



Facility&Operations

NRPA's Annual Congress in Salt Lake City to host nearly 9,000

FUTURIST JIM CARROLL will deliver the keynote address in the opening ceremony of the National Recreation and Park Association's (NRPA) annual Congress & Exposition to be held at the Salt Palace Convention Center, October 14, 2009.

The association's annual gathering brings together parks and recreation professionals, citizen advocates, industry partners, suppliers and key policymakers for a 4-day event October 13-16 highlighted by the keynote presentation, educational sessions, a trade show of more than 400 exhibiting companies, the community service project Leave It Better, certification courses, workshops, special events, and social/networking activities.

Jim Carroll is one of the world's leading futurists, specializing in trends and innovations. As someone who has assisted hundreds of organizations in thinking about and preparing for the future, Carroll has been recognized for his insight into the leadership skills needed today. Carroll, whose clients include Nestle, Motorola, Verizon, the BBC, will help attendees explore new opportunities in the field of parks and recreation. He will address the challenges faced by parks and recreational professionals during the current economic contraction by focusing on innovation and by aligning success with fast-paced future trends.

Carroll will help clarify the impact and opportunities presented by President Obama's economic recovery plan, which focuses on health-care, education, infrastructure, and renewable energy, all of which parks and recreation can be a critical force. He'll concentrate his presentation on three areas:

- The ability to link organizational mission to the major trends and developments that will influence the field of parks and recreation through the coming years;

Schedule At-a-Glance

Sunday, October 11

8 a.m.—5 p.m. Aquatic Facility Operator Course (Day 1)

Monday, October 12

8 a.m.—5 p.m. Aquatic Facility Operator Course (Day 2 and Exam)

8 a.m.—6 p.m. Alternative Funding Development Program
Leadership Development Seminar
Building Customer Service and Winning Customer Loyalty

7:30 a.m.—5 p.m. AFRS PTI Training

Tuesday, October 13

7:30 a.m.—5:30 p.m. Registration

8 a.m.—5:30 p.m. Meetings

8 a.m.—11 a.m. Alternative Funding Development Program

Leadership Development Seminar

Building Customer Service and Winning Customer

Loyalty

8:15 a.m.—5 p.m. Off-Site Institutes

8:30 a.m. Golf Tournament—Valley View Golf Course

12:15 p.m.—5:15 p.m. Education Sessions

1 p.m.—2:30 p.m. NRPA Leadership Orientation

5:30 p.m.—7 p.m. Welcome Reception

Wednesday, October 14

7:30 a.m.—5:30 p.m. Registration

8:30 a.m.—10:30 a.m. Opening General Session & Keynote

2 p.m.—5 p.m. Meetings

10:30 a.m.—5 p.m. Exhibit Hall Open

2 p.m.—5:15 p.m. Education Sessions

Thursday, October 15

7:30 a.m.—11:30 a.m. Meetings

7:30 a.m.—5 p.m. Registration

7:30 a.m.—8:30 a.m. Fun Run/Walk

8:30 a.m.—11:45 a.m. Education Sessions

8:15 a.m.—3 p.m. Off-Site Institutes

11 a.m.—4 p.m. Exhibit Hall Open

2 p.m.—5 p.m. Meetings

2 p.m.—5:15 p.m. Education Sessions

TBD Citizen Branch Awards

5 p.m.—7 p.m. Career Fair

6:30 p.m.—7:30 p.m. EMS Banquet

Friday, October 16

7:30 a.m.—11:30 a.m. Meetings

7:30 a.m.—2:30 p.m. Registration

8:30 a.m.—11:45 a.m. Education Sessions

10 a.m.—2 p.m. Exhibit Hall Open

2 p.m.—3:15 p.m. Education Sessions

2 p.m.—5 p.m. Meetings

3:45 p.m.—5 p.m. Closing General Session

5:30 p.m.—7:30 p.m. Closing Party

Saturday, October 17

7:30 a.m.—5 p.m. Meetings

*Schedule and times subject to change

- A leadership style that encourages a culture of agility, one that allows for a rapid response to sudden changes in programs, markets, competition, and other technological and workplace trends; and

- A performance-oriented focus in which people are encouraged to turn new challenges into opportunities, rather than viewing change as a threat to be feared.

"In these difficult economic times, it will be refreshing and instructive to learn from one of the truly great minds in strategic planning," says NRPA Chief Executive Officer Barbara Tulipane. "Attendees will leave the conference well armed with a variety of tools and strategies to help them successfully confront the challenges of the coming year."

In addition to Carroll's keynote address, the NRPA Congress features many other must-attend events and forums: more than 200 educational ses-



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CENTRAL
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sions, a trade show with more than 400 vendors specializing in parks and recreation, one-on-one introductions to colleges and universities offering parks and recreation degrees, and a career fair. Additionally, attendees will have opportunities to experience the beautiful areas surrounding Salt Lake City with custom-designed optional programs.

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 20,000 professionals and citizens, NRPA

encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources.

Headquartered in Ashburn, VA, NRPA works closely with local, state, and national recreation and park agencies, citizen groups, and corporations to carry out its objectives. Priorities include advocating favorable legislation and public policy; increasing public awareness of the importance of parks and recreation; providing continuing education, professional certification and university accreditation; and conducting research and technical assistance. For more information, visit www.nrpa.org. ■

Off Site Institutes

October 13

Unique Recreation Facilities

—Working with Special Interest Groups

Salt Lake County residents overwhelmingly approved the Zoo, Arts and Parks (ZAP) Tax which provides \$0.01 of every \$10 spent in the county for the development and construction of recreation facilities. Salt Lake County parks and recreation have 23 ZAP projects currently underway with many special interest facilities designed to meet the needs of a specific user group. The "Flight Park" is a unique facility designed for the hang-gliding population. Learn about the process of working with and designing a special-use recreation facility.

The National Ability Center: The Recreational Approach to "Challenging All Abilities"

Since 1985, the National Ability Center (NAC) has been providing opportunities for individuals with disabilities to discover their abilities. This institute will focus on teaching and demonstrating the methods NAC has used for more than two decades. Learn in a hands-on environment how five of the NAC's 23 programs work to see success.

Collaborating to Bring About the Future of Recreation

Snyderville Basin Special Recreation District, a special service district, along with Park City Recreation, a municipal department, have collaborated to bring residents of Western Summit County a wide variety of recreational opportunities unique to the area: Tour the Basin Recreation Field House, an indoor artificial turf facility; Park City's Dirt Jump Bike Park, with over an acre of jumps for beginner to advance riders; Park City's Skate Park, Utah's largest concrete park; and Park City's Sports Complex, a collaborative effort by both entities to bring an Olympic size Ice Rink, an outdoor artificial turf field, three softball fields, two multipurpose fields, and one exhibition field with stadium seating to the area. Learn about the political process, development, operations and maintenance, and programming unique to each facility.

Cities Partnering with Developers to Create Community

South Jordan is one of the fastest growing cities in Utah. Development has skyrocketed in the past 5 years with much of the growth occurring within Daybreak, a planned community on the west end of the city that includes more than 1,000 acres of parks,

trails, open space, and a 35-acre lake. With so much growth in such a short period of time, it is important to establish a strong working relationship between the city and developers as many of the parks have already or will in the future be turned over to the city. Learn how to maintain an effective working relationship with developers in creating an effective park system within the community. Visit the new Oquirrh Lake, Daybreak Information Pavilion, and various parks throughout the community.

Parks and Recreation as an Economic Development Tool

Major League Soccer's ReAL Salt Lake franchise sought a new soccer-specific stadium in 2005. After much debate, a site in Sandy City was selected for the stadium. Sandy City supported the stadium development to pursue redevelopment in the surrounding area and to create a partnership between the team and the parks and recreation department for support of local recreation programming. In addition to touring the soccer stadium, we will tour another location where park facilities played key roles in the surrounding commercial development.

Horses to Horse Power

9:45 a.m. — 5 p.m. 0.7 CEUs

Deseret Peak Complex, a public facility, and Miller Motor Sports Park, a privately owned company, are located strategically adjacent to one another. Together they provide an interesting mix of recreation and culture, both public and private. It is a multi-use recreational facility built on 206 acres with a variety of venues that reflect the needs and customs of the community. The various activities include: equestrian, sport fields, swimming pool, BMX and Moto X tracks, a museum, and convention facilities. Miller Motor Sports Park is the premier road race course in North America sitting on 511 acres and the amenities include: a Kart Track, Paddock, Rental Garages, Club House, Larry H. Miller Auto Museum and Performance Training Center Home of the Ford Racing High Performance Driving School.

Municipal Golf:

The Economic Impact and Opportunities for Success

Participate in a series of highly interactive, hands-on walk-throughs covering a variety of golf operations topics including the economic impact of golf to park and recreation agencies and tips from the industry professionals to ensure positive economic revenue.

Experience five mini-sessions on the following topics: the customer experience; accessible golf; evaluation and planning for golf course improvements, the health and wellness benefits of golf; golf course maintenance and operations. Each session will last approximately 40 minutes.

Building the Future: Green Recreation Facilities

Salt Lake County residents overwhelmingly approved the Zoo, Arts and Parks (ZAP) Tax which provides \$0.01 of every \$10 spent in the county for the development and construction of recreation facilities. Salt Lake County parks and recreation have 23 ZAP projects currently underway with two multi-million dollar recreation facilities being built to new LEED Certification standards. They will be two of the first buildings in the county to be green buildings. Come see, visit, and learn about the LEED certification process and building first hand.

Community Fishing: Landing Partnerships in Fisheries Management and Education

Gone Fishing. As cities increase in size and developments expand outward, outdoor recreation becomes more difficult. Community or urban fisheries is one way the Utah Division of Wildlife Resources is bringing back traditional outdoor activities. The Division is committed to developing community fisheries: places one can walk, bike, or bus to; and catch a fish or two. Community fisheries provide a fun, easy way to spend quality time with family and friends outdoors. Nearly 40 community fishing waters have been developed in Utah, many by partnerships with local park and recreation agencies. Visit three local waters and discuss their creation, operation, maintenance, and funding.

Discover the Reinvention of Ogden City: World Class High Adventure Sports Capital!

Is it getting harder to attract new businesses and families to your town? Then it is time to learn how Ogden City reinvented itself from a railroad town to a world class high adventure sports capital! Learn how your city can find a new marketing niche that could bring new businesses and families to your town. See Ogden's High Adventure facilities, how they secured world class sporting events and meet their leaders! Learn their secrets how they created a new marketing niche.