




change
transform

emerge 

2022 TRAPS

COLLEGE STATION, TX • FEBRUARY 15-18
KYLE FIELD & TEXAS A&M HOTEL

WELCOME TO COLLEGE STATION

Howdy,

One word seems to capture the essence of College Station and its more than 125,000 residents – home. For most of us, home is a place where we feel welcome, accepted, safe and part of something bigger than ourselves. On behalf of the City of College Station and our CAPRA-accredited Parks and Recreation team, we cordially invite you to the 2022 TRAPS Institute and Expo.

It's a genuine honor to host this grand event from February 15-18 at historic Kyle Field and the sparkling Texas A&M Hotel and Conference Center. As the home of Texas A&M University, College Station is no stranger to hosting significant local, regional, state and national events. We're also the only city in the country with six nationally accredited departments – parks, public works, water, fire, police, and public safety communications. In 2019, College Station was ranked as the best-performing small city in Texas, and it is recognized as one of the nation's top 10 places for businesses, families and retirees.

The theme for the 2022 TRAPS Institute and Expo is Change, Transform and Emerge. In the last year, our parks and recreational amenities gained renewed awareness and appreciation as new generations embraced the freedom of the great outdoors. High quality of life has never resonated more as we continue into our new normal and discover

that change is the only constant. We protect what we value, and our cumulative efforts as stewards of our parks and recreational amenities pave the way for future generations to embrace and savor our timeless treasures.

We encourage you to enjoy our Lick Creek Nature Center, take a leisurely walk or hike along our 44 miles of trails, or embrace the serenity of 1,867 acres of parkland. You can also visit the stately George Bush Presidential Library and Museum, sample our delectable award-winning restaurants or simply gather with friends and peers as we learn from and lean into each other.

The City of College Station is enthusiastically committed to providing "radical hospitality" to ensure your visit is filled with broad smiles and enduring memories. You'll soon discover why we're considered among the nation's friendliest and most hospitable destinations.



Together,

Steve Wright

Steve Wright
Parks & Recreation Director
City of College Station

SCHEDULE AT A GLANCE

TRAPS 2022 INSTITUTE & EXPO – February 15-18, 2022
Kyle Field & Texas A&M Hotel, 177 Joe Routt Blvd., College Station, TX 77840

In-Person

Change, Transform and Emerge

Title Sponsor: GameTime presented by Total Recreation Products

TUESDAY, FEBRUARY 15 **ON-SITE/IN-PERSON**

8-11 a.m. TRAPS Board Meeting
8:30 a.m.-3:00 p.m. Pre-Institute (Jamie Sabbach, "Beyond Recovery – A Time for Transformation")
8:30-11:30 a.m. Pre-Institute (Ann Beck, "Something to Talk About: Planning and Generating Social Media Content")
11 a.m.-5 p.m. Registration and packet pickup
12-6 p.m. Danny Boykin Golf Tournament, Texas A&M University Golf Course, sponsored by BSW and PlayWell, four-person scramble/shotgun (\$85)
12:30-4:30 p.m. Pre-Institute (Kristi Avalos, "Making Parks and Recreation Enjoyable and Accessible for All")
1:30-4:30 p.m. Pre-Institute (Texas A&M faculty and students – "Behind the Science: Texas A&M Turfgrass Field Lab Tour and Workshop")
2-4 p.m. Tour: The Gardens, Texas A&M
7-8 p.m. President's Reception (by invitation), sponsored by BSW

WEDNESDAY, FEBRUARY 16 **ON-SITE/IN-PERSON**

8 a.m.-2 p.m. State Maintenance Rodeo (plus POPS Branch meeting), Veterans Park, sponsored by PlayWell
8-9:15 a.m. All-Institute Session (Dr. John Crompton, Distinguished Professor, Texas A&M University)
9:15-9:45 a.m. Refreshment Break, sponsored by BCI
9:45-10:45 a.m. Burke, Child's Play and fun abounds
9:45-10:45 a.m. Breakout Sessions
11 a.m.-12 p.m. Breakout Sessions
12:15-12:45 p.m. Lunch* – *Branch Meetings optional*
1-2 p.m. Breakout Sessions
1-2:30 p.m. Kyle Field Tour (Pre-registration required)
2:15-3:15 p.m. Breakout Sessions

3:45-5:30 p.m.

General Session, sponsored by Clark Condon and MUSCO
• TRAPS Academy of Leadership Development Recognition: Graduation of Class of 2020-21
• Lone Star Legacy Parks Recognition
• Keynote: Neelay Bhatt
President's Preview of Exhibit Hall – Exhibit Hall opens
Welcome Social, Texas A&M Hildebrand Equine Complex, sponsored by funabounds, Kraftsman and Public Restroom Company

5:45-6:45 p.m.

7:15-9:15 p.m.

THURSDAY, FEBRUARY 17 **ON-SITE/IN-PERSON**

7:30 a.m.-5 p.m. Registration
8-9:15 a.m. All-Institute Sessions (Jill Moore, LSI)
8:30 a.m.-1:30 p.m. Exhibit Hall Hours
8:30-10 a.m. Past Presidents' Breakfast, Texas A&M Hotel
9-9:30 a.m. Refreshment Break, sponsored by genan inc.
9:30-10:30 a.m. Breakout Sessions
10:45-11:45 a.m. Breakout Sessions
11:45 a.m.-1:30 p.m. Lunch with Exhibitors (Lunch at 12:15; Exhibit Hall will close at 1:30 p.m.)
1:30-6 p.m. Exhibit Hall breakdown and move-out
1:30-2:30 p.m. Breakout Sessions
2:30-3 p.m. Ice Cream Break, sponsored by T.F. Harper
3:15-4:15 p.m. Breakout Sessions
4:30-6 p.m. Awards, Reception and Board Installation, Texas A&M Hotel
6:15-7:30 p.m. TPRF Auction
8-9:30 p.m. Directors' Social, Location TBD, sponsored by TAAF and TPPC

FRIDAY, FEBRUARY 18

8:30 a.m.-12 p.m. Tour: The Best of College Station (College Station facilities)

Attendee Swag sponsored by Musco

EDUCATION PROGRAM OVERVIEW

PRE-INSTITUTE SESSIONS

Tuesday, February 15, 8 a.m.-3:30 p.m.

Beyond Recovery - A Time for Transformation (.6 CEUs).

FEE: \$125 member/\$175 non-member

Jamie Sabbach, 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.

About Jamie Sabbach



Jamie Sabbach has spent her entire adult life serving the public park and recreation profession. Afforded opportunities few will ever have, she has been a practitioner, educator and consultant. She speaks from a place of experience, realism and observation. A self-described "disappointed idealist," she believes society should be fueled by anger and love in order to do what may not be popular, but what may be necessary. Jamie's work has spanned three decades, serving communities in Illinois, Indiana and Colorado as a park and recreation professional, teaching at Eastern Illinois University, Indiana University, Illinois State University and Metro State University (Colorado), and working alongside professionals in 40 of the 50 U.S. states as a trainer, consultant and adviser, assisting them in their efforts to be responsible stewards and servants to their communities. Jamie has taught hundreds of professional development and training programs across North America and Europe and 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. As she always says, "I've been privileged to spend my working days doing something I love. Not everyone can say that."

Tuesday, February 15, 8:30-11:30 a.m.

Something to Talk About: Planning and Generating Social Media Content (.3 CEUs).

FEE: \$40 member/\$60 non-member

Ann Beck, Mansfield Parks and Recreation.

You don't have to be a marketer to understand the value of social media for promoting your parks, programs and events. But you also don't have time to spend hours writing posts. Simple tools can help you plan for effective, efficient social content.

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 Beck



"I care, I care a lot. It's kind of my thing." Leslie Knope's mantra is the perfect description for Beck's 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. Anne Beck is a Certified Public Communicator and Certified Park and Recreational Professional, ready to talk all things parks, communications and marketing. She's passionate about connecting people with sunshine and swingsets and all the other benefits parks have to offer, and loves helping other professionals connect with their communities, both internal and external. Beck is the mom of three teenage girls; and that, as she says, "gives me an extra edge in the world of social media and trends."

Tuesday, February 15, 12:30-4:30 p.m.

Making Parks and Recreation Enjoyable and Accessible for All (.4 CEUs).

FEE: \$40 member/\$60 non-member

Kristi Avalos, Accessology Too LLC.

A park can be almost anything. It can be as small as a green space or as large as a theme park. Regardless of its size, it is required by law to be accessible – and accessibility can be challenging. Whether the park has water features, sporting

KEYNOTE

options, hike/bike trails or amusement rides, accessibility is needed to offer recreational opportunities for individuals with and without disabilities. This class is designed to assist participants in understanding how to make the many varieties of parks compliant with the Americans with Disabilities Act.

About Kristi Avalos



Kristi Avalos is a nationally renowned leader in providing accessibility-related services and is a sought-after speaker with a knack for using an upbeat approach to help others understand the complexities of compliance with the Americans with Disabilities Act (ADA). She began her career with 12 years in the airline industry, which developed into efforts to improve access in the transportation arena, helping airlines and airports comply with the Air Carrier Access Act (ACAA). With more than 40 years of experience, she provides expert witnessing on ADA, 504, Federal Housing Administration, and ACAA legal cases. Kristi has been involved with the United States Access Board, Department of Justice, and other agencies and organizations that have shaped accessibility legislation and trends since the early 1980s. In 1990, Kristi founded Accessology Too LLC, which is a national leader in providing accessibility consulting services and is one of the largest U.S. firms dedicated solely to accessibility and access issues. Her company has worked on numerous multimillion-dollar projects with accessibility compliance during all stages from schematics to construction. Kristi and her team at Accessology are committed to removing structural and attitudinal barriers that adversely impact people with disabilities.

Tuesday, February 15, 1:30-4:30 p.m.

Behind the Science: Texas A&M Turfgrass Field Lab Tour and Workshop (.30 CEUs).

FEE: \$40 member/\$60 non-member

The Texas A&M University System has helped turfgrass managers, landscapers, sod producers and the general public solve turfgrass related problems for many years. Through a network of research, extension and teaching programs, Texas A&M has provided solutions based on sound research, extensive outreach educational programs, and assistance through statewide and county extension activities. The Texas A&M faculty and students are graciously opening up the doors of the Turfgrass Field Lab to share their knowledge and research with you. Attendees will participate in a behind-the-scenes tour of the 10-acre research facility, learning modules on best management practices in turfgrass, and hands-on demonstrations.

Wednesday, February 16, General Session, 3:45-5:30 p.m.
The Power of One (.1 CEU).

Neelay Bhatt, PROS Consulting

In today's socially wired, hypercompetitive and post-pandemic world, customer experience is paramount to an agency's success. This includes internal customers (staff) and external customers (guests) and more than ever, now is the time to focus on building a people-centric culture.

Learn from world-class organizations such as Disney and unlock the secrets behind building a culture focused on exceeding customer expectations, where everyone is empowered to lead and your *why* is more important than the *how* and the *what*.

About Neelay Bhatt



Neelay's career on five continents includes Disney, the Super Bowl and the Olympics, besides several years of consulting, public speaking and training. TEDx, the global platform for ideas, describes him as a business and communications visionary, and his service on the National Recreation and Park Association's Board of Directors served to ensure that "no child is left indoors."

As an alumnus of the Harvard Kennedy School and the No. 1 ranked Sports Management Program at Ohio University, his keynotes and talks on magical customer service, trends, empathetic leadership and the art of storytelling have benefited executives, professionals, startups and students from New York State to China and from Europe to New Zealand.

He champions "Ideas Worth Spreading" as the curator and organizer for TEDxIndianapolis, TEDxIndianapolisWomen, TEDxCollegePark (Maryland), besides presenting multiple TEDx talks and coaching TEDx presenters.

As the principal at PROS Consulting Inc. (headquartered in Indianapolis), he has led 130-plus park system strategic and master plans, sports facility development projects that have recommended new development and improvements totaling more than \$2 billion USD and are helping shape a better vision for health and wellness, conservation and social equity in communities in Texas and globally. Find him on LinkedIn at www.linkedin.com/neelay and on Twitter at @neelaybhattt.

ALL-INSTITUTE SESSIONS

Wednesday, February 16, 8-9:15 a.m.

The 7 Eras of the Recreation Field: Which Era Best Characterizes You and Your Agency? (.1 CEU).

Dr. John Crompton, Distinguished Professor of Recreation, Park and Tourism Sciences at Texas A&M University

Since the late 1970s, the recreation and parks field has evolved through seven eras in response to an increasingly difficult financial environment. The eras were: producing services, selling them, focusing on users' wants, designing user experiences, communicating community-wide benefits, positioning services within a community, and activating those positions.

An agency's viability within its community will be determined by how far along this evolutionary continuum it has progressed. The presentation will describe the most distinctive characteristics of each era and invite delegates to consider which era best represents their own operating style and that of their agency.

About Dr. John Crompton



John L. Crompton holds the rank of university distinguished professor and is both a regents professor and a Presidential Professor for Teaching Excellence at Texas A&M University. He received his basic training in England. His undergraduate work was in physical education and geography at Loughborough College. After teaching high school for a year, he attended the University of Illinois where he completed an M.S. degree in recreation and park administration in 1968. In 1970, he earned another M.S. degree from Loughborough University, majoring in business administration. In 1970, he joined Loughborough Recreation Planning Consultants (LRPC) as their first full-time employee. When he left as managing director in 1974, LRPC had developed into the largest consulting firm in the United Kingdom specializing in recreation and tourism. In 1974, Dr. Crompton came to Texas A&M University. He received his doctorate in recreation resources development in 1977. For some years, he taught graduate and

undergraduate courses in both the Department of Recreation and Parks and the Department of Marketing at Texas A&M University, but he now teaches exclusively in the Department of Recreation, Park and Tourism Sciences. Dr. Crompton's primary interests are in the areas of marketing and financing public leisure and tourism services. With approximately 40,000 citations and an h-index of more than 80, Dr. Crompton is the most cited scholar in the world in the tourism and leisure management fields. He is a past recipient of the National Park Foundation's Cornelius Amory Pugsley award for outstanding national contributions to parks and conservation; the U.S. Department of Agriculture's Agricultural Colleges National Teacher of the Year award; the National Recreation and Park Association's (NRPA) Distinguished Professional award; the NRPA National Literary award; the NRPA Roosevelt award for outstanding research; the Distinguished Colleague and the Distinguished Teaching awards of the Society of Park and Recreation Educators; the Travel and Tourism Research Association's Travel Research and Lifetime Achievement awards; Senior Fellow of the World Leisure Academy; Elected Fellow of the International Academy for the Study of Tourism; and Minnie Stevens Piper Professor for excellent teaching in the state of Texas. He has received the Bush Excellence Award for Public Service (presented personally by President George H.W. Bush); the Vice Chancellor's Award for Excellence in Graduate Teaching; and Texas AgriLife's Faculty Fellow and Senior Faculty Fellow Awards for exceptional research contributions. He was a member of the NRPA's Board of Trustees for nine years, and is a past president of four professional bodies: the Texas Recreation and Park Society, the American Academy of Park and Recreation Administration, the Society of Park and Recreation Educators and the Academy of Leisure Sciences. He is a Board member of the National Recreation Foundation. Dr. Crompton served four years as a city council member for College Station, from 2007-2011, and was mayor pro tem in 2010-2011. He was again elected to the city council in 2019 and currently serves in that position.

ALL-INSTITUTE SESSIONS

Thursday, February 17, 8-9 a.m.

Play on Player: Overcoming Disability Through Play (.1 CEU).

Jill Moore, Landscape Structures Inc. (LSI)

We're all compelled to play and to play hard. It brings us a sense of challenge, develops social skills and fosters independence. Communities often find themselves with uniquely abled kids who move differently than typically developing children. We know it's mission critical to ensure everyone gets the chance to play. It's crucial that adaptive recreation offers challenges and benefits beyond a participation trophy – because the result is bigger than a “you did it!” sticker. This session looks at the importance of adaptive recreation from childhood to adulthood, and how play offers solutions to key challenges of development (social skills, independence, confidence, etc.) that can be tough for kids growing up with a disability. We look at how communities can integrate adaptive rec at all levels. From kids finding a new hobby, to school teams, collegiate athletics, careers and world stages – play is a world of opportunity that shapes us all.

About Jill Moore



Jill Moore serves on the Landscape Structures team, working between marketing and product development to design and promote inclusive play. She grew up near Charlotte, North Carolina, where she became involved with adaptive athletics at age 9. She attended the University of Illinois, where she received her bachelor's in industrial design, as well as competed for the U of I wheelchair racing team. During her college career, Jill competed on two occasions, representing the United States on a world stage. Through an active life, Jill constantly strives not only to employ a lifetime of experience, but to promote the importance of play, as it truly shapes us all and allows us to overcome some truly incredible things.

Jill became actively involved in adaptive athletics at an early age. Growing up with a disability that led to full-time use of a wheelchair, she understood the importance of play in overcoming challenge. After 12 marathons, a full-ride scholarship, two USA teams and worldwide independent travel, Jill has joined the LSI team to promote inclusive play and to teach CEU sessions around the country.



OPTIONAL TOURS

TUESDAY, FEBRUARY 15



The Gardens at Texas A&M University

In June 2018, The Gardens at Texas A&M University celebrated the completion of its first phase: The Leach Teaching Gardens. Beginning with 27 acres, The Gardens strives to restore, preserve and develop the area and surrounding green space for teaching, research and extension programming, as well as engaging with the community. These 7 acres (21 themed gardens) of The Leach Teaching Gardens serve as an outdoor classroom where faculty and staff can teach students and the public about food production, landscaped beauty and the natural environment. The Gardens as a whole is meant to be a peaceful sanctuary on campus, for all to enjoy.

Tour: 2-4 p.m.

Cost: \$15 per person

Maximum Attendees: 25



SELF-DIRECTED - AT YOUR LEISURE

Messina Hof Winery

Come and enjoy a tour and tasting at Messina Hof, where you will learn the history of this award-winning winery and experience a behind-the-scenes look at our property as well as the wine production facilities. Following your tour, you will be treated to a unique guided tasting through four categories of wine. You will learn/review wine-tasting techniques such as sipping, swirling and food pairing. Everyone leaves with a signature tasting glass.

Individuals can book public tours daily at 1 p.m., 3 p.m. and 5 p.m.

\$20 per person

Private tours can also be scheduled



SELF-DIRECTED - AT YOUR LEISURE

George H.W. Bush Presidential Library and Museum

Learn about the unique life of George H.W. Bush, the 41st president of the United States of America. Experience artifacts, film, photographs, documents, music and interactive videos to learn about United States history since 1941 through this self-guided tour. Be sure to also visit the grounds that include *A Monument to Freedom*, the Barbara Bush Rose Garden and Presidential Pond, and the Bush Family Gravesite.

Adult Tickets: \$9 per person

WEDNESDAY, FEBRUARY 16



Texas A&M Kyle Field

This unique, behind-the-scenes experience gives you access to explore restricted areas of the newly redeveloped Kyle Field. The tour may include a tour of the west side premium areas, level 7 deck, and field-view access. Please expect large amounts of walking. If accommodations need to be made for a more accessible route, please email traps@traps.org. Flash photography is allowed, but we ask you to respect the privacy of our coaches, staff and student-athletes. No pictures or autographs are allowed of student-athletes.

Tour: 1-2 p.m.

Cost: \$10

FRIDAY, FEBRUARY 18



"The Best of College Station" Tour

From cutting edge A&M University facilities to innovative parks and recreation department spaces, you won't want to miss this action-packed tour of the very best facilities in College Station. Attendees will see everything from playgrounds, sports complexes, recreation sites, and research centers and learn from the professionals that staff and support these facilities. Sign up today for the Best Facilities Tour.

Tour: 8:30 a.m.-12:30 p.m.

Cost: \$15

HOTEL OPTIONS

HOST HOTEL

Texas A&M Hotel & Conference Center

177 Joe Routh Blvd., College Station, TX 77840 (\$139 single/double)

- Housed in a striking glass tower near the Memorial Student Center and a mere 96 yards from legendary Kyle Field, the Doug Pitcock '49 Texas A&M Hotel and Conference Center is a world-class destination.
- Serves as the host hotel and will be the site of some educational breakout sessions, ALL Institute sessions and the awards reception.

OVERFLOW HOTELS

Cavalry Court, Valencia Hotel Group

200 Century Ct., College Station, TX 77840 (\$135)

- Among 2020 and 2019 U.S. News & World Report's Best Hotels in USA, No. 1 in College Station.
- If you've been yearning for an escape from the everyday that speaks to both your nostalgia and your sense of

adventure, look no further than Cavalry Court. The boutique hotel blends the timeless aesthetic of retro military style from the '50s and '60s with touches of modern luxury amenities.

The George, Valencia Hotel Group

180 Century Ct., College Station, TX 77840 (\$135)

- Among 2020 U.S. News & World Report's Best Hotels in USA, No. 2 in College Station.
- In 2019, among Best of the Brazos Valley – best overnight accommodations in College Station.
- The George Hotel, a boutique hotel in Century Square, is the sister property to Cavalry Court. The George opened in 2017 and pays tribute to famous Georges and English/Southern hospitality. On-site is a whiskey bar, a steakhouse and an upscale Mexican restaurant – out the front door are many other bars, restaurants, a movie theater, community green space and retail.

2022 INSTITUTE SPONSORS

TITLE SPONSOR



GameTime presented by Total Recreation Products

THE DANNY BOYKIN TRAPS INSTITUTE GOLF TOURNAMENT



Brinkley Sargent Wiginton and PlayWell

PRESIDENT'S RECEPTION



Brinkley Sargent Wiginton

STATE MAINTENANCE RODEO



PlayWell

REFRESHMENT BREAK



genan inc., BCI Burke, Child's Play and funabound

GENERAL SESSION



Clark Condon and Musco

Keynote: Neelay Bhatt, PRO Consulting

ALL-INSTITUTE SESSIONS



Wednesday – Dr. John Crompton, Texas A&M University, Texas Parks and Recreation Foundation

WELCOME SOCIAL



funabounds, Kraftsman and Public Restroom Company

ICE CREAM BREAK



T.F. Harper

DIRECTORS' SOCIAL



TAAF and TPPC

ATTENDEE SWAG



Musco

NECK WALLET



BCI Burke, Child's Play and funabounds

2022 INSTITUTE SPONSORS

EXHIBITORS (TO DATE)

GameTime - Title Sponsor***
Public Restroom Company - Welcome Social
Kraftsman - TML, Texas Night, Welcome Social***
Clark Condon - General Session
Musco - Attendee Swag, TML, General Session***
Genan Inc. - Refreshment Break
Brinkley Sargent Wiginton - Golf Tournament, President's Reception***
The PlayWell Group - Maintenance Rodeo, Golf Tournament***
fun abounds - Welcome Social, Lonestar Legacy Parks, Volunteer T-Shirt, Round Table***
BCI Burke, Child's Play, fun abounds - Neck Wallet Sponsor, Refreshment Break***
Texas Parks and Recreation Foundation - All Institute Speaker - Dr. John Crompton
Water Technology Inc.
Mesa Design Group
Dynamic Discs
Pacheco Koch
Parkhill Architecture
American Ramp Company
Spark Lighting
HALFF Associates Inc.
Simplot Turf & Horticulture
Frisco
Parkhill | Schrickel Rollins
Fun abounds
Texas Amateur Athletic Federation
USA Shade
EZ Dock of Texas L.P.
T.F. Harper
Counsilman-Hunsaker
Tarkett Sports
Pooch Paper
CorWorth Restroom facilities

***Sponsor also has a booth