



PHOTO CREDITS: VISIT FRISCO



ESSENTIAL PLAYS

TRAPS 2021



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



WELCOME TO FRISCO

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 and 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, a.k.a **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)!

2021 INSTITUTE OVERVIEW

2020 has been a year of duality. We've experienced the crushing loss of lives, our friends and families losing their jobs or dangling in furlough, so many local and small businesses closing their doors, and not being able to physically connect with people we love dearly. On the flip side of this coin, 2020 will be remembered as a year of innovation, paradigm shifts and connecting with our fellow Americans in ways that will surely reverberate for years to come. We've all demonstrated an amazing resilience and adaptability, a true reflection of the American (and most especially, the Texan) spirit.

Here at the TRAPS office, we consider ourselves among the fortunate. We have all been healthy, we've been able to move most of our operations to a remote system and, most importantly, we've been able to continue to serve our members through programming intended to respond to the immediate challenges of COVID-19, and to do so as accessibly and affordably as possible.

Essential Plays in 2021

As we look forward to the new year and the 2021 Annual Institute and Expo, we have attempted to create a program that will meet the needs of as many of our members as we can address. We strived to offer a program that is accessible and affordable but ultimately will allow for the connection of recreation professionals and the exchange of ideas that happens any time TRAPS members convene.

As you can expect, the 2021 Institute will be different. We won't be hugging. We won't be packing into a standing-room-only session and then racing through a crowded hallway and high-fiving our friends on the way. But we will refuse to quietly resign ourselves to yet another Zoom meeting. This has led the TRAPS Institute Planning Committee, the TRAPS Board of Directors and TRAPS staff to create an event unlike any we've attempted and unlike any that is being offered by other state

and national organizations. We are boldly charging forward with an in-person event but will offer the same great experience to virtual attendees.

In-Person: For those of you who are craving social connection, live events and the energy of other human beings, we've created an opportunity for you to do those things. We will abide by stringent social-distancing protocols, we will wear masks, and we will limit the amount of traffic in hallways, but we will gather at the Frisco Convention Center. In-person attendees will have the option to attend the "Playmakers" sessions in the main ballroom or may opt for a more intensive experience in one of our breakout workshops brought to you by nationally renowned professionals in our field.

Note: In-person attendees will be able to add on 25-plus prerecorded education sessions in the "Press Play" library for 30 days after the event for a reduced fee.

Virtual: We recognize that not everyone is comfortable with or able to travel and attend an event, or they may not have the budget to support traveling. In fact, we recognize that this was the case for many people prior to COVID-19. We've endeavored to bring the excitement and connection of the Annual Institute and Expo to you virtually and hope you will join us. Virtual attendees will experience, in real time, our General Session, "Playmakers" sessions, keynote and Awards Ceremony through the comfort of their home or office. In addition to a full day of streaming content, virtual attendees will also have access to a catalog of 25-plus prerecorded education sessions in the "Press Play" library for 30 days after the event.

CEUs: In-Person Only – up to .6 CEUs

In-Person + "Press Play" Virtual Catalog – up to 3.0 CEUs

Virtual – up to 2.6 CEUs



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 by 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

12-6 p.m. Golf Tournament, Plantation
 Golf Course, sponsored by BSW and Playwell,
 four-person scramble/shotgun start (\$85)

5-6 p.m. Town Hall Meeting
 (Virtual – All TRAPS members are welcome)

6:15-7:15 p.m. Virtual Legislative Briefing

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

1-2 p.m. Education Session 3: "Gamechangers"
 and "Pacesetters" Sessions, sponsored by TPRF

2:15-3:15 p.m. Education Session 4: "Gamechangers"
 and "Pacesetters" Sessions, sponsored by TPRF

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

4-5:30 p.m. General Session, sponsored by Clark
 Condon and MUSCO Lonestar Legacy Parks Recognition
 Keynote: Dr. Stuart Brown and Tom Norquist, PlayCore,
 "What Nature Wants You to Know about ... Play!"
 sponsored by GameTime

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

Wednesday, March 10 – On-Site and In-Person + Livestreamed Playmakers

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

9:30-10:30 a.m. Education Session 1: "Gamechangers"
 and "Pacesetters" Sessions, sponsored by TPRF

11 a.m.-12 p.m. Education Session 2: "Gamechangers"
 and "Pacesetters" Sessions, sponsored by TPRF

12:15-12:45 p.m. Lunch

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

Pre-registration is required – no on-site registration

On-Site

10 a.m.-2:30 p.m. State Maintenance Rodeo (plus
 POPS Branch Meeting), Dr Pepper RoughRiders
 Parking Lot & Stadium, sponsored by PlayWell,
 with lunch sponsored by In-N-Out Burger

Virtual/On-Demand

- "Press PLAY" for 30 days following the institute

INSTITUTE EVENTS

TRAPS Golf Tournament

Tuesday, March 9, 12-6 p.m.

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

Sponsored by BSW and PlayWell

\$85 per player

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

Sponsored by Clark Condon and MUSCO

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. GameTime/PlayCore are the 2021 Institute Title Sponsors, and they are proud to sponsor the opening General Session's keynote speakers: Dr. Stuart Brown, National Institute of Play, and Tom Norquist, PlayCore.

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, 10 a.m.-2:30 p.m.

Dr Pepper Ballpark Parking Lot and RoughRiders Field,

7300 Roughriders Trail, Frisco, TX 75034

\$25 per attendee

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 and Education Sessions on 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.

TOWNHALL AND LEGISLATIVE SESSION

ALL TRAPS members are invited to join in on the following events. Check the TRAPS Facebook page as we get closer to the events for more information on how to attend.

Tuesday, March 9, 5-6 p.m.

TRAPS Virtual Townhall (Everyone is invited!)

Join Dr. Michal Lord for a virtual discussion on all things TRAPS-related. Dr. Lord will discuss how the last year has impacted the organization along with new programs and initiatives that have been implemented as part of our COVID-19-response strategy. Plans for the upcoming year will be shared along with opportunities for you to get involved with TRAPS!

Tuesday, March 9, 6:15-7:15 pm

Virtual Legislative Briefing

Tuesday, March 9, 6:15-7:15 p.m.

TRAPS Legislative Briefing (Everyone is invited!)

Join us for a quick panel update on what's happening in the current Texas legislative session. Panelists will discuss bills to be aware of and any specific action items for TRAPS members. It is our professional duty to stay informed and to advocate for our field — all members are highly encouraged to attend!



EDUCATIONAL PROGRAM

March 9-11, 2021

Options for Education Participation: *In-Person, Virtual or In-Person + Virtual*

In-Person (one packed day of educational content with options for directed learning): \$150

Wednesday, March 10

8-9:15 a.m.	Opening Session (In-Person and ) Shannon Coates, Director of Frisco PARD Have You Played Today? .1 CEU			
Coffee Break				
9:45-10:45 a.m.	Playmakers (In-Person and )	9:30 a.m.-12 p.m.	Gamechangers (In-Person Only)	Pacesetters (In-Person Only)
	Playmaker 1  Tiffany White, Grand Prairie PARD Misery Loves Company! .1 CEU		Gamechanger 1 Annie Frisoli, Creating Community LLC Experience Design for the Recreation and Event Professional .2 CEU	Pacesetter 1 Allie Thomas, Texas State University Building Resilience .2 CEU
11 a.m.-12 p.m.	Playmaker 2  Dana Dempsey, Scottish Rite Hospital for Children Program, Parks and Playgrounds: From the Doctor's Office to the Community .1 CEU			
Lunch				
1-2 p.m.	Playmaker 3  Trent Matthias, National Fitness Campaign Unlocking Healthier, Happier Communities by Shaping the Built Environment .1 CEU	1-3:30 p.m.	Gamechanger 2 Danny Twilley, Outdoor Economic Initiative at West Virginia University Creating Buy-In for Outdoor Recreation Using an Entrepreneurial Mindset .2 CEU	Pacesetter 2 Ann Beck, Mansfield PARD Something to Talk About: Planning and Generating Social Media Content .2 CEU
2:15-3:15 p.m.	Playmaker 4  Malone Ranger, Radio Personality Talking Your Way Through Tough Times: Communicate Like a Radio Air Personality .1 CEU			
Ice Cream Break				
4-5:30 p.m.	General Session + Keynote (In-Person and ) Dr. Stuart Brown and Tom Norquist, National Institute for Play What Nature Wants You to Know About ... Play! .1 CEU			
Quick Break				
5:45-7 p.m.	Awards Reception (In-Person and )			

 = Livestream

OPENING SESSION (In-Person and Livestreamed)

Wednesday, March 10, 8-9:15 a.m.

Have You Played Today? (.1 CEU)

Shannon Coates, PhD, 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 that believes that one day play will become essential regardless of age or ability. A department that 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, an 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.

KEYNOTE (In-Person and Livestreamed)

Wednesday, March 10, 4-5:15 p.m.

What Nature Wants You to Know About ... Play! (.1 CEU)

Stuart Brown, MD, 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!

We examine 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, 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. 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."



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 Manufacturers 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 online 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.

PLAYMAKERS (In-Person and Livestreamed)

This room will feature exciting, fresh speakers on a variety of topics that all include one common theme: breaking out and making the plays to succeed in both personal and professional life. Sessions in this room will be livestreamed to an at-home audience.

PLAYMAKER 1

Wednesday, March 10, 9:45-10:45 a.m.

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, Illinois, 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.

PLAYMAKER 2

Wednesday, March 10, 11 a.m.-12 p.m.

Program, Parks and 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, and 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 and 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.

PLAYMAKER 3

Wednesday, March 10, 1-2 p.m.

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 well-being 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 well-being 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.

PLAYMAKER 4

Wednesday, March 10, 2:15-3:15 p.m.

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 10 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 (In-Person Only)

This breakout will consist of intensive, half-day workshops led by professionals who are not afraid to break from the norm and push for changes in the way we think and the systems we ascribe to. These sessions will encourage attendees to take a hard look at the way they have been doing things and push for new ways of thinking. These sessions are only available to in-person attendees.

GAMECHANGER 1

Wednesday, March 10, 9:30-12 p.m.

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

Annie Frisoli, Founder and 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. 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 whom 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 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, is 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.

GAMECHANGER 2

Wednesday, March 10, 1-3:30 p.m.

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 among 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 a 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 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 West Virginia 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 start up new initiatives, engages with communities, and facilitates academic collaborations across the university, state and local governments, outdoor industry and related groups.

PACESETTERS (In-Person Only)

This breakout room will host speakers that lead the pack and set up others for success on their way. Join us for half-day intensive workshops led by professionals who are not afraid to steer a course to success. These sessions are hands-on and in-depth and only available to in-person attendees.

PACESETTER 1

Wednesday, March 10, 9:30-12 p.m.

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 bad 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 will guide participants through experiential exercises designed to assess resiliency among ourselves and our teams 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 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 and is completing her PhD in recreational therapy at Clemson University. Having worked with at-risk youth for more than 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.

PACESETTER 2

Wednesday, March 10, 1-3:30 p.m.

Something to Talk About: Planning and 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 I 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!



"PRESS PLAY" PROGRAM

The "Press Play" program features 20-plus hours of continuing education on demand for attendees to view at their leisure. These sessions are focused on content but will leave you with valuable tools and information to implement immediately.

FOR CEUs: Only 60-minute sessions are eligible for CEUs. Attendees must watch at least 50 minutes of a session, then complete an evaluation and pass a five-question quiz in order to earn continuing education credit.

60-Minute On-Demand Sessions

Play? Or Team-Building with a Purpose

(.1 CEU)

Jordan Daniel, PhD, Associate Professor, Angelo State University, and Will Doss, Program Coordinator, McKinney PARD

Pizza parties, trust fall sessions, escape rooms. Everyone has an idea of what makes team-building work. You'd be surprised that many of the things people do to facilitate team-building may not be working on those things. This session clears that up.

- Participants will be able to reframe how to team-build.
- Participants will be able to develop and modify a team-building protocol to meet their needs.
- Participants will be able to compare and contrast good versus bad team-building.

Unlocking the Employee Engagement Code

(.1 CEU)

Shawn Welch, Shawn Welch Company

Research has shown that a majority of employees lack motivation at work. The key to unlocking the employee motivation code is by creating a culture of engagement. A culture of engagement requires a fundamental shift in the way you lead and invest in your employees. In this session, you will learn the "keys," or principles, to creating a culture of employee engagement and, in the process, unlock your park's potential.

- Participants will be able to name the actions that hinder your ability to create engagement.
- Participants will be able to list the characteristics of employees of highly engaged teams.
- Participants will be able to develop an employee engagement plan.

Preserving Human Interaction in a Digital World

(.1 CEU)

Jan Hincapie, Writer, Speaker, Outdoor Enthusiast, Retired Parks and Recreation Director

We live in a fast-paced world. We are constantly looking for ways to streamline and automate processes in our agencies. While technology has certainly enhanced our world, have we gone too far? Have we lost face-to-face human interaction? In this session, the speakers will talk about what technology has done to the human side of our jobs and present ways we can change our philosophy, management approach and work environment to create and support opportunities for human interaction.

- Participants will be able to discuss how technology has impacted our world.

- Participants will be able to discuss the difference between a digital native and a digital immigrant.
- Participants will be able to discuss how a digital workplace can support human interaction through environment, philosophy and management.

Beyond Recovery ... A Time for Transformation

(.1 CEU)

Jamie Sabbach, President and CEO, 110%

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.

- Participants will be able to review and analyze pre-pandemic and current realities.
- Participants will be able to describe and identify the deficiencies in our current park and recreation operation model(s) and the opportunities that exist moving forward.
- Participants will be able to engage in exercise and activity specific to effective efforts to respond to challenging conventional thinking and introduce more socially and fiscally responsible initiatives.

Keep Austin Inclusive: The Therapeutic Recreation Services of the Austin Parks and Recreation Department

(.1 CEU)

Laurel Heizelman, CTRS, Inclusion Specialist, Austin Parks and Recreation

The Austin Parks and Recreation Department has been striving to Keep Austin Inclusive for many decades. Austin PARD Therapeutic Recreation Services offers both adaptive and inclusive recreation. Keep Austin Inclusive will discover the Danny G. McBeth Recreation Center, Austin's adaptive recreation center, home to an adult day habilitation program, out-of-school time programs for youth and a Special Olympics delegation of more than 200 athletes. We will also cover the Inclusion Unit, which supports participants and staff department-wide at community recreation centers, senior centers and art/nature/cultural centers. Lastly, we will discuss PARD's newest services at Dottie Jordan Recreation Center, offering an expansion of adaptive and inclusive programs. Currently, Austin PARD employs more than 10 CTRSs in full-time roles, along with temporary/seasonal TR students, interns and CTRSs working in various roles.

- Participants will be able to recognize similarities and differences in Austin PARD's TR Services as related to assessments and implementation.
- Participants will be able to compare administration practices of the different PARD TR Services.
- Participants will be able to evaluate the effectiveness of Austin PARD advancement of the profession.

Parks and Recreation Professional to Administration: Are You Ready to Move?

(.1 CEU)

Scott Swigert, Assistant City Manager, City of Mont Belvieu

Parks and recreation professionals continue to be underrepresented in city management, and there is a great need for them to move up into these positions. Those who choose to advance will have a basic knowledge of what they need to do to begin the process to make the next step.

- Participants will be able to identify the needs, issues, and benefits for city management.
- Participants will be able to understand the roles of city management.
- Participants will be able to identify ways to set the foundation to begin the process to transition from a parks and recreation professional to an administrator.

Esports: The Digital Transformation of Recreational Programming

(.1 CEU)

Daniel Herz, Chief Revenue Officer, Mission Control GG

Esports is emerging as the premier platform for park and recreation organizations to provide relevant and valuable programming for multigenerational socialization. Esports leagues are just like your soccer or Ultimate Frisbee intramurals, but now in video games.

- Participants will be able to discuss three benefits to starting an esports program.
- Participants will be able to identify one area in their current facility that could house an esports program.
- Participants will be able to discuss three resources available to start an esports program.

Equity in Action

(.1 CEU)

Kimberly McNeeley, City of Austin Parks and Recreation Director, and Brion Oaks, City of Austin Chief Equity Officer

Explore race equity issues associated with the parks and recreation profession. Learn about the specific actions the City of Austin and the Austin Parks and Recreation Department took to analyze inequity and implement specific actions to address issues. Learn about the journey and gain practical tips for implementation within your agency.

- Participants will be able to explore indicators and disparities associated with social equity/race equity.
- Participants will be able to discuss specific strategies to analyze equity within an agency.
- Participants will be able to implement specific strategies used to advance social equity/race equity.

Texas Parks and Wildlife Programs and Grants

(.1 CEU)

Travis Glick, Community Archery Specialist, Texas Parks and Wildlife Department, and Cappy Smith, Grant Coordinator, Texas Parks and Wildlife Department

TPWD staff from the Outreach and Education team will explain/demonstrate the amazing outdoor recreation opportunities that TPWD offers certifications in and explain how they can fit in your current programs, then Grants will explain how to fund them.

- Participants will be able to identify what programs they can be offering in their facilities.

- Participants will be able to discuss how those programs can fit in their current programs.
- Participants will be able to explain how to apply for grants with TPWD to help fund their programs.

A Higher Level of Inclusive Play

(.1 CEU)

Jill Moore, Inclusive Play Specialist, Landscape Structures

The playground should be a place for laughter, friends and fun for all. Traditional playgrounds focus on accessible-element play count and developmentally appropriate activities but miss the mark when it comes to supporting a wide range of abilities. Per the CDC, 1 in 54 children has autism, resulting in challenges interpreting sensory messages and engaging in play and social interaction. All children learn through their senses. Evidence-based research shows sensory-rich play environments with appropriate levels of challenge, a variety of activities to promote choice, develop functional skills, imaginary play and social skills provide a higher level of inclusive play for all.

- Participants will be able to identify the facts about play — for people with and without disabilities — and why play is important to all people.
- Participants will be able to discuss the differences between a play environment that simply meets minimum federal accessibility requirements and one that is fully inclusive.
- Participants will be able to articulate the best practice design elements for inclusive play environments.

Creating Indoor Soccer Leagues on a Shoestring Budget

(.1 CEU)

Joe Guzman, Assistant Program Manager, City of Corpus Christi Parks and Recreation Athletics Division

Does indoor soccer feel out of your budget and resources? Joe Guzman has spent his professional career finding innovative ways to bring soccer into agencies. In this session, you will learn that with a little space you too can offer an indoor soccer program using limited resources in order to generate income.

- Participants will be able to discuss ways to bring in more interest from teams.
- Participants will be able to separate recreational players/teams from more competitive players/teams.
- Participants will be able to generate schedules favorable to maximize participation.

Simple Data-Driven Decision Making to Better Serve Your Community

(.1 CEU)

Kyle Livesay, Recreation Operations Manager, City of Pearland

Data doesn't have to be complicated to be useful. This session is intended to help simplify the concept of data-driven decision-making while providing easy approaches to collecting usable information for the purpose of better serving the community.

- Participants will be able to express confidence with data collection and utilization — overcoming the "I am not a data person" barrier.
- Participants will be able to discuss the types of data they need to collect to accomplish their goals.
- Participants will be able to discuss specific tools and approaches that they can quickly apply to their organization.



Dynamic, Resilient and Inclusive Parks Through Transactive Community Engagement

(.1 CEU)

Amy Mitchell, Landscape Architect, MIG Inc., and Diane Jones Allen, Principal Landscape Architect, FASLA, Design Jones LLC

Everyone deserves a great welcome, safe and inspired in public parks. This session will explore techniques to create a more effective transactive engagement process that allows parks to become inclusive places that express distinct community character.

- Participants will be able to distinguish the definition, goals and benefits of using transactive engagement and design for public parks and recreation spaces.
- Participants will be able to use community and site history to shape the program, create spatial form and instill distinct character and identity within a site.
- Participants will be able to list the steps to include in a design process that will lead the community toward a sense of ownership and stewardship for their park.

Mirror, Mirror: A Study on Participation Choices of Females in Recreation Centers

(.1 CEU)

Amber Graham, Fitness Director, TAMU San Antonio, and Jordan Daniel, PhD, Associate Professor, Angelo State University

This session will feature research conducted to understand the participation choices of females attending recreation centers, including an in-depth examination of body image trends in colleges and universities and how that impacts female participation. Learners will examine effective ways to develop educational opportunities for patrons utilizing their facilities while discussing potential challenges.

- Participants will be able to define and discuss body image trends in colleges and universities and list three ways body image can impact program participation among female students.
- Participants will be able to list at least two challenges patrons may face when beginning a fitness and wellness program.
- Participants will be able to discuss effective ways to develop programs for patrons who may struggle with body image.

Inclusion, Equity and the Built Environment

(.1 CEU)

N. Damaris McGlone, CTRS, Director of City of Brownsville Parks and Recreation Department

This session offers a deep dive into the Brownsville projects, bringing equity and inclusion to the poorest neighborhoods' built environment for the benefit of all, and those with disabilities and economic disparities through partnerships and unique funding sources.

- Participants will be able to list at least three partnerships/funding strategies leveraged for trend-setting design solutions.
- Participants will be able to discuss how this innovative stormwater management park project enhanced two other connectivity and park projects' initiatives to address accessibility.
- Participants will be able to share at least one new idea to enhance equity, accessibility and inclusion in underserved neighborhoods.

The Change Curve

(.1 CEU)

Gabriel Castillo, President, CEO, RecStar Consulting

COVID-19 has forced us to make changes in our organization — the challenge is for you to help and support people through these

individual transitions, which can sometimes be intensely traumatic, and involve loss of power and prestige, and even employment.

- Participants will be able to identify phases of change each person or group could go through.
- Participants will be able to share at least three mistakes commonly seen while rolling out change.
- Participants will be able to discuss the biggest barriers to creating lasting change.

Playing Naturally in Frisco

(.1 CEU)

Jeff Witt, Play Frisco, Natural Resources Division, Manager, and Molly Kinson, Play Frisco, Natural Resources Division, Education and Outreach Supervisor

In its first year, Play Frisco's new Natural Resources Division managed more than 1,300 acres of open space and natural areas, and created several new programs to meet Frisco's natural resource conservation goals and public education needs.

- Participants will be able to identify common needs that the Play Frisco Natural Resource Division addresses in its community, and demonstrate how the team's activities within its first year were able to meet many of those goals.
- Participants will be able to explain how the team was created in a fiscally responsible way by combining staff from existing city departments, describe these new staff roles within Play Frisco's Natural Resource Division, and explain how they have been critical to the team overall.
- Participants will be able to evaluate the efficiency and effectiveness of the new Natural Resources Division team, and support why the combination of natural resource conservation operations and public education both remain important for all growing cities.

Promoting Cultural Safety

(.1 CEU)

Shelby Jackson, CTRS, Graduate Assistant and PhD Student, Oklahoma State University

As our communities continue to change and diversify, we must prepare to be inclusive of different abilities and cultures. The most effective way to do this is through promoting cultural safety while working toward cultural competency. We will discuss the key aspects of diversity, components of culture, barriers, and tips to provide a safe, inclusive environment for people from all backgrounds.

- Participants will be able to identify the three key aspects of diversity by the end of the presentation.
- Participants will be able to identify the difference between cultural safety and cultural competency by the end of the presentation.
- Participants will be able to identify two to three barriers to cultural competency by the end of the presentation.

Identify and Ignite Your Organization's Role in Successful Inclusion

(.1 CEU)

Lindsey Oakes, PhD, LRT/CTRS, Assistant Professor of Therapeutic Recreation, Texas State University

Is your park and recreation organization seeking to successfully include people with varying abilities? Do you go beyond surface-level policies, mission statements and politically correct language to incorporate inclusive perspectives and innovative strategies to make inclusive service delivery a sustainable reality? This session will provide attendees with information about organizational-level best practices for inclusion.

Data from research investigating organizational facilitators and barriers to inclusion will be shared.

- *Participants will be able to define the various levels of the continuum of inclusion.*
- *Participants will be able to recognize organizational level facilitators and barriers to the inclusion of individuals with varying abilities.*
- *Participants will be able to identify next steps for their respective organizations to adjust their organizational culture and climate in support of increased inclusion of individuals with varying abilities.*

Make a Big Splash! Planning and Designing Your Next Aquatic Project for Maximum Success

(.1 CEU)

Adam Brewster, Dunaway Associates

Aquatic recreation comes in many forms. Different users and facilities serve different needs. This session will outline the planning and design process for accommodating as many users as possible in your facility, whether it is a universally accessible sprayground or multigenerational aquatic center.

- *Participants will be able to describe elements of successful aquatic facilities, both large and small.*
- *Participants will be able to summarize the planning process for aquatic facilities that will provide the right size aquatic facility for your community.*
- *Participants will be able to identify creative features of multigenerational facilities that provide fun, access and programming for all ages and abilities.*

30-Minute Sessions

Preparing the Profession for the Future: Diversity, Equity and Inclusion and Parks and Recreation

30 min. (No CEUs)

Autumn Saxton-Ross, Vice President of Education and Chief Equity Officer, National Recreation and Park Association

NRPA's new strategic plan not only highlights how our profession is essential, but also how equity must be at the center of all we do. This session will outline NRPA's plan for centering diversity, equity and inclusion within the organization and the field.

- *Participants will be able to discuss at least two aspects of NRPA's new strategic plan as it relates to equity.*
- *Participants will be able to identify at least two resources related to equity.*
- *Participants will be able to identify one action step for improving equity within their department.*

Leadership for a Better World: Strategies to Build a Strong Team

30 min. (No CEUs)

Ali Sanei, COO, PerfectMind

Ali will leverage his leadership experience and provide proven strategies that you can use to build a stronger, more effective parks and recreation team. Whether you are an executive or manager, learn how to empower your team, and watch your community thrive!

- *Participants will be able to identify, analyze and discuss the critical factors in hiring and training needed to develop successful, productive team members.*
- *Participants will be able to utilize leadership strategies, technological resources and data that will empower your team members.*
- *Participants will be able to apply the five-step process to conflict resolution in the workplace.*

Inclusivity in Design: Yesterday, Today and Tomorrow

30 min. (No CEUs)

Farheen Charanya, Associate, Perkins & Will, and Chris Kastelic, Principal, Perkins & Will

This presentation will discuss ideas and design principles that weave into the inception of a universally designed facility.

- *Participants will be able to define inclusivity.*
- *Participants will be able to give measurable examples of how a place can be made inclusive for all the users, along with current and future trends.*
- *Participants will be able to discuss effective design principles for inclusivity.*

Four Keys to the Future of Aquatics

30 min. (No CEUs)

George Deines, Counselman-Hunsaker

Aquatic professionals should always be forward-thinking individuals looking to enhance their operation for the future. This session will detail four key areas that necessitate a closer look to help ensure aquatics stays relevant now and into the future.

- *Participants will be able to identify the four key areas that need dedicated focus for aquatics to survive into the future.*
- *Participants will be able to summarize the effect the four key areas can have on their aquatics program.*
- *Participants will be able to describe tangible and practical outcomes to ensure they implement good strategies to maintain their aquatics program at a sustainable level.*

How to Measure the ROI of Your Marketing Strategies

30 min. (No CEUs)

Peter Ross, Co-Founder, 829 Studios

There are myriad different ways to market your business, and all of them require time and money. In this session, we will review data from dozens of companies to determine where exactly you should be aligning your resources.

- *Participants will be able to utilize a framework to evaluate traditional and digital marketing.*
- *Participants will be able to identify metrics to track and analyze the success of your business' performance.*
- *Participants will be able to explain why online marketing strategies generally have the best ROI.*

Stay Creative: Online Summer Discovery Programming

30 min. (No CEUs)

Laura Esparza, Division Manager, Museums and Cultural Programs, Austin PARD; Lucy Miller-Downing, Culture and Arts Education Coordinator, Austin PARD; and James Byers, Culture and Arts Education Specialist, Austin PARD

During the summer of 2020, in response to the worldwide pandemic, Austin's PARD rallied and did something it had never done before: implemented a full-day online "camp" for more than 700 kids confined to home. Learn the technology and techniques behind it.

- *Participants will be able to utilize basic skills in operating Zoom, videography and developing a production plan.*
- *Participants will be able to discuss models for parental agreements and compassionate and mindful techniques for managing behavior online.*
- *Participants will be able to create a "collection" of items for a curriculum and where to locate more curriculum on the Smithsonian Institution's Learning Lab.*



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GENERAL PRICING/REGISTRATION INFORMATION

IN-PERSON OPTIONS <i>Frisco Embassy Suites</i>	VIRTUAL OPTION
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, 10 a.m.-2:30 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 to In-Person, \$50 increase applies to Virtual Option after February 5. • Student member rates are a 50 percent discount of the Virtual and/or In-Person options.	



HOST HOTEL

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