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ESSENTIAL PLAYS

TRAPS 2021



FRISCO, TEXAS • MARCH 9-11
EMBASSY SUITES & CONVENTION CENTER



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Frisco is one of the fastest-growing cities in the country and has been recognized by *Money Magazine* as one of the best places to live in America. Located 25 miles north of downtown Dallas, Frisco's rich railroad history is still evident alongside a vibrant, innovative climate of growth. Its thriving entertainment sector provides endless opportunity with eight professional sports franchises, 9 million square feet of retail shopping, a booming restaurant scene, and it is soon to be the home of the PGA of America Headquarters. More than 6 million visitors came to Frisco last year to discover amenities like The Star — the Dallas Cowboys World Headquarters anchored by a sports and music venue, top-notch hotels, restaurants and retail. Frisco is also home to a growing art scene, including a public art collection managed by Play Frisco (the city's Parks & Recreation Department), adding to the cultural and economic vitality of the city. If nature is your thing, Play Frisco provides miles of hike-and-bike trails and parks nestled between subdivisions and thoroughfares, providing an escape from the city life. Whether you are a visitor or resident, Frisco is one of the best places in Texas to live, work and play.

Frisco Parks & Recreation Department aka **Play Frisco** will be our host for the 2021 TRAPS Institute. The 2021 Institute theme is “**Essential**” Plays. Thus, the topic of “play” will be central to the 2021 TRAPS Institute, the focus of the keynote at the General Session and the topic of the Welcome All-Attendee Session.

We look forward to seeing you there (in person or virtually)!

SCHEDULE AT A GLANCE

**TRAPS 2021 INSTITUTE & EXPO | Embassy Suites & Convention Center,
7600 John Q. Hammons Dr., Frisco, TX 75034 | March 9-11**
In-Person and Virtual Options Available

"Essential" Plays

Title Sponsor: Gametime – Total Recreation Products

Tuesday, March 9 – On-Site and In-Person

Pre-registration is required – no on-site registration

8:30-11 a.m. TRAPS Board Meeting

1-6 p.m. Golf Tournament, Plantation Golf Course,
sponsored by BSW, four-person scramble/shotgun start (\$85)

5-6 p.m. Town Hall Meeting

7-8 p.m. President's Reception (by invitation)

Wednesday, March 10 – On-Site and In-Person

Pre-registration is required – no on-site registration

8-9 a.m. Welcome Session: "Have You Played Today?"
Shannon Coates, Frisco

9-9:30 a.m. Refreshment Break



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9:30-10:30 a.m. Education Session 1

11 a.m.-12 p.m. Education Session 2

12:15-12:45 p.m. Lunch, Branch Meetings (*optional*)

1-2 p.m. Education Session 3

2:15-3:15 p.m. Education Session 4

3:15-3:45 p.m. Refreshment Break

4-5:30 p.m. General Session,
sponsored by Clark Condon and MUSCO

Lone Star Legacy Parks Recognition

Keynote: Dr. Stuart Brown, "Play Is a Public
Health Necessity," sponsored by TPRF

5:45-7 p.m. Awards Reception and
Board Recognition & Installation

Thursday, March 11 – On-Site and Virtual/On-Demand

Pre-registration is required – no on-site registration

On-Site

8 a.m.-2 p.m. State Maintenance Rodeo (plus
POPS Branch Meeting), Dr Pepper RoughRiders
Parking Lot & Stadium, sponsored by PlayWell

Virtual/On-Demand

- Push "PLAY" for 30 Days



TRAPS 2021 INSTITUTE EDUCATION PROGRAM UPDATE

The TRAPS 2021 Institute Education Program will be as high-quality and diverse as you have come to expect for the Texas Recreation and Park Society, but it will look a little different this year.

We are remaining flexible and nimble with our program this year, as we know many of you are doing the same with your programming. While we are not quite ready to release a full program, we can tell you that you can expect topics centered around the TRAPS' cornerstones: **Connections**, **Resources**, **Advocacy**, and **Education**, along with some inspiring, educational and exciting keynote sessions.

Connections: Expect to see sessions that address the heart of what recreation is all about — people. We will explore topics related to *interpersonal communication, team development, leadership, and engagement*.

Advocacy: Speakers will compel participants to be bold and focused in the pursuit of equity and inclusion for our users. Topics will range from *fostering personal integrity* to *providing equitable programs, services, and spaces to all people*.

Resources: Fill your tool bag with tips, tricks and opportunities in our resources' education track. Sessions will range from *personal professional development strategies* to *grant funding* to *trending programs* that you will want to implement as soon as the conference ends.

Education: TRAPS is committed to contributing to our professional field of knowledge. Sessions in this track will examine *current research trends* and provide learners with *tools to engage in data collection and metric-driven decision making* in their own agencies.



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PRE-INSTITUTE EVENTS

Beyond Recovery ... A Time for Transformation

Presented by Jamie Sabbach, President and CEO of 110%
Tuesday, March 9, 9:30 a.m.-4:30 p.m. – Lunch will be provided for in-person attendees
\$140

The cloak under which we all once existed and called “normal” has been ripped away, likely gone forever. Looking back, “normal”

may have worked for some but it wasn't all that great for others. Excessive entitlement, greed, political self-interest, unsustainable growth, inequities with growing division between the haves and have-nots, poor public health indicators and more have led us to a place where we might wonder whether “normal” was best.

As we begin to assess the pandemic's path of destruction, it has revealed many weaknesses and fractures in our society and systems.

If we are to begin to heal and recondition, it will take a complete and unmitigated commitment to strengthening our communities' social fabric, creating rules and policy that favor the common good, and doing some tough but necessary work that will require courage, resolve, determination and strength of character.



About Jamie Sabbach

A park and rec kid, park and rec pro, park and rec educator, and park and rec consultant ... Jamie Sabbach is a native Chicagoan who lives in the mountains of Colorado and is nicknamed "Pumpkin" in honor of her Halloween birthday. She is a

former college jock who enjoys hiking, biking, golf, and volunteering for community organizations, and she has a love affair with the Chicago Cubs.

In Jamie's glory days, she played college softball and later coached at the University of Illinois. After her stint in collegiate athletics, she worked for notable public park and recreation agencies including the Champaign Park District (Illinois), the Bloomington Parks and Recreation Department (Indiana), and the Boulder Parks and Recreation Department (Colorado). She has contributed to higher education as an adjunct faculty member at a number of universities, as well as serving as an instructional assistant professor at Illinois State University.

It's been a decade since Jamie founded 110% with the intention of helping park and recreation organizations be more responsible, strategic and bold amid dynamic social, environmental and economic change. And since then, 110% has become synonymous with financial responsibility in public parks and recreation. In 2018, she joined forces with tech company Amilia Enterprises located in Montreal, Canada, where she served as principal advisor in the development of the first and only online cost recovery tool that assists organizations in their pursuit of financial health and resilience.

Jamie has taught hundreds of professional development and training programs from San Diego, California, to Rimini, Italy. She has had the privilege of testifying in front of the United States Congress on the critical importance of public lands and recreation. She has been an active member of the National Recreation and Park Association, having served in a variety of leadership capacities during her career. She is a past president of the American Park and Recreation Society and in 2008 was inducted as a Fellow into the American Academy for Park and Recreation Administration. And she believes society should be fueled by "anger and love" in order to do what may not be popular, but what may be necessary.

Experience Design for the Recreation & Event Professional

Presented by Annie Frisoli, Founder and CEO of Creating Community LLC

Tuesday, March 9, 12:30-4:30 p.m.

\$100

"That's how we have always done it" — the phrase that makes many experience designers cringe. However, creativity and innovation is rarely a topic that is taught; rather, we think we are born with creativity or not. The good news is we can learn skills to develop our ability to be creative and innovative.

The Experience Design workshop will revolve around the concept of design thinking. Design thinking is a strategy that can assist you and your organization in developing a common language for innovation and creative problem-solving skills to ultimately add new energy to your program and event offerings. The concept of design thinking keeps your program design focused on the people for which you are creating the experience and also creates an inclusive process to engage team members, community members and other stakeholders. By participating in this highly energized and highly interactive session, attendees will leave with a newfound creative confidence, along with practical strategies, to assist them in designing new and exciting human-centered experiences.



About Annie Frisoli

Annie Frisoli is the founder and CEO of Creating Community LLC, and designer and facilitator of the Leadership.Innovation. Teamwork. (L.I.T.) Workshop Series for Recreation and Event Professionals. Annie's mission is to serve those who serve others.

She upholds this mission by offering engaging and educational virtual and live training/speaking experiences.

Annie has earned a master's degree from the University of North Carolina at Greensboro in recreation management, is a Certified Festivals & Events Executive (CFEE), gaining her certification through the IFEA/NRPA Event Management School, and is also certified in the Foundations of Design Thinking and has a Train the Trainer Certification in Experience Innovation. Annie has worked with numerous recreation and event teams in a variety of capacities, including time spent with operations for the Volvo Car Open and the St. Louis Art Fair; she has acted as the nonprofit development coordinator for the Alzheimer's Association, was acknowledged as a Distinguished Faculty Member at Ohio University, and also works as a public engagement strategist for public parks and recreation agencies. Finally, she has remained a current adjunct faculty member at Ohio University, where she still enjoys having an impact on future recreation and event professionals.



INSTITUTE EVENTS

TRAPS Golf Tournament

Tuesday, March 9, 1-6 p.m.

Plantation Golf Club, 4701 Plantation Ln., Frisco, TX 75035

The Plantation Golf Club is the centerpiece of the Plantation Resort master planned community. Plantation Golf Club's championship golf course offers golfers of all skill levels an enjoyable challenge amid beautiful Frisco, Texas, and will be the home of the 2021 Institute Golf Tournament. The Golf Tournament will be a four-person scramble, shotgun start. The registration fee is \$85 and includes: green fee, cart fee, practice balls, \$5 merchandise credit/player for use in golf shop and a sack lunch prior to play.

General Session, Keynote and Awards



Wednesday, March 10

General Session and Keynote: 4-5:30 p.m.

Awards: 5:45-7 p.m.

Frisco Embassy Suites & Convention Center

The opening General Session will kick off with our local hosts and TRAPS leadership. Additionally, the TRAPS Lone Star Legacy Parks' Class of 2021 will be announced.

The Texas Parks and Recreation Foundation will announce the Jack Ashworth Scholarship recipients and the opening General Session's keynote speaker. This year's keynote speaker is **Dr. Stuart Brown.**

Trained in general and internal medicine, psychiatry and clinical research, Dr. Brown first recognized the importance of play by discovering its absence in the life stories of murderers and felony drunken drivers. His years of clinical practice and review of more than 6,000 personal play histories affirmed the importance and need for healthy play throughout the human life cycle. His independent scholarship and exploration of the evolution and neuroscience of human and animal play have led to the establishment of the National Institute for Play (NIFP). The mission of the NIFP is to bring the unrealized knowledge, practices and benefits of play into public life. Dr. Brown was the instigator and executive producer of the three-part PBS series "The Promise of Play"

and coproduced the BBC-PBS series "Soul of the Universe." His experience as a medical administrator, producer and scientific consultant or creator to numerous other productions on Joseph Campbell, cosmology, animal play, and stress, plus his scientific and popular writings, have identified him as the foremost "practical champion of the knowledge of play." Dr. Brown's book *Play: How It Shapes the Brain, Opens the Imagination, and Invigorates the Soul* has been translated into 12 languages. He co-teaches From Play to Innovation at the Hasso Plattner School of Design at Stanford University and has been the "key strategist" for the Nevada Medical Center's Global Play Science Institute. In addition to regular creative scholarly contributions for the PlayCore company, he enjoys other international corporate and academic consulting on play and its many contributions through their engagement with it, as it enhances overall human well-being. As the information base about play grows, it is evident that play is a public health necessity.

Our species, he says, "is built for play, and built by play."

Statewide Maintenance Rodeo

Thursday, March 11, 8 a.m.-2 p.m.

Dr Pepper Ballpark Parking Lot and RoughRiders Field, 7300 Roughriders Trail, Frisco, TX 75034

This year's Maintenance Rodeo events will be held in the immediate vicinity of the Frisco Embassy Suites & Convention Center. Truck/trailer, backpack blower, nail driving, plant identification, backhoe and mower obstacle events will be held in the Dr Pepper Ballpark parking lot adjacent to the Frisco Convention Center. The Backpack Blower Competition will be held on the field of the RoughRiders' stadium. COVID-19 safety protocols have been established to ensure safety and promote appropriate social distancing. Lunch will be provided for rodeo participants and is sponsored by In-N-Out Burger. The rodeo schedule and the close proximity for the Maintenance Rodeo events should allow rodeo participants to attend the General Session scheduled for Wednesday afternoon. The close proximity should also allow Institute participants to come cheer on their favorites as TRAPS crowns individual and team champions. We're looking forward to a great turnout and great fun.

SPONSORS



BECOME A SPONSOR

Visit traps.org for details, or email admin@traps.org.



GENERAL PRICING/ REGISTRATION INFORMATION

IN-PERSON OPTIONS <i>Frisco Embassy Suites</i>	VIRTUAL
Tuesday, March 9, 1-6 p.m. Golf Tournament – four-person scramble, Plantation Golf Course (\$85)	
Wednesday, March 10, 8 a.m. -7:30 p.m. Welcome and General Sessions, Breaks, Lunch, up to four Breakout Sessions and Awards Reception • In-Person + Virtual (\$200 member, \$300 non-member) • In-Person ONLY (\$150 member, \$250 non-member)	Wednesday, March 10-Thursday, April 8 • "Real time" live broadcast (livestreaming) of Wednesday sessions • Virtual (pre-recorded) sessions (\$100 member, \$200 non-member, for up to 30 sessions)
Thursday, March 11, 8 a.m.-2 p.m. Maintenance Rodeo (\$25/person)	
• Pre-Registration is required — no on-site registration. All registration is online. • Early-bird registration is available until February 5; \$100 increase applies after February 5.	



HOST HOTEL

Embassy Suites & Convention Center/Frisco
 7600 John Q. Hammons Dr. | Frisco, TX 75034

Room rate: \$175 single/double