WISCONSIN PARK & RECREATION ASSOCIATION

ANNUAL CONFERENCE
AND TRADE SHOW

50TH
ANNIVERSARY

NOVEMBER
3-6, 2015

KALAHARI RESORT,
WISCONSIN DELLS, WI

REGISTRATION BROCHURE

Wisconsin Park & Recreation Association
6737 W. Washington St., Suite 1300
Milwaukee, WI 53214
414-423-1210 www.wpraweb.org
2015 Annul Conference • 50th Anniversary • Kalahari Resort, WI Dells, WI
You Ain’t Seen Nothing Yet!

PRESIDENTS MESSAGE

SUE McDADE, CPRP, PRESIDENT

“You Ain’t Seen Nothing Yet” is the theme for the 50th Annual Wisconsin Park & Recreation Association’s Conference & Trade Show. This year’s special anniversary extravaganza will take place at the Kalahari Resort & Convention Center in the Wisconsin Dells from November 3-6, 2015. The Conference Coordinator, Cyndi Keller along with her incredible volunteers on this year’s conference committee, have organized a truly exciting array of pre-conference events, socials and dynamic educational sessions led by both local and nationally acclaimed speakers.

The 2015 Annual Conference & Trade Show is WPRA’s premier education and professional development opportunity of the year. This year’s extravaganza has all the ingredients to draw in both members and non-members as the Conference starts off with the dynamic keynote speaker, Jody Urquhart, aka “The I Do Inspire” presenter and author of All Work & No Say, who will deliver a powerful message with her unique brand of humor. Presenters also include Barbara Tulipane, CEO and President of NRPA as our General Assembly speaker, and Darell Hammond, Founder & CEO of KaBoom!, a national non-profit that works to ensure that all kids have the opportunity to play and to become healthy and successful adults, as our Endnote Speaker.

You also don’t want to miss the Trade Show, full of fantastic vendors, with more than 120 exhibitors showing the latest in aquatic, park and recreation related products and services. You will not only discover new innovations in our field, but also meet valuable new contacts that you and your agency can use on a year ‘round basis.

I look forward to seeing everyone at the 50th Anniversary Conference & Trade Show Extravaganza!

NOTE FROM CONFERENCE CHAIR

CYNDI KELLER

The 50th Annual Wisconsin Park and Recreation Association Conference and Trade Show - Nov. 3-6, 2015 at the beautiful Kalahari Resort & Convention Center in Wisconsin Dells is where you will want to be to help celebrate the GOLDEN Anniversary of our state association.

The 2015 Conference Committee has organized a truly exciting array of educational sessions, renowned speakers, social extravaganzas, a fantastic trade show, and numerous networking opportunities for our delegates. The Conference will kick off with a special Pre-Conference Institute on Agency Accreditation and CAPRA Visitor Training for members interested in finding out about the national accreditation standards and application process, as well as an exciting Preconference tour at two incredible facilities, Woodside Sports Complex and Just A Game Fieldhouse. After you have attended one of these great programs, you will not want to miss out on the Tuesday night “50th Anniversary Welcome Reception”. This will be a great time to reconnect with Conference participants from all over the state while enjoying some fun activities, snacks, and beverages at the Wisconsin Brew Pub, a fantastic dining and drinking destination located within the Kalahari!

The committee is very pleased with our combination of national and local presenters. We feel that there is a good mix of relevant topics as well so don’t miss out on the numerous breakout sessions that cover the most recent trends and practices in our profession. The Conference will also feature an array of fantastic vendors at the Trade Show with over 120 to view and interact with. Following the Trade Show, be sure to plan on participating in the very creative annual “fun run” sponsored by the Recreation Section that has planned a unique twist to this annual event.

You also don’t want to miss the incredible entertainment by The Vic Ferrari Band on Wednesday evening. Having played over 2300 shows, The Vic Ferrari Band is an extremely sought after variety cover band. Playing large venues (Rockfest, Octoberfest, and Summerfest) they have performed across the U.S., the Caribbean, and Mexico. You will also be able to participate in numerous activities provided by Clowning Around as well as some unique and creative social opportunities and games!

The 2015 Conference Committee is ready to make our special anniversary year one of the most exciting and meaningful experiences for our members, so be sure to schedule and register today because our committee members are ready to show you that “You Ain’t Seen Nothing Yet!”

2015 CONFERENCE COMMITTEE

Cyndi Keller
Chairperson

Marty Kosobucki
Featured Presenter

Tom Flick and Niki Wendt
Special Events

Denise Larson
Socials

Karen Davis
Registration

Al Schaefer, Craig Hoeppner,
Jody Brooks
Trade Show

Dawn Comte, Scott Jaquish
Education Sessions & Executive Track

Eileen McCoy
Pre-Conference Events

Laurie Olson
Local Arrangements

Kelly Valentino
Publicity

Steve Thompson
WPRA Office

Jen Murphy
WPRA/SAMI
CONTINUING EDUCATION UNITS (CEUs)

Continuing Education Units (CEUs) are available through the Wisconsin CEU Council at no cost to WPRA members for all educational sessions. There is a $35 fee [as indicated on the registration form] for non-members of WPRA to have their Continuing Education Units (CEUs) recorded.

Please note only the total number of CEUs is recorded, not the individual number of sessions attended. As this is a preliminary schedule, educational sessions are subject to change and additional CEUs may be added to the final program schedule, or sessions may be dropped. Sessions are 0.1 CEUs unless otherwise indicated.

Please Note: All sessions and information provided in this conference registration booklet are tentative and subject to change.

THANK YOU!

2015 MAIN CONFERENCE SPONSOR

STAY IN THE LOOP with the NEW WPRA 2015 Conference App

A must do before conference time. Kelly Valentino says, “Download the gostrive mobile app today.”

- Receive session updates
- Get speaker information
- View session locations
- Get social alerts & updates
- Receive other fun stuff & helpful alerts!

SPONSORED BY

GET THE APP Available September 10

TABLE OF CONTENTS

President’s Invitation ............................................. 2
Conference Highlights........................................... 3
Keynote, General Assembly & Endnote Speakers ............................................. 4
Schedule at a Glance ............................................. 5
Pre-Conference.................................................................. 6
Kalahari Resort Map.................................................. 7
Schedule of Events .................................................. 8-17
Trade Show Information........................................... 11
Registration Form..................................................... 18
End of Conference Notes......................................... 19
General Information.................................................. 19
Thank You Sponsors!............................................... 19
General Information.................................................. 19
Membership Information........................................... 20
Hotel Reservations................................................... 20

CONFERENCE HIGHLIGHTS

Tuesday, November 3

- Pre-Conference Institute
- Pre-Conference Tour
- Anniversary Welcome Reception

Wednesday, November 4

- Keynote Speaker: Jody Urquhart
- Networking Lunch
- Trade Show
- Social & Networking Opportunities

Thursday, November 5

- General Assembly Speaker: Barbara Tulipane
- WPRA Annual Meeting
- Raffle, Annual Banquet, Marley’s

Friday, November 6

- 2016 WPRA Conference Overview
- Endnote Speaker: Darell Hammond
Attending conferences is beneficial to you and your community for a number of reasons. You can get the most out of your conference experience by having a plan before you arrive. Below are some techniques to get the most out of your conference investment.

1. **Arrive Ready to Network** - Interacting with others, especially people we don’t know, requires stepping outside of your comfort zone, but it’s worth it. The contacts, learning, and interaction will boost your confidence and create great connections that you will find helpful in the future. Be prepared to start conversations with strangers or ease into group discussions where you have information or ideas to contribute.

2. **Be Prepared** - Plan Ahead. Use your conference time wisely. Decide in advance what sessions you want to attend so that you can focus on other things once you get to the conference.

3. **Carefully Consider Your Learning Objectives** - Why do you want to attend? What do you hope to learn at the event? Who do you need to connect with? What industry trends do you want to know more about?

4. **Depart and Leave Your Work at Work** - It is very common to see conference delegates checking emails, making phone calls and even participating in conference calls during breaks while at an event. Let people know you will be away, and set up your voicemail and email auto responder to notify people that you are not available. Do whatever you can to keep your work obligations from stealing your attention from your educational investment.

5. **Every Minute of Exhibit Hall Time is Valuable** - The exhibit hall is a key part of every conference. The exhibitors can show you new technologies and products that can dramatically enhance your work performance. Use your time in the Exhibit Hall wisely and plan to visit every booth... in addition to meeting new people and learning lots of new things, you could win some great prizes! And please remember to thank our exhibitors for coming... their support makes a huge difference to our conference.

6. **Follow Up** - Collect business cards from colleagues and commercial partners and write personal notes on the back to help remind you of your discussion. Stay in touch through Facebook, Twitter, or Linked-In. Send a quick email reminding people of your conversation at the conference.

7. **Go Back Home and Share What You Learn with Your Colleagues** - It will reinforce your own learning, strengthen your team, and make it easier to negotiate attending the event next year. Ask to present the best ideas captured at your next staff meeting.
YOUR 2015 CONFERENCE COMMITTEE

Laurie Olson
Niki Wendt
Jody Brooks
Marty Kosobucki
Denise Larson
Steve Thompson
Tom Flick
Craig Hoeppner
Eileen McCoy
Karen Davis
Al Schaefer
Dawn Comte
Chair: Cyndi Keller
Laurie Olson
Niki Wendt
Jody Brooks
Marty Kosobucki
Denise Larson
Steve Thompson
Tom Flick
Craig Hoeppner
Eileen McCoy
Karen Davis
Al Schaefer
Dawn Comte
Chair: Cyndi Keller

Happy 50th Anniversary WPRA!

SAVE THE DATES

LEADERSHIP Academy
Park & Recreation Professionals

Wednesday-Friday
February 3-5, 2016
Heidel House, Green Lake, WI

RAISE THE BAR

Wisconsin Park & Recreation Association
6737 W. Washington St. • Suite 1300 • Milwaukee WI 53214
414.423.1210
www.wpraweb.org
**KEYNOTE SPEAKER: JODY URQUHART**

“Thought Provoking, Funny, Motivational Keynote Speaker”

“Energizing, Humorous, Inspiring Keynote Speaker!”

-Kim DeJean, Merck

As a motivational keynote speaker, Jody has been presenting her motivational speeches around the world for over 13 years. She is passionate about spreading the message of fun, and meaningful work. She addresses over 50 organizations and associations annually, and is one of Canada’s top female motivational keynote speakers. Read: Motivational Speeches that Resonate

Jody wrote the book All Work & No SAY. Her mission in writing, as in motivational speaking, is to help individuals and organizations derive more meaning and deeper satisfaction from their work.

**GENERAL SESSION SPEAKER: BARBARA TULIPANE**

What’s In Store for the Park & Recreation Profession??

The 2015 WPRA Conference Committee is thrilled to announce that Barbara Tulipane will be our General Assembly Speaker. As President and CEO of NRPA, Barbara Tulipane is responsible for developing strategic partnerships, building organizational capacity, and overseeing national policy and advocacy efforts related to parks, recreation and conservation.

She devotes her time to understanding the many needs and challenges within the field, and getting to know NRPA’s diverse constituencies.

Before joining NRPA in 2008, Tulipane served as president and CEO of the Electronic Retailing Association (ERA), an international association representing television and online retailers. She also served as vice president of operations for NATSO, Inc., a national trade association representing travel center owners and operators. Tulipane received her Bachelor’s degree in sociology and marketing from the University of Arizona, and her Master’s degree in public administration from George Mason University. She is also a Certified Association Executive (CAE) and a graduate of the Harvard Kennedy School of Government Senior Executive Fellows program.

Barbara will be providing her unique insight and perspective into what she feels the future of parks and recreation will be as WPRA and NRPA approach their next anniversary milestone.

**ENDNOTE SPEAKER: DARELL HAMMOND**

Darell Hammond is founder and CEO of KaBOOM!, the national non-profit that works to ensure that ALL kids, particularly the 16 million American kids growing up in poverty, get the active play they need to become healthy and successful adults. Play is the essence of childhood, and a healthy balance of all types of play is critical to the physical, social, emotional, cognitive and creative development of kids who are able to thrive in the 21st century. In its 18-year history of giving kids the childhood they deserve, KaBOOM! has built over 2,400 playgrounds in partnership with low-income communities across America and catalyzed over 13,000 additional playgrounds, providing 6.6 million kids a great place to play, enlisting over 1 million volunteers to promote and protect play and mobilizing city leaders to create child-friendly, play-filled communities. An Ashoka Fellow, Hammond is the author of The New York Times Best-seller KaBOOM!: A Movement to Save Play, was the recipient of the Schwab Foundation Social Entrepreneur of the Year award, and was named to the Forbes Magazine list of the world’s Top 30 Social Entrepreneurs.
**2015 Annual Conference • 50th Anniversary • Kalahari Resort, WI Dells, WI**

**You Ain’t Seen Nothing Yet!**

## Schedule at a Glance

### Tuesday, November 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 1:00 p.m. - 4:15 p.m. | Pre-Conference Institute: Agency Accreditation and CAPRA Visitor Training: A Mark of Excellence!  
Mangrove                          |
| 8:00 p.m. - 12:00 a.m. | Anniversary Welcome Social - Wisconsin Brewpub at Kalahari                         |

### Wednesday, November 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 8:30 a.m. - 9:30 a.m. | Recreation Enriched Programming (Part 1)  
Aloeswood            |
| 8:30 a.m. - 9:30 a.m. | Recreation Section Awards  
Tamboti                |
| 9:45 a.m. - 10:45 a.m. | Pickleball Invasion  
Aloeswood/Tamboti     |
| 9:45 a.m. - 10:45 a.m. | Purpose Based Recognition; Rewarding & Retaining Staff  
Mangrove              |
| 11:00 a.m. - 11:45 a.m. | Keynote Opening Session - Judy Urquhart - Rooms A/H                              |
| 11:45 a.m. - 12:30 p.m. | Networking Lunch - Rooms B/G                                                   |
| 1:30 p.m. - 5:30 p.m. | Exhibit Hall Open - Rooms 1-8                                                |
| 6:00 p.m. - 6:30 p.m. | Scavenger Hunt - Kalahari                                                       |
| 8:00 p.m. - 12:00 a.m. | 50th Anniversary Social - Rooms A/B/G/H                                       |

### Thursday, November 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 8:30 a.m. - 9:30 a.m. | Physical Literacy Enriched Programming (Part 1)  
Aloeswood            |
| 9:45 a.m. - 10:45 a.m. | Physical Literacy Enriched Programming (Part 2)  
Aloeswood            |
| 11:00 a.m. - 12:15 p.m. | General Assembly Session - Barbara Tulipane - Rooms A/H                         |
| 12:15 p.m. - 12:45 p.m. | WPRA Annual Meeting - Rooms A/H                                                 |
| 12:45 p.m. - 2:00 p.m. | Lunch on Your Own                                                                |
| 12:45 p.m. - 2:00 p.m. | Past Presidents Luncheon - Room E                                               |
| 1:00 p.m. - 2:00 p.m. | Aquatic Section Annual Meeting - Aralia                                          |
| 2:00 p.m. - 3:00 p.m. | Moving Beyond Arts & Crafts  
Aloeswood              |
| 2:00 p.m. - 3:00 p.m. | I Caught Staff on Facebook, Thank Goodness  
Tamboti                 |
| 2:00 p.m. - 3:00 p.m. | Urban Agriculture  
Guava                    |
| 2:00 p.m. - 3:00 p.m. | Restoring Native Prairie and Oak Savanna  
Tamarind               |
| 2:00 p.m. - 3:00 p.m. | Preschoolers can swim! How to teach young children more effectively  
Tamarind               |
| 3:15 p.m. - 4:15 p.m. | Living the Brand Promise through Customer Service  
Aloeswood              |
| 3:15 p.m. - 4:15 p.m. | Overlooking the Obvious is Synonymous With Ominous  
Tamboti                  |
| 3:15 p.m. - 4:15 p.m. | Fun in Wisconsin! Walk in a Tourist Shoes  
Guava                      |
| 3:15 p.m. - 4:15 p.m. | Now You Have to Build It  
Tamarind                    |
| 3:15 p.m. - 4:15 p.m. | Aquatic Team Building  
Aralia                     |
| 5:30 p.m. - 6:30 p.m. | Basket Raffle and Social - Rooms A/B/G/H                                    |
| 6:30 p.m. - 8:30 p.m. | Awards Banquet - Rooms A/B/G/H                                                |

### Friday, November 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 8:30 a.m. - 9:30 a.m. | Successfully Facilitating Programs That Aren’t Yours  
Aloeswood            |
| 8:30 a.m. - 9:30 a.m. | Do Your Youth Sports Need A Time Out?  
Tamboti                |
| 8:30 a.m. - 9:30 a.m. | Wisconsin Invasive Species Update  
Guava                    |
| 8:30 a.m. - 9:30 a.m. | Managing Special Events  
Tamarind               |
| 8:30 a.m. - 9:30 a.m. | Taking Learning into Implementation  
Aralia                    |
| 8:30 a.m. - 9:30 a.m. | Get Connected with Your Customers Using Social Media  
Wisteria                |
| 9:45 a.m. - 11:00 a.m. | Endnote Session - Darell Hammond - Rooms A/H                                  |
Agency Accreditation and CAPRA Visitor Training: A Mark of Excellence!

Tuesday, November 3, 2015
1:00 - 4:15 p.m.  {.3 CEU’s}
Room: Mangrove

Learn more about Agency Accreditation through the CAPRA Training Program
Join Trainer, Dirk Richwine from Henderson, Nevada and attend this special Institute to learn about the new CAPRA Standards and Procedures at the Kalahari Resort & Convention Center in the Wisconsin Dells. The CAPRA Training is updated to cover new accreditation standards and procedures and is recommended for all agencies going through the initial or continuing accreditation process.

Attendees also qualify to apply to become CAPRA Visitors and the training serves as a refresher (required every 5 years) for current visitors. The training reviews all 151 accreditation standards and identifies recent changes including new fundamental standards, eliminated standards, changes in conducting visits and hearings, and provides opportunity for audience questions.

Needs Identification
• Supports agency excellence through accreditation

Learner Assessment
• Question and Answer during the session
• Successful performance as an accreditation applicant or visitor following the session

Learning Outcomes, Participants will be able to:
• Explain the steps necessary to become accredited
• Perform the role of site visitor
• Evaluate a self-assessment report against the ten categories of accreditation standards

Dirk Richwine worked for the City of Henderson for 15 years including nine years as the Assistant Director of Parks and Recreation. During much of that time, Henderson was the fastest growing city in the United States. While in Henderson, Dirk negotiated over $300 million worth of developer built parks and trails, completed a parks and Recreation master plan and fee study. Henderson is a two time National Gold Medal Award winner, (1999,2014) was accredited in 2001 and reaccredited twice.

Prior to working in Henderson, Dirk was the Director of Parks, Recreation, and Community Services for the City of Brighton, Colorado for five years. While in Brighton, the agency was a Gold Medal Finalist three times. He also has several years’ experience working in various communities in Arizona.

He was President of the Nevada Parks and Recreation Society. He currently serves as a, Vice Chair of the Commission on Accreditation of Parks and Recreation Agencies (CAPRA) and a certified visitor chairing over 12 visits. He is board member and past chair of the NRPA Administrator’s Network. He has been a regent on the Pacific Southwest Revenue Management School past Chair and regent of the Rocky Mountain Revenue Management School and is currently a regent with the NRPA Revenue Management School at Olgebay Park. He also currently serves on the NRPA Congress Program Committee and is a fellow with the American Academy of Parks and Recreation Administration.

Dirk has a master’s degree in Public Administration from Golden Gate University and a bachelor’s degree in Community Recreation from Arizona State University. He is currently a Certified Parks and Recreation Executive (CPRE) and an Aquatic Facility Operator (AFO).

PRE-CONFERENCE TOUR

Tuesday Nov. 3rd, 1:00 - 4:00 p.m.
$25.00 per person • .03 CEU’s

Woodside Sports Complex
The Midwest’s Largest All Turf Sports Complex

• 6 synthetic turf multi-purpose fields
• 4 synthetic turf baseball/softball fields
• 6 batting cages
• Full Concession Stand/Retail Area
• 2 separate meeting rooms
• 1 VIP Viewing Area

JustAgame Fieldhouse

• 6 full length Basketball Courts
• 10 full length Volleyball Courts
• 4 locker rooms
• Fully Stocked Concession Stand
• Sports Impressions Sporting Goods Store
• “Court of Champions” 94 ft. floor with seating for 1700+.
You Ain’t Seen Nothing Yet!

2015 Annual Conference • 50th Anniversary • Kalahari Resort, WI Dells, WI

SPONSOR A STUDENT

Now’s The Time To Give Back!

We understand that registration fees can prohibit students from attending the conference. By sponsoring a student for as little as $25, you would be giving a student the opportunity to network with professionals, which is vital to their success and the growth of our profession. Simply check the “Sponsor a Student” box on the registration form.

You Ain’t Seen Nothing Yet!

2015 Annual Conference • 50th Anniversary • Kalahari Resort, WI Dells, WI

Now’s The Time To Give Back!

We understand that registration fees can prohibit students from attending the conference. By sponsoring a student for as little as $25, you would be giving a student the opportunity to network with professionals, which is vital to their success and the growth of our profession. Simply check the “Sponsor a Student” box on the registration form.

SPONSOR A STUDENT

Now’s The Time To Give Back!

We understand that registration fees can prohibit students from attending the conference. By sponsoring a student for as little as $25, you would be giving a student the opportunity to network with professionals, which is vital to their success and the growth of our profession. Simply check the “Sponsor a Student” box on the registration form.
**Is Your Park Foundation Successful**  
(CEU .1)  
9:45 - 10:45 a.m.  Rm: Portia  
Presenter: Donald A. Ortale, Executive Director; National Association of Park Foundations

Staff and Board members of the National Association of Park Foundations will lead attendees of the session through the challenges of forming, leading, and developing organizational strategies for successful local Park Foundations. Attendees will take away an understanding of the complex state and IRS application process of forming a 501 (c)(3) Local Park Foundation. Additionally and equally important are the take away’s regarding how to keep your charitable, tax exempt status. Other take aways will include strengthening strategies around fund raising and event planning, board development, public relations, social media, volunteer development, grant writing, legal and legislative issues.

**Purpose Based Recognition; Recognizing, Rewarding & Retaining Staff**  
(CEU .1)  
9:45 - 10:45 a.m.  Rm: Mangrove  
Presenter: Lori Hoffner, Professional Speaker; Supporting CommUnity

By implementing a “Purpose Based Recognition” program you reduce turnover, gain buy-in of your organization by employees, and create an environment of support and enthusiasm. Lori will help identify goals and responsibilities of leadership for staff recognition that will retain your most important asset; your employees.

**Pickleball Invasion**  
(CEU .1)  
9:45 - 10:45 a.m.  Rm: Aloe/wood/Tamboti  
Presenter: Pat Grulke, Recreation Services Manager; City of Waukesha Parks, Recreation, and Forestry Department

Everyone’s talking about Pickleball. If you’re not offering it now, you probably will be in the near future. In this session, you will learn the history of the game, facility and equipment options, trends in Wisconsin and the US, plus programming ideas for open play, leagues and tournaments. Participants can try out this sport in a “mini-game”. Pickleball is great exercise, great fellowship and great fun!

**Developing a Park Wayfinding System**  
(CEU .1)  
9:45 - 10:45 a.m.  Rm: Guava  
Presenter: Philip Johnson, PLA, Landscape Architect, and Blake Theisen, PLA, Landscape Architect, Ayres Associates

Your department provides parks, recreation and sports facilities throughout your community. Finding these facilities may not be intuitive to out of town visitors or event residents in your own community. This presentation will focus on key points to help develop your own Wayfinding system. We will discuss the guiding principles of Wayfinding, the development of the system, examination of existing signs, understanding, needs assessment and developing the hierarchy of signs to make the system functional.

**Facility Maintenance Programs**  
(CEU .1)  
9:45 - 10:45 a.m.  Rm: Tamarind  
Presenter: Panel Discussion, Erik Aleson, Director; Door County Parks

All agencies are looking for ways to become more efficient ways save money. From the smallest municipality to the largest, there is a need to stay on top of facility maintenance projects. Learn what other agencies are doing to track repairs, plan updates and develop both short and long term budgets to support their facilities.

**Custom & Prescriptive Focus on Energy Incentives for your Aquatic Facility**  
(CEU .1)  
9:45 - 10:45 a.m.  Rm: Marula  
Presenter: Cyndi Robertson, Account Representative/NSPF Instructor; Carrico Aquatic Resources & Chris Seitz, OEM CEA Energy Advisor; Focus on Energy Agriculture, Schools, and Government Program

Saving energy at your pool can be achieved with new technology with custom and prescriptive incentives from Focus on Energy. Pool pumping, water quality and air handling all can be customized for maximum energy savings. Focus on Energy will explain the difference between custom and prescriptive incentives, the process for receiving each and provide examples of completed projects. Carrico Aquatics will present the technology and equipment needed to achieve energy savings.

**Concession Trends and Your Patrons. What They Want!**  
(CEU .1)  
9:45 - 10:45 a.m.  Rm: Aralia  
Presenter: Ken Mikulec, Sales Representative, ACS, Badger Popcorn and Concession Supply

An overview of current concession trends and how your concession menu can fulfill your mission and customer expectations.

**KEYNOTE PRESENTATION**

**This Would be Funny…If It wasn’t Happening to Me! How to Embrace Change with Humor, Enthusiasm and Vigor**  
(CEU .1)  
11:00 - 11:45 a.m.  Rm: A/H  
Presenter: Jody Urquhart, Professional Speaker and Author of All Work & No SAY

This provocative motivational speech gives parks and recreation professionals the nerve to serve in our increasingly complex and challenging environment. Join us as we talk about change and demonstrate how humor and play help parks and recreation professionals stay in control, stay positive, and maintain your sanity, balance and perspective.

Together we will honor the power and purpose of recreation and play to bring together our communities and celebrate families.
The Trade Show features over 130 commercial and educational exhibitors, presenting the latest products, innovations, and services to the park, recreation, aquatic, therapeutic recreation and leisure service field. There will be no educational sessions, special events or other activities scheduled at this time. The Trade Show hours are 100% dedicated to our commercial vendors and our delegates.

**EXHIBIT HALL EVENTS**

1:30 p.m. - 5:30 p.m. ..........Trade Show
3:00 p.m. - 4:30 p.m. ..........Snacks & Beverages

Don’t Forget to pick up your 3-day Conference Favor (Available ONLY on Wednesday at the Trade Show) in booth # 501…compliments of Noah’s Ark Waterpark!

All registered delegates entering the Exhibit Hall must have a conference name badge. Everyone is invited to attend the WPRA Trade Show FREE of charge. If you are inviting additional staff, board and commission members or others to only attend the Trade Show, be sure to obtain special name badges to allow them to attend from the WPRA Registration Room. Many booths will hold promotional drawings...don’t forget your business cards.

**RESOURCE BOOTHS**

Agency Showcase - Booths: 702 & 704

During the Trade Show you will have the opportunity to share your great ideas and learn what everyone else is doing. There are a lot of great pieces on information that you can share and gather from other professionals. Please bring your agency printed material such as: Program Guides, Job Descriptions, Employment Evaluations, Sponsorship Brochures, Program Evaluations, Volunteer Manuals, Program Booklets, etc. Please bring, so you can take!

**EXHIBIT AREA GOLD CARD PRIZE WINNERS**

50th Anniversary Exhibit Area Special

All Exhibitors will be given 5 business size gold cards which they will present to Trade Show attendees who interact with them. (No more than 1 card per person per booth). The attendees will place their Name and Department on the back of the cards and place in a box for a special 50th Anniversary Prize drawing which will take place at approximately 5:00 p.m. .

Attendees must be present to win!

**THREE DAY FAVORS**

The three day conference favors will be distributed in Booth #501 next to the sponsoring agency, Noah’s Ark.

**KALAHARI SCAVENGER RACE**

Formerly known as the “Fun Run, join the Rec Section for the first ever Kalahari Scavenger Race. The Scavenger Race will take place after the trade show on Wednesday, November 4, 2015 at 6pm. Participants in teams of 2-6 people will solve clues, take on challenges, and have a great time with colleagues and friends at the Kalahari Resort! Discover the hidden jewels, win prizes, and have fun!
How Built Environments Impact Health
[CEU .1]
8:30 - 9:30 a.m.  Rm: Portia
Presenter:  Ned Noel, City of Eau Claire Associate Planner

This session will share examples and discuss how the built environment, including parks, is a real part of the equation affecting community health. By being intentional in designing buildings, streets and open spaces for healthy living, it becomes easier for people to make the healthy choice. Chronic disease risk for obesity, Type 2 diabetes, asthma, and cancer can be reduced by intervening directly at the built environment level. We’ll dialogue together also on what has worked well for communities.

Recreation Section Awards
[CEU .1]
8:30 - 9:30 a.m.  Rm: Tamboti
Presenter:  Recreation Section Board

The WPRA Recreation Section annually awards a Professional and Young Professional of the Year, as well as recognizing agencies for excellence in recreation programming. Silver Star Awards are given out in the following categories: Youth Programming, Adult/Older Adult Programming, Special Events, and Creative Service Delivery/Marketing. Silver Star Award winners will give brief presentations on their programs and program handouts will be available. The Recreation Section will also highlight our top award winners with a brief presentation on their significant accomplishments.

The Next 50 Years - Branding Essentials to Attract Profitable Partnerships
[CEU .1]
8:30 - 9:30 a.m.  Rm: Wisteria
Presenter:  Jodi Rudick, ADvisors Marketing Group, Inc

Whether you are seeking additional financial, political or volunteer support – the path to success is paved with partnerships! But, your brand and public image determine who or what organizations perceive themselves as your "brand-match." In this fast paced session you’ll evaluate your current brand using a variety of perspectives. Through a step-by-step process you’ll develop a Partnership Plan sure to help you broaden your reach and resources.

Physical Literacy Enriched Programming (Part 1)
[CEU .1]
8:30 - 9:30 a.m.  Rm: Aloewood
Presenter:  Dr. Dean Kriellars, University of Manitoba & Dan Glynn, Stoughton Parks & Recreation Department

Participants will learn how to incorporate physical literacy enriched activities into a variety of indoor or outdoor settings. The activities can be easily implemented by a coach, physical educator or generalist teacher, recreation leader or parent. Physical literacy will be discussed as a means to enhance performance, increase active participation, as well as to reduce risk of injury. Physical activity is a lot more fun when you are physically literate.

Gadget and Ideas Exchange
[CEU .1]
9:45 - 10:45 a.m.  Rm: Guava
Presenter:  Chad Schooley, Director; Wood County Forestry & Parks Dept. (Multiple Presenters)

Learn innovative ways to improve your program through the wealth of knowledge of our membership. Agencies will share their newest gadgets and ideas that helped them save money and solve problems.

Urban Streambank Restoration and Habitat Enhancement Through Use of Woody Structures
[CEU .1]
8:30 - 9:30 a.m.  Rm: Tamarind
Presenter:  Aaron Steber, Senior Project Scientist, Cardno

Woody materials within streams are known to provide benefits to invertebrates, fish, reptiles and small mammals found in riparian habitats. Working closely with the City of Middleton, Cardno designed and installed two separate 1,500 linear foot stream restoration projects from 2009 to 2010 and 2011 to 2012. These projects used trees that were collapsing into the waterway to mitigate erosion issues, protect infrastructure, and increase habitat complexity within the urban corridor.

The Corps of Engineers and Water Safety
[CEU .1]
8:30 - 9:30 a.m.  Rm: Marula
Presenter:  Eric Hammer, US ARMY Corp Natural Resource Ranger

This session will provide information about the Corps’ water safety program to include examples of programming and educational efforts, PSAs, safety at Locks and Dams and emphasis on PFD wear. Learn more about how the Corp may partner with other agencies to promote water safety, and participate in some “hands on activities” used in programming.

IPAD’s for Dummies: Using an IPAD in an Adult Day Program Setting
[CEU .1]
8:30 - 9:30 a.m.  Rm: Mangrove
Presenters: Caitlin Cairo, Lead Counselor Discovery Program, Village of Pleasant Prairie, RecPlex & Romi Giunta, Speech/Language Therapist, Kenosha Unified School District

Session will include an information session with APP recommendations and time for practical application and use of IPADs in small groups.

Has Your Department Prepared for the Unexpected
[CEU .1]
9:45 - 10:45 a.m.  Rm: Wisteria
Presenter:  Melissa Waller, Co-Owner Pre-Emergency Planning, LLC

In this interactive session the speaker will highlight the need for Parks and Recreation Department’s to have an Emergency Response Plan. Often these departments are called upon to assist in a coordinated response to an emergency that may occur within their community or could be faced with an incident that has a direct impact or their departmental operations. Talking through several hazard scenarios, the attendees will gain a greater understanding of importance of “preparing for the unexpected event”.

You Ain’t Seen Nothing Yet!
2015 Annual Conference • 50th Anniversary • Kalahari Resort, WI Dells, WI

13
THURS. - NOVEMBER 5 CONTINUED

2015 Park Facility Design Awards (CEU .1)
9:45 - 10:45 a.m.  Rm: Guava
Presenter: Matt Amundson, Parks and Recreation Director; City of Whitewater

Community presentations on the most outstanding Park Facility Designs for 2015. Come see the premier park projects from throughout the State of Wisconsin. Projects are separated into four categories under $250,000, $250,000-499,999, $500,000-$999,999 and over $1,000,000. The criteria includes: innovation, functionalism, aesthetics, community benefits, environmental stewardship and maintenance.

Innovative Ideas for Lake Dredging (CEU .1)
9:45 - 10:45 a.m.  Rm: Tamarind
Presenter: Charles Nahn, Nahn and Associates

Learn new methods and tools for pond dredging recently utilized by the City of Middleton.

You Can Teach Like a Pro: Proven Techniques to Maximize Your Effectiveness (CEU .1)
9:45 - 10:45 a.m.  Rm: Marula
Presenter: Jim Reiser, Executive Director, Swim Lessons University

Picture this: You and your staff are the “talk of the town!” Your learn-to-swim parents are amazed over the progress their children are making in your class. Moms and dads alike—love, absolutely adore watching their child learning from YOU. The ranting and raving about your teaching starts now! In this presentation, Swim Lessons University Executive Director Jim Reiser will share with you all his secrets to more effective teaching and how to achieve amazing results! And not only will he tell you about them, he will show you REAL LIFE EXAMPLES!

Complementary Approaches to Care for Older Adults (CEU .1)
9:45 - 10:45 a.m.  Rm: Mangrove
Presenter: Dr. Nancy Richeson, Associate Professor. Department of Recreation Management and Therapeutic Recreation. University of Wisconsin-La Crosse

The presentation will conceptualize the role recreation practitioners have in delivering complementary approaches to care for older adults. Terms will be defined, a variety of approaches will be discussed, and innovative ways to incorporate these approaches into practice in order to meet the needs of the older adults served will be realized.

SESSION OVERVIEWS

Educational Sessions will have a brief outline posted on the WPRA website prior to the Annual Conference for viewing and for a future reference.
You Ain’t Seen Nothing Yet!

THURS. - NOVEMBER 5  CONTINUED

GENERAL ASSEMBLY PRESENTATION
What’s In Store for the Park & Recreation Profession?
[CEU .1]
11:00 a.m. - 12:15 p.m.  Rm: A/H
Barbara Tulipane, President and Chief Executive Officer, NRPA

Barbara Tulipane, CEO and President of NRPA, a professional membership association of 50,000+ plus will be sharing her insight into what the field of parks and recreation, and the profession will look like in the future. Barbara possesses an incredible insight into the problems, concerns and the challenges that park and recreation professionals and their agencies will be confronted with in the next ten to fifty years. What does the future of parks and recreation look like...you need to attend to get this unique perspective of what’s in store for you and your communities.

WPRA Past Presidents’ Luncheon
12:45 - 2:00 p.m.  Rm: E

As the immediate Past President of the Wisconsin Park & Recreation Association, Roger Kist invites you to attend the Past Presidents’ Luncheon at the 2015 WPRA Annual Conference at the Kalahari Resort & Convention Center in the Wisconsin Dells on Thursday, November 5, 2015 starting at 12:45 p.m. immediately following the WPRA Annual Meeting. There is an open period of time from 12:45-2:00 p.m. on this day to allow members to have a break before the start of afternoon educational sessions. This will be an excellent opportunity to catch-up on “old” acquaintances.

Aquatic Section Annual Meeting
1:30 - 2:00 p.m.  Rm: Aralia

50 Awesome Apps and Cool Tech Tools Every Park and Rec Pro Needs to Know
[CEU .2]
2:00 - 4:15 p.m.  Rm: Wisteria/Portia
Presenter:  Jodi Rudick, ADvisors Marketing Group, Inc

This is the cure for those feeling overwhelmed by technology. You’ll be WOWed as you’re introduced you dozens of FREE tools, applications and programs guaranteed to help you improve everything from graphic designs and presentations to productivity and marketing. Each year Jodi Rudick, Park and Recreation Marketing Expert, filters through thousands of technology tools to bring you the best of the best. You’ll learn how to stay productive and connected to today’s digital customers as you take advantage of FREE social networks to build awareness, participation and loyalty for your programs, services and events. While not required, you’re encouraged to bring along your smart phone, tablet or laptop to follow-along on this virtual tour.

I Caught Staff on Facebook, Thank Goodness
[CEU .1]
2:00 - 3:00 p.m.  Rm: Tamboti
Presenter:  Andre Pichly, West Sacramento Parks and Recreation Department

The purpose of this session is to demonstrate how West Sacramento Parks & Recreation uses social media to engage it’s customers using a strategic team approach to social media management. The session will include examples on the types of posts that get responses, will explain the benefits of a team approach vs. having one person in charge of all social media, and will review other social networks that are being used in West Sacramento to increase both emotional connections and revenue.

Moving Beyond Arts & Crafts
[CEU .1]
2:00 - 3:00 p.m.  Rm: Aloeswood
Presenter:  Christine Reid, Adult Arts & Events Specialist & Mary Roth, MSCR, Youth Arts & Entertainment Specialist

Do you NEED to add arts programming to your department but don’t know where to start? No idea the difference between a HB and 2B drawing pencil? It’s okay! You don’t need an art degree to have a rockin’ arts program. This session provides a how-to guide to starting or expanding arts programming for youth and adults. Session includes 200+ program ideas for the creatively challenged, best practices for hiring staff, evaluating classes and working with outside contractors.

Urban Agriculture
[CEU .1]
2:00 - 3:00 p.m.  Rm: Guava
Presenter:  Ryan Schone, Local Foods Instructional Specialist, UW-Extension

Urban agriculture is becoming main stream in many communities. The public is demanding greater opportunities to grow their own food for subsistence, control over their food sources and for the recreational enjoyment that it brings. This session will review the ways agriculture is expanding in our urban environments.

Restoring Native Prairie and Oak Savanna
[CEU .1]
2:00 - 3:00 p.m.  Rm: Tamarind
Presenter:  Richard Henderson, Research Ecologist, Bureau of Science Services, WDNR

Presentation will cover the steps and strategies that result in successful establishment of diverse native prairie and oak savanna communities.
Preschoolers Can Swim! How to Teach Young Children More Effectively
[CEU .1]
2:00 - 3:00 p.m. Rm: Marula
Presenter: Jim Reiser, Executive Director, Swim Lessons University

Have you ever thought to yourself? “Do I have what it takes to be an amazing swimming instructor?” “Boy do I wish all my students would just listen and paid attention.” “I wonder if there are some tricks that I could learn that would allow me to be a successful teacher on a daily basis.” If you have had these thoughts, you are not alone. In this presentation by Swim Lessons University Executive Director Jim Reiser, you will find solutions that are going to help you take your teaching to a level you didn’t even think was possible! Featuring the most in-depth, cutting edge techniques, this talk is designed to separate you from the rest. Parents will absolutely love your child-focused, yet progressive approach to teaching their child to swim.

The Role of Recreation in Promoting Positive Behavioral Health for Older Adults with Dementia
[CEU .1]
2:00 - 3:00 p.m. Rm: Mangrove
Presenter: Dr. Nancy Richeson, Associate Professor; Department of Recreation Management and Therapeutic Recreation, University of Wisconsin-La Crosse

The presentation will focus on the role recreation providers have in promoting positive behavior health for older adults with dementia. A review of the demographics describing the demand for community programs to address the needs for persons with dementia will be discussed in addition to ways to meet these needs through understanding the specific theories helpful in designing programs.

Overlooking the Obvious is Synonymous With Ominous
[CEU .1]
3:15 - 4:15 p.m. Rm: Tamboti
Presenter: Anthony Truch, Recreation Supervisor & Joel Symons, Recreation Supervisor; Milwaukee Recreation

As a Recreation Professional……..Providing your community with nothing to do is ironic. Providing your community with the wrong thing to do is psychotic. Providing your community with exactly what it needs is iconic. In this session you will learn to use a recreation stethoscope and let the heartbeat of your community guide your programming paintbrush.

Living the Brand Promise through Customer Service
[CEU .1]
3:15 - 4:15 p.m. Rm: Aloeiswood
Presenter: Andre Pichly, Recreation Superintendent, West Sacramento Parks and Recreation Department

Your brand isn’t what you say it is; it’s what your customers say you are. Does your customer service reinforce your brand for better or worse? This session will give you the jump start for your own customer service program in this train-the-trainer session.

Fun in Wisconsin! Walk in a Tourist Shoes
[CEU .1]
3:15 - 4:15 p.m. Rm: Guava
Presenter: David Spiegelberg, Regional Tourism Specialist, Wisconsin Dept. of Tourism and Ginny Bocek, Park Program Specialist, Waukesha County Parks

The Wisconsin Department of Tourism’s mission is to market the state as the Midwest’s premier travel destination for fun. Learn about the Departments tool, resources, and initiatives for marketing your parks as places for both FUN and recreation. We will discuss marketing, social media, co-op advertising, and ways to get the media to tell your story. Learn how Waukesha County Parks has been utilizing the WI Dep. Of Tourism and other local resources to stretch advertising dollars.

Now You have to Build It
[CEU .1]
3:15 - 4:15 p.m. Rm: Tamarind
Presenter: David Burch, PLA, Steve Brunner PLA, and Jason Wilke PLA, Waukesha County Parks and Land Use

Project planning, budgeting, design is complete, now you need to identify the best methods to construct the project. Do you use general contractors, in-house crews, and volunteers? What options do you have for bidding the work? The session will provide tools, such as models for project progress meeting agendas, construction phase checklists, funding compliance and project close out.

Aquatic Team Building
[CEU .1]
3:15 - 4:15 p.m. Rm: Alaisdowood
Presenter: Juliene Hefter, Executive Director/CEO Association of Aquatic Professionals

How we work together at aquatic facilities determines the success of our staff and how safely we are able to provide our services. Learn how to make training fun for staff while providing an amazing learning environment. This session will enable you to get your staff excited about what they are doing and be able to work together throughout the entire season or year. Bring your creativity to this session as we will be sharing tips and hints on how to get those staff to work successfully.

ANNUAL RAFFLE

5:30 - 6:30 p.m.
The Annual Raffle will again take place immediately prior to the Awards Banquet. Come and place your raffle tickets in item containers for a chance to win fantastic prizes and gifts from around the state, while helping to enhance the technology of your state association.

AWARDS BANQUET

6:30 p.m. - 8:30 p.m. Rm: A/B/G/H
The Best of the Best of the State Association will be awarded: Professional Award of Merit, George Wilson Service Award, Partnership Award, Fellowship Award, Elected Official Award, Service Recognition Awards, Lifetime Awards, Section Awards.
Budget cuts or restrictions have negatively impacted the ability of agencies to deliver programs and special events sometimes without reduced expectations by the community or local politicians. In this session we will provide you with successful examples of event and program partnerships, and brainstorm ideas regarding partners, events and opportunities you can take back to your agency.

**THURSDAY NIGHT FUN!**

9:30 p.m. - 12:30 a.m.

After the Awards Banquet, slip into some "comfy’s" and hop on the shuttle to MARLEY’S! Enjoy camaraderie and fun as we continue to celebrate 50 Years of WPTA!

**FRI. - NOVEMBER 6**

Get Connected With Your Customers Using Social Media  
(CEU .1)
8:30 - 9:30 a.m.  Rm: Wisteria  
Presenter: Laurie Boetcher, Social Media Professional, Soeaker, and Advisor

With years of experience, Laurie will explain how to use social media marketing through active, practical application with exposure to a variety of technologies. Her approach, whether in teaching or speaking, is practical and realistic reducing frustrations and fear of understanding technology applications. Learn how social media can benefit your organization. The audience will leave ready to contribute knowledge, embrace new ideas, experiment with a variety of methods, and flow with change.

Do Your Youth Sports Need A Time Out?  
(CEU .1)
8:30 - 9:30 a.m.  Rm: Tamboti  
Presenter: Bridgette Hermanson, Executive Director, Cambridge Community Activities Program & Chad Holpfer, Recreation and Fitness Coordinator, Cambridge Community Activities Program

In order to be an effective leader in your community, it is essential to understand the issues facing youth sports. Whether you run a youth sports program, or simply facilitate the field space, Park and Recreation Professionals need to take a leadership role when it comes to youth sports. As the gatekeepers of youth sports, you can and should have a dramatic impact on the culture of youth sports in your community.

Successfully Facilitating Programs That Aren’t Yours  
(CEU .1)
8:30 - 9:30 a.m.  Rm: Aloeuswood  
Presenter: Andre Pichly, Recreation Superintendent, West Sacramento Parks and Recreation Department

Budget cuts or restrictions have negatively impacted the ability of agencies to deliver programs and special events sometimes without reduced expectations by the community or local politicians. In this session we will provide you with successful examples of event and program partnerships, and brainstorm ideas regarding partners, events and opportunities you can take back to your agency.

**Wisconsin Invasive Species Update**  
(CEU .1)
8:30 - 9:30 a.m.  Rm: Guava  
Presenter: Kelly Kearns, Biologist, Wisconsin Department of Natural Resources

Learn the latest information on Invasive Species within Wisconsin. The session will cover impacts and recommend management tools to help slow the spread.

**Managing Special Events**  
(CEU .1)
8:30 - 9:30 a.m.  Rm: Tamarind  
Presenter: Charlie Romines, Parks Operations Manager, City of Madison Parks

Every park and recreation program must be able to adjust and adapt to handle a variety of events and activities on their lands. Some of these events may become “Special Events” that do not fit within normal guidelines. Having guidelines and a methodology to manage Special Events, which are many times desired by the community, will save countless hours and valuable staff time when an event request is made. Learn what other communities use to help guide them through the Special Event permitting process.

**Taking Learning into Implementation**  
(CEU .1)
8:30 - 9:30 a.m.  Rm: Aralia  
Presenter: Juliene Hefter, Executive Director/CEO Association of Aquatic Professionals

How often do we attempt to introduce new ideas and training to our staff or within our programs only to find that it seems difficult for everyone to actually implement the new ideas and strategies in a timely or effective manner. Well, not anymore. This session will discuss tips and hints of providing clear and specific goals and strategies on how to get action.

**ENDNOTE PRESENTATION**  
(CEU .1)
9:45 - 11:00 a.m.  Rm: A/H  
Presenter: Darell Hammond, Founder and CEO, KaBOOM!

Darell Hammond is the founder and CEO of KaBOOM!, a national non-profit organization dedicated to the bold goal of bringing balanced and active play into the daily lives of all children, particularly those growing up in poverty in America. With more than 20 years of experience in community development and volunteerism, Hammond has been named an Ashoka Fellow and was awarded the President’s Volunteer Service Award. Hammond has also earned recognition for his leadership in social entrepreneurship, including the American Express NGEN Leadership Award, the Satter Social Entrepreneur of the Year Award, and the Schwab Foundation Social Entrepreneur of the Year Award. In 2011, Hammond released a New York Times best-selling memoir, KaBOOM!: A Movement to Save Play and was named one of the Top 30 Social Entrepreneurs by Forbes Magazine.

Since 1996, KaBOOM! has worked with partners to build, open or improve nearly 16,000 playgrounds, engaged more than one million volunteers and served 7.4 million children. KaBOOM! vv only creates and catalyzes great places to play but also works to empower play advocates and elevate the societal conversation around the importance of why play matters for all kids.
**REGISTRATION INFORMATION**

**HOW TO REGISTER**

Complete and return enrollment form via:
- **Mail** - WPRA, 6737 W. Washington St., Ste. 1300, Milwaukee, WI 53214
- **Fax** - (414) 423-1296 [credit card only]
- **Online** - www.WPRAweb.org

Upon receiving your enrollment, a confirmation will be sent via e-mail.

Name ______________________________________________
First/Last [Name to appear on name badge]

Title ________________________________________________

Agency:
- City of_________________________________________
- School District ___________________________________
- Village of _______________________________________
- Other ___________________________________________

[Department/University/Business]

Address _____________________________________________

City _________________________________________________
State _______________________ Zip _____________________

Business Phone ______________________________________

Cell Phone ___________________________________________

E-mail _______________________________________________

Do you have any special dietary needs? __________________

**ADA Compliance:** Please complete if you require special accessibility or accommodations.
My requirements are:________________________________

Current 2015 WPRA Member?  □ Yes  □ No
2015 Membership Dues Online at WPRAweb.org

Are you a first time attendee?  □ Yes  □ No

Cancellations received in writing by October 1, will receive a refund minus a 25% administrative fee. NO REFUNDS will be issued after October 1, 2015.

Children and spouses will not be allowed to attend sessions. No children will be allowed to attend regular conference socials, meals or be allowed in the exhibit hall.

Check payable to: Wisconsin Park & Recreation Association

□ Please invoice me [WPRA Members only]

Credit Card # _________________________________________
Exp. Date ____________________ Security Code ____________

**3 DAY PACKAGE**

Includes Sessions, Socials, Wednesday Lunch, Thursday Awards Banquet, 3-Day Conference favor. CEU’s if submitted.

**Early Registration**
(Postmarked by October 1)

<table>
<thead>
<tr>
<th></th>
<th>Professional</th>
<th></th>
<th>Non-Member</th>
<th></th>
<th>Late Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Member</strong></td>
<td>$300</td>
<td>$415</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td><strong>Non-Member</strong></td>
<td>$100</td>
<td>$140</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
</tbody>
</table>

All 3-Day Package registrants must check all that apply to participate in these events. I plan on attending the following:
- □ Wednesday Lunch
- □ Thursday Awards Banquet

**1 DAY PACKAGE**

Includes sessions, meals and social.

**Early Registration**
(Postmarked by October 1)

<table>
<thead>
<tr>
<th></th>
<th>Professional</th>
<th></th>
<th>Non-Member</th>
<th></th>
<th>Late Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Member</strong></td>
<td>$150</td>
<td>$200</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td><strong>Non-Member</strong></td>
<td>$60</td>
<td>$75</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
</tbody>
</table>

**EMERITUS PACKAGE**

For Emeritus Members. The fee has been waived for Thursday ONLY.

□ Check if you will be attending on Thursday.

**SPOUSE PACKAGE**

Includes meals, exhibit hall, and social – no sessions.

**Early Registration**
(Postmarked by October 1)

<table>
<thead>
<tr>
<th></th>
<th>Professional</th>
<th></th>
<th>Non-Member</th>
<th></th>
<th>Late Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday</strong></td>
<td>$110</td>
<td>$140</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td>$60</td>
<td>$75</td>
<td></td>
<td>$25</td>
<td></td>
</tr>
</tbody>
</table>

**PRE-CON EVENTS**

Pre-Conference Tour  □ $25
Pre-Conference Session □ $65
Sponsor a Student □ $25

Conference Total $______________
CEU FORMS
Make sure that if you are requesting CEU’s that you have your CEU form punched at each session that you attend as well as sign in on the CEU form for each session. It is required that you sign in and have your CEU form punched in order to obtain CEU’s. Drop your CEU form at the Registration Desk prior to leaving the conference.

NAME BADGE
At the end of Conference please drop your WPRA Name Badge at the Registration Desk so that it can be used again.

THANK YOU FOR ATTENDING THE 2015 WPRA CONFERENCE AND TRADE SHOW!

GENERAL INFORMATION

The 2015 Wisconsin Park & Recreation Association Conference & Tradeshow will be held at Kalahari Resort in Wisconsin Dells.

What to Bring
- Casual Business Attire for educational sessions
- Comfortable casual attire for social events
- Professional attire for Thursday’s Banquet
- Athletic attire for active sessions
- Brochures, business cards and program information to share in the resource room

Check-In & Information Headquarters The check-in and general information headquarters for all conference activities is located in the Kalahari Registration area.

Name Badges: All attendees will receive a name badge when checking in for the conference. Badges are required for admittance to education sessions, exhibit halls, meals, functions, special events and socials. Name badges will contain all of your meal tickets and special event admission tickets.

Cancellation and Refund Policy Cancellations received in writing by October 1, 2015 will receive a refund minus a 25% administrative fee. No refunds will be issued after October 1, 2015. Checks, Visa, Discover, MasterCard or American Express are all acceptable forms of payment. There is a $35 service charge on ALL returned checks.

Hours of Registration
Tuesday .................7:00AM – 7:00PM
Wednesday ..........7:00AM – 5:30PM
Thursday ...............7:30AM – 4:00PM
Friday .....................8:00AM – 10:00AM

THANK YOU TO OUR 2015 SPONSORS!
**MEMBERSHIP INFORMATION**

Register online at WPRAweb.org
For more information call (414) 423-1210.

The starred (*) membership categories include two sections or subsections of your choice. Please specify, then mark the appropriate category:

- Aquatics • Park Section • State Park Subsection • Recreation Section • WI Therapeutic Recreation Society

**Premier Membership Category** - You will fill out one Premier Membership online registration that will include ALL members Includes Full-Time Park & Recreation Staff (based on the numbers listed below), all Full-Time Office Support staff and up to eight Park & Recreation Commission Members.

| 1-6 Full Time Park and Recreation Staff | $750 |
| 7-15 Full Time Park and Recreation Staff | $1000 |
| 16-50 Full Time Park and Recreation Staff | $1500 |
| 51+ Full Time Park and Recreation Staff | $2000 |

**General Information**

- Individual Professional * $150
- Departmental * $130 each
- Group Agency * $125 each
- University/Faculty * $475

Must have two members from their agency to qualify and consolidate payment and separate applications in one mailing-check above section(s)

The following categories may only register for their specific area, they do not qualify for two sections or subsections.

- Emeritus (WPRA retired members) $25
- Office Support $70
- Additional Office Support Staff $60
- Student (In university curriculum in the field) $40

**Indicate one section of your choice:**

- Aquatic Section • Park Section
- Recreation Section • WI Therapeutic Rec Society

**Non-Profit Organization** $225

(One mailing to organization) Organizational Boards may also join under the Boards / Commissions category.

**Park/Recreation Boards/Commissions** $380

Maximum of ten members; $30 for each additional member. Attach names and addresses. (Each receives separate mailings)

**Commercial** $450

For commercial firms related to the field. Commercial members automatically are listed in the Annual Buyer’s Guide and Membership Directory

**Trade Show Space** Still Available!

**HOTEL RESERVATION INFORMATION**

1305 Kalahari Drive
Wisconsin Dells,
Wisconsin 53965
1- 877- 253 - 5466

$109 (plus tax) – Single, Double, Triple, Quads – Includes passes to the Indoor Waterpark

Reserve your rooms today! A block of rooms has been held for WPRA attendees, but will fill up quickly. Please contact the hotel directly to make your reservation. Be sure to mention WPRA 2015 when making your reservations to receive our special group rate!

For attendees interested in larger rooms, upgrades or suites, additional room styles may be available at discounted pricing. Please inquire with a receptionist after asking for the WPRA group rate.

All rooms must be guaranteed with a credit card or one night deposit. Cancellations and / or changes must be made directly through the hotel. If you do not cancel your reservation by 4:00PM on the date of your arrival, your deposit will be forfeited or credit card will be charged accordingly.

Reservation Deadline is October 15th, 2015.