


**TEXAS RECREATION AND PARK SOCIETY
2021 ANNUAL INSTITUTE | FRISCO, TX
IN-PERSON & LIVESTREAM PROGRAM
Wednesday, March 10**

NOTE: Sessions marked with a  will be livestreamed and available later for on-demand viewing for attendees that have purchased the "Press Play" option

KEYNOTE

4:00 -5:15 pm

What Nature Needs YOU to Know About...PLAY! (.1 CEU) 

Dr. Stuart Brown and Tom Norquist, National Institute for Play

Join renowned play researcher and Ted Talk star, Dr. Stuart Brown along with his colleague and friend, Tom Norquist, leading play advocate and National Institute for Play board member in a fascinating and informative discussion on the science of play!

By examining the many patterns of play, what is and is not REAL PLAY, how it has emerged over the eons as a survival necessity, its remarkable benefits there to enjoy for a lifetime, and the consequences when it is missed. And more. This foundation should ground the audience to see it as it is. Then Tom adds practicality to this foundation and our dance (really) brings the theoretical together with the innovative and practical.

About Stuart

Trained in general and internal medicine, psychiatry and clinical research, Dr. Stuart Brown first recognized the importance of play by discovering its absence in the life stories of murders and felony drunken drivers. His years of clinical practice and review of over 6000 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. The Mission of the National Institute for Play (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 twelve languages. He co-teaches From Play to Innovation at the Hasso Plattner School of Design at Stanford University, and is 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."

About Tom

Tom is a member of PlayCore's Strategic Services team and leads a culture of innovation and business development activities while additionally guiding GameTime's PlayWorx custom play division. As a founding

board member and leader of the International Play Equipment Manufacturer's Association (IPEMA) and long-term active American Society for Testing and Materials (ASTM) representative, over the past 37 years, Tom Norquist has been involved in all aspects of the play industry. Over a decade ago, his leadership at IPEMA developed the voiceofplay.org initiative, touching millions with the message of the importance of play. Over the past decade, Tom has led Dr. Stuart Brown's National Institute for Play (NIFP) Board and is the project co-leader of the first known on-line database of scientific and academic research creating a cohesive picture about the proven scientific benefits of play. Tom is a Professor of Practice at Auburn University's College of Architecture, School of Industrial and Graphic Design.

OPENING SESSION

8:00 – 9:15 am

Have You Played Today? (.1 CEU)

Shannon Coates, Parks and Recreation Director, City of Frisco

Welcome to Frisco, Texas, a city built for PLAY. A city where the question asked every day is, "Have you played today?" From sports to public art to natural spaces, Frisco has it all. And the City of Frisco's Parks and Recreation Department, Play Frisco, wants to share it with you! Come hear the story of a 2019 grant winning department whose mission is to create a sense of well-being through play. A department who believes that one day play will become essential regardless of age or ability. A department who wants you to find YOUR play! This session will focus on the importance of play, how to integrate play into daily operations and offerings for the community and how to connect with policymakers to gain support. If you have not played today, this session is for you!

About Shannon

Shannon Coates is the Director of Parks and Recreation for the City of Frisco, where her work focuses on advancing the many benefits of play, both for children and adults, through internal and external partnerships. Shannon is a Certified Parks and Recreation Executive, a certified Aquatic Facility Operator, a published author and a nationally and internationally recognized speaker. In addition to her extensive experience in parks and recreation, Shannon is a certified Black Belt in LEAN. Her research interests include the power of play, the science of storytelling and the efficacy of equine-facilitated psychotherapy.

Shannon holds a BA in elementary education from Transylvania University, a MBA from the University of Central Florida and a PhD in Educational Leadership with a concentration in Research and Evaluation Methods from the University of Florida.

PLAYMAKERS

9:45-10:45am

Misery Loves Company! (.1 CEU)

Tiffany White, Recreation Programs Specialist, City of Grand Prairie


Misery does love company, and that goes for your staff too! In the session we will discuss strategies to help you improve your internal customer service to enhance your organization's ability to deliver exceptional service to your community. Organizations often spend thousands of dollars on customer service training and are not seeing the results they would like. Shifting the focus from external only to include internal customer service may be the missing link in customer service success.

About Tiffany

Tiffany is a native of Chicago, IL currently residing in the Dallas-Fort Worth area of Texas. She has spent a great majority of her life participating in, volunteering for and working in parks and recreation. Tiffany has held a variety of roles throughout her career across the country having served in the commercial, not-for-profit and public recreation sectors.

Tiffany is a Certified Parks and Recreation Professional (CPRP) and is an approved candidate to obtain her Certified Park and Recreation Executive (CPRE) certification. She has a BS in Recreation, Sport and Tourism, an MS in Sports Management, an MA in Management (Human Resources) and is currently working toward a Doctorate in Education with a focus on Human Resource Development. She is an active member of the National Recreation and Park Association and the Texas Recreation and Park Society where she serves on various boards and committees.

Tiffany has enjoyed the many opportunities she has had to serve the community through community center operations, general recreation programming, special events, athletics and the arts. In addition to her general responsibilities, she has always been drawn to topics related to human resources, education, professional development and customer service (internal and external). Tiffany has a particular interest in internal customer service initiatives and ensuring that both staff and community members can enjoy the benefits of parks and recreation as a service and as a workplace.

11:00am-12:00 pm 

Program, Parks, & Playgrounds: From the Doctor's Office to the Community (.1 CEU)

Dana Dempsey, Therapeutic Recreation Department Director, Scottish Rite Hospital for Children

Whether serving as a recreational therapist or park and recreation professional, we all have similar responsibilities. We each have a role in providing services that improve lives, open social opportunities, challenge and excite people. Oftentimes we are asked to look for ways to do our job better, more efficiently, and more effectively. This session delves into two real life examples from a hospital's TR department working with Parks & Recreation, and a national junior golf program. The results led to cost savings, improved health and satisfied consumers.

About Dana

Dana is a Certified Therapeutic Recreation Specialist who, in 1997, joined Scottish Rite for Children to develop and coordinate therapeutic recreation programs and services utilizing the James F. Chambers Jr. Youth Fitness Park.

These programs and services have addressed patient leisure related needs both inside and beyond the walls of the hospital. Learn to Golf, Chance to Dance and Summer All Stars are examples of programs created to help Scottish Rite patients connect to their community. She also oversees many of Scottish Rite's camps designed to serve patients with a variety of medical conditions.

1:00-2:00 pm

Unlocking Healthier, Happier Communities by Shaping the Built Environment (.1 CEU)

Trent Matthias, Director, NFC

The built environment influences our choices as human beings every day. Sometimes the choices we make benefit our mental and physical well-being, and sometimes, they do not. This session will explore the impact the built environment has on human health and wellbeing through data based studies and analysis of real world examples. The discourse includes actionable strategies, policies, and tools that park professionals can

implement and utilize to improve health and wellbeing through the design of the built environment, building healthier happier places that make life fun!

About Trent

Trent Matthias is a landscape architect and urban designer who has dedicated his career to impacting the quality of life for people through the shaping of the built environment. His thesis work at Virginia Tech's school of architecture and design laid the groundwork for a career in private and public practice applying pedestrian-oriented design principles that make the healthy choice the easy choice for people across all walks of life. Currently, he is the Director of Partnerships at National Fitness Campaign, where his work includes developing, policy, strategic alliances, and public and private funding partnerships to improve the quality of life in the built environment.

2:15-3:15 pm

Talking Your Way through Tough Times: Communicate Like a Radio Air Personality (.1 CEU) 🎙️

Malone Ranger, Radio Personality

Effective workplace and customer communication has never been more important than in this era of changing business models and new ways of interacting with others. Malone is a radio air personality who has found that many of the techniques used by broadcast professionals to get people to listen to them on the radio are also very effective in business and life. In this program, you'll hear how, despite the challenging climate, you can apply these techniques for improved communication and greater success in connection with your parks and recreation careers. You'll also get a fun look at what happens behind the scenes in a radio broadcast control room and maybe even some free prizes!

About Malone

Malone is the host of the midday show (10 a.m. – 3 p.m.) and the Assistant Program Director at 95.9 "The Ranch" radio station in Fort Worth, Texas, and she has worked as an on-air personality in various other radio markets, including Phoenix, San Diego, Dallas, and Austin. She is also the host of "Spiritual Food for Thought," a weekly syndicated radio segment that runs on approximately 15 stations in the region.

But there's more to Malone than meets the ear. She has a unique perspective on and understanding of business, as she is a recovering litigation attorney, having practiced employment law in Dallas, Texas for ten years. Additionally, Malone is extremely active in the community as a professional speaker, frequently emceeding events and presenting to associations, corporations, and religious organizations.

GAMECHANGERS

****Gamechangers sessions are only available in-person****

9:30-12:00 pm

Experience Design for the Recreation & Event Professional (.2 CEU)

Annie Frisoli, Founder & CEO, Creating Community LLC

"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. Good news, 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 in 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

Annie Frisoli is the Founder & CEO of Creating Community, LLC and Designer & Facilitator of 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 an earned 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 non-profit 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.

1:00-3:30 pm

Creating Buy-In for Outdoor Recreation Development Using an Entrepreneurial Mindset (.2 CEU)

Danny Twilley, Assistant Dean of the Outdoor Economic Development Collaborative, West Virginia University
This session will highlight the broad steps for developing outdoor recreation infrastructure from an idea to on the ground and activation. Specifically the session will focus on how to build buy-in amongst diverse stakeholders by connecting research and various data sources to local reports, plans, and community needs. The session will provide tangible takeaways by helping participants identify the “dream team”, identify useful sources of information, and provide a template for short, concise, but powerful shared vision. The process will provide a foundation for how to use research and data to tell a story of what is possible through outdoor recreation development. The steps and process used in this session have led to \$31 million dollars in grants and private funding.

About Danny

Dr. Danny Twilley is the Assistant Dean of the Outdoor Economic Development Collaborative at West Virginia University. In this role he is working to utilize WVU's intellectual and social capital to leverage the state's outdoor recreation assets to stimulate economic opportunities throughout the state in turn making WV a more desirable place to live, work, start a business, go to school, and visit. In order to accomplish these goals, he develops and helps stand up new initiatives, engages with communities, and facilitates academic collaborations across the University, state and local governments, outdoor industry, and related groups.

PACESETTERS

****Pacesetter sessions are only available in-person****

9:30-12:00 pm

Building Resilience (.2 CEU)

Allie Thomas, Senior Lecturer at Texas State University | PhD Student at Clemson University

Have you ever noticed that some people are able to bounce back more quickly than others when something adverse happens and sometimes even seem to grow from the experience? Psychologists describe this characteristic as “resiliency” and with time and intentionality we can all learn to become more resilient humans. In this workshop, Allie Thomas will guide participants through experiential exercises designed to assess resiliency amongst ourselves, our teams, and our participants while providing practical tools to foster resiliency in our staff, our programs, and our communities. This is a working session and as such, learners will walk away with an action plan for identifying and building resiliency but should come prepared to talk candidly and be vulnerable in a group setting.

About Allie

Allie is a Senior Lecturer at Texas State University in the Recreation Administration and Therapeutic Recreation graduate and undergraduate programs. She is completing her PhD in Recreational Therapy at Clemson University. Having worked with Youth At-Risk for over 20 years, Allie knows firsthand the role that resiliency can play in a person's success. Not only has she spent thousands of hours in the field as a practitioner, she is also a budding researcher in resiliency topics.

1:00-3:30 pm

Something to Talk About: Planning & Generating Social Media Content (.2 CEU)

Ann Beck, Marketing and Communications Manager, Mansfield Parks and Recreation

Social media is the fastest and cheapest way to spread the word about your parks and programs, but how do you know what to post and when? This workshop will take you step by step through creating a content calendar, starting your own social bank and optimizing your parks and programs to encourage visitors to generate their own content for you!

About Ann

"I care, I care a lot. It's kind of my thing." Leslie Knope's mantra is the perfect description for my career path, wholeheartedly following the fields and challenges that excite me most, from a decade in news to helping businesses large and small build their brands, and now to the world of parks and recreation as the City of Mansfield Parks and Recreation Marketing and Communications Manager. I am a Certified Public Communicator and Certified Park and Recreational Professional, ready to talk all things parks, communications and marketing. I'm passionate about connecting people with sunshine and swing sets and all the other benefits parks have to offer, and love helping other professionals connect with their communities both internal and external. Personally, I'm the mom of three teenage girls, giving me an extra edge in the world of social media and trends!