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VRPA.ORG

75th Annual Vermont Conference on Recreation
HONORING THE PAST & INSPIRING THE FUTURE
October 10 & 11 | Lake Morey Resort | Fairlee, VT

2018
Welcome to the 75th Annual Conference

The Vermont Recreation & Parks Association is honored to host the 75th Annual Vermont Conference on Recreation. The Conference Committee has developed a program that reflects our recreation heritage and inspires us to shape a future Vermont where quality recreation continues to be a key component to quality of life.

This is our biggest event and the year’s best opportunity for YOU to join other recreation professionals, volunteers, and commercial partners from throughout Vermont, New England, and beyond.

This year’s education program includes 29 sessions and 40 different speakers to provide content, interaction, and useful takeaways. There are multiple sessions for every interest group, and there are bound to be time blocks when you wish you could attend more than one of the session offerings. Plan now to bring all your staff and then you can go back and share what you learned with each other.

In celebration of our 75th Annual Conference, first organized by Theresa Brungardt, we have planned some special legacy events. Members of Mrs. Brungardt’s family will be with us again and all the past Brungardt Award winners will be invited to attend this year’s Awards Luncheon and a special post-luncheon session The Past is Prologue: The Legacy and Vision of Theresa S. Brungardt. Also, following the example of recent NRPA Park Build projects built in coordination with the annual national conference, planning is underway for a special project at the Fairlee Town Beach that will improve access to the local beach and park facilities…stay tuned to learn more about how you can help with this. The ribbon cutting will be on Wednesday afternoon, just before the Exhibit Hall opening so that everyone can attend.

Time spent in the Conference Exhibit Hall is sure to save you and your organization time and money, and it may win you some prizes. Chat with 40+ exhibitors and learn all about their latest products and services. Exclusive Exhibit Hall time, while no other conference activities are planned, is scheduled on both days of the conference so that you can attend whether you register for one or both days.

In addition to all the learning, we always have a great time. Let’s make this year’s conference the biggest in years. We hope you will join us…as always, satisfaction is guaranteed!

Become part of Vermont’s parks and recreation history and plan now to attend the 75th Annual Vermont Conference on Recreation.
Thank You to Our Conference Sponsors

Diamond Jubilee

Silver Jubilee

Gold Jubilee
Overview

Wednesday, October 10

8:30AM  Registration Opens

9AM-12:10PM  Education Sessions

9AM-12PM  ■ Tips, Tricks, & Timesavers Using Microsoft Excel
■ Marketing Strategy: From Practical to Practically Insane
■ MyRec.com Recreation Software User Group

9-10:30AM  ■ Generational Diversity: What to Expect from the Gen Zs & How to Help Them be More Effective
■ Vermont Parks that Honor History & Inspire the Future

10:40AM-12:10PM  ■ Would You Like to Run an Inspiring Meeting?
■ New Paradigm in Recreation Planning: Vermont Town Forest Toolkit

12-12:45PM  Lunch

12:45-1:45PM  Keynote - Adrian Benepe, Sr. VP, The Trust for Public Land

2:430PM  Registration: New Paradigm in Recreation Planning: Vermont Town Forest Toolkit

2-4:30PM  ■ Innovative Recreation Programming
■ RecTrac User Group
■ Foot Golf – Play 9 or 18 Holes

2-3:10PM  ■ A Matter of Time
■ Components of a Landscape Weed Management Program
■ Facilitated Roundtables (5 Topics – Choose 2)

3:20-4:30PM  ■ The Barnes Camp Accessible Boardwalk: Concept to Completion
■ Integrated Pest Management for Recreational Turf

5PM  Ribbon Cutting: 75th Anniversary Park Build Project at Fairlee Town Beach

5:30-7PM  Exhibit Hall: Exclusive Time & Hosted Cocktail Hour

7-8PM  Dinner with the Exhibitors

8-10PM  Backyard Games & Bluegrass with the Exhibitors
Music provided by the Frozen Finger Boys

9PM  75th Anniversary Fireworks over Lake Morey

Thursday, October 11

6:45-7:45AM  Sunrise Walk Along Lake Morey: Out & Back in Time for the First Session

6:45-8:45AM  Sunrise Walk Along Lake Morey: Walk the Entire 5.6 Miles Around the Lake

7-9AM  Breakfast Buffet

7:30AM  Registration Opens

8:30-11AM  Education Sessions

8:30-9:40AM  ■ Marketing on a Shoestring Budget
■ Leadership Inspires Greatness in Today’s Parks & Recreation Industry
■ Face the River: Changing How We Relate to Rivers
■ Multi-Use Trails – Striving to Make Everyone Equally Pleased

9:50-11AM  ■ Capacity Issues - Keeping Your Parks & Trails from Becoming Loved to Death
■ Designing a Customer Service System
■ VOREC: Building Economic Vitality through Outdoor Recreation
■ Thriving as an Introvert in an Extroverted Industry

11AM-12PM  Exhibit Hall: Exclusive Time

12-1:30PM  Awards Luncheon, Governor Phil Scott (Invited)

1:45-2:55PM  Education Sessions

1:45-2:55PM  ■ The Past is Prologue: The Legacy & Vision of Theresa S. Brungardt
■ Creative Placemaking: DIY Techniques to Strengthen Public Spaces and Inspire Change
■ The Power of Positivity
■ Wild Heart of Place: Inspiring Community Engagement
■ Let’s Connect – An Active Play Session

2-4:30PM  ■ Innovative Recreation Programming
■ RecTrac User Group
■ Foot Golf – Play 9 or 18 Holes

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This is an outstanding Conference with a wonderful mix of offerings and incredibly applicable new Parks & Recreation information. As soon as the dates are set I put it on my calendar as a priority every year.

Whether you are new to the profession or you have spent decades in the field, you will walk away energized and ready to continue to make a difference!

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.

The VRPA Conference on Recreation is an amazing opportunity to build relationships, reconnect with colleagues from around the state, and gain new ideas to bring back to our everyday tasks and projects. You truly are part of an amazing family when you attend this conference!

Everybody, no matter the size of the organization, can take away something from this conference!
9AM–12PM  .3 CEUs Each

**Tips, Tricks & Timesavers Using Microsoft Excel**  
Claire Wheeler | Consultant | Re:work, LLC

Learn the basic format and functions of Microsoft Excel to help you organize, plan, and analyze data. This workshop is an easy quick-paced class that will touch on most of the popular Excel features and how to access them efficiently. You may even discover that spreadsheets can be FUN as well as helpful! This session is designed for people who already know Excel but have not learned about key functionality, such as formulas formatting and data analysis. Not for novice or advanced Excel users. Participants should plan to bring a laptop loaded with Excel software.

**Marketing Strategy: From Practical to Practically Insane**  
Ryan Hegreness | Operations Manager  
City of Westminster, CO Parks, Recreation & Libraries

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 to inspire your future programming and marketing.

**MyRec.com Recreation Software User Group**  
Carla Bearup | Onboarding Consultant | MyRec.com Recreation Software  
Tracey Cooper | Marketing Strategist | MyRec.com Recreation Software

This session will cover the basic modules of the MyRec.com software and will concentrate on the newest features including custom forms, activity simplification, POS, advanced activities, and scholarship funds just to name a few. There will be a question and answer period for all those involved. Let’s share how you simplify your recreation management! Register directly with Tracey at MyRec at tracey@myrec.com.

9–10:30AM  .1 CEU/Session or .3 CEU Both Tracks

**Generational Diversity – What to Expect from the Gen Zs & How to Help Them be More Effective**  
(Admin PT 1)  
Deb Allen | Sole Proprietor

Boomers, Xers, Millennials, and Z’s are in the workplace together - and no one should assume that the Z Generation, also known as the Tech Generation, is simply another set of younger Millennials. This program will outline the traits of the Zs and how to work with and motivate them so that they are successful. It’s a fun and quick paced program.

**Vermont Parks that Honor History & Inspire the Future**  
(Planning PT 1)  
Adam Portz | Senior Associate | Landscape Architect | SE Group  
Patrick Olstad | Associate | Landscape Architect | SE Group

Honoring the legacy of a site’s storied past isn’t always as straightforward as relating the history through interpretive signage and programs. This session explores a series of case studies to highlight ways in which the history of a site informs the design of facilities while meeting the demands of today’s park users and responding to the complexities of building accessible environments in sensitive areas. We will highlight the community and creative process to park and recreation design and share lessons learned from three Vermont projects: Underwood Park in South Burlington, Muckross State Park, and Bomoseen State Park.

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### Wednesday Schedule

**AT A GLANCE**

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Register to attend both days or select the single day option and attend either Wednesday or Thursday.

**Wednesday, October 10**
10:40AM—12:10PM | .1 CEU/Session or .3 CEU Both Tracks

Would You Like to Run an Inspiring Meeting? (Admin PT 2)
Deb Allen | Sole Proprietor
Meetings are often met with resistance and frustration. Often, they are seen as a waste of time and people don’t see viable outcomes. Conversely, people who take the time to plan and run a successful meeting are often respected and promoted. Come find out what’s in the way and make a plan to move it forward. In this session we will identify and discuss best meeting practices, followed by a conversation about why people don’t follow those basic steps.

New Paradigm in Recreation Planning: Vermont Town Forest Toolkit (Planning PT 2)
Drew Pollak-Bruce | Associate Planner | SE Group
Kate Forrer | Community Forestry Outreach Specialist
VT Urban & Community Forestry Program
Vermont has a long and proud tradition of town-owned forests. The values of these town forests are diverse—including watershed protection, wildlife habitat, forest products, outdoor classrooms, and neighborhood gathering places—but resources for recreation planning have always been limited. In response, the Vermont Urban & Community Forestry Program has worked with SE Group to develop an innovative model of public involvement for town forest planning. Piloted in ten communities, the model integrates strategic thinking and holistic solutions for recreation, stewardship, and forest management. This presentation will highlight the collaborative approach to forest planning and will share the planning toolkit, which includes best practices and tools for replicating this planning framework in communities throughout Vermont.

12—12:45PM
Lunch
Lunch will be a delicious salad and sandwich deli buffet; vegetarian options will be available. Want to meet some new people or brainstorm about a particular topic? Some of the tables will be identified as topic tables, we hope you will join one. If you have a topic you’d like included, please contact the VRPA office or mention it when you check-in at registration.

12:45-1:45PM
Keynote
Adrian Benepe, Senior Vice President & Director of City Park Development, The Trust for Public Land
In addition to making communities more sustainable, beautiful, livable, and fun, high-quality parks can be a first-tier solution to many of the environmental, social, economic, and public health challenges that communities face. Despite this, nearly 1 in 3 Americans does not have a high-quality park within a 10-minute walk of home.

Adrian Benepe will discuss how The Trust for Public Land is working to ensure that everyone in cities and towns across the country lives within a 10-minute walk of a high-quality park. He will also draw on his experiences as Commissioner of the New York City Parks Department to share some examples of the public/private partnerships that make park projects happen and highlight examples of innovative park projects from around the world.

Adrian Benepe has dedicated his career to parks, public space, historic preservation, landscape and urban design. He served in the New York City Parks and Recreation Department for twenty-seven years, including eleven as Commissioner, and is now Senior Vice President and Director of City Park Development for The Trust for Public Land, a national organization that helps create parks, playgrounds, gardens, and greenways in cities across the country.

Adrian is one of the nation’s experts on the nexus of the public, private, and non-profit sectors in public space development and management. In addition to a bachelor’s degree in English Literature from Middlebury College, Benepe holds a Master’s degree in Journalism from Columbia University, where he was awarded a Pulitzer Fellowship.
Friends Fly Free

The Friendship™ Swing lets kids and adults share in the camaraderie. This multi-user swing is one-size-fits-all, from two kids to a multi-generational family. Designed for easy access, the Friendship Swing encourages social engagement, whether it’s fun with your besties or with the whole family. Everyone loves to swing—now they can enjoy it together!

Learn how you can bring the Friendship Swing to your community at playlsi.com/friendship-swing

Contact your local playground consultant:

OBRIEN & SONS
ELEMENTS FOR A GREAT OUTDOORS
www.obrienandsons.com
Wednesday, October 10

2–4:30pm | Education Sessions | .2 CEU Each

### Innovative Recreation Programming
Barbara Heller | President | Heller and Heller Consulting, LLC

This session will explore the entire development and management of recreation programs and services, which is one of the most core competencies a park and recreation agency can have. The focus of the session will include developing a system-wide framework for programming, including the importance of aligning offerings with community need, adapting programs to sync with industry trends, marketing and pricing of services, measuring success, and the importance of embracing innovation as part of organizational culture.

### RecTrac User Group
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.

### Foot Golf - Play 9 or 18 Holes
Justin Bonnett | Assistant PGA Professional | Lake Morey Resort

Lake Morey Resort offers a 9-hole Foot Golf Course (18-hole if you go around twice). Foot golf is a game that uses an existing golf course. Players tee-off from the tee box and kick a regulation soccer ball down the fairway into a specially cut “cup” that will accommodate the size of the ball. You keep track of each kick, just like each stroke in golf recording your score on a score card. Players just need to wear regular sneakers (no cleats). Soccer balls provided. Complimentary greens fee during this session. Meet at the Lake Morey Pro Shop.

2–3:10pm | Education Sessions | .1 CEU Each

### A Matter of Time
Claire Wheeler | Consultant | re:work, LLC

In this workshop we will cover the fundamentals of time management, including unpacking the meaning of time, identifying your time triggers and habits, and learning some of the best tricks, tools, and life hacks to increase your productivity, minimize your stress, and make an impact... all in a day's work.

### Components of a Landscape Weed Management Program
Randy Prostak | UMass Extension Weed Specialist
University of Massachusetts

This presentation will discuss the components and development of effective weed management programs for ornamental landscape beds. Topics will include mulches, herbicide product timings and application, underutilized products and the management of some key New England invasive plants.

### Facilitated Roundtables | Choose 2
Looking for an interactive session at the end of the day? Each of these roundtable discussions will be facilitated, will last for 30 minutes, and will be repeated twice. Choose the two that interest you most.

- Customer Service – Brett Leonard, South Burlington Recreation and Melissa Cate, Burlington Parks, Recreation & Waterfront
- Homelessness in Parks – Deryk Roach, Burlington Parks, Recreation & Waterfront
- Protecting Trail Networks through Partnerships – Kate Wanner, Trust for Public Land
- Risk Management & Liability – Frank Spaulding, Vermont State Parks
- Small Town Recreation – Jen McCuin, Hinesburg Recreation
3:20–4:30 PM | Education Sessions | .1 CEU Each

The Barnes Camp Boardwalk: Concept to Completion
Josh Ryan | Principal | Timber & Stone, LLC
This session will explore the design and construction of the Barnes Camp Accessible Boardwalk located in Smugglers Notch State Park. This boardwalk provides a key wetland crossing for the Long Trail and allows all users to explore the trail, no matter their physical ability. The innovative construction tactics, sustainable materials, and accessibility guidelines will be discussed.

Integrated Pest Management for Recreational Turf
Sid Bosworth | Extension Professor of Agronomy
University of Vermont Extension
In this session, we will review the major insect and disease pests that occur in recreational turf in Vermont. There will be time for participants to share their worst-case turf pest stories and we will discuss ways to manage for these pests including cultural, biological and chemical means while minimizing the unintended risks of pesticides.

5PM

Ribbon Cutting
75th Anniversary Park Build Project at Fairlee Town Beach
In honor of our 75th anniversary conference and the last 10 conferences being held at Lake Morey Resort, the conference committee is teaming up with some of our commercial partners to provide a facelift and improved accessibility at the Fairlee Town Beach located adjacent to the Resort. We hope you will all join us for the ribbon cutting. Stop by the conference registration table for walking directions. Project oversight generously provided by Timber & Stone, LLC.

5:30–7PM

Exclusive Exhibit Hall Time
Don’t miss this 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 $50 and $100 VISA cards and Silent Auction gift certificates…you must be present to win. You’ll be getting a raffle ticket from each of the exhibitors you visit and won’t know which exhibitor basket the winning tickets will be drawn from…so plan to visit them all!

Throughout the Exclusive Exhibit Hall time, there will be a complimentary cocktail reception sponsored by Northstar Fireworks.

7–8PM

Dinner with the Exhibitors
Be sure to invite an exhibitor or two to join you for dinner. It’s going to be an Italian buffet with garden salad, minestrone soup, and vegetarian and meat lasagna.
Register to attend both days or select the single day option and attend either Wednesday or Thursday.

Wednesday, October 10

8–10PM

Backyard Games & Bluegrass with the Exhibitors
We’ve switched things up this year to provide more time for informal conversation. Grab an exhibitor or two and play a friendly game – a variety of backyard games will be available.

In keeping with the long-time tradition of hosting an evening square dance at the Vermont state recreation conference, the Frozen Finger Boys will be providing live bluegrass music in the Steamboat Lounge; you can decide if you want to add the dancing. Don’t miss this opportunity to see Vermont State Parks Director, Craig Whipple, and his friend Bill Moulton playing some of their favorite tunes for us. Plan to come early and stay late, they’ll be taking a break for the fireworks.

9PM

75th Anniversary Fireworks Over Lake Morey (Weather Permitting)
Come on out to the front terrace for a perfect viewing spot. You won’t want to miss this show…Tom has been scheming since last year about how to top fireworks dancing across water for our special 75th anniversary celebration.

Thank you Northstar Fireworks!

Silent Auction Bidding Begins First Thing Wednesday Morning
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 will begin first thing on Wednesday morning and continue until the Fireworks…get a jump start on the bidding!
6:45AM
Sunrise Walk Along Lake Morey
Start the day off right with a nice walk along the shores of Lake Morey. You have two choices – walk out and back and return in time for the first block of education sessions or walk the entire 5.6 miles around the lake and get back for the second block of sessions. Your walk leaders will be Jill Niles (Norwich) and Sarah Jennings (Burlington).

7–9AM
Breakfast
You asked for a full breakfast and so that’s what we are having. The breakfast buffet menu will include fruit, toast & pastry station, hot & cold cereal, yogurt & granola, scrambled eggs, bacon, sausage, breakfast potatoes, French toast with real Vermont maple syrup, juice & coffee. What a way to start the day!

7:30AM
Registration Opens & Silent Auction Bidding Continues

8:30–9:40AM | Education Sessions | .1 CEU Each
Marketing on a Shoestring Budget
Ryan Hegreness | Operations Manager
City of Westminster, CO Parks, Recreation & Libraries
Most of us don’t have the luxury of a full-service, in-house marketing team with a generous advertising budget. This session is for those doing marketing as one of those “other duties as assigned.” How do you increase awareness, grow participation or generate new revenue with limited resources? It can be done by being purposeful in the platforms you choose, resourceful in the tools you utilize, and strategic in the campaigns you launch. This session will help you elevate your marketing on a shoestring budget.

Leadership Inspires Greatness in Today’s Parks & Recreation Industry
Barbara Heller | President | Heller & Heller Consulting, LLC
Much of “Inspiring the Future” has to do with leadership. Leaders of today and tomorrow need to continue to hone their skills to be able to provide employees with opportunities for engagement, growth, and adding value. Leadership skills include the ability to establish strategy and direction, the ability to forge relationships and partnerships, the creation of diverse and inclusive work environments, and an emphasis on organizational culture and values. In addition, the session will explore participants’ ideas about how to inspire employees in the workplace of today and tomorrow.

Face the River: Changing How We Relate to Rivers
Richard Ericson | Development & Outreach Director | VT River Conservancy
Steve Libby | Executive Director | VT River Conservancy
Reminiscent of a time when rivers played a key role in industrialization, the river shores of our cities and villages today are often the sites of abandoned industrial buildings, parking lots, and other urban uses that hinder public access and compel us to “turn our backs to the river.” The Vermont River Conservancy (VRC) is championing a new approach where we Face the River and restore a healthy connection between city and town residents and their rivers. VRC is partnering with municipalities to envision river shore restoration projects, leading to the design of riverside parks that reconnect residents with their rivers. In this presentation, VRC will reflect on the role of rivers in Vermont’s history and discuss current projects and opportunities to Face the River.

Thursday Schedule

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Thursday, October 11

Register to attend both days or select the single day option and attend either Wednesday or Thursday.
Multi-Use Trails – Striving to Make Everyone Equally Pleased  
Chelle Grald | Trails & Rides Manager | Green Mountain Horse Association  
Cindy Locke | Executive Director | Vermont Association of Snow Travelers (VAST)  
Steve Lotspeich | Waterbury Town Planner  
Walter Opuszynski | Field Recreation Specialist | VT Dept. of Forests, Parks & Recreation  
Greg Western | Executive Director | Cross Vermont Trail Association  

Building multi-use trails almost always involves compromise and that often comes down to a matter of how to “make everyone equally pleased and/or equally displeased.” Join this panel of seasoned trail advocates, planners & managers for a look at how thoughtful planning can help you achieve a safe, accessible and manageable multi-use trail system. Topics included in the discussion will be planning & design standards, creating partnerships to minimize user conflicts, practical solutions to achieve accessibility standards within your budget, and the relationship between design and efficient future maintenance. Attendees will also leave with an understanding of available planning and financial resources.

9:50–11 AM | Education Sessions | .1 CEU Each

Capacity Issues: Keeping Your Parks & Trails from Becoming Loved to Death  
Ally Vile | Director | Essex Parks & Recreation  
Melissa Reichert | Recreation Program Manager | Green Mtn. & Finger Lakes National Forest  
Rick Hedding | Regional Ranger Supervisor | VT Dept. of Forests, Parks & Recreation  
Walter Opuszynski | Field Recreation Specialist | VT Dept. of Forests, Parks & Recreation  
Walter Kuentzel | Professor & Chair | Dept. of Parks, Recreation, & Tourism, UVM  

When we first design a park, trail system or natural area, we make judgements about the amount and type of visitor use that can be accommodated without unacceptable impacts to the natural resource itself or to the visitor experience. As visitation increases and capacity issues arise, it sometimes becomes necessary to revisit the initial standards and find solutions that will preserve the experience that people have come to enjoy and at the same time protect the natural resources within an acceptable level of visitor-caused impact. In this session you will hear from five different land managers about policies enacted on local, state and federal recreation lands to strike that balance and how successful they were or weren’t at achieving the desired goals.

Designing a Customer Service System  
Barbara Heller | President | Heller & Heller Consulting, LLC  

Parks and recreation services are just that......services. As a result, the development of a customer service system is important to any service-oriented organization. We will explore the importance of developing a system-wide framework for service as well as review the important elements of a customer service system such as the use of standards, back office support, training, measuring customer satisfaction, and the importance of identifying customer requirements.

VOREC: Building Economic Vitality through Outdoor Recreation  
Michael Snyder | Commissioner & VOREC Chair | VT Dept. of Forests, Parks & Recreation  

In Vermont, a healthy outdoor recreation economy directly supports related businesses and organizations. Moreover, it also contributes to numerous other aspects of the Vermont economy and culture, including the encouragement of healthy communities and individuals, enhancement of the Vermont lifestyle and the Vermont brand, increased connection to nature and attraction of high quality employers and a sustainable workforce in all economic sectors. The Vermont Outdoor Recreation Economic Collaborative (VOREC) steering committee is made up of Vermont businesses and non-profits including outdoor manufacturers, retailers, brand representatives, trail and user groups and conservation organizations, as well as state government. Come learn about this initiative and how it relates to your community!

Thriving as an Introvert in an Extroverted Industry  
Ryan Hegreness | Operations Manager | City of Westminster, CO Parks, Recreation & Libraries  

Public meetings, politicians, presentations, community engagement, conferences, meetings, and social activities. Let’s face it, there’s a lot to overcome for an introvert in municipal parks and recreation. The profession needs the perceptive, sensitive, analytical, and introspective characteristics of the introvert. In fact, research demonstrates that they often are better decision-makers and more effective leaders. How does the introvert thrive in a field filled with outgoing, Type A personalities and the responsibilities of countless meetings and presentations? We will discuss strategies to help quiet leaders navigate these waters and find their voice.
Thursday, October 11

11AM–12PM

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 $50 and $100 VISA cards and Silent Auction gift certificates...you must be present to win. You’ll be getting a raffle ticket from each of the exhibitors you visit and won’t know which exhibitor basket the winning tickets will be drawn from...so plan to visit them all!

12–1:30PM

Awards Luncheon
Governor Phil Scott (Invited)
Master of Ceremonies | Rob Peterson | Conference Committee Co-Chair
Join us for a delicious buffet luncheon and presentation of the 2018 Theresa S. Brungardt Awards. Members of Mrs. Brungardt’s family will be on-hand to help with the award presentations. In celebration of our 75th anniversary, all the past Brungardt Award recipients will be invited to attend this year’s Awards Luncheon.

1:45–2:55PM | Education Sessions | .1 CEU Each

The Past is Prologue: The Legacy & Vision of Theresa S. Brungardt
Facilitator | Muriel More | Recreation Historian and Conference Committee Member
This interactive session will begin with a short visual presentation documenting the life and achievements of Theresa Brungardt (1893-1990), who established community recreation in Vermont. Some of her family members will be present to provide personal insights into her life, and participants will be encouraged to share stories of their experiences with her too. In keeping with Theresa Brungardt’s philosophy of never “standing still”, we will both celebrate this conference which she established 75 years ago and imagine the 100th anniversary conference to come. The annual awards given in her name honor those who continue in her footsteps, by making outstanding contributions to recreation and parks in Vermont. All Brungardt award recipients, past and present, are encouraged to attend this special session.

Creative Placemaking: DIY Techniques to Strengthen Public Spaces and Inspire Change
Rebecca Stone | Principal | Community Workshop
From pop-up parks to guerrilla art, wayfinding signs to edible landscaping, non-profits and communities are increasingly using creative “placemaking” projects to enliven or activate public spaces and test or catalyze support for future improvements. The rapidly growing field is making a wide range of spaces more engaging, enjoyable and accessible – from trails and parks to neighborhoods and main streets. It comes with a wide range of benefits for communities, from improving public health and active lifestyles to celebrating history and strengthening the local economy. This workshop will introduce the concept of creative placemaking and best practices, followed by a series of examples of real placemaking projects in Vermont and beyond. We’ll end with interactive activities that allow participants to start experimenting with the placemaking toolbox.

The Power of Positivity
Brad Luck | Director | Essex Junction Recreation & Parks
This is not some workshop about being smiley and happy. This is about the research that supports why you should endeavor to develop an optimistic mindset and use a strengths-based approach for you, your team, and organization. You will learn strategies you can apply at home and work that will lead people to be more open to change, think broadly, be creative, seek win-win solutions, bounce back from adversity, and perform better.
Wild Heart of Place: Inspiring Community Engagement
Alicia Daniel  |  Field Naturalist  |  Burlington Parks, Recreation & Waterfront
Dan Cahill  |  Land Steward  |  Burlington Parks, Recreation & Waterfront
Are you interested in learning about creative and strategic ways to increase Conservation education initiatives in your community? If so this is the workshop for you. After 30 years of teaching UVM Field Naturalist students, Alicia Daniel launched the Vermont Master Naturalist (VMN) Program to “advance conservation, build community and connect Vermonters to the wild heart of place.” The VMN program builds place-based natural history from the ground up exploring local geology, glacial history, plants, animals, natural communities, Native American land use, and European settlement history to the present. After two successful seasons running the program in Burlington, there are 20 Master Naturalists collaborating with Burlington Parks, Recreation and Waterfront to advance conservation education and stewardship goals.

Let’s Connect – An Active Play Session
Megan Meinen  |  Coordinator  |  UVM Adventure Ropes Course
We have so much to offer one another and often we don’t take the time to really listen to each other. In this session, participants will engage in activities that encourage connection - not to our devices, but to each other. Whether you work with campers or seniors, you’ll be able to take something away from this workshop to apply to your programs. Ultimately, we will find that programs are more meaningful if we take the time to know those around us.

3–3:30PM
Silent Auction Final Bidding
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.

DID YOU KNOW?
The federal Land and Water Conservation Fund was established in 1965. Since then, Vermont has received over $33,000,000 for parks and recreation projects. The 50th anniversary of the Fund was celebrated at the Vermont Conference on Recreation in 2015.

500+ PEOPLE attended the conferences in 1950 & 1951. Most were volunteers, as few communities had professional recreation staff.

The 1st Vermont Governor’s Conference on Recreation was organized by Theresa S. Brungardt during World War II in 1943. The 25th anniversary conference was held in 1968 & the 50th anniversary conference in 1993.

A GOLDEN CONFERENCE
Vermont’s Andrea Mead Lawrence, first American alpine skier to win two Olympic gold medals, spoke at the 1950 conference. Her topic was “Starting Young in Winter Sports”.

Many early recreation conferences ended with an evening of singing and square dancing in the 1940s & 1950s.
**Adam Portz** is a Registered Landscape Architect with over 17 years of experience playing a role in the design of parks and recreation facilities, academic and institutional projects, municipal projects, and resorts across the country. He is a dedicated volunteer in the community—serving on local review boards, as well as the Executive Board of the Vermont Chapter of ASLA, where he has been recognized with numerous awards.

**Alicia Daniel** is a part time professor at the University of Vermont and also works with Burlington Parks, Recreation & Waterfront (BPRW) as the Department’s Field Naturalist. She and Dan Cahill, BPRW’s Land Steward, recently launched the Vermont Master Naturalist (VMN) Burlington Program. Alicia and Dan have become a dynamic duo in Burlington, merging the worlds of Parks & Recreation and Conservation.

**Ally Vile** is the Director for Essex Parks and Recreation (EPR) and has been with the department for over 12 years. EPR oversees 18 parks and facilities, the largest and most popular one being Indian Brook Reservoir – a 575-acre natural park with trails for walking, running and biking, and a reservoir for swimming, fishing and non-motorized boat sports. The park also has 3 campsites originally built by local boy scouts.

**Barbara Heller** is President of Heller and Heller Consulting, LLC, a management consulting firm specializing in state and local government, primarily in the parks and recreation industry. Her areas of specialty include: strategic planning, master planning, service quality assessments, operational reviews, leadership development, facilitation of public input processes, and staff training with clients all over the country. Previous to consulting, Barbara spent over 30 years working at the local government level with a variety of park systems.

**Brad Luck** has been the director at Essex Junction Recreation & Parks since 2007. The department serves a community of 10,000 with a $2.5 million budget, 16 full-time staff, and 250 part-time and seasonal employees. Brad has a Master of Public Administration degree and a certificate in Positive Organizational Development. He is experienced in facilitation and meeting design. He coaches middle school basketball and high school rugby.

**Brett Leonard** is a Recreation Specialist with South Burlington Recreation & Parks (SBRP). He was a special educator and a long time seasonal employee before beginning full-time employment with SBRP in 2015. He obtained his CPRP in 2017 and joined the VRPA Executive Committee this past May. He recognizes the vital importance of effective communication and its impact on the customer service experience.

**Carla Bearup** and **Tracey Cooper** both came to MyRec.com from a parks and recreation department in NY as a programmer and assistant director. They have seen the company continue to grow and firmly believe that their current clients are what keep the company strong and ever growing.

**Chelle Grald** is the Trails Manager for the Green Mountain Horse Association in South Woodstock, Vermont. She is on the Board of the Vermont Horse Council and serves on the Parks and Recreation and Trails Committees for her home town of Weathersfield. She is certified in sustainable trail design and construction through the American Endurance Ride Conference’s Trail Master Program.
Cindy Locke is the Executive Director for the Vermont Association of Snow Travelers (VAST). She has worked in the association and non-profit field for more than twenty-five years in Vermont. She is a graduate of Vermont College of Norwich University and also a graduate of Leadership Champlain. Cindy specializes in association management, volunteer recruitment and management, and public and community relations.

Claire Wheeler is a freelance consultant, contractor and co-conspirator for sole practitioners, community-based businesses and non-profits. Her passion is to translate the creative genius of people and organizations into systems and structures that return value, efficacy and sustainability. Before starting Re:work, Claire worked for ten years in the environmental non-profit sector.

Cullen Barber was born and raised in central Vermont. He graduated from Champlain College and worked for the City of Montpelier Finance Department for 3 years before joining the Vermont Systems team in 1993. At Vermont Systems he works as a Customer Support Representative installing and supporting the RecTrac and WebTrac software for municipal and military customers worldwide. Cullen grew up with ties to parks and recreation as his father worked his entire career with Vermont State Parks.

Dan Cahill is the Land Steward at Burlington Parks, Recreation & Waterfront. In this role he manages conservation lands, community gardens and the trails program. He recently teamed up with UVM professor, Alicia Daniel, to launch the Vermont Master Naturalist (VMN) Burlington Program. Dan and Alicia, have become a dynamic duo in Burlington, merging the worlds of Parks & Recreation and Conservation.

Deb Allen is a seasoned classroom instructor, workplace coach, and meeting facilitator. She developed the Generational Diversity program in 2001, after noticing that many Boomer managers were struggling to understand the Millennial Generation, and the Millennial Generation was feeling over-managed and under-valued in the workplace. The program has evolved into a multi-faceted approach that helps the members of the five generational cohorts practice more effective conversations and behaviors with each other.

Deryk Roach has worked professionally in the area of Parks & Recreation for eighteen years. His experience includes working for the US Army Corps of Engineers and the City of Springfield, MA, and he is currently Superintendent of Park Maintenance & Operations for the City of Burlington, VT. He has been part of internal policy development and discussions about homelessness on public lands since 2007.

Drew Pollak-Bruce is a Certified Park and Recreation Professional 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 parks, trails, and recreation workshops throughout the US and spoken at numerous state and national conferences.

Frank Spaulding is the Vermont State Parks Projects Coordinator. In this role, he coordinates the State Park Capital Construction Program and is heavily involved with the interaction of park facilities with the ADA, Historic Preservation Act and Recreational Risk Management.
**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.

**Greg Western** is Executive Director of the Cross Vermont Trail Association (CVTA), a small non-profit with a big idea. The CVTA supports community efforts to create and maintain local trails for all users in order to connect schools, villages and conserved natural areas with a statewide network of multi-use trails.

**Jen McCuin** has been the Hinesburg Recreation Coordinator for over 14 years. She prides herself on being hands-on, offering diverse programming based on budget and space constraints, and never being afraid to tap into family, friends, students or anyone else who has a specialty to always make a program a better experience. She works with the mantra that “it takes a village” and is grateful to have a job doing such meaningful work.

**Josh Ryan** is Principal of Timber & Stone, LLC, a recreational trail design and construction business based in East Montpelier, VT. Since 2005, Timber & Stone has offered a full range of services to land managers throughout the Northeast who seek a sustainable approach to recreational trail construction. Josh is an active member of the Professional Trailbuilders Association, the local East Montpelier Trails Committee, and is a Governor appointed member of the Vermont Outdoor Recreation Economic Collaborative (VOREC) task force.

**Justin Bonnett** is a PGA Professional and Director of Golf Group Sales at Lake Morey Resort and Country Club. He graduated from Averett University in Danville, VA. Justin is currently in his 12th year working at Lake Morey Resort.

**Kate Forrer** is the Community Forestry Specialist with UVM Extension’s Urban and Community Forestry Program. Her work includes developing and delivering innovative and collaborative programs to address opportunities across Vermont’s forested landscape. Kate’s recent work has focused on developing new education programs and tools to assist landowners and municipalities in planning and stewardship of public and privately-owned forests. She is an ISA certified arborist and a licensed VT forester.

**Kate Wanner** is a Project Manager at The Trust for Public Land’s Vermont/New Hampshire Field Office where she has worked since 2005. She has conserved over 15,000 acres of forestland in Vermont including new municipally-managed community forests, new State Forests, large timberland parcels and additions to State Parks and the Green Mountain National Forest.

**Megan Meinen** is ready to connect. After receiving her post-graduate degree in Outdoor Education from the University of Edinburgh, Megan has enjoyed many facets of the experiential education world, including classic summer overnight camp, place-based day camps, exploring nature preschoolers, and facilitating business groups. Now as director of the UVM Adventure Ropes Course, Megan loves to encourage individuals of all ages to challenge themselves and prove that we are capable of more than we are aware.
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!

Melissa Reichert is the Recreation Program Manager for the USDA Forest Service Green Mountain and Finger Lakes National Forests (GMFLNF). She has worked with recreation partner groups to accomplish numerous projects on Forest Service lands that benefit the local economies. Prior to being the Recreation Program Manager, she was the Forest Planner for the GMFLNF leading the team that revised the Green Mountain and Finger Lakes Forest Plans.

Michael Snyder has served as Commissioner of Vermont Forests, Parks, and Recreation since 2011. Prior to that he served for 14 years as Chittenden County Forester, providing land stewardship assistance to private landowners and municipalities. He has taught courses in Forestry at the University of Vermont and wrote the Woods Whys column for Northern Woodlands Magazine for nearly two decades. Previously he worked in forest ecosystem science and in land surveying and forest management in New Hampshire, New Mexico, and Sweden.

Muriel More is an independent historian with an academic background in history, forestry and recreation. She is currently researching and writing about Vermont’s community recreation pioneer, Theresa Brungardt. Muriel had a professional career in forest resources planning and policy development with the Massachusetts Division of Forests and Parks.

Patrick Olstad is a licensed landscape architect with over 20 years of experience with a variety of project types spanning multiple scales. He has demonstrated success leading multi-disciplinary project teams from the conceptual design stage through permitting and construction with a great attention to detail. With a sensitivity to the uniqueness of place, Patrick seeks to create spaces that are both functional and aesthetically inspiring, and his work has received recognition through multiple awards.

Randy Prostak has been a UMass Extension Specialist since 2000 where he specializes in weed management. He currently serves on the Massachusetts Invasive Plant Advisory Group and is an active member of the Northeastern Weed Science Society and Weed Science Society of America. Randy is currently past-president of the Northeastern Weed Science Society and in February 2013 received the society’s Outstanding Educator Award. The 2018 growing season marks Randy’s 30th year in weed science.

Rebecca Stone is passionate about helping people create great places. She is a Principal at the Vermont consulting firm Community Workshop, which brings creative engagement, planning, placemaking, and communications to communities and non-profits across North America. Rebecca is a co-founder of the unique free community pop-up university, Bethel University, and has helped spearhead placemaking initiatives including Bethel Better Block and a downtown artscape.
Richarda Ericson came to the Vermont River Conservancy five years ago with a passion for land conservation and experience in sustainable agriculture, environmental education, and building strong local communities. Richarda holds a Master’s degree in Environmental Studies from the University of Montana in Missoula, where she first noticed the benefits of an urban area that faced the river.

Rick Hedding has worked for Vermont State Parks since 1987, starting out his career at the Gifford Woods Maintenance Shop in Killington. In 2001 he transferred to the Southwest region, the division that manages Mt. Philo State Park, one of the busiest parks in the system. He is currently the Park Regional Ranger Supervisor and oversees the park staff for the district.

Ryan Hegreness has a unique blend of experience in recreation, business, marketing, and website design. Ryan served as an assistant director in Essex Junction, VT from 2007-2012. He moved to Texas to become the marketing and enterprise development manager for the Arlington Parks & Recreation Department where he built one of the most progressive municipal marketing teams in the country. Ryan is now the Operations Manager for the Parks, Recreation, and Libraries Department in Westminster, CO.

Sid Bosworth is an Extension Professor in the Plant & Soil Science Department at the University of Vermont and serves as extension specialist in agronomy for UVM Extension. Sid has been teaching Turf Management for 20 years — long enough that he now enjoys seeing some of his former students become leaders in the turf, landscape and golf industries of Vermont. He also teaches courses in Weed Ecology/Management and Forage & Pasture Management and has conducted applied research in several areas including pasture management, organic wheat production, and the evaluation of perennial grasses for biomass production for thermal energy.

Steve Libby arrived in Vermont in 1972 for college and decided never to leave. He has taught land conservation at UVM, works on historic barn restorations, and is the Executive Director of the Vermont River Conservancy. Steve believes that rivers create a common landscape language for the people of Vermont and deserve our highest regard and protection.

Steve Lotspeich has been the Community Planner in Waterbury, VT for 25 years. He is a licensed Landscape Architect and has been in public service in the fields of Planning and Landscape Architecture for a total of 34 years at the state, regional and local level. His current job involves all aspects of municipal planning including recreation trail development and planning for other types of parks and recreation facilities.

Walter Kuentzel is Professor and Director of the Parks, Recreation, and Tourism program in the Rubenstein School of Environment & Natural Resources at the University of Vermont. He is a sociologist who teaches courses in Sustainable Recreation and Tourism, Leisure Behavior, and Natural History and Human Ecology. He maintains research programs in recreational visitor use management and carrying capacity, tourism and rural development, human attitudes and natural resource conflicts, and human dimensions of wildlife.

Walter Opuszynski is Field Recreation Specialist for District 4 of the Vermont Department of Forests, Parks, and Recreation. His duties involve supporting maintenance, management and the proper planning of recreation trails on State Land.
**Conference Costs**

<table>
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<th>Professionals</th>
<th>One Day</th>
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<td>Member</td>
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<tr>
<td>Non-Member</td>
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**Student‡**

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<tbody>
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<td>$80*</td>
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‡Fees waived for student volunteers

*Price includes a one-year student membership

**Room Reservations | Lake Morey Resort**

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<th>Room Rate/Night</th>
<th>$109 (single or double)</th>
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<tbody>
<tr>
<td></td>
<td>5% VT taxes &amp; resort tax not included</td>
</tr>
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</table>

- **Book by September 9**
  Reservations received after this date will be accepted on a space available basis. A credit card is required to confirm all room reservations.

- **Call 1-800-423-1211**
  Web reservations are not available for groups. You can email your reservation request to shanna@lakemoreyresort.com. Mention you are with the Vermont Conference on Recreation.

- **Guest Room Cancellation Policy**
  If you cancel your reservation at least 7 days prior to your arrival date your deposit can be applied to a future stay within one year of cancellation. If you cancel within 7 days of your arrival date you forfeit your deposit.

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**Online Registration**

- Visit [vrpa.org](http://www.vrpa.org), click on the conference registration link under “Upcoming Events.”
- Scroll down the page and click on “Register.”
- Enter your email, click “Next.”
- Choose your registration type, click “Next.”
- Complete all required fields* and choose your education sessions. *This helps us with room assignments.*
- 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.”
- If you want to register multiple people and include them all on one invoice, follow the instructions above and prior to clicking “Done”, click on the “Add Guest” button in the upper left part of the page and enter the info for the next person(s). You can add as many registrations as you need.
- Review your registration and click “Confirm.”
- At the end of the registration process you will have the choice to pay with a credit card or pay with a check. If you prefer to pay with a check, please print off the invoice and mail the invoice and payment to:

**VRPA, 721 Main Street, Colchester, VT, 05446**

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**EARLY BIRD SPECIAL:**
Save $20 when you register by September 7
(add $20 to all registration fees after September 7)

**Need Help Registering?**
Contact us!

Betsy Terry
betsy@vrpa.org
802-878-2077

Todd Goodwin
tgoodwin@willistonvt.org
802-876-1160
Discounted Registration Rates
Discounts are offered to members of VRPA and any of the other five New England recreation associations, the Vermont Trails & Greenways Council, and NRPA.

Meals
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 registered for Thursday only and want to arrive on Wednesday evening, you will need to buy a ticket for Wednesday dinner. You can also purchase extra meals if you have a guest who would like to join you for meals.

Registration
Visit vrpa.org. All conference registration is done online. We have provided tips to help you with the online registration and contact information if you need help. We are happy to help anyone having a problem.

Session Selection
When you are registering, please take the time to indicate which sessions you plan to attend. This does not commit you to attending that session but it helps us to plan in which rooms to hold the sessions. Thank you.

Special Accommodations
If you need any special accommodations, including dietary, there is a place to indicate this when you are registering.

Refund Policy
Cancellations must be received in writing by 5 pm on Friday, September 28, 2018. All cancellations are subject to a $25 cancellation fee. No refunds will be given after September 28 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 2018 Vermont Conference on Recreation.

Scholarships
Are the registration fees stopping you from attending this conference? Apply for a VRPA conference scholarship!
If you would like to attend the 2018 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 vrpa.org under the “Education” and “Conference” tabs.
Scholarship requests received from current VRPA members and first time attendees by Wednesday, September 5th will be given priority. Scholarship awards will be announced prior to the early registration deadline of September 7th. These scholarships are being funded with proceeds from the Silent Auction at last year’s Vermont Conference on Recreation.

2018 Conference Committee
Todd Goodwin, Co-Chair
Rob Peterson, Co-Chair
Emily Boek
Kym Duchesneau
Candice Holbrook
Sarah Jennings
Adriane Martin
Muriel More
Josh Ryan
Evan Steele
Betsy Terry

2018-19 VRPA Executive Committee
Melissa Cate, President
Ally Vile, President-Elect
Scott Hausler, Past-President
Jenn Turmel, Treasurer
Nicole Densmore, Secretary
Brian Bevacqua
Matt Frazee
Brett Leonard
Drew Pollak-Bruce

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Rob Peterson
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Betsy Terry
VRPA Executive Director
betsy@vrpa.org
802-878-2077

COST & INFO
October 10 & 11 | Lake Morey Resort | Fairlee, VT | 24
1 Clubhouse Road, Fairlee, VT 05045

From Hartford & 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.