

2017 Carolinas Joint Conference Educational Schedule

Monday, December 11, 2017 | 11:00am-12:15pm

ES101 | Augusta

Navigating 101: Making the Most of Your Conference Experience

Tanner Deisch & Monique Floyd, Greensboro Parks & Recreation

Oh the places you will go...Join us to learn how to navigate your way to a successful conference experience. Gain insight and tips on what to expect, what to do, and how to behave when networking and participating in professional and social environments with other parks and recreation professionals at all levels.

Learning Outcomes:

- Get tips on how to choose sessions, socials, and other conference events.
- Learn effective ways to make positive connections with other parks and recreation professionals.
- Explore what the Parks and Recreation department and the City of Greensboro has to offer while in town at the conference.

ES102 | Auditorium 3

Responding to Disaster - The Role of Parks and Recreation

Linda Smith, Chapel Hill Parks & Recreation & Teresa Penbrooke, GP RED

Hurricanes, terrorist attacks, flooding, blizzards, earthquakes, wildfires...Disasters happen. When they do, typically local parks and recreation agencies are heavily involved as the heart of the community. We may lose assets, but we have to be leaders in creating safe havens, shelters, and programs to help respond and ease community stress - all while staff are often dealing with their own personal trauma. This session discusses developing the capacity to facilitate relief services for communities, including pre-event preparation, creation of a response plan, potential creation of a national response volunteer corps, and a guide for protecting and programming for children impacted by events. The discussion will include Operation Recreation Response, an initiative spearheaded by GP RED and Save the Children, in partnership with the Foundation for Sustainable Parks and Recreation. The panel will cover preparation and response practices, new guides for staff, and innovations in planning for the next big one in your community.

Learning Outcomes:

- Identify management practices that best allow for easy digital assessment and reporting of damage.
- Outline the steps necessary and implement guides available to prepare for disaster response.
- Prepare to participate in community and national planning efforts related to disaster preparedness.

ES103 | Blue Ash

Let's Play! Fun Games To Incorporate Into Your Programs

Joseph Voska, Raleigh Parks, Recreation & Cultural Resources

Do you host Summer Camp, After School or other programs while children are out of school? Then surely you play active and passive games with your program participants on a daily basis. This session will teach attendees new games that they can incorporate into their programs and how to make modifications to any game based on several factors. Be ready to have fun and move around while learning at the same time!

Learning Outcomes:

- Learn new active and passive games that can be incorporated in a youth based program.
- Learn how to modify active and passive games based on factors that affect your program plan.
- Discuss how to select the appropriate game based on different factors such as: participant(s) age, physical environment, etc.

ES104 | Victoria BC

LEDing the Way: Making the Most of Your Sports Lighting

Dina Neeley, Mike Limpach & Barry Jones, Musco Sports Lighting

We will explore how the proper application of LED technology delivers exceptional playability and environmental responsibility.

Learning Outcomes:

- Learn how emerging LED technology can provide higher standards of play compared to conventional HID technology
- What consideration do you need to understand when applying an LED light source to new and existing athletic field lighting.
- To understand how LED lighting impacts the players, spectators and neighbors.

ES105 | Victoria A

Strategies for Improving Success and Sustainability of Community Gardens

Karen Neill, North Carolina Cooperative Extension

Learn the Cooperative Extension's role in helping to educate community leaders on what is needed to establish a community garden and the role they play in addressing food insecurity. Also learn the techniques for training community garden leaders about sustainable practices, troubleshooting, and post-harvest handling, so they can better educate their gardeners and help them make environmentally responsible choices.

Learning Outcomes:

- How Community Gardens can help address food security issues.
- Learn what components are necessary to have in place before venturing into the establishment of a community garden
- Learn strategies to help make community gardens more productive while being environmentally responsible.

ES106 | Grandover West

plaYce making: designing beyond the catalogue

Zak Pierce & Alice Reese, CLH design, p.a.

This session aims to shift the paradigm from simply selecting pre-fabricated play elements from a catalogue to focusing on place making and developing an experience. Sometimes it is not the objects themselves that create place, it is the experience between them and with them that makes a place special. Designing an exciting, multigenerational, open-ended play space is a collaborative process that succeeds when the right people are engaged. Landscape Architects have the ability to facilitate the design process and transform a cookie-cutter "playground in a park" to an ageless, unique plaYce. Every site offers unique challenges that evolve into dynamic opportunities for play. Not only should the public and user groups need to provide input, but the land should have a voice in how it is shaped and adopted to serve a use. The specific natural and cultural features on a site that make it distinct and provide the identity unique to the geographic area should be considered in the design. Simply clear-cutting and grading land to create space for programmatic elements while serviceable is not always attractive nor conducive to a quality experience. Likewise, an individual simply selecting products from catalogues and installing them without thought and collaboration does not create successful play spaces that families return to again and again. Parks and playgrounds require thoughtful, strategic collaboration and planning. Skipping critical steps within the design process can lead to missed opportunities to create a plaYce residents will embrace and identify as their space. A park is never "done" or complete. Trends change, vegetation grows, equipment breaks, new generations are born. Knowing this is important and should be a guiding principle during the design process. Supplementing pre-fabricated play elements with "open-ended play" that integrates the natural and cultural features with a play-full twist will increase the longevity of the park. Design for flexibility and change, and the park will adapt and flourish for years to come.

Learning Outcomes:

- Understand the role a Landscape Architect has in park planning
- Understand the importance of open-ended play
- Exposure to new methodologies for park and play area designs

Monday, December 11, 2017 | 1:15-2:30pm

ES201 | Auditorium 4

Building Champagne Parks On A Beer Budget

Don Shuman & Darien Alston, Greenville County Parks, Recreation & Tourism

This session is designed to show techniques of cost-saving measures through the design and building of park and recreation facilities.

Learning Outcomes:

- To ease the stress of Parks and Rec professionals across the Carolinas by letting them know, they are not alone in the process of providing "Champagne" facilities on a "Beer" Budget.
- To share "pros" and "cons" of ideas used by Greenville County Parks, Recreation, and Tourism in constructing Parks and Recreation Facilities.
- To share specific strategies in maximizing tight budgets.

ES202 | Auditorium 3

Managing Participant Medical Conditions in a Program Setting

Kathy Capps & Nikki Speer-Raleigh, Raleigh Parks, Recreation & Cultural Resources

The number of people in the US diagnosed with severe allergies, diabetes and other serious medical conditions is increasing. Does your agency have a policy in place to provide a safe experience? Can it be effectively and correctly implemented by staff and volunteers? Do you have processes in place to help individuals manage their conditions both in a normal setting and during an emergency? During this session, we explore some of the issues and concerns with managing serious medical conditions including identifying stakeholders, reasonable accommodation, Good Samaritan vs. scope of training and medical authorization, storage and access of medications, documentation and emergency procedures.

Learning Outcomes:

- Identify stakeholders in the process to develop, implement, review and revise agency policy for managing medical conditions.
- Develop talking points to discuss with their medical authority and legal counsel.
- Evaluate their policy and identify strengths and weaknesses.

ES203 | Blue Ash

What is Leadership Coaching? Why is it Effective?

Dale Smith, Smith Management Training and Consulting Services & Rick Rocchetti, Rocchetti & Associates

Coaching is beginning to be used more in local government settings. The private sector is using this method to move teams and individuals to higher goal achievement and greater confidence. This session will discuss the process, the benefits, and the results of coaching. We will also discuss how managers can become better at gaining trust by using coaching methods.

Learning Outcomes:

- Learn the difference between coaching and mentoring
- Recognition of how coaching can derive great results through questioning
- Understand the process of coaching and why it is so effective

ES204 | Victoria BC

Ready...Set...Grow!

Tori Spaugh Darensburg & Debbie Woodbury, Raleigh Parks, Recreation & Cultural Resources

If you want something done right, then you have to do it yourself...or do you? You can't efficiently do everything alone, and no one wants to work with a micro-manager. Get READY to explore effective delegation concepts and buy-in techniques to reduce workplace negativity. Get SET to inspire and successfully lead your team while discovering ways to maximize your staff and increase productivity. GROW and take away strategies to transform your workplace culture.

Learning Outcomes:

- Discover and explore the concept of and steps to effective delegation.
- Acquire the tools to overcome and conquer negativity in the workplace.
- Discuss empowering and motivational strategies to keep employees engaged.

ES205 | Victoria A

Mobilizing Philanthropic Resources for Play and Fitness

Victoria Schmitt Babb, Play 4 ALL

Do you envision a world where every community has the resources to bring play and fitness to its children and families? Despite budget shortfalls, there IS a way to raise the monetary and social capital needed to fund equipment ranging from ADA compliant playgrounds to larger universally accessible designed play spaces as well as fitness areas and pocket parks. Learn about the advantages of incorporating a 501c3 "Parks Foundation" and about the latest trends in charitable giving and various strategies to launch a successful campaign that can yield great returns. Hear from a seasoned fundraiser who has raised over \$8 million dollars for playgrounds. Walk away from this session with a Mobilizing Resource Action Plan that can help pave the way to engage your community in such a powerful way that you will start a Movement... because Play Has No Limits!

Learning Outcomes:

- Learn the advantages and incorporating a "Friends of the Parks" Foundation to attract and acknowledge charitable gifts, and who to recruit as Play Champions to steer your project
- Learn key strategies to manage a successful play campaign and community engagement efforts ranging from the launch of the project to cutting the ribbon.
- Learn about the trends in charitable giving and the increase of the Corporate's sector's Cause Marketing involvement with worthy causes. Study 3 successful Cause Marketing tactics that can be utilized to raise funds for your project

ES206 | Grandover West

Marketing Your Programs to Seniors

Jeanne Frazer, vitalink

Today's seniors are more active than ever, and they are always on the lookout for learning opportunities and new experiences. Join marketing expert Jeanne Frazer as she discusses strategies to reach and engage with this target audience.

Learning Outcomes:

- Learn how to identify the demographics of your market
- Discuss best options to define your target market(s) and segment your audience
- Discover ways to make the most of "free" marketing tools to reach today's seniors

ES207 | Grandover East

Creating Inclusive Play Spaces: Lessons Learned

Katherine Hebert, Centralina Council of Governments & Kevin Brickman, Mecklenburg County Park & Recreation

Going beyond ADA requirements to create play spaces that are accessible and inclusive for all ages, races, incomes, and abilities can be a challenge with aging parks, land constraints, and dwindling budgets. Learn from the efforts of Mecklenburg County Park and Recreation and the Centralina Health Solutions Coalition to assess and renovate existing parks and design new parks to facilitate ease of admittance, movement within the park, and meaningful play for everyone.

Learning Outcomes:

- Participants will be able to define accessibility and inclusive play and give examples of each.
- Participants will receive a tool for engaging the community around measuring accessibility to and within a park.
- Participants will be able to determine which designs are best for inclusive play and what equipment or design features should be avoided.

ES208 | Augusta

Uh Oh Here We Go Again! Changes in Youth Soccer

Keith Jenkins, Cary Parks, Recreation & Cultural Resources

The landscape of best practices in youth soccer is changing once again. The United States Soccer Federation and United States Youth Soccer Association adopted new standards for age groups, systems of play and coaching education. Is your youth soccer program up to date on these changes?

Learning Outcomes:

- To learn about the changes in the age groups and birth dates for youth soccer as recommended by USSF and USYSA.
- To learn about the changes in the systems of play for youth soccer as recommended by USSF and USYSA.
- To learn about the changes in soccer coaching education curriculum by USSF and NCYSA.

Tuesday, December 12, 2017 | 9:00-10:15am

ES301 | Auditorium 4

Keynote Breakout Session – Dr. Rudy Dunlap

Please join Dr. Rudy Dunlap to discuss and brainstorm approaches for fostering placemaking in your department and its programs. We'll review the basic dynamics of placemaking and proceed to explore practical questions about placemaking in your community. How might you foster partnerships with local resident groups and nonprofits? How might you facilitate opportunities for lighter, quicker, cheaper transformations of your public places? How might you create opportunities for public dialog on issues of local relevance? We'll use a roundtable format, so come ready for discussion!

ES302 | Auditorium 3

Lean In: Take a Leadership Role in the Community

Terri Stowers, Mecklenburg County Park & Recreation

Park and Recreation is not a mandated service for most government agencies, however, you can make your department essential to the community. In this session, you will learn how you can partner with other agencies to bring much-needed services to the communities we serve. But more importantly, you will learn how to take a leadership role in communitywide initiatives.

Learning Outcomes:

- Participants will learn the history of Park and Recreations role in the community.
- Participants will learn how departments are expanding their role in the community.
- Participants will leave with a tool kit on how to expand their role in the community.

ES303 | Blue Ash

The Inclusive Sights and Sounds of Therapeutic Recreation

Antiwan Tate & John Reynolds, South Carolina School for the Deaf and Blind

Experience the world from the view of the deaf, blind, and multi-disabled. This very informative, active, and high energy session will provide individuals and agencies with an interactive display of therapeutics through visual presentation and hands-on activities, allowing participants to understand the differentiation needed to provide services to those with mental and physical disabilities. Ensuring departments and agencies are equipped with the tools and resources are crucial in breaking the divide of equality and inclusion as it pertains to therapeutics.

Learning Outcomes:

- Individuals will work in cohesive groups receiving resources and best practice trends to develop and implement activities and therapeutic solutions from a perspective as someone living with or impacted by a person's mental and physical disability.
- Educate participants about future opportunities and potential partnerships for Therapeutic Programming. Participants will be enlightened about the innovative trends of simplicity in resource attainment via connecting to community partners and leaders
- Challenge participants to assess their real time analysis into the divisiveness of exclusion and the fears or uncertainty as it pertains to Therapeutics. At the completion of this course individuals will have attained the resources and framework to set-up

ES304 | Victoria BC

CPRP Primer - Thinking Like A Student, Certified As A Professional!

Joy James, Erik Rabinowitz & Iryna Sharaievska, Appalachian State University

Considering taking NRPA's Certified Park and Recreation Professional Certification? Come to this session to learn about tips and strategies for taking the CPRP. Learn not only from academics but professionals who have recently taken the exam.

Learning Outcomes:

- Participants will be able to describe 2 benefits to becoming a CPRP.
- Participants will be able to list 2 ways to register for the CPRP exam
- Participants will be able to list 2-3 strategies to help prepare for the CPRP exam

ES305 | Victoria A

Understanding the Development of a Transgender Inclusion Policy

Patti Pannetti, City of Rock Hill, Bob Rozek, Hilton Head Island Recreation Association & Jim Headley, SCRPA

Learn from a parent, an agency and a state association on how each has dealt with the transgender issue and how each has educated themselves. Also how each has helped develop an inclusive participation policy.

Learning Outcomes:

- Understand what it means to be "transgendered" from a parent of a transgender child.
- Learn how one agency developed an understanding of transgender for their staff and then a policy for inclusion for participation.
- Learn about developing a policy for inclusion.

ES306 | Grandover West

Park System Master Plans That Work

Joseph Webb & Nick Kuhn, AECOM

This session will discuss and describe the important components of a park system master plan with a particular focus on the critical implementation strategies that are needed to make the plan a working document and ensures the vision of the plan becomes reality.

Learning Outcomes:

- Identify the components of a comprehensive park system master plan
- Recognize the critical components of a thorough implementation strategy
- Describe and discuss how components of a master plan can be structured to meet the recurring needs of the particular agency and insure that the plan is an effective working document

ES307 | Grandover East

Howdy Partner

Christopher Horigan & Don Octigan, Greenville Recreation & Parks, & Zach White, Burgaw Parks & Recreation

Do you have big dreams but a small budget? Is leadership asking you to investigate alternative funding opportunities? Are you out of good ideas? Buckle up your chaps and mosey on over. During this session, we will present a definition of partnership and identify the various ways partnering may benefit your organization and community at large. Instructors will provide specific examples from the City of Greenville (NC), introduce a process to attract and identify potential partnerships, set outcomes, and how to manage them. Discussion will also include potential challenges that may arise, effective responses, and when to end a partnership.

Learning Outcomes:

- Define partnerships and identify the various ways that partnering organizations may benefit from the relationship. Specific examples provided
- Introduce a process to attract and identify potential partnerships, set outcomes, and manage them.
- Examine potential challenges that may arise, effective responses, and when to end a partnership

ES308 | Augusta

Just Say "Yes" - Inclusion and Aquatics

Stephanie Stancil & Tricia Severa, Raleigh Parks, Recreation & Cultural Resources

We will explain how we have created an inclusive approach designed to utilize existing resources, increase access to adapted aquatics and maximize program effectiveness. We are proponents of equal opportunities for all individuals, which we demonstrate through the implementation of program-wide inclusion.

Learning Outcomes:

- Empower instructors to feel comfortable teaching ALL students.
- Discuss easy program modifications that can be made ahead of time and what to do after receiving disclosure of disability information.
- Explore how to use existing toolbox to adapt and/or modify programs.

Tuesday, December 12, 2017 | 10:30-11:45am

ES401 | Auditorium 4

What in the World?

Lisa-Ann Utsumi, Raleigh Parks, Recreation & Cultural Resources

Racking your brain to come up with new ideas for programs? Your search stops here. In this session, you'll learn how to deliver a WORLD-class program that is innovative, engaging, interactive, and FUN! Best of all, you'll learn how to collaborate with people in your community to create an exciting experience for the whole family.

Learning Outcomes:

- Participants will understand the importance of collaborating with existing or new individuals/groups in their community that have similar goals to theirs.
- Participants will learn how to engage individuals or groups that could potentially become the spokespersons/advocates/volunteers for their own Parks and Recreation system.
- Participants will learn how to put together a low budget, high quality program that includes anyone and everyone in the community.

ES402 | Auditorium 3

Digital Citizenship: Take Fear out of Social Media at Work

Melissa Weddell & Stephanie West, Appalachian State University

Social media is a critical aspect of an organization's image and overall success. As social media becomes more prominent in business, employees must be mobile, social, and connected. Business managers should embrace their employees' desire to participate in social media, however, fear about wasted productivity and inappropriate behavior can hinder this motivation. Often complex social media policies are a deterrent rather than a solution. In order to effectively have employees engage in social media, managers must embrace digital citizenship, where the focus is on positive aspects of the creative process instead of policy-based enforcement. The topic of digital citizenship is gaining momentum as a way to use technology appropriately in the workplace. This session will cover those aspects, outline tools to use in the workplace, and provide a forum for participants to share their best practices.

Learning Outcomes:

- Participants will learn the definition of digital citizenship based on workplace etiquette, communication, access, education, responsibility, rights, and safety.
- Participants will have an opportunity to discuss examples and strategies relating to each of these elements with the opportunity to network, and explore workplace applications.
- Participants will demonstrate a greater knowledge the changing landscape of social media and digital engagement, trends in the industry, and take away new digital strategies for the workplace.

ES403 | Blue Ash

Think Camp

Lewis Holloman, Sophie Duncan & John Barrow, Greenville Recreation & Parks

Take your summer camp planning to the next level! We will discuss the use of social media for effective promotion and recruiting, disability awareness, magical marketing, parent communication, registration, staff training, and program satisfaction.

Learning Outcomes:

- After participating in this presentation, the attendee will be able to identify five summer staff recruitment strategies.
- After participating in this presentation, the attendee will be able to list five summer camp marketing tools.
- After participating in this presentation, the attendee will be able to summarize in writing or conversation the importance of disability awareness in the work environment.

ES404 | Victoria BC

PAAWS: People and Animals We're Serving

Deborah Meridith, Kopper Top Life Learning Center, Inc.

Animal Assisted Therapy - does it really work? A hands-on session to demonstrate the need in our community for animals and their unconditional love.

Learning Outcomes:

- Gain knowledge of how animals can include everyone in engaging in laughter, communication and socialization.
- Gain knowledge of the benefits of an animal assisted program in your facility and in the community. What is the difference between Therapy and Service Animals?
- Gain information needed to incorporate an animal assisted therapy program. Is it better for an in house program or as a contracted service?

ES405 | Victoria A

The Safety Dance

Chamreece Diggs, Greensboro Parks & Recreation & Joyce Chambliss, High Point Parks & Recreation

Evaluating your department's safety plans and risks can be as enjoyable as dancing with your Great Uncle Ralph at your cousin's wedding: not something you exactly look forward to, but absolutely necessary for the greater good. In this session, parks and recreation professionals will evaluate their safety preparedness, discuss specific safety risks and relationships with law enforcement personnel, and lay the framework for developing a plan of action.

Learning Outcomes:

- The audience should understand why there needs to be an emphasis on safety and what the realistic risk are from a comprehensive perspective.
- The audience should identify who are the emergency responders responsible for their safety and work with them to identify the specific risk within the organization and specific facilities.
- The audience should have an understanding of how to move forward from this session: Develop a plan for emergency situations with the help of emergency personnel and possibly the safety and health department or liaison and train the staff on how to handle

ES406 | Grandover West

More Than a Stereotype: Being a Millennial in the Workplace

Nicole Miller, Diquan Edmonds & Matt Carusona, North Carolina Recreation & Park Association

Everyone seems to have a preconceived notion or stereotype when it comes to millennials. Just by searching for "generational differences in the workplace," you are told that millennials tend to be self-obsessed, lazy, impatient. Sure, you are also told that millennials are tech-savvy, entrepreneurial, and enthusiastic about making a difference, but, more often than not, the negative aspects of this stereotype are what stick in an employer's mind. This session will discuss a variety of ways that you, as millennials, can show that you are more than that stereotype and that you have a variety of work styles and beliefs that offer value to your employer.

Learning Outcomes:

- Attendees will learn how to identify their own unique strengths and work style and how to use those specific strengths to excel at their job. Whether those strengths are organization, reliability, or creativity, they each have something to offer an organization.
- Attendees will learn how they can, as millennials, take on leadership roles and stand out within their organization.
- Attendees will learn how they can foster growth and productivity as a supervisor who is also from the millennial generation.

ES407 | Grandover East

Now or Later? A Time Management Session

Jessica Livingston, Raleigh Parks, Recreation & Cultural Resources

This session will address the reasons for procrastination, the differences between being busy and being productive, and time wasting behaviors. Tips and ideas for prioritization, organization, and effective time management will be covered. Learn how to harmonize with Father Time!

Learning Outcomes:

- Identify Time Wasting Behaviors, both environmental and self-generated, and learn to work around, through, or with them.
- Practice SMART goal setting and prioritization strategies to determine what needs to be done and when.
- Use logs, calendars, and tools to identify scheduling needs and to organize your time more effectively.

ES408 | Augusta

How to Effectively Engage the Public and Build Consensus

Natasha Sexton, Zuendt Engineering

Gathering public input and building consensus is a critical part of each park and recreation department. This session will discuss not only how to hold effective public meetings but when to utilize which tool based on the desired objectives. We will also look at strategies to not only gather the public input but how to build a consensus.

Learning Outcomes:

- Learn when to use which platform to engage the public based on your desired objectives. Learn the role of stakeholder meetings, town hall forums, design charrettes, and surveys.
- Review tactics and tools to write effective questionnaires and how to gather responses based on the desired objectives.
- Learn the importance of a moderator and how to promote and publicize the "public input" portion utilizing traditional methods and new, creative options including social media.

Tuesday, December 12, 2017 | 1:45-3:00pm

ES501 | Auditorium 4

Beyond Basketball: Engaging Teens in Summer Programming

Michelle Gill-Moffat & Cindy Dye, Greensboro Parks & Recreation

Are you looking for a way to engage the 13-18 year-olds in your community beyond just open gym during the summer? Do you have other departments in your city holding teen programming that you want to partner better with? Do you need ideas on how to reach out for sponsors to help fund these types of programs? Let Greensboro Parks and Recreation share their experience and lessons learned in implementing Summer Night Lights, Greensboro's largest teen initiative reaching thousands of teens each year since 2013.

Learning Outcomes:

- Participants will understand how to collaborate with other areas of the City to design a summer-long program for teens ages 13-18 that includes arts and culture programs, science and technology programs, as well as sports related programs.
- Participants will understand the importance of using traditional and social media marketing for target marketing to teens, as well as the parents and community for program success.
- Participants will understand the importance of creating safety and dismissal protocols, volunteer assignments, and working in partnership with the local police department for large scale programs.

ES502 | Auditorium 3

How to Create Your Parks Social Media Ambassador Program

Cara McLeod, Raleigh Parks, Recreation & Cultural Resources

You have people that love your parks! Make these passionate people into brand ambassadors and get them to spread the word about your programs. Fans, influencers and employees can help you amplify your marketing messages. Learn how to create a social media ambassador program that will help you grow your audience.

Learning Outcomes:

- Attendees will learn how to identify fans and influencers and select your ambassadors
- Attendees will learn how to get social media ambassadors to share your information through incentives and rewards
- Attendees will learn how to measure success of your brand ambassador program

ES503 | Blue Ash

Fun on the Run: Quick + Easy Low-Props Activities

Annette Moore, Molly Rose & Lara Bannister, North Carolina State University

Join us for a fast and furious session of simple low- or no-props needed activities that you can lead with your group (or staff!) to keep them engaged. Fill what had been lull times with some fun times! We'll give you lots of ideas by engaging in activities together and let you come up with some ideas of your own.

Learning Outcomes:

- Participants in this session will identify at least 3 situations in their agency where quick and easy low-props activities would benefit their programs.
- Participants in this session will become familiar with at least 20 activities through hands-on participation in them.
- Participants in this session will create at least 1 low- or no-prop activity that they can use at their agency.

ES504 | Victoria BC

Practices To Include All Children In Recreation: Panel Of Experts

Dr. Stuart Schleien, University of North Carolina at Greensboro, Nikki Speer-Raleigh, Raleigh Parks, Recreation & Cultural Resources, & Cat Trovato, Arlington Parks & Recreation

If recreation agencies including summer camps and after-school programs are to live up to ADA standards, we must increase our knowledge base regarding what makes these programs inclusive, successful for participants with and without disabilities, and sustainable. A panel of experts, who have had success designing and implementing inclusive recreation programs, will share their perspectives, challenges, and practices through a question-and-answer session, facilitated by Dr. Stuart Schleien.

Learning Outcomes:

- Identify best practices at administrative, programmatic, and child-parent levels resulting in inclusive program practices.
- Develop an understanding of the shortfalls and obstacles that are interfering with the social inclusion of children with disabilities in camps and after-school programs.
- Discuss the challenges ahead concerning the implementation and sustainability of inclusive camps and after-school programs, through administrator, inclusion coordinator, and program perspectives.

ES505 | Victoria A

Matching Your Story to the Audience

Rob Smith, Garner Parks, Recreation & Cultural Resources

We all do wonderful things. Memorable special events, exceptional programming, and facilities that become second homes for our participants are just a few possible plots or settings for great stories. In this fast-paced, hands-on session, we will work on how to effectively communicate our successes to various audiences and make sure we are telling our stories in an engaging manner.

Learning Outcomes:

- Participants will identify three components of effective story telling.
- Participants will develop and share a story highlighting a program success for a target audience.
- Participants will create two strategies on how to incorporate story telling into their marketing plan.

ES506 | Grandover West

Swap Shop

Nick Aceves, Salisbury Parks & Recreation & Gary Mills, Kannapolis Parks & Recreation

Why wait until the nightly networking opportunities for the exchange of ideas, programs, and peer contacts? The Swap Shop is a good time to bring the NCRPA/SCRPA/NRPA Rec professional listserve to life! Come prepared to ask questions in a large group setting and help to answer your fellow recreation provider's questions.

Learning Outcomes:

- Allows for recreation professionals, students, etc. to openly discuss programs, issues, solutions to problems that may be impacting their program, career, or department.
- Create networking opportunities and contacts throughout the NCRPA/SCRPA regions. We will help break the ice prior to the nightly socials.
- Ideal for all levels of recreation and different divisions in recreation departments and fields of study.

ES507 | Grandover East

Plants, Animals, and Programming - Oh My!

Michael Romano & Shannon Teamer, Greensboro Parks & Recreation

By the end of this session, attendees will know basic techniques that they can utilize with little to no cost that will enable them to increase retention and garner a higher interest level in their participants. Our session will introduce a method of environmental education that is sure to grab attention, stimulate excitement, and make use of the environment around them. These techniques will further expand our reach towards promoting conservation and sustainability.

Learning Outcomes:

- Attendees will be able to utilize their surroundings to conduct educational programming.
- Attendees will be able to identify low cost strategies for creating activities that will serve to increase interest and retention.
- Attendees will be able to promote sustainability practices through their programming that can carry through to their program participants.

ES508 | Augusta

Creating A Quality Recreation And Leisure Experience

Randy Little, High Point Parks & Recreation, Dietrich Williams & Monica Clark Philips, District of Columbia Department of Recreation

Learn how to increase the impact recreation centers have on community members' social enrichment, leisure opportunities, and healthy lifestyles.

Learning Outcomes:

- Create a continuous quality improvement process to implement your recreation center's Outcome-Driven leisure Experience.
- Set goals to increase your recreation center's average daily attendance.
- Measure the results of your quality improvement.

Tuesday, December 12, 2017 | 3:15-4:30pm

ES601 | Auditorium 4

Developing Successful Family Events

Julie Collins & Andrew Marsden, Cary Parks, Recreation & Cultural Resources

The importance of family involvement in recreation is well-documented as being key to long-term continued engagement of youth in recreation activities. This session will outline the development of several family-focused events including pricing, targeted marketing and long-term sustainability. Bring your own events or ideas you have for engaging families in recreation events and programs.

Learning Outcomes:

- Find Ideas / Develop an idea into an Event
- Provide Step to Step with 2-3 events: Budget, Pricing, Marketing
- Logistics, Lessons Learned, Failures, Expansion Opportunities

ES602 | Auditorium 3

Community Recreation and Politics: How to Navigate the Muddy Waters – Panel Discussion

Ayana Daniel* Moderator, Greensboro Parks & Recreation

This session aims to inform session goers of the political scene that embodies recreation in the community.

Learning Outcomes:

- Recognize the many facets of politics and how it can affect your role as a community recreation professional.
- Learn how to effectively interpret policies and procedures, as well as, how to best communicate them to the community.
- Identify the appropriate chain of command and how to appropriately pass along concerns and issues of the community.

ES603 | Blue Ash

Park Rx Primer - Getting a Prescription Program in your Community

J. Joy James, Rich Christiana & Rebecca Battista, Appalachian State University

Park Rx programs are gaining popularity and help get people active in our parks. But can Recreation and Parks professionals help facilitate a Park Rx program in their community? Making connections to physicians, public health and parks can be a challenge. This session will discuss the various types of park prescription programs, current research on pediatricians' perspectives and some strategies for developing a Park Rx program.

Learning Outcomes:

- By the end of this session, participants will be able to list 2-3 successful models of park/play prescription programs in the U.S.
- By the end of this session, participants will be able to summarize 1-2 pediatrician's perspective that support park/play prescriptions.
- By the end of this session, participants will identify 1-2 strategies to develop a park/play prescription program at their place of work.

ES604 | Victoria BC

Parks and Recreation Rodeo

Robert Jennings & Ryan Sailstad, Durham Parks & Recreation

The Parks and Recreation Rodeo is a fun, interactive, and competitive event designed to break down organizational silos, improve employee satisfaction, and teach across the many different Parks and Recreation disciplines. It exposes staff to all of the varied aspects of Parks and Recreation and teaches others what it's like to "walk a mile" in your shoes.

Learning Outcomes:

- Demonstrate how this event can help break down silos that can occur when the organization is looked at solely from the perspective of one's own position.
- Share our experience and lessons learned from running this event successfully for three consecutive years.
- Having taught the participants the value of the program, walk them through the process of running the event successfully in their organization.

ES605 | Victoria A

Evaluating The Value Of Community Park Renovations

Benjamin Hickerson, University of North Carolina at Greensboro

Over time, many parks have become outdated, in disrepair, or poor matches for the current demographic make-up of the neighborhoods they serve. One of the approaches to addressing these issues is renovating parks instead of building new ones. This session will discuss the park renovation process and focus primarily on the evaluation of these renovations. Three real cases of renovation evaluations in mid-sized (~100,000) to large cities (1.5 million) will be discussed. The costs of a renovation evaluation, specific research tools used for the evaluation, and the involvement of the community in this evaluation process will be covered. The session will close with how to process the results of the evaluation data to determine the impact of the renovation on the community and the benefits accrued by the agency completing the renovation.

Learning Outcomes:

- Participants will be able to identify the existing research instruments that can be used free of charge to collect park renovation data.
- Participants will be able to identify the complications of park renovation research, and how to address common issues.
- Participants will be able to cite examples of scientifically-assessed successful renovations and use this information to advocate for park renovation funding.

ES606 | Grandover West

Maintenance Swap Shop

Tracy Houk & Joe Greene, Huntersville Parks & Recreation

Do you have a maintenance issue in your department that you would like to brainstorm with others in the field about? Come prepared with your topics and be ready to share what you do or don't do in your town/city.

Learning Outcomes:

- Learn from other departments
- Brain storm in person with others professionals in the field
- Gain ideas/solutions to take back and use in the field.

ES607 | Grandover East

Keeping It Safe: Designing a Safe Spray Park

Bill Hachmeister, Aquatix by Landscape Structures

Spray parks are a fast-growing amenity for park and recreation departments. The spray park industry is changing at a rapid case. The session will cover the Model Aquatic Health Code (MAHC) ASTM, NSF and how they pertain to your area. The session will reveal spray park features and the lack of practice implementing Certified Playground Safety Standards, ASTM playground standards and IPEMA standards in the design process. The session will discuss various surface materials and their maintenance issues. The session will also cover water quality and UV.

Learning Outcomes:

- 1. Attendees will be able to determine various types of surface material for their project.
- 2. Attendees will be able to determine sources of water supply and how they apply in preventing water borne illness.
- 3. Attendees will be able to determine spray park features that meet Certified Playground Safety Standards and ASTM Standards.

ES608 | Augusta

Intern Connection; Connecting Agencies and Students

Rob Stiefvater, North Carolina Central University & Stephanie West, Appalachian State University

Internship students need agencies, and agencies want internship students. This session will detail the process for posting internship opportunities on NCRPA.Net as well as give advice to both agencies and interns about how to find the perfect match!

Learning Outcomes:

- Agencies will learn about internship requirements.
- Agencies will be able to create appropriate internship job titles.
- Students will be able to search and apply for internship positions on NCRPA.Net

Wednesday, December 13, 2017 | 9:00-10:15am

ES701 | Auditorium 4

Incorporating Positive Behavior Management Into Your Program – Pt. 1

Joseph Voska & Toni Webb, Raleigh Parks, Recreation & Cultural Resources

When working with school-aged participants in programs such as camps, classes, and athletics, it is important to have a strategy for how you will manage participant behavior in your program. In this two-part session, you will learn how to establish a positive program environment to encourage participants to make desired choices, using the six key elements for good behavior management. Also, learn different tools and techniques on how to manage participant behavior when undesired behavior choices are made. Finally, we will discuss opportunities to train your staff to implement these strategies in your programs.

Learning Outcomes:

- Learn how to incorporate the six key elements of good behavior management into your program when establishing your program's environment
- Learn tools and techniques on how to work with participants when they make undesired behavior choices.
- Learn how to train program staff to incorporate these techniques into your program.

ES702 | Auditorium 3

On the Hunt for the Perfect Candidate? We Can Help

Edward Austin, Wake Forest Parks, Recreation & Cultural Resources, JG Ferguson, Rolesville Parks & Recreation, & Chandra Wright, Wake Forest Human Resources Department

Interviewing candidates can be the most stressful part of a manager's work: multiple candidates apply for openings, many are qualified, but only one can be offered the job! Through an examination of the interview process and by deciding what is important to learn about the candidate "live and in-person," decision-makers can become more comfortable finding the candidate that fits the job, the department, and the community.

Learning Outcomes:

- Aid participants in creating and maintaining a consistent, yet insightful, interview process
- Examine the "old school" interview process and discuss ways to alter it so that your interviews fit the recreation setting
- Provide examples of "out of the box" interview techniques that can provide more insight into the candidate's personality

ES703 | Blue Ash

In It to Win It - Boost Your City's Economic Impact

Austin Homan, Greensboro Parks & Recreation, Kim Strable, Greensboro Sports Commission, & Brian Ambuehl, Greensboro Convention & Visitors Bureau

Ever wonder how economic impact affects your city, department and facilities? Greensboro, known as Tournament Town, prides itself in attracting large tournaments and special events throughout the year. Successful hosting requires facilities, collaboration, hospitality, and a commitment to boosting economic impact. Come prepared to learn about the benefits of economic impact to your city and department, and how you can partner with your local CVB and Sports Commission to attract large-scale tournaments and special events.

Learning Outcomes:

- The benefits of economic impact to your city and the importance of hospitality.
- Strategies to partner with your local CVB, Sports Commission, and tournament hosts to bring in tournaments and events.
- How to leverage economic impact numbers to enhance and promote your facilities

ES704 | Victoria BC

Fear of Crime? Not in My Park!

Dr. Joel McCormick, Chowan University

I conducted my Ph.D. Dissertation on perceptions of crime in parks and decisions made at the top level to reduce fear of crime in parks. The response that "crime may be a problem in other parks, but, not in my park" was a reoccurring theme. Most of us know that identifying and owning a problem is the first step in fixing a problem. In this session, I will be asking us to "get real" and tackle this problem together.

Learning Outcomes:

- This session topic will contribute to the larger body of knowledge related to crime prevention techniques in parks, green spaces, and athletic facilities.
- Participants will gain a better understanding of crime prevention techniques such as Crime Prevention Through Environmental Design (CPTED). Defensible Space, and Environmental Criminology.
- Participants will discuss and brainstorm crime prevention strategies for their own parks.

ES705 | Victoria A

Bull City Fit: Parks & Recreation vs. Childhood Obesity

Jason Jones, Durham Parks & Recreation, Dr. Asheley Skinner, Duke University, Dr. Sarah Armstrong & Kiah Gaskin, Duke Center for Childhood Obesity Research

Since 2012, Durham Parks and Recreation and Duke Healthy Lifestyles Clinic have partnered to deliver a program called Bull City Fit, a community recreation-based treatment program for children with obesity and their families. The program has evolved into a multi-generational program that facilitates activity, delivers cooking classes, on-site gardening opportunities, nutrition education classes, and most importantly - creates a supportive, inclusive and welcoming environment for kids who struggle with their weight, so they can exercise and play, free of shame or embarrassment. The program has shown empirical evidence that it has improved the quality of life and health of its participants and their families. In addition to being recognized by the Robert Wood Johnson Foundation, the program has recently received funding from The Duke Endowment to replicate the relationship between clinicians and parks and recreation providers within North Carolina. This session will discuss the evolution of the program, how the crossroads of science and recreation are making a difference, and next steps that may include more NC communities.

- Learn to develop a partnership with a clinic to create a program that provides on-site treatment for childhood obesity.
- Learn to recognize the strengths and limitations of partnering with a clinic, and how to anticipate and address challenges.
- Learn to describe the health outcomes of participants of the Bull City Fit Program, a model of a parks-clinic partnership.

ES706 | Grandover West

A Beautiful Journey: Programming for Persons with Dementia

Bates McKinney & Kristie Oliver, Spartanburg County Parks Department

Dementia is the sixth leading cause of death in America, and 5.5 Americans are living with dementia. The symptoms present in a variety of ways across many different years. It would be naive to think that Parks and Recreation professionals only program for persons with typical aging. The best programs find ways to enrich the lives of people of different abilities. It is important to be able to identify when someone has dementia, how to provide meaningful programs, and when the park/community center is no longer the best place for someone with dementia. Finally, it is necessary to know how to address concerns with family members.

Learning Outcomes:

- Be able to identify Dementia
- Know the do's and don'ts of programming for people with dementia.
- Learn important communication skills to address the progression of dementia with family members/participants.

ES707 | Grandover East

Beyond the Ball: STEM-ulating Recreation

David Edge, Winston-Salem Recreation & Parks

Look beyond the ball. See the benefit of non-traditional programming using STEM-based ideas for competitions and more.

Learning Outcomes:

- Academics can be fun too. STEM competitions are non-traditional but promote all of the traditional values kids get through sports.
- Professionals will be able to create their own competitions for minimal cost.
- Professionals will be able to market and conduct their own competitions.

ES708 | Augusta

Tackle Football: Why We Said No

Joey Blethen, Tega Cay Parks & Recreation

This session will discuss the reasons why the City of Tega Cay decided to disband the tackle football program in 2016, the attention the decision received, and the impact of the decision on the community and recreation program.

Learning Outcomes:

- The participants will critically think about the viability of their existing tackle football programs.
- The participants should give consideration to creating or expanding existing flag football programs to help supplement tackle football programs.
- The participants will learn the procedures and outcomes of potentially removing tackle football from their recreation programming.

Wednesday, December 13, 2017 | 10:30-11:45am

ES801 | Auditorium 4

Incorporating Positive Behavior Management Into Your Program – Pt. 2

Joseph Voska & Toni Webb, Raleigh Parks, Recreation & Cultural Resources

When working with school-aged participants in programs such as camps, classes, and athletics, it is important to have a strategy for how you will manage participant behavior in your program. In this two-part session, you will learn how to establish a positive program environment to encourage participants to make desired choices, using the six key elements for good behavior management. Also, learn different tools and techniques on how to manage participant behavior when undesired behavior choices are made. Finally, we will discuss opportunities to train your staff to implement these strategies in your programs.

Learning Outcomes:

- Learn how to incorporate the six key elements of good behavior management into your program when establishing your program's environment
- Learn tools and techniques on how to work with participants when they make undesired behavior choices.
- Learn how to train program staff to incorporate these techniques into your program.

ES802 | Auditorium 3

Upward Mobility: Cultivating the Skills to Excel in the Profession – Panel Discussion

Gina Carmon* Moderator, Greensboro Parks & Recreation

This panel discussion will give students and young professionals a chance to hear other young professionals discuss the ups and downs of their career paths and strategies they used to move up in their organizations.

Learning Outcomes:

- Participants will gain insight into how to approach their careers.
- Participants will get strategies they can use to learn how to move up in their careers.
- Gain tools and advice to more confidently and professionally present themselves.

ES803 | Blue Ash

Using Public-Private Partnerships to Serve Your Community

Austin Homan, Greensboro Parks & Recreation, Mike Belangia, Triad Tennis Management & Pete Polonsky, Greensboro United Soccer Association

Having trouble coming up with the staff and resources to offer a program to your community? Is there a private organization who offers the same service? Given the current trends in athletic programming, public-private partnerships can be a great way to offer programs and meet the needs of your community. In this session, you will learn about some of the trends and issues recreation professionals are faced with and benefits of working together to offer programs and services to your community.

Learning Outcomes:

- Trends and issues in recreational athletic programming.
- The benefits of partnerships to provide athletic programming opportunities.
- How to balance facility usage and maintenance with partnership programs.

ES804 | Victoria BC

Bringing Tech 2 Rec: Creating a Digital Culture

Linda Graham Jones, Bradley Upchurch & Thomas Hodges, Raleigh Parks, Recreation & Cultural Resources

Digital Inclusion is the ability of individuals and groups to access and use information and communication technologies. Digital Equity is a condition in which all individuals and communities have the information technology capacity needed for full participation in our global society. Raleigh is dedicated to the belief that we should enrich the community in which we live, work and serve by developing community programs that promote digital inclusion. Therefore, Raleigh Parks, Recreation and Cultural Resources department's Digital Inclusion program area provides community-based opportunities that use technology as a catalyst to foster creativity and improve the quality of life for citizens of Raleigh. Through a diverse group of programs and partners, participants connect to valuable information, gain knowledge, and learn skills necessary to help them become active members of the digital economy.

Learning Outcomes:

- Discuss what Digital Inclusion and Digital Equity is and methods to address the digital divide through easy-to-use technology programming.
- Explore solutions through recreation programs that will help to increase technology adoption for all age groups. Highlight success stories that address digital inclusion and digital equity.
- Identify "thinking outside of the box" ways to build and sustain public/private partnerships to provide greater opportunity for civic and cultural participation, employment, lifelong learning, and access to essential services through technology.

ES805 | Victoria A

Don't Assume We're All Straight

Lindy Garnette, Greensboro YWCA

Serving and knowing about the LGBTQ community is something many shy away from. This open conversation will provide attendees with ways to be more inclusive of this population starting with education and tips to begin their own conversations and small changes with staff or at their facilities. Attendees are encouraged to bring questions or their personal experiences.

Learning Outcomes:

- Background knowledge and current best practices in working with the LGBTQ population
- Environmental and external cues such as working on forms and posters that promote or don't promote LGBTQ acceptance
- Ways to implement small changes to be more inclusive

ES806 | Grandover West

Developing Unique Arts & Event Programming through Effective Partnerships

Josh Sherrick, Greensboro Parks & Recreation

We will examine the road to successful arts and events programming through the use of strategic partnerships. This roundtable discussion will feature discussion with various members of marquee Greensboro events such as the National Folk Festival and Music for a Sunday Evening in the Park.

Learning Outcomes:

- Understand the overall timeline of taking a program from concept to implementation, and the appropriate steps of the process.
- Understand the importance of seeking and selecting partners that serve specific roles, which allows the process to be more efficient and effective for all those involved.
- Consider the entire scope of the program partnership, i.e. development, implementation, and evaluation.

ES807 | Grandover East

Growing Greenways: Planning And Funding Strategies

Judy Francis, Recreation Resources Service, Nate Halubka & Brendan Adams, North Carolina State Parks

This session will address how to engage and sustain public involvement in greenway planning as well as funding and implementation strategies.

Learning Outcomes:

- Professionals will learn about various public participation strategies and techniques designed to engage a wider public and private audience that will enable them to plan and design project that are relevant to their community.
- Attendees will learn about various project funding mechanisms (including the Parks and Recreation Trust Fund) and programs designed to assist them in fulfilling their communities vision.
- Attendees will learn about how to make a more meaning plan through engagement strategies and how to overcome expected and unforeseen obstacles when implementing an approved plan.

ES808 | Augusta

Site Furnishings - Materials & Coatings

Kelly Walls, Anova Furnishings

This session will walk you through the differences in raw materials, manufacturing processes, coating finishes, durability, and structural integrity as it relates to outdoor site furnishings. This information will allow you to make the most fundamentally sound decision for your respective municipality.

Learning Outcomes:

- Material Resourcing and Fabrication - Steel, Aluminum, Natural Species.
- Coating Technologies and Processes - Powder Coat, Recycled Plastic, and Plastisol/Fusion Advantage Coating.
- Warranty, Structural Integrity, and Durability Review.

Wednesday, December 13, 2017 | 1:30-2:45pm

ES901 | Auditorium 4

Have you ever taken departmental copier paper home and other ethical questions

Dr. Deb Jordan, East Carolina University

Ever borrowed office supplies and forgotten to take them back to the office? Ever done online shopping during office hours? How about pretending to be out of the office to avoid a phone call? Have you ever done that? Have you ever wondered where that elusive line of demarcation defining ethical and unethical behaviors is? If you answered yes to any of these questions - welcome to the world! You are in good company. While everything we think, say, and do has an ethical component to it, we often subconsciously ignore that aspect of our behaviors. Yet, all of our words and behaviors impact us as well as others - particularly in the workplace. In this interactive session, we'll try to find the mysterious line that separates ethical from unethical behavior. We'll also explore ways to be more conscious of our own words and actions so as to enhance our ethical selves.

Learning Outcomes:

- Describe the frameworks that explain various ethical positions
- Articulate guidelines for making ethical decisions, particularly as they relate to our roles in the profession
- Create a plan to implement a shared set of values, morals, and ethics to live out in the workplace

ES902 | Auditorium 3

Unlikely Partners: Bridging the Gap Between Campus & Community Recreation

Lindsay Wigderson, University of North Carolina at Greensboro & Tanner Deisch, Greensboro Parks & Recreation

Campus and Community recreation are two different beasts. Learn how one pair of aquatic professionals are building the bridge between the two sectors.

Learning Outcomes:

- Participants will learn the drive and mission of campus recreation through the mission and values of the National Intramural Recreational Sports Association and compare that to the mission and values of the National Recreation and Parks Association.
- Participants will identify the resources that many campus recreation facilities have to support the programming structure and seasonal operations of the campus recreation profession.
- Participants will learn the legalities of partnerships between campus and community recreation.

ES903 | Blue Ash

I've Got (No) Rhythm: Creating Music Programming for Non-Musical Programmers

Jennifer Hance, Greensboro Parks & Recreation & Alexandra Arpajian, University of North Carolina at Greensboro

Are you tone deaf? Got no rhythm? Afraid of playing the wrong note? Then this session is for you! Just because you don't have a music degree doesn't mean you can't create engaging and thoughtful music programs. Learn to develop programs and partnerships to create and adapt music programs for individuals of all abilities.

Learning Outcomes:

- Provide tools to programmers who consider themselves non-musical to feel confident implementing musical activities and programs.
- Learn to create partnerships in your community to provide subject matter experts in the arts and other populations (including individuals with disabilities, seniors, youth).
- Learn best practices to "bring it all together". How to create and adapt music programs for individuals of all abilities.

ES904 | Victoria BC

Bridge Planning - Determining the Prime Directive - Effective Transition Management Tool

Dr. Terry Schwartz, Guilford College

When organizations experience changes in lead personnel such as the Executive Director or a lead department head, the desire of the new employee is to complete the change as seamlessly as possible so as to not interrupt organizational efficiency. Bridge Planning is a management strategy designed to help leaders manage change by "bridging the gap" that might exist from how an organization conducted operations in the past to how the organization needs to be managed through a new or desired practice in the future.

Learning Outcomes:

- Analysis of the existing environment through discovery. Learn strategic methods to determine the current "lay of the land" of the organization to understand areas where the organization might need to change from the perspective of the new leadership.
- Activities necessary to "mine" information from the community to aid in the transition of the organization. These strategies are designed to enhance a positive vibe from elected/appointed officials, the city manager, community members and the staff. This
- Illustrate tools that can be used to demonstrate the effects of the change initiative as implemented and administered by the Executive.

ES905 | Victoria A

Healthy Concessions + Healthy Profits

Perry Gabriel, Cabarrus County Active Living & Parks

Learn how to increase your healthy food options at your concession stand without jeopardizing your profits. Learn the many foods and snacks that are available to you based on national guidelines for healthy eating.

Learning Outcomes:

- Learn difference between healthy snacks and unhealthy snacks.
- Learn how to read labels for snacks and compare snacks for best options.
- Learn how to merchandise your snacks for optimal sales.

ES906 | Grandover West

The Friendly Bees

Alex Beck, Cabarrus County Active Living & Parks

Discover the world of "friendly" bees that can be well utilized in nature programming, conjunction with a community garden or even create beehouses for community giveaways.

Learning Outcomes:

- Participants will learn about two bees that are not honeybees used for pollination.
- Participants will learn how to create a thriving habitat for the bees.
- Participants will be able to list 3 ways to utilize bees for safe community involvement.