employees have on their own position
 - Define a mantra to take back to your agency that will help cultivate your work culture.
 - A four-part process for turning the key to unlock your organization's greatest asset.
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S308: Let's Play Games! Piedmont 1

Joseph Voska & Chase Sasse, Raleigh Parks, Recreation, and Cultural Resources

Work with Youth? This session will introduce you to fun and exciting games to play with your participants during your summer camp, after school, teacher workday or other programs with Youth. Be ready to play!

Learning Outcomes:

- Session attendees will recognize new games to incorporate into their programs with Youth
 - Session attendees will identify new types of games to try with participants and how to engage participants in the development of new games.
 - Session attendees will discuss new game ideas that they have tried in their programs that were successful with the group.
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Session Block 4: Thursday, October 25 10:30-11:45am

S402: Marketing Strategy: From Practical to Practically Insane (Pt. 2) - Winston 3-AB

Ryan Hegreness & Rich Neumann, Westminster, CO Parks and Recreation

Pack programs, increase revenues, expand engagement and sell out events. Take your marketing efforts to new heights with practical marketing advice and practically insane case studies. This interactive workshop pairs proven strategies from the fields of business, psychology and behavioral economics with outrageous case studies from highly successful park and recreation campaigns.

Learning Outcomes:

- Explain techniques to influence consumer behavior.
 - Describe the factors that contribute to content "going viral"
 - Create program descriptions and promotional copy that better resonate with customers.
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Session Block 4: Thursday, October 25 10:30-11:45am - cont.

Spray Paint, Sabotage and Social Trails - CANCELED

Zachary White, Burgaw Parks and Recreation, & Ben Thompson, Delaware State Parks

You know the drill. You come into work on Monday morning and there are trash cans flipped over, new graffiti in the skate park, and your pristine athletic fields need re-sodding. So what do you do?

Learning Outcomes:

- Define vandalism and identify the various types of vandalism in park facilities and recreation areas. Specific prior examples will be provided and potential acts of vandalism will be discussed.
 - Describe processes and procedures to properly assess, document, and manage vandalized amenities or areas.
 - Provide insight on how to deter vandals from acting in the future and how to prevent other future incidents.
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S403: Community Engagement and Needs Assessment - Salem 1-C

Teresa L. Penbrooke, PhD, CPRE, GP RED, GreenPlay & NCSU

There is a big difference between assessing what the community needs vs. engaging the community and creating advocates. Both are important. This session discusses the different types of methods to involve hard-to-reach folks, survey options, engagement techniques, and benefits of creating a community engagement plan.

Learning Outcomes:

- Discuss current methods for information gathering and needs assessment
 - Identify community engagement strategies that best work to develop advocates and citizen involvement
 - Create action strategies that will better help integrate parks and recreation as a known community asset
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S404: Engaging Donors Through Sponsorship and Naming Rights - Salem 3-A

Victoria Schmitt Babb, Play 4 ALL, Cunningham Recreation

Learn how to create an effective sponsorship program and strategize the best way to "dance" with community donors. Creating a win-win program that appeals to individuals, groups, businesses and foundations is not as easy as some people may believe. Budgets may be tight but the need for new recreational amenities is great. Tap into philanthropic funding but know the pitfalls of naming rights and temporary and permanent sponsorship.

Learning Outcomes:

- Identify the potential of reaching outside their offices and park's budgets, engaging donors who are willing to invest philanthropic dollars.
 - review and discuss both legal and administrative considerations ensuring that the intent of the program and recognition of the gifts are communicated clearly and executed with no issues.
 - outline effective tools to "advertise" naming and sponsorship, manage the "transaction" and to properly showcase donors for the duration of the agreed upon time.
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Session Block 4: Thursday, October 25 10:30-11:45am - cont.

S405: Inclusive Programming for All Ages - Salem 3-B

Andrea Stamm & Sherry Paul, Special Olympics North Carolina

Would you like assistance with equipment, training, fundraising strategies and a fully developed program guide? We are all seeking ways to provide quality inclusive programming. Join us and learn about the tools and resources Special Olympics can provide for your inclusive programming for all ages.

Learning Outcomes:

- Learn about Young Athletes Programming (Ages 2-7)
 - Learn about Special Olympics resources for Unified Sports Leagues
 - Learn about maximizing partnerships
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S405: Recreation Internships; connecting students, universities, and agencies - Salem 3-B

Dr. Rob Stiefvater, NC Central University, & Dr. Stephanie West, Appalachian State University

Internship students need agencies, universities need to place students, and agencies want internship students. This session will detail the process, share success stories, as well as give advice to both agencies and interns about how to find the perfect match!

Learning Outcomes:

- Participants will be able to describe internship requirements.
 - Participants will be able to give examples of successful internship experiences.
 - Participants will be able to identify strategies for finding their perfect internship match.
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S407: You Want To Lead with Impact, Here's How! - Winston 3-C

Dale Smith, Smith Management Training and Consulting Services

Are you looking to become better at leading your team and developing positive leadership traits? If so, this is the session for you. Today, there is a lot of focus on the need for soft skill development for emerging leaders. We will identify the skills that link to professional success, help you recognize any areas that might need improvement and offer steps to assist in strengthening those skills. See you there!

Learning Outcomes:

- Identify Leadership Traits that Are Consistent Among Great Leaders
 - Recognition of How Professional Success is Linked to Soft Skill Development
 - Discuss Steps to Develop and/or Strengthened any Areas that might be Challenging
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S408: Action! Incorporate Fun Drama With Youth - Piedmont 1

Joseph Voska & Chase Sasse, Raleigh Parks, Recreation, and Cultural Resources

Do you incorporate Drama in to your programs with Youth? This session will discuss fun new ways to incorporate drama activities into your summer camp, after school, teacher workdays or other programs with Youth. Be prepared to play and have fun with Drama!

Learning Outcomes:

- Session participants will identify areas where to incorporate drama in their youth programs.
 - Session participants will discuss ways they currently incorporate drama into their programs and share resources with fellow professionals.
 - Session participants will recognize the importance of incorporating drama in their programs and give explorers of ways to engage participants in Drama.
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Session Block 5: Thursday, October 25 1:45-3:00pm

S504: Developing Your Marathon Mentality - Salem 3-A

Matt Jones, MJ International

Three-time cancer conqueror who completed seven marathons on seven continents after relearning how to walk shares how you can develop your Marathon Mentality to achieve greater success.

Learning Outcomes:

- Identify the three choices to develop one's marathon mentality.
 - Recognize how to turn challenges into opportunities.
 - Describe how to set goals that motivate versus demotivate.
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S502: Relieve Yourself from Creative Constipation - Winston 3-AB

Rich Neumann & Ryan Hegreness, Westminster, CO Parks and Recreation

Whenever you hear about an innovative program or creative event, do you ever ask yourself, "Why didn't I think of that?" Arm yourself with the practical tools and techniques necessary to be a creative leader - not just a follower.

Learning Outcomes:

- Participants will recognize the importance of creativity in order to establish a competitive advantage in the marketplace.
 - Participants will identify common barriers to creativity as well as solutions to these challenges.
 - Participants will discuss practical strategies for overcoming creative block.
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S501: Friend or Nemesis: Evaluation is Doable - Salem 1-A

Deb Jordan, East Carolina University

Evaluation can be a friendly partner to our work. Come learn about different styles of questions, different wording of questions, and different ways to ask questions so we can generate the ever-elusive "right" question to get at what we really want to know.

Learning Outcomes:

- select the most appropriate style of question for a particular evaluation need.
 - explain the advantages and disadvantages of various question formats used in evaluations.
 - write evaluation questions that will elicit the intended information.
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S503: Certifiable? What it takes to pass CPRP! - Winston 3-C

Joy James & Iryna Sharaievska, Appalachian State University

Taking NRPA's Certified Park and Recreation Professional Certification? Come to this session to learn about tips and strategies for taking the CPRP. Learn not only from academics but professionals who have recently taken the exam.

Learning Outcomes:

- Participants will be able to describe 2 benefits to becoming a CPRP.
 - Participants will be able to list 2 ways to register for the CPRP exam
 - Participants will be able to list 2-3 strategies to help prepare for the CPRP exam
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Session Block 5: Thursday, October 25 1:45-3:00pm - cont.

S505: Designer for a day! - Salem 1-C

Shweta Nanekar, WithersRavenel

Wear a designer's hat and join us for this hands-on session! Through discussion and project-based approach, participants will experience what it means to be a designer for your park! Work in groups to brainstorm creative ideas for park programming, explore the concept of 'ideating' and the process of designing a park.

Learning Outcomes:

- Be involved in the design process for park and playground design and recognize the importance of having a landscape architect on your design team
 - Develop and explore the concept of design thinking and gain familiarity with the design tools
 - Be able to ask the right questions at the right time to future park design consultants
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S506: How to measure equity in your community - Salem 3-B

Roderick Simmons, Asheville Parks and Recreation

Lack of funding for most departments have resulted in some neighborhoods having high-quality public spaces, while others have fallen into disrepair. Learn how to apply an equity-based criteria system to prioritize investments in parks and facilities ensure that funding is directed where it is needed.

Learning Outcomes:

- Discuss the Impact of Allocation Decisions
 - Identify Social Equity
 - Outline Methods of Allocation
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S507: The BIG Chair in the BIG Office - Salem 1-B

Timothy A. Grant, Winston-Salem Recreation and Parks

This session will examine the personal and professional characteristics necessary to be a successful director of recreation and parks. We will examine the expectations, responsibilities, duties, political ramifications, of citizen boards and groups, city council, and more.

Learning Outcomes:

- Recognize the responsibilities of the Director.
 - Identify and discuss the expectations for a typical day, week and year.
 - Discuss if they possess the competencies necessary to successfully and effectively perform the job of director.
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Session Block 5: Thursday, October 25 1:45-3:00pm - cont.

S508: Building the B.E.S.T Teen Programs - Piedmont 1

Joseph Voska, Kent Hunt & Carmen Myles, Raleigh Parks, Recreation, and Cultural Resources

Work with teens in your department? Come learn about how to apply the B.E.S.T. Model to your teen programs to enhance the experience your teens are having in your programs.

Learning Outcomes:

- Session participants will discuss the aspects of the B.E.S.T. Model related to teen programming
 - Session participants will discuss how to provide exceptional and diverse experiences for teen participants
 - Session participants will discuss how to support teens to excel in athletics, life skills, and social skills through offered programs
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Session Block 6: Thursday, October 25 3:15-4:30pm

S606: The Importance of Park Maintenance - Winston 3-C

William Royston, Winston-Salem Parks and Recreation

As municipalities make investments to expand the parks system and the trips to the park experience increase, park maintenance is imperative. The main goal of any Parks department is to provide a safe and enjoyable environment for its community by analyzing and inventorying the park amenities which entails developing a maintenance plan.

Learning Outcomes:

- Participants will specifically identify toxic plant species commonly found on park grounds.
 - Participants will outline to analyze and inventory park amenities that will define the Park Experience.
 - Participants will apply the park experience philosophy to playground safety.
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S603 Using Creative Social Content to Drive Engagement - Salem 1-C

Matt Carusona, NCRPA, & Katy Keller, Indian Trail Parks and Recreation

Creativity, strategy, and quick thinking are all keys to running a successful social media campaign. Learn how parks and recreation departments are successfully using social. Presenters will discuss strategies, creative content and examples of how parks and recreation professionals can engage their community through social media.

Learning Outcomes:

- Recognize effective strategies and creative content that drives community engagement through conversations using social media best practices.
 - Identify tools and strategies to help you manage and monitor your social media accounts and email marketing.
 - Give examples of successful digital campaigns and ways they can implement them in their community.
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Session Block 6: Thursday, October 25 3:15-4:30pm -Cont.

S601 Give People What They Don't Expect - Salem 1-A

Teri Shaw, Salisbury Parks and Recreation

Entering the profession with 3 to 5 years' experience is the easy part. In preparation for your desired profession, did you consider increasing soft skills? Sharpen your skills so you will be the best hire for any position.

Learning Outcomes:

- Participants will identify soft skills and discuss the benefit they offer to any position.
 - Participants will recognize the benefits of internal and external customer service
 - Participants will list the advantages and disadvantages of being a new professional "Green".
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S602: Stakeholders Working Alongside You; Community Advocacy - Salme 3-A

Lori A. Hoffner, Supporting CommUnity, inc.

If you're a non-profit, a government agency or any organization that depends on the support of the community for your success you understand the importance of establishing and maintaining a positive relationship of trust. A successful advocacy program helps to establish that trust when you're clear about your objective, outline the rules of engagement and intentionally recognize your advocates. In this program we'll explore ways that your staff, your Board of Directors and the stakeholders and champions of your organization can help you create a relationship with your community to share information, create stronger and more invested users that will ultimately encourage financial support and help move your mission forward.

Learning Outcomes:

- Define the power of advocacy by volunteers and professionals to promote the work and mission of your organization.
 - Using proven models, the participants will discuss groups within your community that can provide additional insights for decisions on programs, facilities and user needs.
 - Outline outreach tactics and the advocacy criteria for members of the Board of Directors, staff and invested community groups.
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S608: From Hungry Hippos to Harry Potter: Move More through Pop Culture - Piedmont 1

Debby Singleton & PRM Students, Western Carolina University

Explore and engage with fun pop culture activities to get a variety of populations moving. Take away innovative activities for after school programs, kids camps, youth sports, family nights, home school pe, and community events.

Learning Outcomes:

- Participants will discuss barriers and challenges to providing activity programs for variety of populations.
 - Participants will define guidelines for using pop culture to create innovative, fun, and safe physical activities for a variety age groups.
 - Participants will identify at least three movement-based activities based on pop culture.
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Session Block 6: Thursday, October 25 3:15-4:30pm -Cont.

S604: "Loved to Death": Quantifying Park Deferred Maintenance - Salem 3-B

Emily Blackwell, Jake Petrosky & Dan Blackman, STEWART

Winston-Salem, like most parks and recreation departments have traditionally been more pro-active in designing new facilities and reactionary regarding facility maintenance. Political will and budgetary realities contribute to this trend. Mobile technology makes conducting audits of park maintenance needs and priorities manageable for all departments.

Learning Outcomes:

- Participants will be able to explain the importance of addressing deferred maintenance needs and the scope of the problem as it relates to municipal, county, state and national parks and recreation facilities.
- Participants will be able to describe a method of utilizing mobile technology to quantify and prioritize park maintenance tasks for a city-wide park system.
- Participants will recognize the need for a comprehensive, pro-active assessment of deferred maintenance to justify the appropriation of funding for maintenance backlogs.

S605: Aquabilities: teaching youth and adults with disabilities how to move, swim, and play in the water. - Salem 1-B

Carlie Pudney & Jessica Garrett, Winston-Salem Recreation and Parks

Aquabilities is a beginners swimming program for youth and adults with disabilities. Aquabilities focuses on teaching the individual fundamental swimming skills, water safety, and feeling comfortable in the water.

Learning Outcomes:

- Define what Aquabilities is.
- Identify and understand the benefits of an Aquabilities program in your community.
- Understand the process of creating and implementing an Aquabilities program in your community.

S607: Walking Tour of Downtown Winston-Salem - Piedmont Foyer

Michelle McCullough and Paul Norby, Winston-Salem Recreation and Parks

A walking tour of the architecture, history, and current developments in Downtown Winston-Salem

Learning Outcomes:

- Know and Appreciate Winston-Salem
 - Understand development of middle size city
 - Grasp how to include downtowns in recreation activities
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Session Block 6: Thursday, October 25 3:15-4:30pm -Cont.

S625: Achieving health and wellness through clinical partnerships - Winston 3-AB

Jason M. Jones, CPRP, CPO, Durham Parks & Recreation, & Sarah Armstrong, MD, Asheley Skinner, PhD, & Kiah Gaskin, M.S.W., M.P.H., Duke Health

Learn to build a partnership with a local clinic to achieve better health in your community. We will describe "Active Recreation through Community-Healthcare Engagement," a nationally-recognized model of child obesity treatment that is disseminating across NC. Panelists include clinicians and recreation staff implementing ARCHES.

Learning Outcomes:

- Participants will describe the epidemic of childhood obesity and the framework for clinic-recreation partnerships as a replicable treatment model
 - Participants will recognize how a clinic-recreation partnership is developed and implemented
 - Participants will recognize the impact of a clinic-recreation childhood obesity treatment program for participants and communities
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Session Block 7: Friday, October 26 9:00-10:15am

S701: Fun on Two Wheels: Cycling in Recreation - Salem 3-A

Tim Hopkin, Henderson County Parks & Recreation, & Laura Rice, Blue Ridge Humane Society

This session will equip recreation professionals with cycling knowledge, strategies and ideas, and share how departments can integrate, support, and facilitate cycling programs that encourage physical activity, healthy competition, and cultivate community. Previous bike riding experience is not required!

Learning Outcomes:

- Upon completion of the session, the participant will have a working knowledge of how to assess cycling program needs and opportunities in their community.
 - Upon completion of the session, the participant will have the skills to plan and implement cycling activities for all ages.
 - Upon completion of the session, the participant will have the ability to identify local, regional, and national partnerships and resources for cycling activities in their communities.
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S702: Purposed Based Recognition; Recognizing, Rewarding & Retaining Staff - Salem 1-C

Lori A. Hoffner, Supporting CommUnity, inc.

By implementing a "Purposed Based Recognition" program you reduce turnover, gain buy-in of your organization by employees, and create an environment of support and enthusiasm. Lori will help identify goals and responsibilities of leadership for staff recognition that will retain your most important asset; your employees.

Learning Outcomes:

- Identify the needs of employees that helps motivate them to be a strong asset for your organization.
 - Differentiate between what motivates the extrovert employee, the introvert employee and everyone in between.
 - List unique recognition styles that can be utilized by every department.
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Session Block 7: Friday, October 26 9:00-10:15am - Cont.

S703: Resilience Over ACEs (Pt. 1) - Piedmont 1

Sam Trogdon & Rachel Baranski, Cary Parks, Recreation and Cultural Resources

Join us for a screening of Resilience, a 60 minute film directed by James Redford on Adverse Childhood Experiences (ACEs) and their impact on health, quality of life, economics and education. Research shows ACEs are common, they affect all income levels, and their lifelong impact on health and well-being is significant. "The child may not remember, but the body remembers." Learn what ACEs are, how they increase the likelihood of disease and illness, and how together we as a community can lessen the impact of ACEs for our citizens by building resilience.

Learning Outcomes:

- Participants will identify the ACEs Resilience initiative and view Resilience film.
 - Participants will determine their own ACEs and Resilience scores.
 - Participants will discuss the Resilience framework and identify change(s) in behavior to increase self or community member resilience.
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S704: Making Photos and Marketing Programs - Winston 3-A

Rob Smith & Megan Young, Garner Parks, Recreation and Cultural Resources

Research concluded 90% of information transmitted to the brain is visual, and we process visual images 60,000 times faster than text. These facts emphasize the importance of quality photos in your marketing materials. In this fast-paced session, we will discuss and apply tips and techniques to improve your photography and in turn, your marketing materials.

Learning Outcomes:

- Participants will identify three guidelines for improving the composition of photos.
 - Participants will give examples of quality photos that use proper technique and are appropriate for specific purposes.
 - Participants will recognize how to use photographs to enhance print and electronic marketing tools to deliver their desired messages.
-

S705: Engaging Cooperative Extension and Parks and Recreation to Promote Community Change - Salem 1-A

Annie Hardison-Moody, NC State University, & Diquan Edmonds & Matt Carusona, NCRPA

In this session, state leaders from both the NC Recreation and Park Association(NCRPA) and NC Cooperative Extension will share best practices and lessons learned from a successful projects, such as Health Matters that has brought together parks and recreation and extension to promote access to healthy foods and places to be active in four counties in North Carolina. This project has promoted and supported strong, sustainable partnerships between these two organizations that can enhance both state and local collaborations to promote health in North Carolina.

Learning Outcomes:

- Describe the need for Cooperative Extension and Parks and Recreation Departments to collaborate for county and community-level change to promote health and wellness.
 - Identify best practices and programs that enable effective collaboration between Cooperative Extension and Parks and Recreation departments, to increase access to healthy foods and opportunities to for physical activity in their communities.
 - Recognize the importance of partnership and strategic planning processes that can build systems-level changes to support health and wellness in local communities.
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Session Block 7: Friday, October 26 9:00-10:15am - Cont.

S706: I've Got a Hill to Climb. Let's Get Moving - Salem 3-B

Sonya Shaw, Garner Parks, Recreation & Cultural Resources

While African American women are represented in public parks and recreation agencies, there is a disproportionate number represented in leadership positions. Why is this so? This session will examine various challenges women faced along their pathway to leadership and how they overcame those challenges.

Learning Outcomes:

- Identify skills and abilities needed for career advancement in the face of adversity
 - Examine barriers to upward mobility African American women face in the parks and recreation profession
 - Discuss specific strategies for overcoming barriers to upward mobility African American women face in the parks and recreation profession
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S707 Grants - The Evolving Nature of Winning Words - Salem 1-B

Patricia Earnhardt Tyndall, Greenville Recreation and Parks, & Christopher Horrigan, Guilford County Facilities and Parks

If you are aiming to find grant funding for new parks or programs, this session will guide participants in outlining where to find grant opportunities, matching your ideas to potential funding or potential grants to your ideas and planning how to implement a winning grant.

Learning Outcomes:

- Identify potential grant opportunities and outline how to match grants to their programs and programs to available grants.
 - Draft a successful narrative. Outline an idea and give examples of what will work for a successful grant.
 - Discuss the outcome of grant applications. Recognize the thrill and repercussions of acceptance and disappointment of being turned down.
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S708: Paranormal Programming: A frightening success - Winston 3-C

Zachary White, Burgaw Parks & Recreation, Tammy Proctor & Olivia Dawson, Pender County Tourism

Overcome your fear and come learn about the proven success of spooky programming. Across North Carolina, parks and recreation agencies are partnering with cultural resource organizations and tourism authorities to offer haunted tours and other eerie events to attract a diverse group of participants.

Learning Outcomes:

- To give participants an understanding of Paranormal Programming and a background on the success that it has.
 - To give participants take home ideas of fall themed programs that they can implement in their department.
 - To give participants ideas of potential partners that they can work with in their own department.
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Session Block 8: Friday, October 26 10:30-11:45am

S808: Creating Inclusive and Respectful Environments: The Role of the Coach and/or Administrator - Salem 1-C

Kim Bush PhD., NCSU Department of Parks, Recreation and Tourism Management

This session will discuss what does being inclusive mean, and what characteristics of individuals should we be inclusive of? How do we create an inclusive environment for our programs and teams, and what traits do we as leaders have to develop to become more inclusive. We will discuss sensitive topics such as: gender, race, ability level, disability, LGBTQ athletes, gender identity, stereotypes.

S802: Resilience Over ACEs (Pt. 2) - Piedmont 1

Sam Trogdon & Rachel Baranski, Cary Parks, Recreation and Cultural Resources

Join us for a screening of Resilience, a 60 minute film directed by James Redford on Adverse Childhood Experiences (ACEs) and their impact on health, quality of life, economics and education. Research shows ACEs are common, they affect all income levels, and their lifelong impact on health and well-being is significant. "The child may not remember, but the body remembers." Learn what ACEs are, how they increase the likelihood of disease and illness, and how together we as a community can lessen the impact of ACEs for our citizens by building resilience.

Learning Outcomes:

- Participants will identify the ACEs Resilience initiative and view Resilience film.
 - Participants will determine their own ACEs and Resilience scores.
 - Participants will discuss the Resilience framework and identify change(s) in behavior to increase self or community member resilience.
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S807: Artify: the Arts and National Trails Day! - Winston 3-A

Lyman Collins, Cary, Parks, Recreation & Cultural Resources

Bringing together two great aspects of our communities: the arts and trails. Cary shares its award-winning program that allows citizens to encounter a variety of arts activities along a trail or greenway. It's the perfect way to celebrate National Trails Day in June.

Learning Outcomes:

- Recognize how to combine the arts with physical activity in a fun, low-cost program.
 - Identify arts opportunities in participants' own communities that can provide partnerships to achieve this program.
 - Summarize the benefits of a whole-person approach to wellness that encourages mental as well as physical activity.
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Session Block 8: Friday, October 26 10:30-11:45am - Cont.

S801: Staff Communication; Control, Filters and Perception - Salem 3-A

Lori A. Hoffner, Supporting CommUnity, inc.

The way you communicate greatly influences the outcome of a conversation. What you say and when and how you say it determines the conversation's success or failure. Our communication is continually influenced by individual filters. Those filters are established by many different factors, one of the most prevalent these days is the generational filter, developed in the process of socialization and experiences. These filters crucially affect communication and interaction. We will discuss multiple communication models, helping you determine what will be the most successful approach for you and your staff.

Learning Outcomes:

- Describe leadership styles and the impact on communication success or failure.
 - Define critical conversations and how the filters one is using; generational, societal or experiential, influence how messages are received.
 - Outline multiple communication models that will work best for achieving objectives.
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S804: What is Your Risk - Winston 3-C

Latoya Price, Julie Carter & John Lawson, Winston-Salem Recreation and Parks

Round table discussion on various aspects of managing and accessing aquatic risks and challenges.

Learning Outcomes:

- Recognize proper swim attire vs. improper swim attire and express ways of how to combat the issue.
 - Discuss ways of working with their risk management team, identify confined spaces, the proper lifeguard to patron ratios and rotations and how to assess any risk.
 - Discuss legal ramifications, verbiage and requirements for employment.
-

S805: Incorporating Unconventional Youth Programming into your Recreation Centers - Salem 3-B

Mary Beth Tew & Kevin Westrich, Winston-Salem Recreation and Parks

Unconventional programming can and will be a huge asset to your recreation departments, as it brings in a wide variety of new participants. Sports programs are popular and offered everywhere, but many youth have no interest in sports. Do they not deserve to participate in activities that interest them? Of course they do! You will learn in what areas your programs are lacking, and how you can incorporate unique programs to engage all youth.

Learning Outcomes:

- Participants will identify areas they can improve in their programming
 - Participants will outline new programs they can offer to better engage the forgotten youth in their areas
 - Participants will discuss the ways they can better include all youth, and how unconventional programming can enrich their departments
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Session Block 8: Friday, October 26 10:30-11:45am - Cont.

S806: History of Recreation and Parks is an Active Sport! - Salem 1-B

Michelle McCullough, Winston-Salem Recreation and Parks

Powerpoint presentation on how Winston-Salem is documenting the history of their Recreation and Parks system and how they plan to share it with elected officials and the public.

Learning Outcomes:

- Learn how to research and document history
 - Learn how to share history and ideas with the public
 - Grasp that sharing history is important to the people who live in your towns and cities.
-

S803: How To Become A Successful Daytripper - Salem 1-A

Allie Prelaske, Apex Parks, Recreation & Cultural Resources, & Stefanie Nichols, Cary Parks, Recreation & Cultural Resources

Why work harder when you can work smarter? This session will explore all things dealing with brainstorming, planning, budgeting and executing successful trips. We will cover tips, ideas, and have an option to share. Traveling can be fun, but works best when you take time to plan in advance. Whether you would like to plan a day trip or overnight trip, this workshop is for you. Collaboration, neighboring, creativity, spontaneity and surprise make programs fun filled and popular.

Learning Outcomes:

- Participants will be able to define and understand what makes trips successful. They will walk away with the ability to outline a trip through the planning process and realize the importance of being prepared.
 - Realize the value of trip sharing, research and collaboration.
 - Assimilate socialization, life-long learning and the thrill of exploring into programming trips and tours.
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Session Block 9: Friday, October 26 1:30-2:45pm

S901: A Higher Level of Inclusive Play: a new approach to inclusive playground design - Winston 3-A

Steve Hare, John McConkey & Jill Moore, Landscape Structures Inc

The playground should be a place for laughter, friends and fun, for all. Traditional playgrounds focus on accessible design and developmentally appropriate play activities. According to the CDC, one in 68 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 develop functional skills, imagination and social skills providing a higher level of inclusive play for all.

Learning Outcomes:

- Identify the facts about play - for people with and without disabilities-why play is important to all people.
 - Discuss the differences between a play environment that simply meets minimum federal accessibility requirements and one that is fully inclusive.
 - Articulate the best practice design elements for inclusive play environments.
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Session Block 9: Friday, October 26 1:30-2:45pm - Cont.

S903: Nextdoor: Community Engagement at the Neighborhood Level - Salem 3-B

Tori Carle, Greensboro Field Operations, & Amanda Lehmert, Greensboro Communications & Marketing

Recently, the City of Greensboro began leveraging the social media platform Nextdoor to share waste reduction information with residents. Posts on this platform have far outperformed other social media platforms. Parks & Rec Department would benefit from sharing happenings, information, volunteer opportunities, etc on Nextdoor.

Learning Outcomes:

- Explain the benefits of using Nextdoor as an outreach avenue for their communications.
 - Compare and contrast using Nextdoor vs. Facebook, vs. Twitter.
 - Discuss ways that their organization can use Nextdoor specifically for Parks & Recreation activities, events, and information.
-

S902: Who are your Customers. What do they want. - Salem 1-A

Wes Tilghman, Chapel Hill Parks and Recreation

Today, marketing is all about identifying and fulfilling people's wants and needs. It is a process with the primary emphasis placed on the people served, not on the products or services offered.. Rather than viewing marketing as a department or function, a consumer-oriented marketing plan is focused on better understanding who our customers are, and what they desire most from our products or services. Materials presented from the LERN Network's "Segmentation that works".

Learning Outcomes:

- YOUR SEVEN PRIMARY MARKET SEGMENTS Roughly 20-25% of your customers give you 80% of your business. You need to know who the 20-25% are. To focus resources on that 20-25% programs, staff, marketing.
 - CATEGORIZE YOUR PROGRAMS IN THE FOLLOWING FOUR CATEGORIES - Stars (Highly active) high market share with high return, more recently enrolled with higher fees. - Cows (Recent, but not high dollar) Cows are good enrollment with not so high return, and smaller fees. - Problem Children (Higher dollar, but not recent) Low enrollment in a high growth market. - Dogs (Least active, not recent, not high dollar) Dogs are mature programs, with low enrollment, & low fees.
 - SOLVE THESE PROBLEMS CAUSED BY NOT IDENTIFYING PRIMARY MARKET SEGMENTS - Ineffective program selection - Wasted promotion dollars - Decrease in repeat rate - Reduced operating margin - Wasted staff time
-

S905: Planning: Setting your After-School up for Success - Winston 3-C

Jessica Garrett & Taylor Manning, Winston-Salem Recreation and Parks

Receive tricks and tools to help you plan a fun and engaging After-School Program for youth of all ages. Gain new insights on ways to involve outside agencies in After-School planning and program enhancement.

Learning Outcomes:

- Identify After-School planning needs and its importance
- Give examples of group activities and easy youth engaging crafts
- Outline an After-School plan that can be implemented in their own programs.

Session Block 9: Friday, October 26 1:30-2:45pm - Cont.

S906: Quarry Park - Winston Salem's "Hidden Gem" - Salem 3-A

Kimberly Barb, PLA, Stimmel and Associates, Adam Sebastian, AIA, STITCH Design Shop, and William Royston, Winston-Salem Recreation and Parks Department - Salem 3-A

Amazing transformation of a 228 acre former Quarry and City Yard site, into Quarry Park centered around a 12 acre turquoise lake with 1.25 miles of Greenway Connections, Overlooks all winding up to a 108' long x 14' wide Observation BOOM with spectacular sunset views.

Building Trails Using Public/Private Partnerships - CANCELED

Josh Henderson, Gaston County Parks & Recreation

~~This session will discuss how you can develop public/private partnerships to build multi-use trails in your area. Session will cover partnership development and sustainability, trail management, trail safety.~~

Learning Outcomes:

- ~~● Recognize public/private partnerships in their communities that can be utilized to develop and maintain a working multi-use trail system.~~
- ~~● Identify ways to sustain public/private partnerships for long term growth.~~
- ~~● Create ways to effectively manage trails and trail safety through public/private partnerships.~~