

Marketing Information

IDENTIFYING THE RECREATION LEADERS' ROLE IN BULLYING PREVENTION

JANUARY 20 | 10:00 AM CT

Dr. Samose Mays, Recreation Director, Bryan County Parks and Recreation

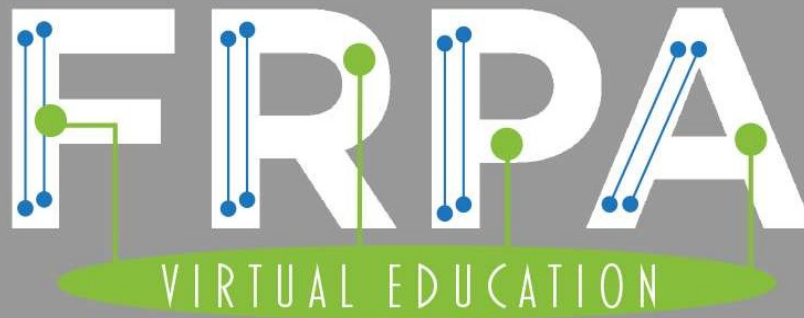
This educational session is a hands-on presentation that looks to educate participants on bullying prevention, recognizing bullying, and keeping your programs bully-free from the start. This presentation looks to teach participants to be proactive in developing preventative bullying initiatives when their programs are in the developmental phase.

Learning Objectives

- Develop proactive anti-bullying initiatives when programs are in the developmental stages.
- Recognize bullying that affects their programs and develop the proper strategies to enforce protection of their participants.
- Define the 4 levels of bullying and develop proactive measure in preventing, diagnosing, and eliminating them from their programs.



About Samose Mays: *Dr. Samose Mays is the Recreation Director of Bryan County Parks and Recreation in Bryan County Georgia and a professor of Recreation Management at Georgia Southern University. His academic research focuses on Bullying Prevention in the recreational and physical education setting. He was recently named Professor of the Year for 2019 at Georgia Southern University. His research has uncovered that bullying on the recreation levels results in less youth sports participation a year later. He is qualified to present this topic because of his excellence as a recreational administrator and university professor as it relates to bullying prevention and hands on service in both fields. Dr. Mays currently manages North Bryan County Recreation and South Bryan County Recreation.*



Marketing Information

EVERYBODY PLAYS: A BEST PRACTICE GUIDE TO MULTIGENERATIONAL DESIGN

JANUARY 28 | 1:00 PM CT

Jill Moore and Jim Isaacs, Landscape Structures

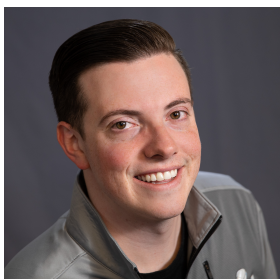
Communities are feeling the pressure to ensure spaces are usable for a wide age range of users and our parks are our strategic asset to increase livability, engage and enrich all ages. By 2050- 2 billion people will be over the age of 60. Research indicates that Americans desire resources dedication to park sites that serve both youth and older adults in order to experience vitality, combat ageist beliefs and foster healthy age integration. Through proven best practice design elements, we can strategically use our parks and playgrounds to make our communities more livable and invest in our future selves.

Learning Objectives

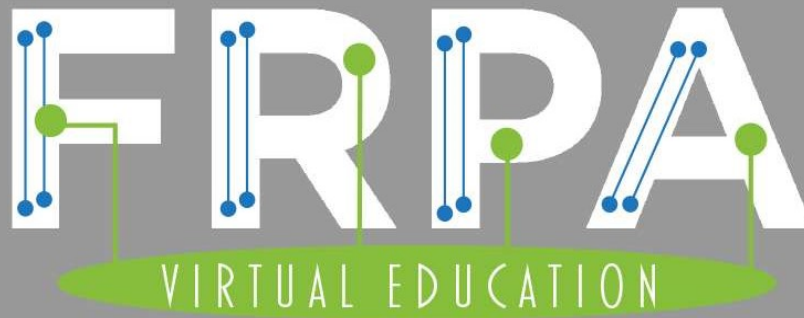
- Identify the necessity of intergenerational spaces and their importance in all communities as our population ages.
- Identify the benefits of escaping ageist beliefs and promoting an active societal contribution using shared sites.
- Best practice elements to support multigenerational park design.



About Jill Moore: Jill Moore works with the LSI team to aid in adding user voice within product development and deliver accredited educational courses across the country. Jill has a specific focus on best design practices for multi-generational spaces, inclusive play environments, and universal design principals. During her lifetime, she has represented Team USA in wheelchair racing, swimming, and basketball on multiple occasions. Through her own lived experience, Jill shares how truly formative play is for all.



About Jim Isaacs: Jim Isaacs has been working in the playground business since 2015. He is currently the Custom Business Development Manager for Landscape Structures, Inc. Jim has worked on over 5,000 custom projects from around the world during his time at LSI. Jim connects with the LSI design team and landscape architect teams from all over the globe to bring unique and innovative playgrounds to communities all around the world.



Marketing Information

TOP 7 SECRETS TO WRITING PERFORMANCE APPRAISALS

FEBRUARY 9 | 2:00 PM CT

Ronnie Glotzbach, President/Owner, Bach Training & Development Corp.

Do you dread the thought of writing a performance appraisal? Do you start with a blank form and try to remember what happened the last 12 months? If you answered yes, it is time for a change. Performance evaluations don't have to be a burden once you learn the secrets to justifying your ratings and managing challenging review meetings.

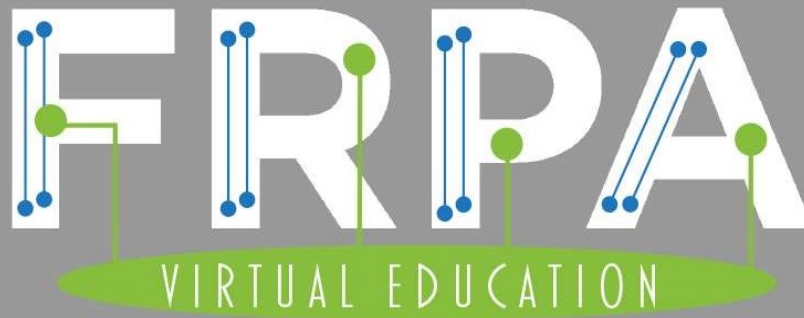
Learning Objectives

- Share tools to document performance all year long.
- Describe best practices for writing reviews.
- Gain strategies to deal with difficult annual evaluation meetings.

About Ronnie Glotzbach: *With an undergraduate degree in Leisure Services and Studies and a master's*



degree in Human Resource Development, Ronnie Glotzbach has been involved in all facets of human resource development and training. She has over 30 years of progressive experience in design, development, and delivery of training programs. She has an innate talent for interacting with individuals that work in diverse functions, including: enforcement agency officers, utility workers, park rangers, librarians, para-military personnel, city clerks, county administration staff, and executive leadership all employed at government locations. Her dynamic presentation style and superb speaking skills enable her to provide meaningful and inspiring seminars. Ronnie has been presenting at regional, state, and national conferences since 2001. Working primarily with government agencies, Ronnie's consulting skills have helped her clients accomplish long-range and short-range goals.



Marketing Information

GREAT CUSTOMER SERVICE IS NOT ENOUGH

FEBRUARY 17 | 10:00 AM CT

Bobbi Nance, President, Recreation Results

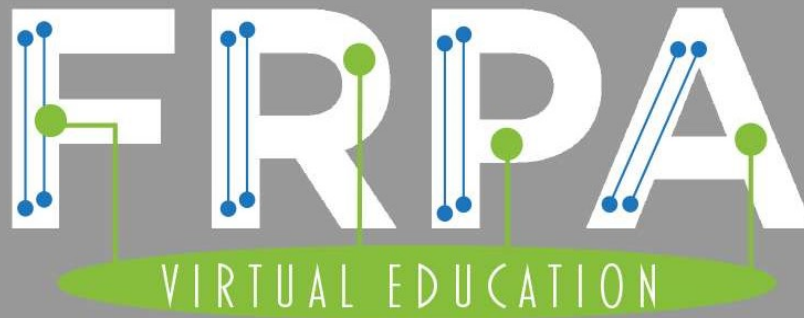
In a world where customized, on-demand, Instagrammable services are quickly becoming the norm, how are park and recreation organization supposed to compete? We'll have you stepping into your customers' shoes in order to re-evaluate the way you think about your programs, facilities, and services and show you the moments that really matter to keep your customers coming back.

Learning Objectives

- Describe the difference between customer service and customer experience and which one matters most.
- List the 4 key questions you need to constantly use to evaluate your services if you want to improve customer loyalty.
- Turn the examples shared into a mini action plan to implement at their own programs and facilities.

About Bobbi Nance: *With over 10 years of experience working as a facilitator, trainer, and consultant, Bobbi Nance is the founder and President of Recreation Results LLC. Recognized as an industry leader in data and performance measurement, she partners with organizations across the country to use data, trends, and strategy to drive real change within teams whose mission it is to change the world. Before starting Recreation Results, Bobbi spent 15 years working in the field of parks and recreation in the areas of recreation programming, facility management, project management, data & analytics, and innovation. It was there that she had the opportunity to build data-driven systems and innovation initiatives from the ground up, which were featured in national publications, resulted in the Havlick Award for Innovation in Local Government, and contributed to her organization's National Gold Medal Award. Bobbi decided to put her unique strengths to work on a broader scale and is about to celebrate 3 years as a consultant, speaker, and most importantly for today's topic - remote worker.*





Marketing Information

DRAMA QUEENS, NARCISSISTS, BLAMERS...OH MY!

FEBRUARY 24 | 10:00 AM CT

Jim Barnes, Assistant Village Manager, Village of Wellington

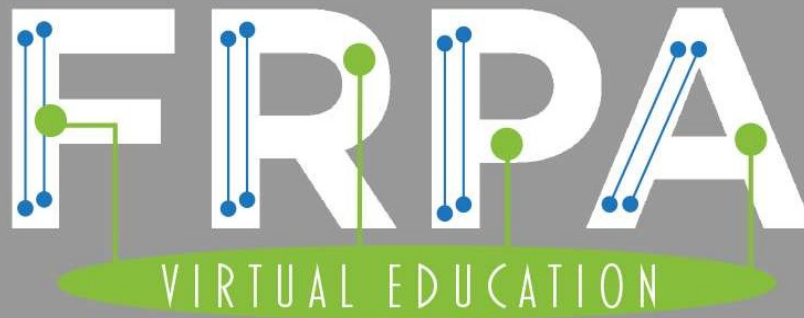
Do you ever have to deal with giant egos, or blamers, or people who find drama in every little thing? Do you have to work with anyone who always sees the negative in any situation? Or someone who is hyper-sensitive and always gets their feelings hurt? Sadly, not every person in an organization is nice, pleasant, and easy-going. So you've got to know how to manage and understand difficult personalities. In this session, we'll identify how to deal with giant egos, blamers, finger-pointers, drama queens and kings, as well as negative and overly sensitive people.

Learning Objectives

- Learn how to contain negativity and even start to turn negative people positive by debunking the irrational thoughts that drive their negativity.
- Behind the drama queen and king is a desperate cry for attention, understand a specific script for reducing the drama while turning these kings and queens into more rational and responsible adults.
- The blame game is time-consuming and destructive, master a script to quickly stop the finger-pointing and make this person a positive contributor to the team.

About Jim Barnes: *Jim Barnes is Assistant Village Manager for the Village of Wellington. Jim first joined Wellington as Assistant Director of Community Services and since then has served as Deputy Director of Environmental & Engineering Services, Parks & Recreation Director, Deputy Director of Operations, and Director of Operations. He is a credentialed manager by International City/County Managers Association, a certified planner with an advanced specialty certification in environmental planning by the American Institute of Certified Planners, and a certified parks and recreation professional by the National Recreation and Parks Association. He has over thirty years of experience in the public and private sectors in planning and local government administration.*





Marketing Information

TRENDS IN PLAYSPACE DESIGN

MARCH 10 | 10:00 AM CT

Jill Moore and Jim Isaacs, Landscape Structures

In this session, we will examine playground trends that create kid magnets; that facilitate multi-generational interaction, support physical activity or creative place-making environments that tell a community story and return economic impact to their communities. This session provides participants an understanding of the key components influencing the needs and desires of designers, planners and users in creating innovative play environments. Participants will be able to utilize this knowledge to vision, plan and budget for implementing successful playground environments that best serve their communities well into the future.

Learning Objectives

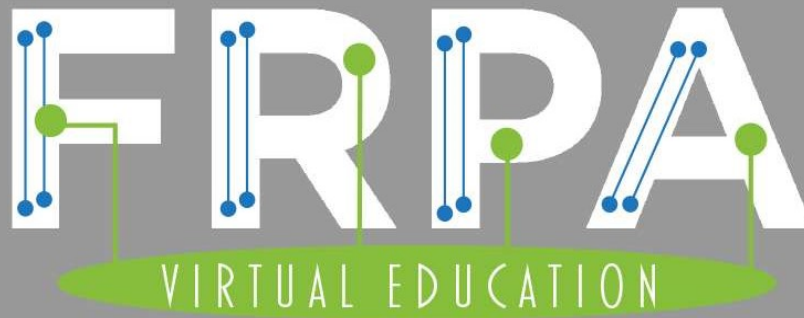
- Identify emerging trends influencing playground design.
- Connect to societal issues and needs of kids and families.
- Design innovative play environments in line with trends.



About Jill Moore: *Jill Moore works with the LSI team to aid in adding user voice within product development and deliver accredited educational courses across the country. Jill has a specific focus on best design practices for multi-generational spaces, inclusive play environments, and universal design principals. During her lifetime, she has represented Team USA in wheelchair racing, swimming, and basketball on multiple occasions. Through her own lived experience, Jill shares how truly formative play is for all.*



About Jim Isaacs: *Jim Isaacs has been working in the playground business since 2015. He is currently the Custom Business Development Manager for Landscape Structures, Inc. Jim has worked on over 5,000 custom projects from around the world during his time at LSI. Jim connects with the LSI design team and landscape architect teams from all over the globe to bring unique and innovative playgrounds to communities all around the world*



Marketing Information

THE CHANGE CURVE: ACCELERATING CHANGE AND INCREASING ITS SUCCESS

MARCH 16 | 10:00 AM CT

Gabriel Castillo, CPRP, Founder/CEO of RecStar Consulting

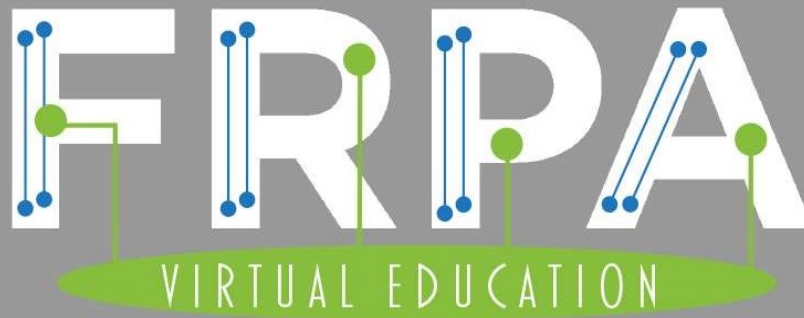
As someone needing to make changes within your organization, the challenge is to help and support people through these individual transitions, which can sometimes be intensely traumatic, and involve loss of power and prestige and even employment. The easier you can make this journey for people, the sooner your organization will benefit and the more likely you are to be successful.

Learning Objectives

- Learn about mistakes commonly seen while rolling out change.
- Identify phases of change each person or group could go through.
- Discuss the biggest barriers to creating lasting change.



About Gabriel Castillo: *A high energy, national speaker who combines education and entertainment to provide a memorable learning experience. Gabriel has spent twenty years coordinating operations, logistics and marketing for recreation programs, special events and sports leagues. He is active at the Regional, State and National levels with his leadership roles. Gabriel is a past graduate and extern for the NRPA Revenue Development School in Oglebay, West Virginia. He holds a B.S. in Parks, Recreation and Tourism Sciences from Texas A&M University and a M.S. in Recreation Administration from Aurora University. Gabriel is currently a Marketing Research Associate for the Tri-Town YMCA.*



Marketing Information

INNOVATIVE BEHAVIORS: WHAT ARE THEY AND HOW TO PROMOTE THEM

MARCH 25 | 2:00 PM CT

Ryan Murphy, MA, MPS, CPRE, Emergency Management Officer (Training Specialist), Sarasota County Emergency Management

Parks and recreation professionals are frequently tasked to develop innovative solutions to big community challenges. How do we as leaders develop and promote innovative behaviors among our employees and peers? This session will define the progression of innovative behaviors and offer tips on how you can inspire innovation among your team.

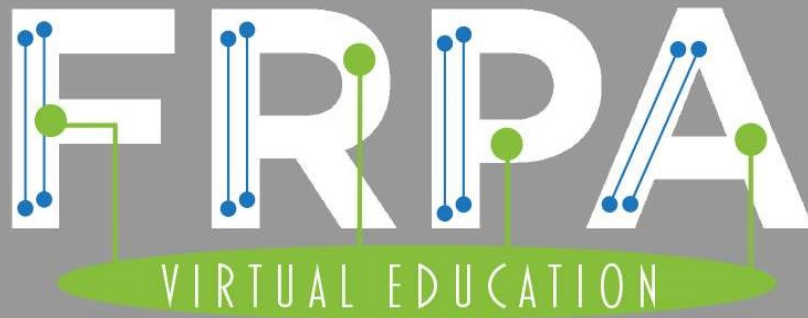
Learning Objectives

- Describe the three stages of innovative behaviors.
- Identify tools to encourage innovative behaviors.
- Summarize how to measure innovative behaviors among teams.



About Ryan: Ryan Murphy serves as Policy and Strategic Initiatives Coordinator for Sarasota County Parks, Recreation and Natural Resources. He has held multiple roles at Sarasota County since 2013 beginning as the county archaeologist then joining Parks, Recreation and Natural Resources in 2015 as a Parks Specialist. Prior to joining Sarasota County Ryan worked as an archaeologist performing cultural resource assessment surveys and as a museum curator for nearly ten years. Ryan holds two master's degrees; one in Humanities with a concentration in History and another in Organizational Leadership. He also holds two graduate certificates; one in Cognitive Archaeology and the other in Human Resource Management. In 2019 Ryan graduated from the FRPA Abrahams Academy and holds the Certified Parks and

Recreation Professional (CPRP) designation from the National Recreation and Parks Association. In his free time Ryan enjoys spending time with his wife and two young children. They especially enjoy visiting parks and exploring with his family. He is also an avid sporting clays shooter and frequently participates in charity tournaments.



Marketing Information

DIGITAL MARKETING THAT ROCKS

APRIL 13 | 1:00 PM CT

Gabriel Castillo, CPRP, Founder/CEO of RecStar Consulting

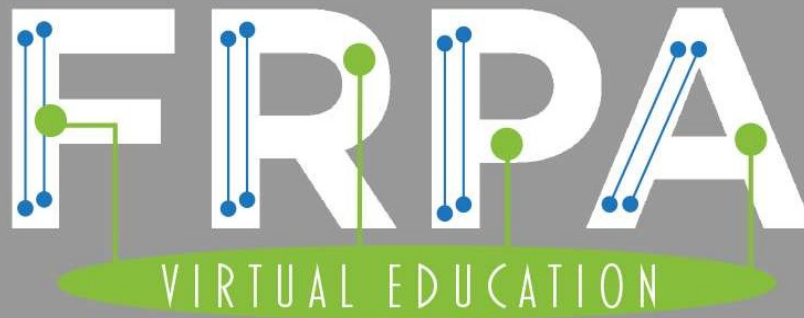
Explore the current trends and techniques in digital marketing, social media, SEO, content and mobile trends. Learn how digital marketing can matter the most to you and your organization.

Learning Objectives

- Identify trends in digital marketing.
- Recognize what changes have taken place in digital marketing.
- Identify examples of what new tech apps can help you do your job.



About Gabriel Castillo: A high energy, national speaker who combines education and entertainment to provide a memorable learning experience. Gabriel has spent twenty years coordinating operations, logistics and marketing for recreation programs, special events and sports leagues. He is active at the Regional, State and National levels with his leadership roles. Gabriel is a past graduate and extern for the NRPA Revenue Development School in Oglebay, West Virginia. He holds a B.S. in Parks, Recreation and Tourism Sciences from Texas A&M University and a M.S. in Recreation Administration from Aurora University. Gabriel is currently a Marketing Research Associate for the Tri-Town YMCA.



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USING SOCIAL MEDIA TO YOUR ADVANTAGE

APRIL 20 | 10:00 AM CT

Amy Zengotita, Parks and Recreation Director, City of South Daytona

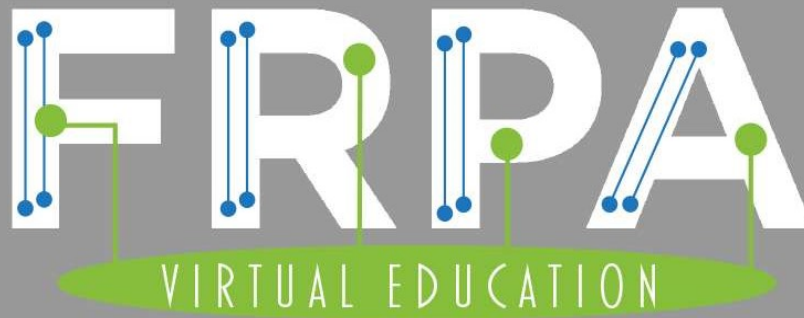
Algorithms are complicated and seem overwhelming. Learn the algorithms for Facebook and Twitter, which will provide the background information to create effective posts. Find out about easy to use applications that help your social media posts. (Hootsuite, Canva.com, Raw Shorts, etc.). Finally, show and tell your most successful post.

Learning Objectives

- Learn the algorithms for Facebook and Twitter.
- Identify tools that will assist you in the creations of posts.
- Hear about successful posts from other agencies to assist you in creating high performing posts.



About Amy Zengotita: Amy Zengotita serves as the Parks & Recreation Director for the City of South Daytona since March 2020. She previously served as the Cultural Services Manager and PIO in the Town of Ponce Inlet. Amy graduated from Flagler College with a Bachelor of Arts in history and graduated from the University of Illinois with a Master in Recreation, Sport, and Tourism. In 2017, Amy received the Florida Recreation and Park Association Rising Star Award. Amy is currently a member of the Florida Recreation and Park Association Foundation Board of Trustees.



Marketing Information

ART OF GAINING CONSENSUS AND GETTING THINGS DONE

APRIL 29 | 1:00 PM CT

Bobbi Nance, President, Recreation Results

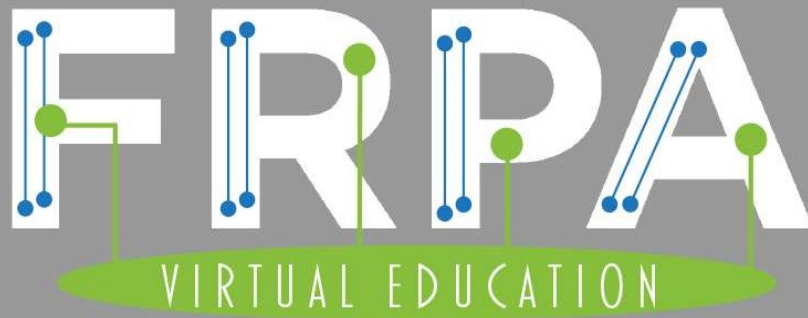
No matter whether it's a new project, policy, park, or program you're working on, getting people on board and working together is a key challenge that every professional must overcome in order to get things done. Learn how to proactively weave tactics that create consensus into your projects in order to avoid many of these challenges in the first place, as well as how to respond to resistance and conflict when it inevitably happens.

Learning Objectives

- Identify the important roles of a group facilitator should take on, including when to be neutral and when and how to apply persuasion techniques to bring groups together.
- Discuss why humans don't always make decisions based on logic, and how that impacts your projects.
- Analyze the root cause for disagreement in a group and identify exercises and tactics to respond.

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CRISIS MANAGEMENT AND DEVELOPING YOUR EMERGENCY ACTION PLAN

MAY 12 | 1:00 – 3:00 PM ET | 0.2 CEUs

Carolina Vester, Assistant Director, Coral Gables Community Recreation

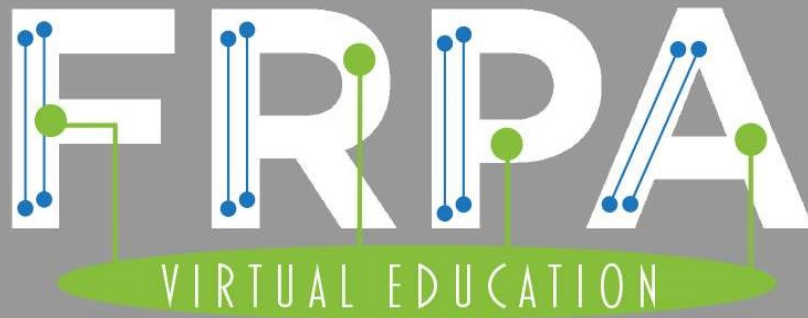
Is your team ready to take on a crisis? Do you have an established Emergency Action Plan? This session is designed to assist you and your team in identifying possible threats, provide basic tools for crisis intervention, guide you on proper debrief management following a crisis, and developing an Emergency Action Plan that your entire team will buy into. We will also dive into the basics of self-care for those affected in times of crisis as well as for those leading a team through moments of crisis.

Learning Objectives

- Define possible threats than can lead to crisis in the organization and community.
- Identify tools for crisis intervention, debrief management and self-care.
- Develop an organizational Emergency Action Plan.



About Carolina Vester: *Carolina Vester is the Community Recreation Assistant Director for the City of Coral Gables. Ms. Vester is a certified Six Sigma Green Belt, Playground Safety Inspector (CPSI), Aquatic Facility Operator (AFO) and a licensed Comprehensive Aquatic Risk Management Program and Lifeguard Instructor with an emphasis in Special and Open Water Aquatic Facilities. For the last fourteen years, she has transitioned through various positions within the City's Community Recreation Department, including Aquatics Supervisor for the Venetian Pool, and was named City of Coral Gables Employee of the Year for 2013. She is a proud University of Miami Alumna with a Bachelor of Science in Communication. It is Ms. Vester's professional goal to create a sustainable infrastructure and World-Class amenities for all parks and facilities within the Department.*



Marketing Information

THE POWER OF PRAISE AND POSITIVITY

MAY 27 | 10:00 AM CT

Gabriel Castillo, CPRP, Founder/CEO of RecStar Consulting

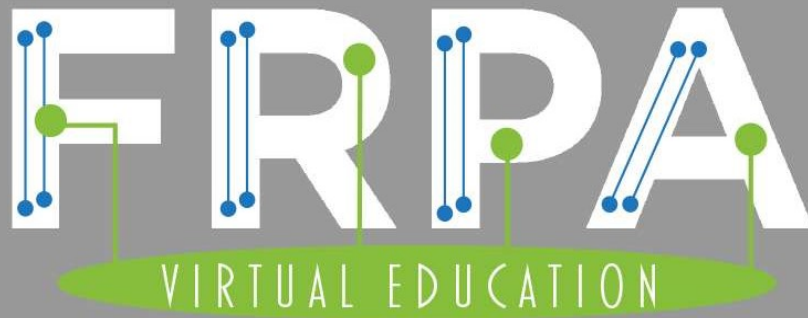
Are you a respected or a feared leader, it can be easy for your team to feel intimidated by you and want to go with your ideas? Want to be more positive and make sure you have time to invest in your team? When you're ready to be more positive and give more praise to your team, there's quite a few ways you can do so. These tactics give you a variety of good places to start whether you're just starting to learn how to be more positive at work, or just want to tune up your approaches. In order to carry a positive action, we must develop here a positive vision. Dalai Lama

Learning Objectives

- Learn ways to provide feedback that inspires, uplifts and motivates your employees.
- Identify the power of positivity.
- Discuss tactics for building your people.



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Marketing Information

10 TOOLS TO PROVIDING EXCEPTIONAL CUSTOMER SERVICE

JUNE 9 | 11:00 AM ET | 0.1 CEUs

Carolina Vester, Assistant Director, Coral Gables Community Recreation

This session will focus on some of the top 10 tools and strategies to providing exceptional customer service to your community and clients. There will also be a focus on early recognition of potentially disastrous customer complaints and de-escalation techniques. Be prepared to put yourself in the shoes of your customer as we run through a few group scenarios and exercises.

Learning Objectives

- Identify the top 10 tools and techniques to providing exceptional customer service.
- Recognize and de-escalate customer complaints.
- Develop staff training techniques to bring back to the team.



About Carolina Vester: *Carolina Vester is the Community Recreation Assistant Director for the City of Coral Gables. Ms. Vester is a certified Six Sigma Green Belt, Playground Safety Inspector (CPSI), Aquatic Facility Operator (AFO) and a licensed Comprehensive Aquatic Risk Management Program and Lifeguard Instructor with an emphasis in Special and Open Water Aquatic Facilities. For the last fourteen years, she has transitioned through various positions within the City's Community Recreation Department, including Aquatics Supervisor for the Venetian Pool, and was named City of Coral Gables Employee of the Year for 2013. She is a proud University of Miami Alumna with a Bachelor of Science in Communication. It is Ms. Vester's professional goal to create a sustainable infrastructure and World-Class amenities for all parks and facilities within the Department.*