74th Annual Conference

Charting Our Course

October 11 & 12, 2017

Lake Morey Resort | Fairlee, Vermont

Register Online Now!

www.vrpa.org
The Vermont Recreation and Parks Association is pleased to be your host for the 74th Annual Vermont Conference on Recreation. This is our biggest event of the year and we are honored to be able to provide this great opportunity for YOU to learn together with parks and recreation professionals and volunteers from throughout the state and to begin Charting Your Course for the year ahead.

In addition to having several Vermont speakers, sessions will also be presented by speakers from Massachusetts, New Hampshire, Colorado, Kansas, South Carolina, and Texas. The Conference Committee has worked hard to provide you with a close-to-home training opportunity filled with relevant education sessions, enjoyable activities, and great networking.

We have mixed up the schedule a little from past years. The keynote is moving from Thursday to Wednesday. Wednesday’s schedule includes three-hour sessions in the morning and an afternoon filled with traditional 70-minute sessions, active hands-on programming, facilitated roundtables and in the evening, the exhibit hall, dinner and speed trivia with the exhibitors, and a fireworks display over the lake. Thursday’s program includes three blocks of concurrent education sessions, the annual Awards Luncheon where we hope to have Governor Scott in attendance, and final bidding in our notorious “Vermont’s Finest” Silent Auction.

With two full days of education programs and activities, we have worked hard to include topics of interest to everyone. You have options to register for just Wednesday, just Thursday or both days, so hopefully all your staff will be able to attend at least one day of the conference.

With 30+ exhibitors already registered, all indications are that the Exhibit Hall will be full again this year. Time spent with the exhibitors is sure to save you and your organization time and money, and may even win you some prizes. Exclusive Exhibit Hall time, while no other conference activities are planned, is scheduled on both days of the conference.

Engage with your fellow parks and recreation professionals at the 2017 Vermont Conference on Recreation. In addition to all the learning, it is always a great time. We hope you will plan to attend...satisfaction guaranteed!

THANK YOU TO THE SPONSORS OF THE 2017 VPRA ANNUAL CONFERENCE
CHARTING OUR COURSE

We hope you will plan to attend both days of the conference but if that isn’t possible, you have the option to select a single day registration for Wednesday or Thursday.

2017 CONFERENCE SCHEDULE

**Wednesday, October 11**

8:30am  Registration Opens
9:00am—Noon  Education Sessions:
   Cost Recovery, Budgeting & Pricing in Action
   Designing Trails for Accessibility
   User Group – RecTrac
9:00am—12:10pm  Education Sessions:
   Hey Coach: Smooth Sailing Youth Sports Experiences
   Bridging the Gap: Managing Multiple Generations in Recreation
   Mentoring to Chart Your Course Through Transition
   Blown Off Course by Concussion
12:00—12:45pm  LUNCH with Topic Tables for Those Interested
12:45—1:45pm  KEYNOTE
2:00—3:10pm  Education Sessions
   Building a Road Map to Inclusive Recreation
   Pooling Resources: The Park District Model
   Team Greenway: Industrial Past to Sustainable Future
   Sailing into Socials & Professional Involvement
   User Group – MyRec.com
3:20—4:30pm  Education Sessions
   Assessing Trails for Safety & Sustainability
   Hands-On Active Programming:
   Pickleball, Disc Golf & Cooperative Games
   Facilitated Roundtables:
   Accessible Recreation
   Small Town Recreation
   Dogs in Parks
   Customer Service Skills
3:30—4:30pm  The Agency Accreditation Process — Chat with a CAPRA Commissioner
4:30—5:00pm  Free Time
5:00—6:30pm  Exhibit Hall – Exclusive Time & Hosted Cocktail Hour
6:30—7:30pm  Dinner with the Exhibitors
7:30—9:00pm  Speed Trivia Challenge
9:00pm  Fireworks

**Thursday, October 12**

6:45—7:30am  Sunrise TaiChi
7:00—8:30am  Breakfast
8:30—9:40am  Education Sessions:
   Special Events – The Do’s, the Don’ts and the Maybe’s
   How the National Accreditation Standards Can Help You & Your Agency
   Entrepreneurial Mindset: Why You’ve Charted this Course!
   Discovering the Hidden Treasure in your Trail System
9:50—11:00am  Education Sessions:
   Creating & Ensuring a Relevant Parks & Recreation Agency
   Navigating Grant Writing in Parks & Recreation
   Leading “The Way” – Creating a Positive Culture in Your Department
   Bike Smart: Bike Skills Games for Kids
   Navigating Social Media:
   How to Boost Your Marketing & Customer Service
11:00am—12:00pm  Exhibit Hall – Exclusive Time
12:00—1:30pm  Awards Luncheon, Governor Phil Scott (invited)
1:45—2:55pm  Meet the Brungardts and the 2017 Brungardt Award Winners
2:00—3:10pm  Education Sessions:
   Select, Don’t Hire!
   Charting Our Course: Transformational Leadership’s Power
   Parks & Recreation Planning: Finding Your True North
   Park Rx – A Prescription for Nature
3:00—3:30pm  Auction Final Bidding
6:30—7:30pm  Dinner with the Exhibitors
7:30—9:00pm  Speed Trivia Challenge
9:00pm  Fireworks
WHAT ATTENDEES HAD TO SAY AFTER
ATTENDING THIS CONFERENCE IN RECENT YEARS...

This Conference always takes me back to that "just got the job, gonna conquer the world" feeling. It reenergizes, inspires and renews the passion for recreation we have inside us.

I am new to parks and recreation and this conference really allowed me to see what parks and recreation is all about. Everybody, no matter the size of the organization, can take away something from this conference!

This is an exceptionally high caliber conference with leading edge education and great opportunities to network.

I really appreciated the variety of relevant workshops that provided fresh ideas! I also enjoyed bouncing some of those new ideas around with peers while they were still fresh.

I wouldn’t miss this conference for the world. The educational sessions and speakers are always wonderful and the social events included make it incredibly fun too.

It’s such an “upper” mixing with folks from around the state with similar concerns and commitment to recreation, and I always have useful takeaways from the exhibitors.

This conference is a “one stop” networking experience where the learning and sharing is endless.
Register to attend both days or select the single day option and attend either Wednesday or Thursday.

9:00am—Noon
Education Sessions  |  .3 CEUs each

Cost Recovery, Budgeting, & Pricing in Action
Chris Nunes, CPRE, Director of Parks & Recreation, The Woodlands Township, Texas

Parks and Recreation Departments are asked each budget year to be leaner and leaner. Revenues, expenditures, and cost recovery are three elements of the budget process that must be examined to ensure efficiency. Learn how to develop a budget based on a cost center approach which will allow the professional to understand how the inputs translate to the outputs!

Designing Trails for Accessibility
Josh Ryan, Principal, Timber & Stone, LLC

Trails, especially in publicly funded parks, should be open and accessible to all, and managers should know the design constraints of an accessible trail prior to labeling as such. In this workshop, participants will gain the skills necessary to evaluate their trails for accessibility. We will start inside and then head outside for some hands-on experience; please dress accordingly.

User Group – RecTrac
Giles Willey, President, Vermont Systems
Cullen Barber, Support Manager, Vermont Systems

This session is geared to current RecTrac users who want to see new features and tricks learned over the past year. Both 10.3 and 3.1 versions will be covered. Register directly with Amy at Vermont Systems at amyh@vermontsystems.com. Registration for just the RecTrac User Group is free, compliments of Vermont Systems. If you plan to attend the conference and participate in this session, you must register for the conference.
Hey Coach: Smooth Sailing Youth Sports Experiences (Youth Sports – Part 1)
Lori Hoffner, Professional Trainer, Supporting CommUnity, Inc.

As youth sports continue to change and evolve; the need for an understanding of the purpose behind coaching and parental involvement must also change. This session will identify ways to give your youth sports staff and the volunteer coaches they work with practical tools and techniques to provide the young athletes a positive and worthwhile experience. Additionally, we will discuss effective approaches when dealing with the possible challenging, external factors affecting youth sports. Participants will take away ideas to encourage coaches and parents to do their own ‘self-analysis’ of their expectations and a reminder that the ultimate goal is to support and encourage the young athlete.

Bridging the Gap: Managing Multiple Generations in Recreation (Management – Part 1)
Kirsten Barnes, Director, Five Star Recreation

With Millennials and Gen Y entering the workplace, five generations now make up our team of supervisory and frontline personnel for the first time in history. This interactive, multi-media session will focus on understanding basic generational demographics as well as their differences and how to improve communication, create stronger advertising materials and reach members of every generation. Come prepared for learning, laughter and the occasional spontaneous sing-along!

Blown Off Course by Concussion (Youth Sports – Part 2)
Barb Winters, Outreach & Education Coordinator, Brain Injury Association of VT

Concussions happen anywhere, anytime, to anyone. Falls, playground accidents, running into the side of the pool and bike accidents are just a few examples of how someone can get a concussion. Most concussions will resolve within a month but during that time it is crucial to avoid another ‘hit’ to the brain as it is healing. In this session, we will discuss how to identify potential concussions. Navigating thru a concussion can be difficult. The role of the recreation department in the journey with brain injury will be discussed.

Mentoring to Chart Your Course through Transitions (Management – Part 2)
Maureen “Kiki” McShane, President & Managing Director, CFA/Far Vision
Cindi Wight, CPRE, Superintendent, Rutland Recreation & Parks

Planned transitions as well as unexpected changes require support, flexibility, a sense of humor and a strong course plan to move naturally through the challenges and opportunities inherent in change. All leaders face threats that can be overlooked when they are venturing into new waters such as assuming a new role or increased area of responsibility. Mentoring and/or being a mentee increase the ability to access support, good counsel and find/be role models. This can be an asset for leadership and problem solving. This session will focus on clarifying each individual’s purpose and vision, identifying a current professional issue, strengthening personal mastery and having the opportunity to participate in “speed mentoring”.

.1 CEU each session or .3 CEUs when you attend both parts of the same track
Maureen McKinnon is a Paralympic gold medalist, public speaker, floral entrepreneur, mother of two and inspiration to those with and without physical disabilities. As an advocate for the disabled, she delivers a powerful message of empowerment and awareness.

Since 2008, Maureen has been telling her motivational story of perseverance when both her teammate and her young son fought life-threatening medical battles, and she managed to finish that year with a Paralympic Gold Medal, despite all the odds. Over the past 12 years, Maureen’s audiences have included universities, hospitals, rehabilitation centers, corporations, fundraisers, disabled sporting organizations and yacht clubs.


**Empowerment through Sailing - a Gold Medalist's Story**

For many, yachting often conjures up a stereotypical vision of men dressed in ascots passing 'the Grey Poupon' from one wooden yacht to another. Few people realize that sailing is now for EVERYONE. Come listen to the once most unlikeliest of sailors...raised land-locked, middle-class, female and a paraplegic. One step on to a dock in 2001, led to an incredible life journey!! Maureen will provide a new look at an old sport and inspire you to take a risk and step into the unknown, the next time the opportunity presents itself.
At Landscape Structures, we believe that childhood play instills important values into kids, and helps create the leaders of tomorrow. In other words, play shapes us. That’s why we partnered with the University of Minnesota’s Institute of Child Development to research what we already know: the simple pleasure of play is an essential part of healthy development. Request a copy of our whitepaper at shapedbyplay.com.
Sailing into Socials & Professional Involvement

Cindi Wight, CPRE, Superintendent, Rutland Recreation & Parks

Maureen “Kiki” McShane, President & Managing Director, CFA/Far Vision

Get the cold shivers for network gatherings? Find yourself locked into a conversation? Want to get more involved with your profession but not sure how? This will be an interactive session to give you tools to expand your network, get more involved and walk into the next professional gathering with confidence.

Pooling Resources: The Park District Model

Nick Warner, Executive Director, Winooski Valley Park District

Rebecca Baruzzi, Chairwoman, Mad River Valley Recreation District

Collin O’Neil, General Manager, Wrightsville Beach Recreation District

Learn about the history, the objectives and the day-to-day operations of three different Vermont recreation districts, formed in 1972, 1985, and 1993. Establishing a park district allows communities to pool their resources, both financial and personnel, and inherently comes with unique opportunities and challenges. Don’t have enough resources to accomplish everything you’d like? Could you possibly join forces with a nearby community to achieve more? This will be a great opportunity to learn from others who have successfully chosen this route.

Building a Road Map to Inclusive Recreation

Justin Graham, Program Director, Special Olympics Vermont

Kelly Walsh & Olivia Joseph, Program Coordinators, Vermont Adaptive Ski & Sport

Maureen McKinnon, US Paralympic Sailor & Youth Sailing Instructor

Special Olympics Vermont (SOVT) and Vermont Adaptive Ski & Sport (VASS) join at the helm, providing a bird’s eye view to recreation programmers and administrators on how their departments can provide inclusive programming to their communities. Adaptive sports are no longer a plank walk, but a unifying experience for the entire crew. SOVT and VASS will share their successful recreation partnerships, allowing you to build your own inclusive road map to serve the individuals and families within your community. Keynote speaker, Maureen McKinnon, will join in to share her experiences as a youth sailing instructor for children with disabilities.

User Group – MyRec.com

Ray Foley, President, MyRec.com

This session is geared to current MyRec.com recreation software users who want to learn more about the newest MyRec.com features including mailing labels, dynamic forms, account document upload, additional payee, and scholarship funds just to name a few. Come with your questions and suggestions and let’s share how you simplify your recreation management!

Register directly with Tracey at MyRec at tracey@myrec.com. Registration for just this User Group is free, compliments of MyRec.com. If you plan to attend the conference and participate in this session, you must register for the conference.
Rehabilitating the iconic Burlington Greenway (aka Waterfront Bike Path) is not a simple repaving job. When Burlington Parks, Recreation & Waterfront got the mandate from the Bike Path Task Force, City Council, Burlington voters and a strongly supportive Mayor to completely rehabilitate the entire eight miles of waterfront path, the department set out to assemble a top-notch, interdisciplinary team of professionals to re-envision this much-beloved but crumbling piece of infrastructure. Meet the team that is making this project a reality, making bold design statements where important, navigating and creatively adapting to a complex and ever-changing regulatory environment, respecting the past while embracing and adapting to the future, and holding firm on design and engineering standards to ensure a uniformly and universally accessible finished project. Team members will discuss design development, working with urban soils and creatively adapting to avoiding the costs of offsite disposal, the art of the pause place, building and plant material selection, storm water management, making design improvements on the fly and working in a challenging physical and political environment.
The Agency Accreditation Process – Chat with a Former CAPRA Commissioner

Interested in learning more about the NRPA Agency Accreditation Program or are you in the process of becoming accredited? Jim Headley, Executive Director of the South Carolina Recreation & Park Association, was a 7-year member of the CAPRA Commission and is currently a CAPRA Visitor and Trainer. Bring your questions and concerns; this will be an informal discussion and a great opportunity to get some good tips specific to your community.

Free Time  We built in a little bit of unscheduled time to give you a chance to check into your room, go for a short walk or just sit out on the deck...hopefully the sun will be shining...sunset isn’t until 6:10pm.

Exclusive Exhibit Hall Time

Don’t miss this opportunity to chat with our conference sponsors and exhibitors. Meeting face-to-face with our exhibitors, new and familiar, is an important part of the conference experience. These commercial partners can show you new technologies and products that can dramatically improve your efficiency and enhance your work. We challenge you to meet with every exhibitor! *This year’s Exhibit Hall raffle prizes will be a $100 Amazon card and Silent Auction gift certificates...and you must be present to win...so plan to be in the Exhibit Hall for the duration; we aren’t telling you when the raffles will be pulled.*

In the Exhibit Hall at the 2017 Vermont Conference on Recreation, you will be able to visit with representatives from these companies and organizations... and more.

Atlantic Golf and Turf  Landscape Structures  SE Group
Burke Playgrounds  Local Motion  Stageline
Challenger Sports  MTE  TimberHomes Vermont
Clivus New England  MUSCO Sports Lighting  USTA New England
EcoPlay Playgrounds  MyRec.com  UVM Adventure Ropes Course
Explore Disc Golf  New England Recreation Group  Vermont Display
Franklin Paint  Northern Lights Rock & Ice  VT League of Cities & Towns
Gametime Park & Playground/  Northern Nurseries  Vermont Systems
Marturano  Northstar Fireworks  Weston & Sampson
Grassland Equipment & Irrigation  O’Brien & Sons  Wicked Cool for Kids
Pettinelli & Associates  Pioneer Athletics
RecDesk Software

*Conferences, Workshops & Seminars*
WEDNESDAY, OCTOBER 11

6:30pm - 7:30pm

Dinner with the Exhibitors
Be sure to invite an exhibitor or two to join you for dinner. This will be the time to start building your team for the Speed Trivia and don’t forget...your team must include at least two exhibitors.
Sponsored by UltiPlay and EcoPlay.

7:30pm - 9:00pm

Speed Trivia Challenge
Each team will need a smart phone – Premier Entertainment will be asking the questions and tallying the scores. It is going to be quick this year, get ready. Year after year, we have a great time playing the team challenge – you will definitely want to join a team!

9:00pm

Fireworks Over Lake Morey (Weather Permitting)
Come on out to the front terrace for a perfect viewing spot. Thank you Northstar Fireworks!

Silent Auction Bidding Begins
The annual conference “Vermont’s Finest” Silent Auction is quite the event! Year after year, it boasts 150+ great items with values up to several hundred dollars. There is always something for everyone. It is a great place to start your holiday shopping! Auction bidding begins after the Fireworks...get a jump start on the bidding!
Register to attend both days or select the single day option and attend either Wednesday or Thursday.

**THURSDAY, OCTOBER 12**

**6:45am - 7:30am**

**Sunrise Exercise**
Start the day off right with some light exercise. You have two choices.
- Tai Chi with April Cioffi & Cindi Wight, Program Director & Superintendent, Rutland Recreation & Parks
- Walk ‘n Talk along the shore of Lake Morey with Jill Niles, Director, Norwich Recreation. **Bring your headlamp** if you have one.

**7:00am**

**Registration Opens & Silent Auction Bidding Continues**

**7:00am - 8:30am**

**Breakfast**
Whether you stayed the night or are just arriving, come on down for a delicious and healthy breakfast buffet. There will be a variety of options available.

**8:30am - 9:40am | Education Sessions | .1 CEU each**

**Special Events – The Do’s, the Don’ts and the Maybe’s**

*Chris Nunes, CPRE, Director of Parks & Recreation, The Woodlands Township, Texas*

Special events have a positive and negative impact on our communities. With thoughtful planning and clearly defined special event policies and procedures, the positives can be maximized while the negative attributes can be minimized. The goal of this session is to share several winning strategies for managing successful third party and in-house events.

**How the National Accreditation Standards Can Help You & Your Agency**

*Jim Headley, CPRP, Executive Director, South Carolina Recreation & Parks Association*

The Council for Accreditation of Park and Recreation Agencies (CAPRA) provides public park and recreation programs an opportunity to do a self-evaluation of their policies and procedures, based on 150+ standards and a peer review. Whether you choose to go through the accreditation process or simply use the standards as guidelines for how to become a more efficient and effective organization, the CAPRA process is an excellent tool to help show why parks and recreation are vital services to our communities. In this session, you will learn why accreditation helps sustain public park and recreation services.
Entrepreneurial Mindset: Why You’ve Charted this Course!

Lori Hoffner, Professional Trainer, Supporting CommUnity, Inc.

How did you chart your course into the parks and recreation field? Was it a chosen profession or did the profession choose you? The question is; do your actions, your leadership and your agency reflect “who you are”? No matter what struggles you have in your industry, you have the power to make a difference…in your life and in the life of those that you serve. How you do that will be the challenge. The choices that you make, the activities that you engage in and your leadership style tells everyone around you what you believe about yourself and your role as a parks and recreation professional.

Discovering the Hidden Treasure in Your Trail System

Drew Pollak-Bruce, CPRP, Associate Planner, SE Group

As recreation professionals and advocates we all understand the immense value trails have in our communities, but communicating this value to our community leaders can be a challenging endeavor to navigate on our own. This session will explore the recent watershed-wide trails planning effort in the Mad River Valley and the economic impact analysis that was completed as part of the plan to demonstrate the true benefits of these important recreational resources. Learn how to change the conversation in your community from “trails are a redline budget item we cannot charge fees for” to “trails are important community facilities that attract both people and dollars to our town.” Begin charting the course for new and better maintained trails in your community today!

Creating & Ensuring a Relevant Parks & Recreation Agency

Chris Nunes, CPRE, Director of Parks & Recreation, The Woodlands Township, Texas

The challenges facing parks and recreation agencies today are multi-faceted and can range from social ills to business models. Do we attempt to solve them all or identify what problems our agency can effectively address? What is most important is to understand how to be relevant, thus making sports and recreation agencies a critical factor in the success of a community. This session will address how to evaluate where you are, how to identify and develop critical advocates, and implement a plan for relevance.

Navigating Grant Writing in Parks & Recreation

Bob Barcelona, Department Chair & Associate Professor, University of New Hampshire

Nate Trauntvein, Associate Professor, University of New Hampshire

In tight budget times, recreation organizations are turning to grant funding to help run programs and build facilities. Join us for this interactive workshop if you’ve ever wondered how to chart a course through the murky waters of the grant industry, how to navigate through a maze of funding opportunities, or how to write a successful proposal to get projects funded. Be sure to bring project ideas, as we will work through the grant writing process, from determining your funding needs to writing the actual grant proposal.
Leading “The Way” – Creating a Positive Culture in Your Department

Kirsten Barnes, Director, Five Star Recreation

Whether it’s the Disney Way, the Cardinal Way, the Army Way or even how they do it at the Ritz Carlton, organizations across the country can be great examples of how to establish, embed and engage a way of thinking and execution that can make your department and programs shine. Using some of the best-known organizations in the country, we will discuss how you can build a culture that focuses on the things you think are most important including safety, customer experience and guest retention.

Bike Smart: Bike Skills Games for Kids

Mary Catherine Graziano, Education & Volunteer Manager, Local Motion

Learn about this games-based bike skills curriculum designed for children in grades 3-5, but also used successfully with grades k-12. It is designed to help children become confident, competent and safe bicycle riders. Participation in this training allows attendees to request the Bike Smart trailer—a 20' long trailer filled with 30+ kids' bikes in a variety of sizes, helmets, and training materials, available for recreation programs to borrow for FREE. This session will be held outside, weather permitting.

Navigating Social Media: How to Boost Your Marketing and Customer Service

Rochelle Skinner, Parks Sales & Service Manager, VT State Parks
Diana Wood, Marketing & Outreach Manager, Burlington Parks, Recreation & Waterfront
Coralee Holm, Public Information Officer, City of South Burlington

In this session, we’ll discuss how to choose the right social media platforms for you in different situations. We’ll also cover using social media as a customer service tool, how to get internal and external support, an overview of metrics, using paid posts and more.
11:00am-Noon | Exclusive Exhibit Hall Time

Don’t miss this second opportunity to chat with our conference sponsors and exhibitors. Meeting face-to-face with the exhibitors, new and familiar, is an important part of the conference experience. These commercial partners can show you new technologies and products that can dramatically improve your efficiency and enhance your work. We challenge you to meet with every exhibitor! This year’s Exhibit Hall raffle prizes will be a $100 Amazon card and Silent Auction gift certificates...and you must be present to win...so plan to be in the Exhibit Hall for the duration; we aren’t telling you when the raffles will be pulled.

Noon-1:30pm | Awards Luncheon

**Governor Phil Scott (Invited)**  
**Master of Ceremonies, Rob Peterson, Conference Committee Vice-Chair**

Join us for a delicious buffet luncheon and presentation of the 2017 Theresa S. Brungardt Awards. Members of Mrs. Brungardt’s family will be on-hand to help with the award presentations.

1:45 – 2:45pm

**The Legacy Continues: Meet Theresa Brungardt’s Family and the 2017 Brungardt Award Winners**

**Facilitator, Muriel More, Recreation Historian and Conference Committee Member**

Want to learn more about this year’s award winners and their projects, and learn some fun stories about "Mrs. B" from her nieces, Lois Peterson and Nancy Walden? Join this after lunch informal conversation for a unique and stimulating experience.

1:45-2:55pm | Education Sessions | .1 CEU each

**Select, Don’t Hire**  
*Kirsten Barnes, Director, Five Star Recreation*

When you “hire” someone, you’re finding a person to fill an open seat on your team. By simply refocusing your efforts to “selecting” the RIGHT person for the job, team morale, retention, and overall performance. This session will focus on best practicing for recruiting and interviewing to find the best talent, training to create the right expectation, and reinforcing culture through selection.

**Charting Our Course: Transformational Leadership’s Power**  
*Lori Hoffner, Professional Trainer, Supporting CommUnity, Inc.*

Do you know the difference between transactional leadership and transformational leadership and why it makes a difference in EVERY industry? As the saying goes; “the only constant is change,” and if it’s important for you and your organization to chart your course into the future with positive growth and a thriving staff, you will want to understand how to support this change. This includes appreciating leaders with strength of vision and personality who can inspire followers to change expectations, perceptions, and motivations to work towards common goals.
Parks & Recreation Planning: Finding Your True North

Bob Barcelona, Department Chair & Associate Professor, University of New Hampshire
Nate Trauntvein, Associate Professor, University of New Hampshire

Every park and recreation director has asked these key planning questions. Where is our department now? Where do we want to be in the future? What are the needs of our stakeholders? What are the political, economic, cultural, and demographic forces that are impacting our ability to fulfill our mandate? What are other departments like mine doing well, and what can we learn from them? If you’ve asked any of these questions, come join us for a discussion on the planning process. Take away practical planning strategies, discuss key trends and best practices from park and recreation planning efforts in New England, and learn how to answer the questions above to find your department’s true north!

ParkRx: A Prescription for Nature

Jaya Davis, Park Rx Health Coach, Rutland Recreation & Parks
Heidi Lynch, Health Care Liaison, VT Farm and Food Center
Maria Mayer, Parks Regional Manager, VT State Parks
Craig Whipple, Director, Vermont State Parks
Cindi Wight, CPRE, Superintendent, Rutland Recreation & Parks

Park Prescription programs are designed to have health care providers prescribe nature and physical activity to patients who need to move more and spend more time outside. In Rutland, they have developed a 12-week ParkRx program and patients have access to a variety of resources to help them reach their goals, including newsletters, education on nearby parks and trails, and phone calls from a health coach. For the past several summers now, doctors’ offices around the state issue Park Prescriptions that entitle patients to free entry into any Vermont state park. Learn the key elements involved in creating and managing a ParkRx program.

3:00-3:30pm

Silent Auction

With 150+ great items and item values up to several hundred dollars, there is something for everyone and every budget in this auction. Don’t head home without checking to see how your bids are doing and to see which items are looking like they will be really good deals. The real action happens in these last thirty minutes, don’t miss out. Remember to bring your checkbook because we don’t take credit cards.
LEARN A LITTLE BIT ABOUT OUR SPEAKERS
BEFORE COMING TO THE CONFERENCE...

Barb Winters is the Outreach & Education Coordinator for the Brain Injury Association of VT, which is a statewide non-profit organization with a mission of creating a better future for individuals with brain injury and their families through prevention, education, advocacy and support. Barb has a BA in Adult Education, an AS in Occupational Therapy and is a nationally Certified Brain Injury Specialist Trainer. She has been working in the field of brain injury for 18 years.

Betsy Cieplicki is the Director of Parks and Recreation for the Town of Shelburne and has been in her current position for 14 years. She worked closely with the citizen driven group that started the Shelburne Village Dog Park in 2012 and has experience with a variety of different dog issues in parks. Shelburne manages parks with a variety of regulations related to dogs including no dogs at all, dogs allowed on leash, and dogs allowed off leash.

Bob Barcelona is an Associate Professor and Chair of the Department of Recreation Management and Policy at the University of New Hampshire. Bob has written extensively on recreation and sport as developmental contexts for youth; his research focuses on ways that recreation and sport organizations build healthy and sustainable programs and communities. In addition to his department duties at UNH, Bob is engaged in recreation planning and program evaluation with community recreation and youth organizations throughout the country as Co-Director of UNH’s Community Planning and Research Collaborative (CPARC).

Brian Giggey is a Landscape Architect professional and owner of Explore Disc Golf in Amherst MA. His firm has the endorsement of the game’s leading manufacturer --- Innova Disc Golf. Brian’s firm has installed courses for a wide variety of clients, from New York State Parks and Live Nation Entertainment to universities and Pineland Farms in Maine.

Chris Nunes is Director of Parks & Recreation for The Woodlands Township in Texas. He manages a $19.5 million budget, 140 parks, 30 swimming pools and aquatic facilities, 220 miles of pathways, and 200 miles of streetscape. He serves/has served on the Oglebay Revenue Management School, NRPA Council on Accreditation, CPRP/E Committee and is a Certified Parks & Recreation Executive. Chris is a member of the American Academy of Parks and Recreation Administrators and received the 2015 NRPA National Distinguished Professional Award. Early in his career, he was the Parks & Recreation Director in Fort Kent, Maine.

Cindi Wight is a passionate professional who has chosen to live the Park & Recreation career. Cindi started in a department of one, transitioned to a department of three and has settled into a department of 11 FT positions. She currently serves on the Board of Regents for the NRPA Supervisors’ Management School and has spoken at state, regional and national conferences. She received her Master’s in Park & Recreation Management at North Carolina State in 2013 and is a Certified Park & Recreation Executive. She is a member of the American Academy for Park and Recreation Administrators.

Collin O’Neil is the long-time Manager of the Wrightsville Beach Recreation Area, a multi-use facility managed by the Wrightsville Beach Recreation District comprised of the communities of Middlesex, Montpelier, East Montpelier, and Worcester. In addition to a beach, facilities include an extensive multi-use trail system, 18-hole disc golf course, recreation field, and picnic area. When it isn’t beach season, you can find Collin managing Norwich University’s Shaw Outdoor Center.

Coralee Holm is the Public Information Officer for the City of South Burlington. She brings experience from the non-profit and business sectors in the areas of marketing, development, finance, and operations. Focusing on content/inbound marketing and data-driven analytics, she uses social media to inform, engage, and motivate.

Craig Whipple is Director of the Vermont State Parks, where he has been on staff for 25+ years. He worked with health officials to create a Parks Prescription program, providing physicians the means to prescribe state parks visits to their patients at no charge. Craig is a founder and regent of the State Parks Leadership School and among many other things, he serves on the boards of the VT Campground Association, VT Travel & Recreation Council, and the VT Mountain Bike Association.

Cullen Barber was born and raised in central Vermont. He graduated from Champlain College and joined the Vermont Systems, Inc team in 1993 where he has worked ever since as a Customer Support representative installing/supporting the RecTrac and WebTrac software for municipal and military customers worldwide. As VSI has extended services into software hosting, he now oversees the hosting department. Cullen grew up with ties to parks and recreation as his father worked his entire career with the VT State Parks Department including several years as Director of Parks and Recreation.
Deb Fowler is the Town of Waterbury’s first full-time year-round Recreation Director. She is proud of being able to pull together everything needed to run a very successful Day Camp and outdoor pool last summer while starting the whole process from scratch at the end of March. Not only did they have a full camp of 80 plus kids, the pool saw a 30% increase in all aspects of income. Deb knows a few things about how to tap local resources to enhance recreation opportunities in a small community.

Diana Wood is Burlington Parks, Recreation & Waterfront’s first marketing person and has helped the department to strategically improve communications through their new website, print design, signage, social media, email and more. She brought to the team many years of design and branding experience, and is fueled by her passion for customer-focused marketing and collaboration between engaged partnerships.

Drew Pollack-Bruce is an Associate Planner with SE Group who manages trails and recreation projects throughout the US. He has worked as a professional planner, advocate and journalist, often focusing on the confluence of recreation, transportation and economics. In addition to publishing frequent nationally distributed articles on parks and recreation, Drew has led trails workshops throughout the US and spoken at numerous state and national conferences, including the Walk-Bike New York Conference, the Creating Healthy Places Conference, and the National Ski Areas Association’s Mountain Bike Summit.

Eamonn Hutton is a Senior Associate Landscape Architect at Sasaki. Since joining Sasaki in 2010, Eamonn has contributed design, planning, and research to a variety of urban projects, including built landscapes and strategic parks master planning. His current work at Sasaki includes the redesign of Moore Square in Raleigh, North Carolina; the South Waterfront Greenway Master Plan for the City of Portland, Oregon; and a landscape master plan for the Chinati Foundation of Marfa, Texas.

Evan Detrick is the Director of Transportation Engineering in VHB’s Vermont office. He has over 30 years of experience designing and managing pathway, sidewalk, roadway and intersection projects, as well as a variety of modern bridges, and several historic covered bridge rehabilitations.

Giles Willey is a Native Vermonter and President of Vermont Systems, an Essex Junction software company that he and his father started in 1985. Today their operation has 85 employees who focus exclusively on parks and recreation management applications. Their software is used by over 1000 municipalities around the country and at all Army, Navy, Air Force and Marine bases in the world. His job has taken him to 46 different states and to many countries around the world.

Heidi Lynch worked with Rutland Recreation and Parks on the pilot ParkRx program before it was funded by the Bowse Health Trust of the Rutland Regional Medical Center. She set the foundation for the ParkRx program through her work leading a healthy eating initiative called Health Care Share. She supports healthy lifestyles for Rutland County residents.

Jaya Davis became a Health Coach for the ParkRx program at the Rutland Recreation and Parks Department in January 2017. She is a registered dietitian and has a master’s degree in public health nutrition. Jaya has worked with many communities to find ways to lead healthier lifestyles through healthy eating and physical activity.

Jim Headley is Executive Director of the South Carolina Recreation & Parks Association, and has been since 1987. Jim served on the CAPRA Committee for 7 years and continues to serve as a CAPRA visitor. He is an active member of the Council of State Executive Directors and served as Chair from 2005-06. Jim helped create SCRPA’s Leadership Enhancement & Develop (LEAD) Program for emerging leaders, a 9-month program to develop future leaders for local public park and recreation departments in South Carolina and has been appointed by numerous SC Governors to various Commissions and Councils.

Josh Ryan is Principal of Timber & Stone, LLC, a trail design and construction business based in East Montpelier, VT. Timber & Stone, LLC offers trail design consultation, construction expertise, and educational workshops to land managers who seek a sustainable approach to trail construction. Trails constructed by Timber & Stone, LLC can be visited throughout the Northeast.

Justin Graham is the Program Director at Special Olympics Vermont. A Northern Michigan native, Justin moved to Vermont in 2013 and has been with Special Olympics for a little over three years. Before working at Special Olympics, Justin spent two years in similar non-profit program and event management roles.

Kelly Walsh was a special educator for three years in Texas prior to joining Vermont Adaptive in 2015. She holds a degree in sports management from Rutgers University and has volunteered with Guiding Eyes for the Blind, raising five guide dogs for this program. In her free time Walsh enjoys going for a run, paddling on a lake, training her guide dogs, and skiing. Walsh is responsible for winter programming at Bolton Valley Resort and summer programming at the Burlington Waterfront and Chittenden areas.

Kevin Talcott is the Sports Director at the Carter Community Building Association (CCBA) in Lebanon, NH, a private non-profit community recreation & fitness center. Kevin has spent his entire career in the recreation and athletic field since graduating from Lyndon State College in 1984. He introduced pickleball at the facility 5 years ago and it is now one of the most popular sport offerings to date. They currently run 5 sessions per week and recently started offering advanced play in addition to the popular beginner/intermediate days.
Kirsten Barnes’ career in recreation has involved programs serving youth sports leagues, summer camps, senior programming, ice arenas, golf courses, and special events. She oversaw lifeguard management at 24 aquatic facilities before her entrepreneurial spirit led her into private recreation where she supervised 220+ employees and oversaw a $10 million budget. She currently works with recreation agencies providing customized professional development trainings. Kirsten is a member of the National Recreation and Park Association Annual Conference Program Committee.

Kirsten Domas Santor is the Program Director at Essex Junction Recreation & Parks. She has a Bachelor’s Degree from Paul Smith’s College. After graduation, she became the Recreation and Intramural Coordinator at the college, a position she held for 6 years. She is currently pursuing a master’s degree in Recreation Therapy from Indiana University. Kirsten is a certified lifeguard and lifeguard instructor through the American Red Cross and teaches lifeguarding, CPR, and first aid courses. She also maintains her Registered Maine Sea Kayak Guide License.

Kurt Muller is Sr. Project Engineer / Manager at the Johnson Company, Inc. Kurt is a licensed Professional Engineer in Vermont with 13 years of consulting experience in the private sector. His expertise includes project management, environmental site assessment, remediation design, clean-up oversight, and completion reporting. Kurt acts as the lead project manager on behalf of local, regional, state and federal stakeholders designing and managing soil remediation efforts concurrently with redevelopment projects.

Lori A. Hoffner has been offering training for positive youth development, community networking and organizational relationship building since 1997 and has spoken nationally regarding youth program development, employment and staff engagement as well as multiple community issues. For 11 years, Lori was the Executive Director of PACCT, a small non-profit in Jefferson County, Colorado dedicated to the success of youth and community. Lori specializes in positive staff and organizational relationships based on generational studies and research.

Maria Meyer has been working for 16 years with the Vermont State Parks as Regional Manager for the 12 parks in the Southwest Region. Prior to this, she was a Park Ranger in Colorado and did a lot of education and outreach.

Mary Catherine Graziano has a degree in Environment from McGill University and over a decade and a half of experience developing and teaching effective hands-on curriculum and programming for children and adults. She developed, launched and maintained the first summer camp program at an outdoor center in New York, which is now in its 10th year, and still growing. She is currently in her 5th year as Educational Programs Manager at Local Motion, providing bike skills education opportunities for children and adults throughout Vermont.

Maureen “Kiki” McShane is the President & Managing Director of CFA/FarVision and as part of their team brings 30 years of business experience to: effectively work with entrepreneurs who make things happen, enhance partner relationships, plan with family owned companies for transition and growth opportunities, and craft well aligned mission tasks to produce a robust bottom line, every time. Kiki began her career as a Marriage, Family and Child Therapist and transitioned into working with family owned businesses. She has a BA from Boston College and a MA from Texas A&M University.

Megan Meinen has been an experiential educator for 10 years. After receiving a degree in Outdoor Education from the University of Edinburgh, Scotland, she volunteered at an adventure camp in Honduras, directed a place-based summer camp in Massachusetts, led a preschool nature program and facilitated challenge courses with Project Adventure. As director of the UVM Adventure Ropes Course, Megan loves working with staff to develop programs that connect people to one another, challenge individuals to stretch their comfort zones and discover new things about themselves.

Melissa Cate has worked for Burlington Parks, Recreation & Waterfront for 22 years in a variety of roles including accounting, administrative, programming and facility management. She is currently the Recreation Facilities Manager overseeing Leddy Arena and the Miller Community Recreation Center. Aside from her own experience as an administrative assistant, she also manages the front-line customer service staff and is keenly aware of the challenges in dealing with the public!

Nate Trauntvein is an Assistant Professor of Recreation Management and Policy, at the University of New Hampshire. His research is focused on understanding alternative funding and resource management of public park and recreation, and non-profit organizations. Dr. Trauntvein has worked on several Pennsylvania State Parks studies and managed data collection for the Pennsylvania State Comprehensive Outdoor Recreation Plan. More recently he has been conducting community recreational needs assessments across New England as Co-Director of UNH’s Community Planning and Research Collaborative (CPARC).

Nathan Dagesse is Vice President, Director of Construction services at EIV Technical Services. Mr. Dagesse has extensive experience in the heavy civil, transportation and commercial construction markets and typically provides the role of construction manager, project manager, or Chief Engineer on these projects. One of his specialties includes constructability management during the design phase of a project.
Nick Warner has been Executive Director of the Winooski Valley Park District since 2014. Prior to this, he was a Special Projects Manager for the Community and Economic Development Office in Burlington for 17 years, focused on contaminated sites and waterfront development, as well as a wide range of other development initiatives. He has also worked in a variety of public sector postings, and as a Project Manager and Business Development Director in the environmental consulting sector.

Nina Safavi is the Parks Comprehensive Planner and Interim Director at Burlington Parks, Recreation & Waterfront. Nina manages Burlington’s Parks Planning Division with a specific focus on the public realm that includes capital planning, quality improvements of the built and natural environment, ecological and accessible design, and community outreach and marketing. She has experience in the public, non-profit and private sectors and her background includes parks planning and design, urban forestry and GIS data innovation.

Olivia Joseph is the winter program coordinator at Sugarbush Resort. She earned her degree from SUNY Cortland in Therapeutic Recreation with a minor in Environmental and Outdoor Education. Throughout college she volunteered at a day-habilitation center for adults with cognitive disabilities, and headed the SUNY Cortland Recreation Association as President. She taught outdoor living skills, environmental appreciation, and led back-country canoe trips in the Adirondacks. She recently interned at the Adaptive Sports Center in Crested Butte, Colo. and holds a certificate in Therapeutic Recreation.

Ray Foley, the owner and CEO of MyRec.com, started the software company over 15 years ago when he recognized a need for a simplified solution for recreation management software that is web based and fully hosted. Ray graduated from Northeastern University with a bachelor’s degree in parks and recreation administration.

Rebecca Baruzzi is the Chairwoman of the Mad River Valley Recreation District. The MRV Recreation District is run by a volunteer board with no paid staff. This year, the board has worked toward purchasing their first piece of property as well as creating their first strategic plan. She is currently employed by the State of Vermont as legislative staff serving the House of Representatives on the House Committee on Institutions and Corrections. Previously she was the Executive Director of the Mad River Valley Chamber of Commerce.

Rochelle Skinner oversees centralized customer service, marketing, social media and web operations for Vermont State Parks. Having served the outdoor industry for over twenty years, she’s worked for non-profit, private and public outdoor recreation organizations as trip leader and guide, program director, general manager, customer service supervisor and as Vermont State Parks’ Sales & Service Manager.
SAVE $20 WHEN YOU REGISTER BY SEPTEMBER 8TH

REGISTRATION INFORMATION
For the first time, we are offering ONLINE REGISTRATION for the Vermont Conference on Recreation.

REGISTRATION FEES (Registration Fees include all meals for the day/days you are registered)

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<td><strong>Conference Registration - Professionals:</strong></td>
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<td>Member (VRPA, VTGC, NE State Rec Assoc, &amp; NRPA members)</td>
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<td><strong>Conference Registration - Community Volunteers/Retirees/Friends:</strong></td>
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<td><strong>Conference Registration – Students (fees waived for student volunteers):</strong></td>
<td>$65*</td>
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*Price includes a one-year Student VRPA Membership

(Add $20 to all registration fees when you register after Friday, September 8th)

ONLINE REGISTRATION TIPS:

1) Go to www.vrpa.org, click on the conference link under “Upcoming Events” on the homepage.
2) Scroll down the page and click on the “Register” button.
3) Enter your email, click Next.
4) Choose your registration type, click Next.
5) Complete all required fields* and choose your education sessions. (This helps us with room assignments.)
6) Choose meal options if extra meals are needed. Meals are included in your registration fee for the days you register; use this for extra meals only, if needed, click Next.
7) VRPA AGENCY MEMBERS: Follow the instructions above, prior to step (8) you will see an “Add Guest” button on the left. Click and fill out all the required info, sessions and meals (only if extras are needed). Click “Done” button on right. You can add as many attendees as you need within the registration type of the main person registered. If you need a different type you will have to register those people separately. Continue with steps 8 & 9.
8) Review your registration and click Confirm.
9) You will receive an email confirmation with an invoice attached. Please submit invoice for payment. Mail invoice and payment to: VRPA, 721 Main Street, Colchester, VT, 05446.

IF YOU NEED HELP WITH YOUR ONLINE REGISTRATION, please contact Todd Goodwin at tgoodwin@willistonvt.org or 802-876-1160.
General Conference Info:

- **DISCOUNTED REGISTRATION RATES** are offered to all members of VRPA and members of the other New England recreation associations, the Vermont Trails & Greenways Council, and NRPA.

- **Meals are included with your conference registration.** Wednesday registration includes lunch and dinner. Thursday registration includes breakfast and the awards luncheon. Two-day registrations include all four meals. A la carte meals may be purchased if you are going to be present for a meal but not registered for that day. For example, if you are registering for Thursday but want to come on Wednesday evening, you may buy a ticket for Wednesday dinner.

- **ONLINE REGISTRATION:** Online registration is available for the first time and we’d appreciate it if you’d use it! See online registration tips below.

- **PAPER REGISTRATION:** If you need a paper registration form, you will find one on the VRPA website at [www.vrpa.org](http://www.vrpa.org).

- **SESSION SELECTION:** At the bottom of the registration form, please indicate which sessions you plan to attend. This does not commit you to attending that session but it helps us to plan.

- **SPECIAL ACCOMODATIONS:** If you need any special accommodations, please let us know when you register.

- **REFUND POLICY:** Cancellations must be received in writing by 5:00 pm on Friday, September 29, 2017. All cancellations are subject to a $25 cancellation fee. No refunds will be given after September 29th but name substitutions will be allowed; please submit substitutions in writing.

- **LIABILITY:** The Vermont Recreation and Parks Association and the conference committee are not responsible for any injury, loss or damage that may occur to any attendee, nor to any attendee’s property or personal belongings from any cause whatsoever, prior, during or subsequent to the period of the conference. The attendee expressly releases VRPA, its officers, and the conference committee from any and all claims for such loss, damage, or injury when submitting a registration for the 2017 Vermont Conference on Recreation.
ARE THE REGISTRATION FEES STOPPING YOU FROM ATTENDING THIS CONFERENCE?

APPLY FOR A VRPA CONFERENCE SCHOLARSHIP!

If you would like to attend the 2017 Vermont Conference on Recreation but just can’t swing the entire cost of registration, consider applying for a scholarship for up to 50% of either the one-day or two-day registration fee. A scholarship application form is available on the VRPA website at www.vrpa.org under the “Education” and “Conference” tabs.

Scholarship requests received from current VRPA members and first-time conference attendees by Friday, September 1st will be given priority. Scholarship awards will be announced prior to the early registration deadline of September 8th. These scholarships are being funded with proceeds from the Silent Auction at last year’s Vermont Conference on Recreation.

MAKING YOUR ROOM RESERVATIONS WITH THE LAKE MOREY RESORT...

When: by September 13, 2017. Reservations received after this date will be accepted on a space available basis. A deposit of $50 per room is required to confirm all room reservations.

Call: 1-800-423-1211. Web reservations are not available for groups at Lake Morey but you can make a reservation online by emailing your reservation request to shanna@lakemoreyresort.com. Be sure to indicate that you are with the Vermont Conference on Recreation.

Room Rate: $104 (single or double) plus 9% VT Rooms & Meals tax.

Directions to Lake Morey Resort:

See maps here or google: 1 Clubhouse Road, Fairlee, VT 05045.

From Hartford and points South: Take I-91 North to Exit 15 in Vermont. Turn left off exit ramp. Take first right (granite Lake Morey Resort sign on corner). Follow the golf course (on left) and take your first left onto Clubhouse Rd. Resort is on the right.

From Burlington: Take I-89 South to Exit 7 (Berlin/Barre). Take Route 302 East through Barre to Orange. Take Route 25 South to Bradford. Take I-91 South to Exit 15 - Turn right off exit ramp. Take next right (granite Lake Morey Resort sign on corner). Follow the golf course (on left) and take your first left onto Clubhouse Rd. Resort is on the right.