

FALL 2024



IMPACT

THE OFFICIAL PUBLICATION OF THE WISCONSIN PARK & RECREATION ASSOCIATION

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Leadership Lessons from the Changing Seasons

by Jennifer Rzepka, CAE, Executive Director, WPRA

As the seasons shift from the warmth of summer to the crispness of fall, it's been a thought-provoking reminder that change is inevitable. Just as natural as the seasons change, so do our circumstances and values in our own personal lives. While changes can feel challenging and uncomfortable – they are also opportunities to embrace and learn from.

Just as nature transitions smoothly, shedding the old to make way for the new, effective leadership requires adaptability too. Trees don't cling to their leaves; instead, they prepare for what's next. Similarly, the leaders of WPRA are looking deeply into the feedback from the recent membership survey, and considering what may be pruned to allow space for innovation and growth.

Still, each season has its purpose. Winter may seem harsh, but it's a time for reflection and planning. It's when WPRA will examine how the past year has played out and start budgeting, reviewing handbooks and operational manuals to stay up to date and deciding on event dates for the coming year. Spring bursts forth with new opportunities, while summer is a period of growth and stability. WPRA as an association is extremely busy in spring, and then through the summer months, WPRA members turn their

attentions more toward their own communities. Fall encourages us to reap the rewards of hard work while preparing for future challenges. The Board of Directors meets annually as fall begins to review the strategic plan and begin making changes and decisions on what actions will be taken next.

As leaders, we can draw inspiration from these cycles. By fostering resilience, encouraging change, and being open to new beginnings, we ensure that WPRA continues to thrive through every season.

So, as these first cool breezes of autumn begin to blow, let's all remember: change, like the seasons, is a natural part of progress. Embrace it, learn from it, and we hope that you will join WPRA in confidently and stably, leading through it. ■

Jennifer Rzepka, CAE

Executive Director, Wisconsin Park & Recreation Association
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 - a. Must cite sources unless submittals represent original work.
 - b. May not realize any direct financial gain.
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and recreation (i.e., smoking, drugs, alcohol, poor behavior/language,
etc.).
 - b. If considered to be slanderous and/or negatively personal in nature.

IMPACT Magazine – Articles, Photos and Ads

IMPACT magazine is the official publication of the Wisconsin Park and
Recreation Association. This professionally designed quarterly magazine is
a critical component of WPRA's communication with members. It contains
industry-relevant articles, notices of upcoming events, highlights, award
winners and sponsors throughout the year, and is a great way for advertisers
to ensure readers are aware of their products and services.

In 2024, brief summaries and upcoming meeting dates for WPRA regions
and membership sections will continue to be posted, and all members are
encouraged to submit news and articles for consideration.

Deadlines for upcoming issues are:

Winter 2025: December 1, 2024 Spring 2025: March 1, 2025
Summer 2025: June 1, 2025 Fall 2025: September 1, 2025

Advertisements are due one week after the above content deadlines. One-
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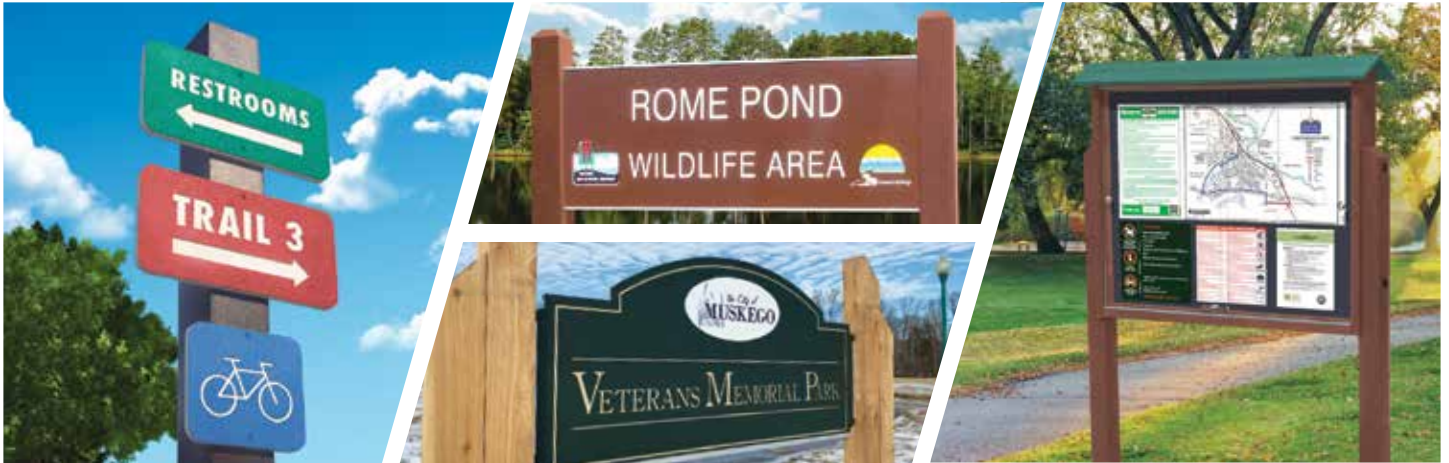
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From Discovery Major to Discovery Profession...

by Derek Donlevy, President, WPRA

I was in graduate school when I first heard the expression that recreation was a “discovery major.” This immediately resonated with me as recreation was indeed a discovery major during my time as an undergraduate student. Once I became immersed in my educational path, parks and recreation also became a “discovery profession” when I got my first recreation job working for Onalaska Park & Recreation. I grew up as a country kid, so I had little concept of what it meant to even be a participant in programs, let alone someone who worked in the parks and recreation field.

While my recreation-related experiences may have been minimal before college, my path into and through the profession were considered traditional. I received the education and knowledge in the classroom that would become the foundation for the work experiences that followed. But in recent years, it seems this path is becoming more and more atypical. General enrollment numbers are dropping nationwide on college campuses, meaning there are fewer students even in the position to make the great discovery of becoming a recreation major. Stances towards student loans have changed as well, so even if students are choosing the college route, the attitude towards our degree may have changed too. And in the workforce, we are now seeing an increase in applicants and new hires that are coming to us from other professions with comparable skills and attributes, but without that foundational knowledge of the recreation industry. We are transitioning from a discover major to a discovery profession.

WPRA has been aware of this trend is taking steps to address these changes. Critically, we are working with the Wisconsin School Counselor Association to develop promotional materials that inform high school students about the career opportunities in our field. Rather than rely on students discovering us, we want to reach them early in the decision-making process as they select colleges and majors. We hope this early awareness also drives high school and college students to seek part-time jobs with your departments as they look to build their resume and gain valuable work experience.

We also acknowledged this new trend by rebranding the Young Professional Section/Network to the Emerging Professionals Committee. The National Recreation and Parks Association uses the age of 35 as the cut off for “young professionals.” However, while those coming to us later in their career may not be under 35, they are certainly young in their recreation career. The association hopes the work of this rebranded committee will serve as a pathway for our new park and recreation teammates to become

more involved in WPRA, regardless of age.

These items are both big steps in the right direction, but as we move forward, WPRA will continue to consider new ways to best assist our emerging professionals and member departments with the transition to working in parks and recreation. At the recent strategic planning, members also discussed several topics, including the return of a mentorship program and new ways to integrate fresh faces at conference.

Have thoughts of your own regarding these trends? We want to hear your ideas as we strive to strengthen our industry within the state and empower all recreation professionals! Email us: office@wpraweb.org ■

Derek Donlevy

President, Wisconsin Park & Recreation Association



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Continuing Education with Scott Roschi

Gerber Leisure Products

Landscape Structures Creative Director Scott Roschi brought his expertise to offer a no-cost continuing education course on the Power of Color, and how color choices matter on the playground. The course was hosted at the Gerber Leisure Products office in



Mount Horeb on Thursday, November 7th from 11am-2pm, and could also be attended virtually! The course explored how color is used as a communication tool, how it impacts moods and interactions, and more. Play professionals received CEU credits for courses attended.

As the creative director, Scott brought his more than 30 years of creative and technical design expertise as well as a passion for color to his leadership of the Landscape Structures marketing and design teams. His professional design background ranges from custom exhibits and displays to children's museums and installations, so he understands the intricacies of how to make a stunning visual impact while also offered a very personal experience. Scott believes that every playground should strive to inspire the imagination of children, and they will most certainly take it from there. ■



San Damiano Community Vision and Master Plan – City of Monona, WI

Hannah Cramer, MSA Landscape Designer

The San Damiano property is a unique, 10-acre retreat located along the northeast shoreline of Lake Monona. This property has a long, rich history; it began as an encampment site created by indigenous peoples of the region. It then later became a residential property owned first by Frank Allis and later by a former mayor of Madison. Then it was then established as a friary by the Norbertine Order of the Catholic Church, and was most recently purchased by the City of Monona in June 2021. Today, the San Damiano property is a public park, offering visitors a peaceful, natural escape from the city and breathtaking views of the Capitol.

Due to its peculiar background as an indigenous cultural site, private residence, and religious sanctuary, the San Damiano property retains an interesting mix of existing site amenities today. Aptly named after its first resident, the Frank Allis House currently serves as the main focal point of the property. Built in 1893, it is a large, three-story building located on the western edge of the property overlooking Lake Monona. The lone paved path on the property, a former carriage path, is a narrow, one-way drive allowing both car and pedestrian traffic to access the site from Monona Drive. Mature swaths of trees cover most of the property, providing ample shade for visitors and safe, natural havens for wildlife. Other existing site amenities include community garden beds, a large storage garage, direct access to Lake Monona, and



an abundance of open green space. Although the San Damiano property is serving the community well in its current condition, the City of Monona had a specific vision when they purchased the property; they were looking to completely transform the site into a meaningful, vibrant, community destination.

In 2022, MSA Professional Services was selected by the City of Monona to develop a community vision and master plan for the San Damiano property. The goals for this plan were simple:

San Damiano Community Vision *continues on next page*



San Damiano Community Vision *continued from previous page*

transform the San Damiano property into a regional community asset, while also preserving its historical significance. Partnering with Quinn Evans Architects, MSA worked closely with the City of Monona and the Friends of San Damiano, a local interest group, to define a clear, purposeful vision for the future development of the San Damiano property.

During the first phase of this planning process, MSA performed a detailed site inventory and analysis. The team performed extensive research on the history of the site, archaeological resources, topography, soil conditions, floodplains and wetlands, wind and sun patterns, traffic counts, and vegetation. As part of their vegetation analysis, MSA inventoried each tree on the property, taking photos and recording their size, species, and current condition in an ArcGIS Online database. The purpose of this tree inventory was to provide the city with an interactive guide for future tree maintenance, removals, and plantings.

MSA focused heavily on community and stakeholder engagement through all three phases of this planning process; hosting virtual interviews, in-person events, and online surveys allowed the team to gather an abundance of input on the future of the San Damiano property from a diverse group of local residents. Additionally, MSA created a custom ArcGIS StoryMap for the project including a graphic history of the San Damiano property, an interactive photo map tour of existing site amenities, site analysis maps, tree inventory data, public survey results, conceptual design plans, and a project timeline. This StoryMap served as a virtual information hub for the project, allowing community members to learn about the property and receive regular updates about the planning process.

Moving into the second phase of the planning process, concept development, MSA utilized information gathered through their site analysis research and public engagement efforts to develop three distinct design concepts for the San Damiano property. The main vision for the site, developed using feedback from initial public engagement activities, is to create a community park with dedicated gathering spaces, more accessible paths, opportunities for passive recreation, and enhanced natural areas. Each of the three concepts pays homage to this vision, while also incorporating a unique theme. Concept A, Historic Reuse, focuses on retaining the Frank Allis House as a multi-use event facility, adding accessible paths moving through the site, and establishing new native planting communities on the site. Concept B, Minimalist, removes the Frank Allis House from the site, adds two small park shelters, and minimizes the amount of pavement on the site by keeping the existing access drive and adding crushed gravel paths moving through the site. Concept C, Modern Park, also removes the Frank Allis House from the site, replacing it with a four-season community event building in alignment with the existing access



drive and views of the Capitol. Other features include an outdoor amphitheater on the lakeshore, a paved walking loop around the site, and a nature-based play area. Feedback on these three concepts was solicited from community members and key stakeholders through an online survey and an interactive public presentation at Monona Grove High School.

Combining ideas and input from the public surveys and engagement activities, MSA came up with a final master plan for the site with alternate options to keep the Frank Allis House or remove it and replace it with a new structure. The final master plan includes an access pier from Lake Monona, paved walking paths through the site, a pebble beach, a nature-based play area, community garden beds, a paved parking lot along Monona Drive, and enhanced native planting communities around the site. This plan incorporates the original vision of the project perfectly; it creates opportunities for recreation, education, and community gathering for people of all ages during all four seasons, it preserves the existing natural tranquility of the site, it increases public access to the property and Lake Monona from both land and water, and it honors and celebrates the unique history of the property.

Implementation of this community vision and master plan will be a gradual process, broken down into five phases. A phased approach allows the city to establish a realistic timeline for developing the park in smaller increments, starting with the paving of parking areas and main walkways in Phase 1, introducing additional walkways and landscape improvements in Phase 2, improving and enhancing shoreline conditions in Phase 3, constructing an access pier from Lake Monona and gathering nodes around the site in Phase 4, and finally improving the existing Frank Allis House or replacing it with a new structure in Phase 5. Using this community vision and master plan as a guide, the San Damiano property will soon become Monona's premier lakefront destination for generations to come. ■



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Technical Specifications:
Content due as full-color (CMYK), 300dpi, print-ready image file. Preferred file types: pdf or jpg. Add 1/8" on all sides for full bleed.

IMPACT Magazine	Size	Commercial Member	Non-Member
Covers (front/back cover)	8.25" wide x 10.75" tall	\$900	\$1,000
Full Page	8.25" wide x 10.75" tall	\$850	\$950
Half Page	8.25" wide x 5.375" tall - on 4.125" wide x 5.375" tall	\$500	\$600
Quarter Page	4.125" wide x 5.375" tall	\$300	\$400

Submission Deadlines:
 • Q1 Winter Content/Ads - Dec. 1
 • Q2 Spring Content/Ads - Mar. 1
 • Q3 Summer Content/Ads - Jun. 1
 • Q4 Fall Content/Ads - Sept. 1

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Distributed monthly this electronic message will connect recipients directly to the WPRAweb.org website and while it conveys some important educational information to readers, this more frequent delivery method will be the primary source of event information, award deadlines, and timely association news.

Technical Specifications:
Full-color (RGB) images below 100KB (1MB) max file size are accepted. Preferred file types: png or jpg. Link to company to be provided upon submission.

Publication	Size	Commercial Member	Non-Member
Full Banner	575 wide x 150 tall - jpeg	\$750	\$750
Half Banner	480 wide x 150 tall - jpeg	\$300	\$400

Submission Deadlines: The first Friday in the month of distribution.

Directory & Buyer's Guide

The Buyer's Guide and Membership Directory contains valuable information regarding members of the Wisconsin Park & Recreation Association and our commercial members that are part of and support our Association.

Technical Specifications:
Full-color (RGB) images below 100KB (1MB) max file size are accepted. Preferred file types: pdf, png or jpg.

Submission Deadlines: April 15, 2025

Size	Commercial Member	Non-Member
Desktop Back Cover	\$500	\$750
Desktop Front Cover	\$500	\$750
Desktop Inside	\$500	\$750
1/2 Page	\$350	\$400
1/3 Page	\$250	\$300
1/4 Page	\$150	\$200



North Park Improvements in Sturtevant, WI

Jason Feucht, P.E., raSmith

North Park sits on 2.2 acres and serves as a popular destination for residents and visitors in Sturtevant, Wisconsin. The village realized updating and adding features to the existing park would benefit those within the community and surrounding area.

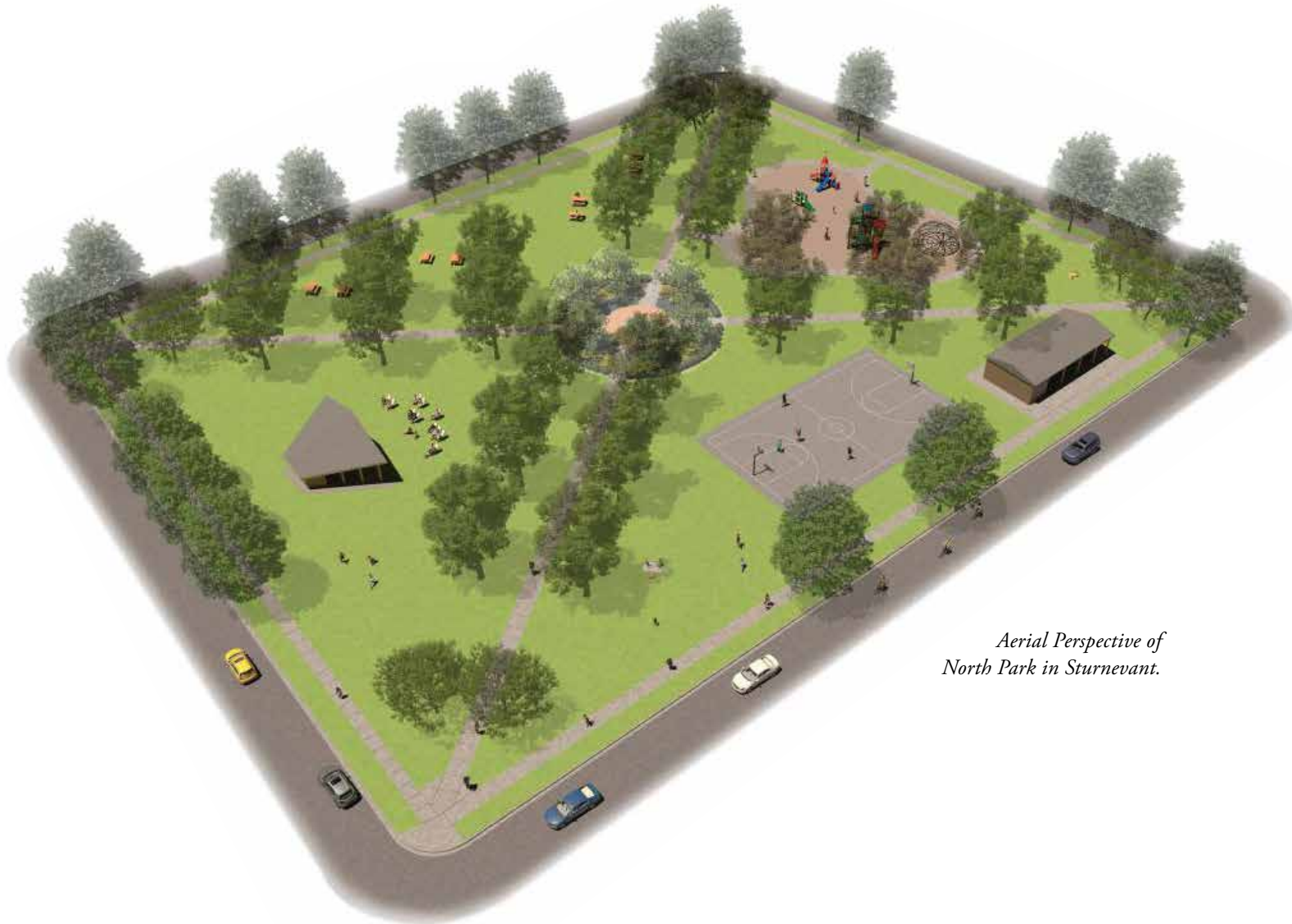
raSmith collaborated with the village and other stakeholders to provide surveying, civil engineering, and landscape architecture services to help bring this project to life. A topographic and utility survey was performed to support the renovations with key data. raSmith also provided construction documents, permitting, coordination, bidding, and construction inspection and layout services.

The park improvements include expanding the basketball court to a full-size, dual-use basketball and pickleball court with a new surface; upgrading the existing gravel walkways to concrete with

a landscaped centerpiece; developing tree-planting plan to selectively remove and replace overgrown and diseased trees while retaining the park's character; and coordinating with the village to incorporate a stage and amphitheater. Additionally, the park will include three new play equipment areas and bag toss. This project will expand the park's outdoor recreational opportunities for people to enjoy. ■

About the Author

Jason Feucht, P.E., is the assistant director of municipal services at raSmith's Brookfield, WI office. His expertise includes project management, site development, municipal engineering, agency permitting, storm-water management, highway and street design, and hydraulic analysis.



*Aerial Perspective of
North Park in Sturtevant.*



Region IV Lifeguard Competition

by Morgan Zakrzewski, CPRP, Recreation Supervisor,
City of Greenfield

Following a long break, Region IV successfully relaunched their Annual Lifeguard Competition, and it kicked off with great success! On the morning of August 15th, lifeguards from four communities across the region gathered in Waukesha at the Horeb Springs Aquatic Center for the competition. Eight lifeguard teams competed against each other in four events – a splash & dash, brick relay, timed deep water extraction, and obstacle course. Each event required teams to test their lifeguarding skills, whether it be a technical rescue, quick and decisive action, or the ability to work and communicate clearly as a team. Throughout the entire morning teams were cheering each other on and supporting one another, not even letting the dreary weather rain (literally) on their parade.

Each event was timed, with the fastest team in each event winning first place. The overall 2024 team winner had the lowest combined score of all four events. Team Watermelon from Brookfield won the splash & dash with a time of 12:52. Team Buchner from Waukesha won the brick relay with a time of 2:34. Team Abstinence from Waukesha won the deep water extraction with a time of 0:43. Team Plan B from Waukesha won the obstacle course with a time of 1:44. The overall winner from the 2024 Region IV Lifeguard Competition was Team Watermelon from Brookfield Parks, Recreation & Forestry! Sunset Squad from Elkhorn Recreation Department took home the Spirit Award. Lifeguard competitions are a common tool used across the

industry as a way to engage lifeguards in training and promote the profession. More than that, it's a small way for us to show appreciation to those who dedicate themselves to public service and bettering their community

Thank you to WPRA for providing financial support which allowed agencies to send their lifeguards without the concern of a registration fee. Thank you to the Planning Committee, including Holly Glainyk, Ashley Phillips, Mark Thompson, and Morgan Zakrzewski, for organizing and facilitating the event as well as volunteers Renee Vanselow, Jessica Heller, and Sarah Heller for their assistance throughout the morning.

We look forward to seeing your agency at the 2025 Region IV Competition where Brookfield will attempt to defend their claim on the Golden Lifeguard Tube! ■

Morgan Zakrzewski, CPRP
Recreation Supervisor, City of Greenfield



Region IV Lifeguard Competition continues on next page





Volunteers Propel Ride the Drive to Success

by John Weichelt, Volunteer Coordinator, Madison Parks

Ride the Drive 2024 rolled through Madison with high energy, drawing over 12,000 participants to a day of active fun. This one-day, free community event closed select city streets to motor vehicles and activated six park hubs with pedal powered smoothie makers, bike obstacle courses, entertainment, food vendors, and family-friendly activities. Since its inaugural run in 2009, Ride the Drive has celebrated Madison's commitment to a healthy, active lifestyle, promoting alternative transportation methods in a fun, safe environment.

At the heart of this success were the volunteers—over 300 strong—who kept everything in motion and ensured the day ran smoothly.

One of the most critical roles these volunteers played was as intersection guides. Positioned at key points along the route, these volunteers were pivotal in maintaining safety, working closely with the police to keep traffic off the roads. Their sharp focus and timely decisions ensured participants could move freely, whether biking, running, or unicycling through the streets. Thanks to their efforts, every crossing was safe, and every turn was well-coordinated, making it easy for everyone to keep moving without interruption.

Volunteers from all walks of life—high school students, local business employees, community groups, and biking enthusiasts—came together to contribute more than 700 hours of their time. Their work was essential, from setting up equipment and managing park activities to assisting vendors and ensuring that everyone had a memorable day. It was their role in keeping the roads safe that truly kept the event on track.



The success of Ride the Drive 2024 is a testament to the dedication and enthusiasm of these volunteers. Their commitment not only made the event possible but also brought the community together in a shared celebration of movement, fitness, and fun. They turned what could have been just another event into something truly special. ■

John Weichelt
Volunteer Coordinator, Madison Parks





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2025 KEYNOTE SESSION SPEAKERS



Opening Speaker: Paul Wesselmann, The Ripples Guy

Paul Wesselmann holds degrees in psychology and education, is the author of two books, and has spent the last three decades giving upbeat talks at conferences, workplaces and campuses around our state and around the country. Over 25,000 subscribers enjoy his weekly RIPPLES emails; thousands more follow @RipplesGuy on social media. His previous sessions for WPRA Conferences and our Leadership Academy have consistently received rave reviews and we are excited to welcome him back to help us celebrate our Diamond Jubilee.

This year's Opening Keynote session is titled "Resilience & Radiance: Celebrating Our Diamond Legacy, Inspiring A Bright Future." We want to kick off our 60th Conference with an unprecedented combination of enthusiasm, inspiration and connection, so we asked our longtime friend Paul Wesselmann (known to many of us as THE RIPPLES GUY) to join us for an upbeat, interactive, and inspiring session that is guaranteed to lift our spirits while exploring practical ideas for professional and personal growth. Many of us know that Paul helps people unleash their best work by sharing ideas around two skillsets: Reaching OUT skills to help us more effectively connect with each other and the people we serve; and Reaching IN skills to help us more consistently show up with the best available version of ourselves. Paul's promised to bring a combination of best practices from his past content, and some brand new content that he is assembling just for us.



Endnote Speaker: Ali Starr, Tashi Deley

Ali Starr started her own business to pursue a passion and a dream. The name of her business is Tashi Deley (Ta-She De-lay). It is a Tibet greeting that means "honor the greatness within you." Prior to creating Tashi Deley she served as the Vice President of Culture Development at Verve, a credit union. She had the privilege of serving many different heartbeats prior to creating Tashi Deley she was the principal at Lourdes Academy Elementary Schools in Oshkosh, Wisconsin while coaching their high school girls' basketball team. Ali has also worked for the NBA, NCAA, and NBC. Ali lives by the motto "Who you are is good enough, don't ever stop creating the next best version of yourself. It feels great to grow."

During this keynote you will learn the importance of practicing the art of honoring the greatness within yourself and others by being aware of our main saboteur, our judge (internal critic). Your brain rewards you for creating a judgment; however, it is unable to discern the accuracy of your judgments. Your brain's main function is to save your life. When you are in our survival brain it doesn't allow you to thrive. Your thoughts, both accurate and inaccurate, might be more vital than how you communicate with others. Our "judge" is typically activated when we think and operate out of ego or insecurity. When you are operating out of ego or insecurity you are unable to live in the "circle of health." The judge wants you to consistently judge yourself, others and the circumstances. In this growth session we will name and claim our judge. Then we will create a plan on how to tame it moving forward.



MONDAY, FEBRUARY 3 - PRE-CONFERENCE WORKSHOP									
	AQUATICS	AQUATICS	EXECUTIVE	EXECUTIVE	PARKS	PARKS	RECREATION	RECREATION	DEI EP
8:30 am - 4:30 pm	CPO Course: Carrico Aquatic Resources								
TUESDAY, FEBRUARY 4 - PRE-CONFERENCE WORKSHOPS									
8:30 am - 4:30 pm	CPO Course: Carrico Aquatic Resources								
12:00 pm - 3:00 pm							Crafting the Experience: A Masterclass in Recreation Programming Chris Nunes		
1:00 pm - 4:00 pm			Communications with People in Crisis Ignacio Enriquez Jr.		WI CDL Requirements and Equipment Transportation Safety David Anderson				
8:00 pm - 12:00 am	Legends of the Game: A 60-Year Tribute Social: Tom Foolery's (1305 Kalahari Dr, Wisconsin Dells, WI 53965)								
WEDNESDAY, FEBRUARY 5									
8:30 am - 9:30 am	Aquatics Section Annual Meeting and Breakfast Social		Coaching & Feedback Danielle Patton	Survey Says...! Best Practices for Community Surveys Jeff Andreasen	Park Design Awards		Silver Star Awards		EveryBODY Plays in a Different Pair of Shoes: A model for community Inclusion Matthew Vanderkamp & Damian Buchman
9:45 am - 12:00 pm	Opening Keynote Session: Resilience & Radiance: Celebrating Our Diamond Legacy, Inspiring A Bright Future - Paul "The Ripples Guy" Wesselmann								
12:00 pm - 1:00 pm	Lunch & WPRA Annual Meeting								
1:00 pm - 5:00 pm	Trade Show								
7:30 pm - 11:30 pm	Denim & Diamonds Social: Vennebu Hill (360 Co Rd A, Baraboo, WI 53913)								
THURSDAY, FEBRUARY 6									
8:30 am - 9:30 am	Universal Strategies for an Inclusive Swim Lesson Jason Busack	"Yes Drill Sergeant" - How Paramilitary Preparation Increases Performance Tracy Stayton	Say More Without Saying More Bobbi Nance	Generational Leadership Brad Gingras	Developing an Effective Comprehensive Outdoor Recreation Plan (CORP) John Kneer	Leveraging AI in Parks and Recreation: A Facilitated Session on Innovation and Efficiency Akaylah Jaeke	The Secret Sauce to Successful Programming "It's in There" Tanita Cook-Nelson	Create a Strong and Meaningful Day Camp Culture Jed & Roz Buck	Setting the Sails: A Workshop to Create Your Own Individual Development Plan Jan Petersen Hincapie
9:45 am - 10:45 am	Reality Check: What Lifeguards Have Taught Us About CPR Paul Snobelen	Mind the Gap - Overcoming Communication Pitfalls Tracy Stayton	Breaking the Burnout Cycle Debbie Woodbury	Teamwork and the Dysfunctions of a Team Brad Gingras	GIS for Parks and Recreation Sam Pociask	TBD	Reimagining Success in Youth Sports Nick McDuffee	Lessons from Uber and MasterClass: World Class Brand and Technology in Recreation Strategy to Recreation Rachel Williams	Preparing the Future Workforce: Insights, Partnerships, and Needs in Parks and Recreation Akaylah Jaeke
11:00 am - 12:00 pm	MasterClass: Level Up Your CPR & AED Game Paul Snobelen	TBD	No One Cares About Your Data Bobbi Nance	Crisis Communications: When Bad Things Happen to Good Park Districts Tom Speaks	Working Toward Carbon Neutrality by Incorporating Electric Equipment & Vehicles Lael Pascual	Developing Ordinances and Policy for Tree Protection in Construction Areas Anna Healy	Uplevel Your Leadership - Shift Your Communication, Increase Your Connection Tracy Stayton	"ALL IN"clusive: EVERYBODY Plays! Sharon L. Rohde	Work Life Balance - Don't you mean Imbalance? Shelly Strasser
12:15 pm - 1:15 pm	Networking Lunch								
1:30 - 2:30 pm	Pit-Crew: High Performance CPR Paul Snobelen	Let's Get Real About Renovations: The Good, The Bad & The Ugly Jen Gerber	Artificial Intelligence for Parks and Rec Professionals Jason Peters	Building, Promoting, & Protecting Your Brand Tom Speaks	Park Equity Index - Prioritizing Resident Needs in Park Planning Sarah Toomsen	Water Trails: Tapping Into Under-utilized Recreational Space Across the County Raine Gardner & Hunter Rush	Fit, Fad, or Flop? How to Increase the Chance that Your New Program Ideas will Succeed Bobbi Nance	The Art of Dealing with Difficult People in Youth Sports Chris Stevenson	Belonging Is The New Inclusion- The Importance of Friendships & Meaningful Participation Lisa Drennan
2:45pm - 3:45pm	Spring Start Up Carrico Aquatic Resources			The Wonders of a Resilient Mind Debbie Woodbury	Managing Path and Parking Lot Asphalt Pavement Assets Benjamin Jordan	The Do's and Dont's of Creating Requests for Proposals (RFP) Raine Gardner & Dan Rammer	Taking An Inclusive Lens: Making Community Events Accessible to People with Disabilities Lisa Drennan	Exciting and Impactful Activities to Maximize Summer Camp Staff Training Jed & Roz Buck	Building Community Center Partnerships for Inclusive Outdoor Education Lael Pascual & Angela Rivera
5:00 pm - 6:30 pm	WPRA Foundation Basket Raffle & Social Hour								
6:30 pm	Awards Banquet								
To follow	Post Awards Banquet Social: Cinco Ninos (1305 Kalahari Dr, Wisconsin Dells, WI 53965)								
FRIDAY, FEBRUARY 7									
9:30 am - 10:30 am	"A New Pool Code" - What We Have Learned in Year 1 Mary Ellen Breusch		Parks and Recreation Marketing with AI Jason Peters	Unbound: Burnout to Brilliance Kelly Bubolz	Culver Park - An Example of a True Community Funded Park Development Project Blake Theisen, John Lehan, & Katie MacDonald	Phytoremediation for Communities and the Environment Ron Zalesny	Evaluating Your Services from New Angles Bobbi Nance	Make Rainy Days Special Jed & Roz Buck	Emerging Professionals Committee: The Workshop
10:45 am - 11:45 am	Closing Keynote Session: Don't Believe Everything You Think! - Ali Starr								

REGISTRATION FORM

HOW TO REGISTER

Complete and return enrollment form via:

- **Mail** – WPRA, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214
- **Online** – www.wpraweb.org

Name _____
First/Last (Name to appear on name badge)

Title _____

Agency: _____

☐ City of _____

☐ School District _____

☐ Village of _____

☐ Other _____
(Department/University/Business)

Address _____

City _____

State _____ Zip _____

Business Phone _____

Cell Phone _____

E-mail _____

Do you have any special dietary needs? _____

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

Are you a first time attendee? ☐ Yes ☐ No

Will you be attending the Awards Banquet on Thursday night?
☐ Yes ☐ No

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

Check payable to: Wisconsin Park & Recreation Association

☐ Please invoice me (WPRA Members only)

Cancellations received in writing by December 31, will receive a refund minus a 25% administrative fee. NO REFUNDS will be issued after December 31, 2024.

WPRA MEMBERSHIP INFORMATION

Join WPRA today online at wpraweb.org or contact the WPRA Office for more information at 414-423-1210 or office@wpraweb.org.

☐ Individual Professional\$150	☐ Commercial.....\$475
☐ Premier Level.....\$775 <i>(up to 15 individual professionals)</i>	☐ Affiliate.....\$50
☐ Premier Level.....\$1,500 <i>(16 and more individual professionals)</i>	☐ Student No Fee
	☐ University..... No Fee
	☐ Emeritus/Retired No Fee

3-DAY PACKAGE

Includes sessions, socials, Wednesday & Thursday lunch, awards banquet, 3-Day Conference favor. CEU's if submitted.

Early Registration (Postmarked by January 8th)			
Professional	Member	Non-Member	Late Fee
	☐ \$300	☐ \$415	☐ \$25
.....			
Student	Member	Non-Member	Late Fee
	☐ \$100	☐ \$140	☐ \$25

1-DAY PACKAGE

Includes sessions, meals and social.

Early Registration (Postmarked by January 8th)			
Professional	Member	Non-Member	Late Fee
Wednesday	☐ \$150	☐ \$200	☐ \$25
Thursday	☐ \$150	☐ \$200	☐ \$25
Friday	☐ \$60	☐ \$75	☐ \$25
Student			
Wednesday	☐ \$60	☐ \$75	☐ \$25
Thursday	☐ \$60	☐ \$75	☐ \$25
Friday	☐ \$30	☐ \$40	☐ \$25

EMERITUS PACKAGE

Emeritus members receive complimentary registration on THURSDAY, which includes one lunch and one Awards Banquet ticket.

☐ Check if you will be attending on Thursday.

SPOUSE PACKAGE

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

Spouse Name _____

Early Registration (Postmarked by January 8th)		Late Fee
3-Day Package	☐ \$150	☐ \$5
Wednesday	☐ \$100	☐ \$5
Thursday	☐ \$100	☐ \$5

PRE-CON EVENTS

Pre-Conference Sessions have limited space and will be filled on a first-come, first-served basis.

Aquatics: CPO Certification Course ☐ \$350

Executive: Communications with People in Crisis ☐ \$0

Park: WI CDL Requirements and Equipment Transportation Safety ☐ \$0

Recreation: Crafting the Experience: A Masterclass
in Recreation Programming ☐ \$40

Conference Total \$ _____

When a Community Comes Together

by Nora Beppler: Recreation Supervisor,
Greenheck Turner Community Center

On August 1, 2024, the Greenheck Turner Community Center was unveiled, welcoming families, athletes, business leaders, and the community. This 135,000 sq. ft. facility features a full-size soccer turf field, two sports simulators, four meeting rooms, and an indoor walking track. The construction was completed ahead of schedule, providing diverse spaces for all visitors.

This project was made possible by the overwhelming support of the community and generous donations from families. What initially began as a dream for an indoor practice area has now materialized into a versatile space accommodating full-size soccer, lacrosse, softball, and practice fields for various activities like football, band rehearsals, and baseball. The turf area has also been utilized for summer speed and agility classes, allowing children to train while parents work at tables with Wi-Fi connectivity and ample natural light.



This expansion has also allowed the recreation department to expand programming including new sports, age divisions and hours of availability for flag football, soccer, basketball, and speed & performance. The turf space is also a great place for birthday parties, corporate team building, youth sport practice and community event spaces. Our goal is to get kids active, learn about their sport and have fun with friends. We are proud to say that we run all these programs in partnership with either our high

school coaching staff and their players or parent volunteer coaches. The relationships built in our programs foster a sense of belonging with everyone involved.

What we offer:

- 135,00 square foot indoor turf facility
- Indoor walking lanes, track jump pit, and batting cages
- Two Sports Simulators
- Four meeting rooms
- Olympic size ice rink
- Three indoor basketball courts
- Two racquetball courts
- Climbing wall
- Concession Stand
- Fitness Center

A new partnership program will offer camps, clinics and tournaments with highly skilled coaches from the area. Speed and agility clinics offer functional movement for students in K-8 while an indoor 4X4 soccer tournament is planned for December.

Although our building offers this new state of the art spaces, it is the community partnerships that make the building a place you want to be. ■

Anyone is welcome to stop by for a tour. Enroll in a program. Follow us on social media and join us for an exciting year ahead.

Greenheck Turner Community Center, 6400 Alderson Street, Weston, WI 54476
<https://gtcc.dce.k12.wi.us> • <https://www.facebook.com/greenheckfh>

Nora Beppler
Recreation Supervisor, Greenheck Turner Community Center





REGION I

With summer coming to an end we can celebrate another successful pool season! This is a great opportunity to highlight all of the seasonal employees that have worked diligently to provide high quality programs and experiences this year, you bring our programs and events to life, thank you! Fall and winter programs have opened for registration and will be in full swing before we know it. ■

– John Jimenez, Region I Representative

REGION II

At our spring meeting we visited the City of Green Bay. They showcased the new pump bike course in Baird Park. The speakers were from Baird Creek Preservation Foundation and Conservation Corps Coordinator. Thank you for the amazing hospitality, Green Bay staff! On Thursday, September 26 we traveled to the Fox Valley to showcase Little Chute, Kimberly, and Kaukauna's new aquatic amenities! Parkitecture presented on providing information on Splash Pads/Pool Renovations with fiscal road maps for municipalities looking to take on aquatic amenity endeavors. December will wrap up the 2024 year by visiting the City of Oshkosh to visit Lakeshore Park! Each meeting is another opportunity to receive CEUs! Our jobs are very involved with our communities, so don't forget to check out for a day and take an opportunity to meet some new faces and learn about trends within the profession. You can always email me with questions to ask the region or WPRA. ■

– John McDonald, Region II Representative

REGION III

Happy Fall! It's hard to believe 2024 is almost over and we're already talking about the 2025 conference. I want to thank all of our 2024 host sites for their help and assistance in running our meetings this year and thank you to the Region III members who have been involved and participated in those meetings. I hope that you've been able to take at least one useful item or idea back to your communities after each meeting. ■

– Mike Percy, Region III Representative

REGION IV

Region IV met on August 15th at the City of Greenfield Parks and Recreation Department. Thank you to Scott and Mikayla for hosting. They shared some of their exciting projects including their development of a skate park. Region IV held their very first lifeguard competition on August 15th. We had about 40 lifeguards compete for organizational pride and skill competencies. Thank you to Morgan Z., Mark T., Holly G., and Ashley P. for taking the lead on this exciting opportunity. They are looking forward to hosting the event again next year. ■

– Amanda Schwichtenberg, Region IV Representative



AQUATIC SECTION

A lot of us in the aquatic field feel we have no real outlet when things get tough. No one truly understands what we do unless they've been in our shoes. Every day, we walk into work unsure of what's coming next. Essentially, we're the firefighters of the aquatic world, constantly putting out fires among staff, patrons, pump rooms, programs, and sometimes even dealing with literal fires. I'll never forget the time the woodchips outside my facility caught fire. That definitely wasn't on my summertime bingo card!

Besides juggling a million issues daily, we also face new, but often similar, challenges each year because every summer brings a fresh batch of often young and inexperienced staff. Not only do we teach them how to be lifeguards, but we also help them navigate professional life. With all this responsibility, it feels like the weight never lifts, even when we're on vacation or spending time with family. The calls, texts, and video chats keep coming, and we still answer them. Why? Because we're great bosses who care! But as I've gained more experience in this career, I've started to care a bit less about every little thing.

I know that might sound bad, but it's actually a healthy shift. Not everything needs immediate attention, and sometimes it's beneficial for staff to figure out problems on their own. About three years ago, I started taking a weekend off during our second week of pool operations and going somewhere without cell service. By then, I'd put in countless training hours, and it was time for the staff to learn to fly. I wanted them to trust themselves and be confident that I'd given them the tools to succeed. That even if they made mistakes, I'd have their backs. And you know what? Every year, when I come back the pool is still standing, and my guards have a new sense of confidence and workplace ownership.

Through this, I've realized that it's not just about relying on someone's seniority to get things done. It's about setting up effective policies that become second nature. Just like you have a routine for payroll and staff have a cleaning list, creating policies for common workplace issues can reduce stress and make the workday more predictable.

All you need to do is take the tough parts of your job and write quick policies to address them. Then explain these policies to your team answering the who, what, when, where and how. This part is just as important as the policy itself, because if your teenage staff don't understand they will likely skip or "forget" to follow through.

By working on creating a practical weekly routine for myself and a daily routine for the staff using policies, I've been able to tackle many issues before they turn into full-blown fires. It's cut down on the number of times I'm contacted, boosted my sanity, and dare I say, made my workday a lot more peaceful. Written policies help staff understand their roles better, improve performance, and keep everyone accountable. Plus, they're a great way to keep those gray hairs at bay! ■

– *Elaena Noffsinger,*
Aquatic Section Secretary/Treasurer

PARK SECTION

The park section has been diligently working on scheduling education sessions for the Fall Conference, assembling an amazing Fall Park Tour in Altoona and Eau Claire, and putting the final touches on our sessions for the 2025 Annual Conference in February. So much gratitude for our section members hard work getting this all together for our members! ■

– *Kevin Wiesmann,*
Park Section Secretary/Treasurer

RECREATION SECTION

The recreation section members took a break from meeting throughout the busy summer months and last met on August 13th where we finalized details for the Fall Workshop and Annual Conference. The Recreation Section is looking forward to a great Annual Conference in February 2025! We have been working hard to bring the members good, quality speakers! Make sure to get registered for the Annual Conference to reserve your spot to join us! ■

– *Kassandra Humke,*
Recreation Section Secretary/Treasurer



2025 MEMBERSHIP FORM

JOIN TODAY!

Sign up at www.wpraweb.org/membership OR fill out this form and send to the Wisconsin Park & Recreation Association, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214.

CONTACT INFORMATION

Full Name: _____

Title: _____

Organization/Agency: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

MEMBERSHIP INFORMATION

Membership Type	Fees	Amount
☐ Individual Professional	\$150	
☐ Premier Level (<i>up to 15 individual professionals</i>)	\$775	
☐ Premier Level (<i>16 and more individual professionals</i>)	\$1,500	
☐ Commercial	\$475	
☐ Affiliate	\$50	
☐ Student	No Fee	
☐ University	No Fee	
☐ Emeritus/Retired	No Fee	
TOTAL		

PAYMENT INFORMATION

Check payable to: Wisconsin Park & Recreation Association, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214

☐ Please invoice me (WPRA Members only)

Credit Card # _____

Exp. Date _____ Security Code _____

*If paying by credit card, please mail form to the address above.
Credit Card payments will not be accepted through e-mail.*



CALENDAR OF EVENTS

DECEMBER

Winter IMPACT Deadline
December 1st

Leadership Academy
(Oshkosh, WI)
December 4th – 6th

Recreation Section Meeting
December 10th

Board of Directors Meeting & Holiday Party
December 11th

Region IV Meeting
December 12th

FEBRUARY 2025

Annual Conference & Trade Show
February 4th-7th

BUILDING COMMUNITIES FOSTERING JOY!



SPLASH PADS



INCLUSIVE PLAY



SHADE



...AND MORE!

INTEGRITY

PASSION

INNOVATION

FREE DESIGN SERVICES WITH UNMATCHED PROFESSIONAL INSTALLATION SERVICES

