

# URPA Conference

## March 9 - 12, 2014

### St. George, UT



## Embrace the Madness

As park and recreation professionals we all face those crazy periods each year we might label as our “mad times”. Working all manner of hours to get a league going or a project completed. What can we do to “embrace the madness”? Also, would you classify your department as a Conference Champion (cutting edge and “top recruits”), a perpetual 8<sup>th</sup>/9<sup>th</sup> seed (always a part of the competition, but never a true contender), or a Cinderella team (small town or small budget that is able to do great things)? Wherever you find yourself, what are you doing to reach your ultimate goals?



*All URPA Conference Delegates and  
their Families are Invited!*

*Sunday, March 9th*

**URPA  
Opening  
Social &  
Conference  
Check-in**

*5:00-7:00 p.m.*

***Light Dinner &  
Refreshments  
Fun & Games  
for Everyone!***

- *URPA Bingo—Everyone Wins! Prize Drawing at 6:45 p.m. for everyone who completes their Bingo Card!*
- *Carousel Rides*
- *Bounce Toys*
- *Karaoke*
- *Minute To Win It*

Sponsored by:



**TOWN SQUARE**

**50 South Main St.**

In the event of inclement weather,  
check-in and activities will be at  
the St. George Arts Center.



**URPA**

# Pickle Ball

2nd Annual WARPA Pickle Ball Tournament

Men's Doubles, Women's Doubles, and Coed Doubles

Instructional Class (How to play and how to put on a tournament/league) at the Dixie Center Monday the 10th at 10:45 AM

Lunch and tournament play will begin after the class at 12:00 PM at the Little Valley Pickle Ball Complex at 2149 Horseman Park Dr. (3200 S)



- Monday, March 10th
- 6:30 PM
- Washington Recreation Center  
(350 N. Community Center Dr.)
- Great food and networking
- Entertainment for the whole

Sponsored by:

family



**Monday, March 10th "Embrace+A1:H28 the Madness"**

REGISTRATION DESK OPENS 7:00AM Dixie Conference Center

	ENTRADA A	ENTRADA B	ENTRADA C	SUNBROOK A	SUNBROOK B	SUNBROOK C	ZION
<b>8:00-9:15 AM</b>	Keynote with Matt Jones Sponsored By: Landscape Structures Garden Room Snacks and Drinks, Sponsored by: TBD						
<b>9:20-10:35 AM</b>	The Complete Social Media Guide - Eric Legg	Visualizing Play: If They See it, They Will Come - Greg Graves	Aquatic Facility Audits - Sam Page	Workplace and Public Meeting Violence - Corey Cullimore	How does your nutrition environment measure up? Patrice Isabella	Drought Management Planning & Application - Cole Stephens	Young Professional's Breakout Session
<b>10:45 AM - 12:00PM</b>	Beyond Sports: Creating a Community Outdoor Rec Program - Brian Hill	How to Organize a Hershey Track and Field Meet - Paul Foster	Developing a Risk Management Attitude - Terri Smith (Water Design)	Training Part Timers an "Oxymoron" - Dave Thomas & Don Wilhelm	Bring fun back to Kids and still address Childhood Obesity - Tiffany Parker	Trail Maintenance, Security, Headaches, and Successes - Cody Schmidt	Expanding your team: Working with Universities to improve your programs - Panel
<b>10:45 AM - 12:00PM</b>	Pickle Ball Class (Tim Finger) Taught in Exhibitor Hall.						
<b>12:00 PM - 1:30 PM</b>	WARPA Lunch and Pickle ball Contest Sponsored by: TBD Little Valley Pickle ball Complex (2149 Horseman Park Drive (2149 East 3200 South))						
<b>1:30-2:45pm</b>	Personal Training Elevated Sally Pfeifer & Kristin O'Brien	10 and Under Tennis: It's a whole new ball game - Laurie Lambert & Jane Waterstradt	Aquatic Session	Optimizing Experiential Learning for Employees-The CREW Philosophy - Emily Davidson & McKell Christensen	Urban Farming - Can you Dig it?- Julie Peck-Dabbling	Playground Surfacing 301 - Charlie English	Nature Playgrounds / Integrating research into program improvement - Katie Gomm/Troy Bennet
<b>3:00-4:15pm</b>	Multi-Generational Nature Play - Ian Glas	Improving community sport programs Aubrey Newland/Preston Tanner	Aquatic Session	In the workplace - A reference on attitude and customer service - Tate Shaw	Destination Playgrounds vs. Childhood Obesity - Morgan Selph	Water Outlook for 2014 - Jordan Clayton	Bringing Nature Into the Classroom - Scott D. Williams (UVU)
<b>4:30-5:45pm</b>	Overcoming Life's Challenges - Abby Stephens	What the @*S&%! Was I thinking: The Worst Programs I have ever seen - Heath Bateman	Aquatic Session	What you don't know CAN hurt you - Doug Folsom	Using recreation to build sense of community - Eric Legg/Elise Gatti	Playground Surfacing Compliance and Maintenance - Flexground/LuckyDog - Charlie Robertson	Municipal Holiday Event/Décor Banners - Howard Wilson (Modern Display)
<b>6:30 PM</b>	CURPA BBQ Sponsored By: Big T Recreation Washington Recreation Center (350 North Community Center Drive Washington City)						

**Tuesday, March 11th - "Embrace the Madness"**

REGISTRATION DESK OPENS 7:30AM Dixie Conference Center

	ENTRADA A	ENTRADA B	ENTRADA C	SUNBROOK A	SUNBROOK B	SUNBROOK C	ZION
<b>7:00 AM</b>	5K Run (free for all participants) Location TBD						
<b>8:30-9:45am</b>	Workshop with Dave Wood Sponsored By: VCBO						
<b>10:00-11:15am</b>	Moving Beyond Customer Satisfaction: Staging Memorable Recreation Experiences - Mat Duerden & Patti Freeman	Marketing Made Simple - Callie Birdsall	Aquatic Session	Alt. Funding Sources for your program, event, or project - Robin Odriscoll & Dan Rogerson	Undergraduate Student Presentations	Making Deferred Maintenance + Utility Savings = Post-Recession Rebound - Lin Alder & Stacey Simms	Use Evidence with Parks and Recreation Resources - Trever Bell
<b>11:15 am-2:30 pm</b>	Exhibitor's Lunch Sponsored by: EDA Exhibit Hall						
<b>2:30-3:45pm</b>	Geocaching 101 - Michael Poff (Oak Coins)	Protecting our Children and Communities against Sexual Predators - Brian Darrell Child (Olympus Insurance)	Aquatic Session	Practical Sustainability for Recreation and Aquatic Centers - Holly Adams	Community Focused Municipal Driven and successful Wellness Programming - Tate Shaw	Greenhouses for City Color and Tree Farm Management - Shane Moore	Developing your future players: What interns and agencies need to know about the internship Panel
Silent Auction Closes at 3:55 PM							
<b>4:00-5:15pm</b>	Recreation Round Table	Sports Round Table	Aquatics Round Table	Administration Round Table	Healthy Living Round Table	Park Round Table	Young Professional/Education Round Tables
<b>5:30-6:30pm</b>	Happy Hour Sponsored By: McKinstry Ballroom						
<b>6:30pm</b>	URPA Closing Banquet and Live Auction Sponsored By: Ballroom						

# Keynote Address:



Matt Jones is a professional speaker, author, thought leader, and three-time cancer conqueror. On Sept. 11, 2002 during his senior year of college, Matt was diagnosed with cancer. The cancer spread to his brain and he slipped into an unconscious state. His doctors did not think he would live. Against all odds, Matt recovered, went through a bone marrow transplant, had to relearn how to walk and has run marathons around the world including San Diego, Rome, Tokyo, and Peru. His goal is to complete a marathon on every continent.

He is the author of *Going through Hell? Don't Stop!*, *Life's a Marathon*, *101 Timeless Truths*, and *Leadership is a Marathon*. He is also pursuing a PhD in Organizational Leadership and is the founder of the REAL Leadership Academy ([www.RealleadershipAcademy.com](http://www.RealleadershipAcademy.com)). From his talk, those in the multifamily industry learn strategies to achieve victory by developing their marathon mentality and crossing their finish line.

# Workshop Speaker:



David Wood:

David currently works for the Utah Jazz as the Vice President of Employee Development and Guest Relations. He was brought back to the organization to better enhance and define the culture to make the Utah Jazz organization the #1 employer of choice in Utah and a leader in guest service and innovation in the sports and entertainment industry. David's professional experience also includes three years with Disney in which he was the recipient of multiple Guest Service Awards as the Convention Services Manager. David knows customer service having worked for some of most reputable customer service companies. David and his wife, Tiffany, now reside in South Jordan with their two children; Matthew - 13 and Makenzie 12.



# Other Conference Sponsors:

