



2018 ANNUAL CONFERENCE



• FAIRBANKS, ALASKA

• **OCTOBER 23-25, 2018**

• PIKE'S LANDING, 4438 AIRPORT WAY

WELCOME TO FAIRBANKS

**"CHOOSE A JOB YOU LOVE, AND YOU WILL NEVER WORK A DAY IN YOUR LIFE."
- CONFUCIUS**

I am sure that any FNSB Parks and Rec staff you ask, they will agree that Mike LOVES his job, because he never works a day in his life! I kid, of course (I hope!).

I fully embrace Confucius' assertion, though. I love everything about the Parks and Recreation Profession, and feel like the rest of the world missed out when choosing what to "be" when they grew up! I cherish the commitment to high-quality public service, the joy we feel when we see the smiles on a program participant's face as they complete their first race, the sense of fulfillment knowing that we truly make a difference in our communities, and the close bond that we have amongst our colleagues. All of these things, and so many more, are what keep me doing what I do every day.

Fall is my favorite time of year, but not because of football, pumpkin spice lattes, or Halloween. No, fall is the time for our annual conference, and it is the one time of the year that as many of us that are able, can gather in professional development, networking, and catching-up. I am so lucky that THIS year, the Fairbanks North Star Borough gets to host our conference!

2018 has been tumultuous all across the state, with IT issues in Valdez and the Mat-Su Valley, staffing and political turnover in a lot of communities, and budgets continuing to tighten across the state. I know that many have had to cut back on training & travel budgets, but ARPA remains strong, with a lot of things to celebrate! This conference will end with a swearing-in of a new President, Donnie Hayes, and new members of the Board of Directors. Donnie is going to be an AMAZING President, and his energy and enthusiasm will help us through the next set of exciting changes for ARPA! Our outgoing President, Wendy Clubb, has done an amazing job, despite the MANY, MANY, MANY challenges she has faced both personally and professionally over the last two years. Wendy - thank you for remaining a strong and smiling professional advocate for our association, and Welcome to the Past-President's Club!

In addition to the new President and Board members, this conference will unveil the new ARPA Logo, and thank you to everyone who participated in the voting! We have made some changes to our Constitution and By-Laws, and will be discussing the upcoming change to our membership structure, all great things that would not be possible without the dedicated VOLUNTEER leadership of this amazing association. Please take a moment during the conference to find one of them and give them a hug!

This has been a great conference to put together, with the help of Donnie, Robyn, Amy, Sandy, Eve, Tiffany, Lauren, Brian, Dave, Jason, Steve, John, and the rest of the FNSB staff that have helped to make this conference happen! Pike's Lodge is a perfect venue for our ARPA conference, we have a HUGE exhibit hall this year, and we have an amazing Keynote Speaker, Jessica Pettitt! The breakout sessions are excellent, and we have planned some memorable social events as well! All in all, I hope that the 2018 ARPA Conference is one that will go down as "one of the best!" So, welcome, welcome, welcome!

With Laughter,

**MICHAEL BORK, CONFERENCE CO-CHAIR
FNSB PARKS + RECREATION DIRECTOR**

ARPA'S MISSION



- Providing a forum for interchange of ideas and information among parks, recreation and wildland professionals and supporters;
- Promoting the personal, environmental, social and economic benefits of parks, recreation and wildlands
- Coordinating, organizing and promoting quality educational opportunities; AND
- Preparing and providing educational information relating to parks, recreation and wildlands.

A VERY SPECIAL THANK YOU TO THIS YEAR'S CONFERENCE SPONSORS!



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**2018 Alaska Recreation and Park
Association Conference**
Fairbanks, Alaska
Monday and Tuesday, October 22 & 23, 2018
Pioneer Park Blue Room
(in the Centennial Center for the Arts)
Register online at www.arapa21.wildapricot.org



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A CPO® Certification provides individuals with the basic knowledge, techniques, and skills of pool and spa operations. This training has helped protect millions of swimmers by reducing hazards at aquatic facilities. The NSPF® Certified Pool/Spa Operator® (CPO®) Certification program is the world's leading verifiable pool and spa training credential.

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ARPA SCHEDULE

T U E S D A Y , O C T O B E R 2 3 R D

8:00AM – 5:00PM

CERTIFIED POOL/SPA OPERATOR (CPO) CERTIFICATION

Location: Pioneer Park Blue Room

8:30AM – 12:00PM

ICE RESURFACING WORKSHOP

Location: Big Dipper Ice Arena

Shuttle will leave Pikes at 8:00am SHARP. Students needs to be at the Big Dipper by 8:15am, if you are driving. Sack lunch provided.

3:30PM - 6:00PM

ARPA BOARD OF DIRECTOR'S MEETING

Location: Pike's Landing Board Room, 3rd Floor

All members of ARPA are invited and encouraged to attend the Board of Director meetings. Stay involved!

6:30PM - 8:30PM

WELCOME RECEPTION & CONFERENCE KICK OFF

Location: Pike's Lodge

Come over to Pike's Restaurant for some pre-conference fun! Appetizers, games, and live entertainment!



ARPA SCHEDULE

W E D N E S D A Y , O C T O B E R 2 4 T H

9:00AM - 5:00PM

EXPO OPEN

Location: Binkley Room

8:30AM - 9:30AM

EDUCATION SESSION 1

Location: Breakout Rooms

9:45AM - 10:45AM

EDUCATION SESSION 2

Location: Breakout Rooms

11:00AM - 12:00PM

EDUCATION SESSION 3

Location: Breakout Rooms



JESSICA PETTITT

KEYNOTE LUNCHEON

12:30PM - 2:00PM

Location: Binkley Room

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2:15PM - 3:15PM

EDUCATION SESSION 4

Location: Breakout Rooms

3:30PM - 5:00PM

EXHIBIT/VENDOR HALL RECEPTION

Location: Binkley Room

6:00PM - 9:00PM

ALL-CONFERENCE SOCIAL EVENT

Location: Ursa Major/Virtual Reality

Shuttles leave Pike's at 5:30PM and 6:15PM

Shuttles return to Pike's at 8:15PM and 9:00PM

ARPA SCHEDULE

THURSDAY, OCTOBER 25TH

9:00AM - 3:00PM

EXPO OPEN

Location: Binkley Room

9:30AM - 10:30AM

EDUCATION SESSION 5

Location: Breakout Rooms

10:45AM - 11:45AM

EDUCATION SESSION 6

Location: Breakout Rooms

12:00PM - 2:30PM

FAIRBANKS "POKER RUN" LUNCH

Location: Downtown Fairbanks

Get out and explore our downtown community! You MUST sign up at the Registration Table before noon on Wednesday to participate in the Poker Run! Shuttle leaves from Pikes at 12:00pm, Pick-up will be at Golden Heart Plaza at 1:30pm or at 2:00pm

2:30PM - 3:30PM

EDUCATION SESSION 7

Location: Breakout Rooms

3:45PM - 4:45PM

EDUCATION SESSION 8

Location: Breakout Rooms

6:00PM - 7:00PM

COCKTAILS & SILENT AUCTION

Location: Pike's Landing

7:00PM - 10:00PM

ANNUAL MEETING & AWARDS BANQUET

Location: Pike's Landing

KEYNOTE SPEAKER

JESSICA PETTITT



COMBINING 20+ YEARS OF STAND UP COMEDY AND DIVERSITY EDUCATION, JESS GETS AUDIENCES LAUGHING, REFLECTING, LEARNING, AND IMPLEMENTING.

Jessica Pettitt, M.Ed., CSP, pulls together her stand up comedy years with 15+ years of diversity trainings in a wide range of organizations to serve groups to move from abstract fears to actionable habits that lead teams to want to work together. With a sense of belonging and understanding, colleagues take more risks with their ideation, converse precious resources through collaboration, and maintain real connections with clients over time.

WARNING: Not your typical diversity trainer!

CONVERSATIONS THAT MATTER

Let's face it, there are people and topics that at some point are just off limits. You just can't do it or them right now. Even worse, often it is a difficult topic that you have to bring up with a difficult person. What if you could engage in these conversations with more confidence, humor, and ease? No matter the person or topic, you are your best tool for conversations that matter. Understanding your self and others as differently right gives you the tools to intentionally design teams, groups, and partnerships that can bring value to a single project or topic. We are all frustrating to someone, and at times even to ourselves. Once you know who and how you are, you can reclaim responsibility for these behavior response patterns and leave room for others to do the same. Before you know it, you are having better conversations and fuller relationships with those around you. I promise - it is that easy.



Purchase your copy of **GOOD ENOUGH NOW** at the Conference!



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• **EDUCATION SESSION 1**
• **WEDNESDAY, OCTOBER 24TH**
• **8:30AM - 9:30AM**

BUILDING DYNAMIC TEAMS: ASSESSMENT CENTERS FOR HIRING AMAZING PEOPLE

BINKLEY ROOM CLASSROOM

JASON MANGUM

Have you ever hired a bad employee who excelled in an interview? Or wondered if a “bad interview” could’ve been a productive and valuable employee? The best plans and most inspirational goals can fall flat if you don’t have the right people on your team. An assessment center is not a place, but, rather, is a method for evaluating candidates under standardized conditions using a variety of techniques - and is critical in selecting the best employees for your organization.

- Evaluate candidates using Criteria and Dimensions not found in a typical interview setting.
- Develop a customized assessment center to meet the unique hiring needs for Parks and Recreation.
- Identify characteristics of potential new hires that best position him/her (and your department) for success.

EXPERIENCE THE LATEST CRAZ IN ART-FLUID ART POURING

FIREWEED ROOM

D'ANN HAYES

Wear your old clothes, bring your imagination, and let's have fun! Hands on fun with paint. Formula, ingredients will be provided for you to be able to teach at your rec center. You will leave with a finished sample.

- Learn a new method for a class that your rec program can teach and add to widen the breath of your program.
- Relax and learn a new art technique.
- Be able to teach it when you return home.

DO PEOPLE USE YOUR PARKS? CAN YOU PROVE IT?

BOARD ROOM

BRIAN CHARLTON

Decision makers want to know: ""How many people will this benefit? How many people use that park or trail?"" Do you have the answers? Do you know how to get them? This session will review different strategies used by FNSB Parks and Recreation to quantify park use. We will look at challenges and trade offs of different technologies and discuss presentation and analysis of data. We will also share lessons learned and hope other departments will share their experiences.

- Learn different options for counting patrons.
- Discover the power and uses of visitor data.
- Understand the costs and workload necessary to implement a visitor counting program.
- Learn, and hopefully not repeat, some of the challenges faced in implementing our data collection system.



• **EDUCATION SESSION 2**
• **WEDNESDAY, OCTOBER 24TH**
• **9:45AM - 10:45AM**

BOMB DOGS, RECREATION, AND THE NEW REALITY

DONNIE HAYES

**BINKLEY
ROOM
CLASSROOM**

A demonstration by the Ft. Wainwright K9 Bomb Unit. This demo will share with the attendees the types of things the K9s are looking for, the differences between bomb dogs and drug dogs, and how they use recreational facilities for training.

- Demonstrate how K9s find bombs and communicate with their handlers.
- Share the differences between bomb dogs and drug dogs.
- Share how training in recreation facilities can help prepare these units for real life scenarios.

DESIGNING FITNESS FOCUSED PLAY

TIM BARRETT

**FIREWEED
ROOM**

Obesity is growing at a staggering rate. Designing playgrounds that get kids and their families active and keep them staying and playing longer can offer a “stealth-health” solution. Attendees will gain from the latest evidence-based practices to design “Fitness-Focused Playgrounds”. Park planners will learn how to design fitness elements that meet the range of users age and ability levels from child to young adult to senior; from novice to extreme athlete. Learn to inclusive fitness environments that make a positive, healthy impact on their communities.

- Identify the complex society issues behind the obesity epidemic in the United States.
- Understand the science behind fitness-focused playground design.
- Recognize the four health targets of fitness-focused playgrounds for kids and adults.
- Plan a playground environment designed for maximum physical fitness for children and families.

HELP YOUR PARKS

KATHLEEN THOMAS

**BOARD
ROOM**

Help your parks through community driven work events. Wrangell Parks and Recreation would like to share their successes in building a community movement to support the local parks facilities through service based weekend events. Attendees will review the step by step planning process for a volunteer work event including site selection, project priorities and planning, promotion, fundraising, partnerships and more.

- Understand the necessary steps for planning an outdoor work event.
- Attendees will learn the organizational pro tips for managing a large group of volunteers with different skill sets on the event day.
- Attendees will begin to think creatively about bridging the funding gap through different collaborative work opportunities in their communities.



• **EDUCATION SESSION 3**
• **WEDNESDAY, OCTOBER 24TH**
• **11:00AM - 12:00PM**

WOMEN IN THE WILDERNESS: BUILDING RESILIENT MILITARY FAMILIES

BINKLEY ROOM CLASSROOM

ERICA MCDANIEL

Military families assigned to Alaska can find life in the "Last Frontier" unfamiliar or even scary. This session demonstrates how outdoor adventure is helping women and families adapt to and embrace life at Joint Base Elmendorf Richardson and at Fort Wainwright. Concerns over family resiliency and marital disconnect led to the development of the "Women in the Wilderness" program. It's designed to provide women (active duty and spouses) with an introduction to outdoor life in Alaska and help them to build new social and support networks through shared adventures. This program serves as a case study in using outdoor adventure to address real-world issues facing women and families in settings beyond Alaska.

- Provide a look at life "inside the gate" and how outdoor recreation programs are designed to support our service members and their families.
- Describe Comprehensive Airmen Fitness (CAF) and Comprehensive Soldier and Family Fitness (CSF2) and how they relate to outdoor recreation.
- Explain how outdoor adventure has the ability to positively enhance resiliency.

SPIELEN IN ÖSTERREICH - RECREATION OBSERVATIONS IN AUSTRIA, EUROPE

FIREWEED ROOM

STEVE TAYLOR

To a certain extent, we are all set in our ways; our recreation and recreation facilities are defined by our community culture as well as state and national standards and rules. Our vision is limited by what we know and see. We can expand our horizons by learning and experiencing how other nations and cultures recreate. To what extent can we incorporate new ideas and opportunities and where are the limitations? Based on my personal experiences, I will compare and contrast recreation and recreation facilities in Austria (not Australia) with the United States.

- Understand the culture that drives recreation in Austria.
- Understand the risk tolerance in Austria.
- Understand facility and playground design differences.
- Learn who has the world record for the longest apple strudel.

SOCIETAL PERCEPTIONS ON PEOPLE WITH DISABILITIES IN SPORTS AND RECREATION

BOARD ROOM

JEFF DICK

Thanks to legislation and increased education, people with disabilities face fewer barriers of participation in sports & recreation than ever. However, many of us are guilty of unintentionally creating barriers that not only affect access to recreation but can impact these individuals' sense well being. This session will expose potential bias toward people with disabilities and provide you with the tools to further reduce these subtle, yet significant barriers.

- Understand the concept of hegemonized masculinity and how it shapes our perspectives
- Understand the societal perception of disability and how it carries a negative connotation in the vast majority of Americans
- Understand how these perceptions can unknowingly and unintentionally cause damage to the well being of people with disabilities.

KEYNOTE LUNCHEON

WEDNESDAY, OCTOBER 24TH | 12:30PM - 2:00PM | BINKLEY ROOM

WELCOME ADDRESS

Mike Bork, Fairbanks North Star Borough Parks and Recreation Director

KEYNOTE INTRODUCTION

Mayor Ward, Fairbanks North Star Borough

KEYNOTE ADDRESS

Jessica Pettit

CLOSING ADDRESS

Donnie Hayes, Fairbanks North Star Borough Parks and Recreation



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• **EDUCATION SESSION 4**
• **WEDNESDAY, OCTOBER 24TH**
• **2:15PM - 3:15PM**

LAUGHTER-FILLED PROGRAMS: INCORPORATING LAUGHTER YOGA INTO PARKS AND RECREATION ACTIVITIES

BINKLEY ROOM CLASSROOM

MICHAEL BORK

In this professionally stimulating breakout session, we will discuss specific ways that Laughter Yoga can be incorporated into your Parks and Recreation programs and community events. One of the key strengths of Laughter Yoga is its universality. Because it requires no bending, balancing, or stretching like "traditional" yoga, it can be done by anyone: Moms & Tots, Fitness Programs, Wellness Activities, Seniors, School Children, Developmentally & Physically Challenged, Hearing & Sight Impaired, and even Millennials! Laughter Yoga can be done sitting, standing or laying down, and can even be incorporated into camps and aquatics programs! Because we all laugh in the same language, come and explore the low-cost, easy-to-implement way to bring unconditional laughter to YOUR community!

- Participants will gain an understanding of WHY Laughter Yoga is a powerful tool for P&R Agencies.
- Learn the basics of leading an exercise, and how to modify any activity into a laughter activity.
- Walk away with at least three (3) practical tools to incorporate laughter exercises immediately into one or more of their agency programs.

RECREATION BONDS

FIREWEED ROOM

HUGH LESLIE

In 2016 the Mat Su Borough sought and passed a \$22 Million recreation bond. This seminar will show you how they did it, the successes, the progress and the mistakes they learned along the way.

- Identifying the need of Recreation Bonds.
- Presenting the project to the public.
- Understanding how to gain buy in, pitfalls/failures.

FAIRBANKS TRAILS CHALLENGE- BUILDING LOCAL TRAIL ADVOCACY AND COMMUNITY

BOARD ROOM

BRYANT WRIGHT

The Fairbanks Trails Challenge is a biannual program designed to get Fairbanks residents onto local trails and share their experiences with one another. By providing structure, goals, wayfinding information, prize incentives, and a user forum, the Trails Challenge has introduced many locals to Borough trails and reinvigorated regular trail users to explore new places. The Trails Challenge has grown tremendously in the last two years, largely thanks to the social media component of sharing participant experiences. With a little planning and a low budget this program can be easily implemented in other communities or recreation areas. But be forewarned, the program just might explode into something huge!

- Understand the unique trail management challenges faced by Fairbanks and other communities.
- Learn how our Trails Challenge program helps overcome management and visitor challenges.
- See that a similar program might work for your community.



ALL-CONFERENCE SOCIAL

WEDNESDAY, OCTOBER 24TH 6PM-9PM

@ Ursa Major Distilling at Arctic Sun Virtual Reality

Shuttles depart Pike's at 5:30PM and 6:15PM
Shuttles return to Pike's at 8:15PM and 9PM

**Virtual Reality Games, Hand Crafted Local
Cocktails and Mocktails, Pizza & more!**

POKER RUN LUNCH

THURSDAY, OCTOBER 25TH 12PM-2:30PM

We have chosen 6 locations where you can collect up to 10 cards. Two of the locations will allow you to collect more than one card (see handout for locations).

To start:

1. You get to make your own groups
2. Maximum of five people per group

Transportation:

1. Shuttle leaves from Pikes @ Noon, and will drop you off at Golden Heart Plaza
2. Pick-up will be at Golden Heart Plaza @ 1:30 pm or @ 2p, and to return to the conference
3. Or you can provide your own transportation

Other Rules and important points:

When taking a group photo - the photographer is allowed to opt out

When posting to social media - it can be the business's Facebook page or #ARPA2018

Purchases and entry fees will not be required, but feel free to buy something just for fun!

**ONE CARD PER
GROUP PER TASK -
NO CHEATING!**

**PRIZES FOR GROUP
WITH BEST HAND!**





• **EDUCATION SESSION 5**
• **THURSDAY, OCTOBER 25TH**
• **9:30AM - 10:30AM**

PERFECT PITCH: THE ART & SCIENCE OF THE ELEVATOR SPEECH

**BINKLEY
ROOM
CLASSROOM**

MICHAEL BORK

In this interactive and engaging session, you will learn tips and specific techniques to create the perfect 30-second elevator pitch. Through lecture, activities and discussion, participants will explore how to use both art and science to craft an effective sales pitch. By the end of the class each student will take away strategies on how to tell their own unique story in a way to make people say, "tell me more!"

- Understand the "Art" of the pitch, and the psychology involved in grabbing attention.
- Articulate the "Science" of a well-crafted elevator speech.
- Learn how to design a customizable 30-second pitch that can be used to sell anything.
- Become more confident in the ability to talk about and sell themselves!

RISK MANAGEMENT FOR PRACTITIONERS

**FIREWEED
ROOM**

JASON MAGNUM

Risk Managers and attorneys are often seen as "Enemies of Fun" to Parks and Recreation professionals. Proper risk management, however, is an essential management skill, and when properly understood adds value to our Parks and Recreation operations. This session will focus on Risk Management for beginners: programmers, supervisors, and management. We will explore risk management issues common to parks and recreation, and explore key elements and strategies for developing a Departmental Risk Management Plan.

- Define key terms related to Risk Management for Parks and Recreation for all three phases of Risk Management.
- Outline (Discuss) reasons why City Parks and Recreation Departments may become a target for law suits.
- List key elements to be included in a Risk Management Plan.

BUILDING RELATIONSHIPS WITH YOUTH AND TEENS WHO HAVE EXPERIENCED TRAUMA

**BOARD
ROOM**

JOSIE MCCLAIN

Using several sources we will discuss trauma in youth and teens. Developing a trusting relationship with kids who by nature don't trust is difficult but with some basic background you may be able to break down those walls and begin to help these kids become productive community members.

- Be able to identify if the behavior is environmental or emotional?
- Acquire skills in communication that you can use immediately to begin to develop a trusting relationship with kids.
- Learn about leveled responses to various situation.



• **EDUCATION SESSION 6**
• **THURSDAY, OCTOBER 25TH**
• **10:45AM - 11:45AM**

PEACEFUL LEADERSHIP

DONNIE HAYES

**BINKLEY
ROOM
CLASSROOM**

How finding a peaceful heart can lead to stronger leaders, better work environments, and opportunities for growth. We will explore how to recognize during conflict when your heart is at peace or at war and how to encourage peacefulness during stressful times.

- Address what happens during conflict and how self deception steps in.
- Work on recognizing when you are at peace vs at war.
- Offer coping mechanisms to help find peace within ourselves and see others for who they are and not as objects.

SAVING RENO: A GUIDE TO PROGRAMMING RECREATIONAL ESCAPE ROOMS

DONNIE WOOD

**FIREWEED
ROOM**

The smallest department in the state of Alaska has utilized their pool deck and facility for additional, non-traditional programming. Patrons have a set time to complete a series of riddles and locate hidden objects within the facility to accomplish a goal. The goal for the current opportunity in Bristol Bay is Saving Reno.

- Understand the cognitive benefits in doing puzzles.
- Learn how to utilize your existing space for recreation programming
- Learn what an escape room is and how you might be able to include non-traditional programming in traditional spaces.

CASE STUDIES IN AQUATIC EMERGENCY CARE

JOE STEFANYAK

**BOARD
ROOM**

This session will take a look at Emergency Care as it relates to the aquatic environment/aquatic incidents, and will discuss the details of specific actual events, the care provided, and the results/outcomes of the incidents themselves and the care provided. Will include exciting new successes/tools in resuscitation.

- Identify causal factors related to past incidents.
- Explain the outcomes of past incidents and how the incident details had an effect.
- Recognize new therapies that are being used to care for patients suffering from drowning.
- Apply learning to evaluation of their operation.



• **EDUCATION SESSION 7**
• **THURSDAY, OCTOBER 25TH**
• **2:30PM - 3:30PM**

HOW & WHY SHOULD WE ADD A SUMMER ART CAMP?

**BINKLEY
ROOM
CLASSROOM**

D'ANN HAYES

Expand your customer base! Families experience your staff and facility first-hand. This class will show you various art projects that make a summer art camp and demonstrate ideas to use during the camp.

- Attract new people to your rec program.
- Add love of art and depth to your program.
- Learn about projects that can be added into a summer art camp.

ALL AGES, ALL ABILITIES, ALL THE TIME

**FIREWEED
ROOM**

KARL CROFT

TIM BARRETT

Parks today face the challenge of providing environments where all visitors can feel safe, secure and fully engaged. Universal design increases usability, safety, health and social participation. Discover how applying the principles of universal design can ultimately contribute to social equity and social sustainability. Playground Planners will be provided practical examples of how to create park and recreation spaces that encourage health and wellness for individuals of all ages and abilities.

- Understand concepts of social equity and social sustainability and how they are supported by Universal Design.
- Learn the history and evolution of Universal Design as compared to accessible design (ADA compliant design) in the context of architecture and landscape architecture.
- See how the goals and principles of universal design contribute to a park design that goes beyond accessibility and encourages inclusion.
- Understand the concepts of social equity and social sustainability is important to the long term success of parks.

MARKETING FOR PARKS AND RECREATION: TRENDS, TRAPS & TOOLS

**BOARD
ROOM**

LAUREN ECK

It's important to gain exposure for your programs and events, but Parks and Recreation organizations usually have a limited budget for marketing. To make marketing less overwhelming, learn about the best (free!) marketing tools, recent trends and avoidable traps. Fill up your marketing toolbox!

- Identify core concepts of marketing and the role of marketing in parks and recreation.
- Understand trends and traps in recreation marketing.
- Knowledge of free tools and websites to promote programs.

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• **EDUCATION SESSION 8**
• **THURSDAY, OCTOBER 25TH**
• **3:45PM - 4:45PM**

DITCH YOUR MANAGEMENT STYLE (AND ADOPT A LEADERSHIP PHILOSOPHY)

JASON MAGNUM

**BINKLEY
ROOM
CLASSROOM**

How can we steer the ship, when we are too busy keeping it afloat? In a time where departments are instructed to "do more with less" and "find a way," leadership often takes a back-seat to daily management tasks. Leadership, however, can and should be found at all levels of the organization. Individuals need to understand what leaders do, and how to develop a leadership philosophy that will guide them as they strive to be effective leaders.

- Identify 5 characteristics of effective leaders.
- Outline key components of an effective leadership philosophy.
- List specific steps to further develop leadership effectiveness.

AMERICAN RED CROSS - SOLUTIONS TO COMMON CONCERNS

BRIAN HOFFMEISTER

**FIREWEED
ROOM**

Session will cover solutions to common issues affecting the aquatics industry with information on expanding programming, finding staff, and reducing your facilities risk.

- Identify additional methods for hiring, training, and developing staff.
- Identify additional programs targeting various age groups.
- Identify methods for reducing aquatic facilities risk.

SENIOR EXERCISE

ROGER BLAKELY

**BOARD
ROOM**

Come join me for a 45-minute senior exercise program that you can use to promote healthy living for Seniors. Doing these exercises will get seniors of the couch and into an active living lifestyle. We will work out together so bring some water and enjoy the workout. Handouts on the exercise circuit will be given out at the class.

- Gather the tools to have a good senior exercise program to use to get older adults active and into a healthy life style

EXPO EXHIBITORS



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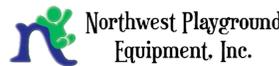
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2018 ARPA CONFERENCE PRESENTERS

TIM BARRETT



TIM BARRETT has worked for Landscape Structures and within the playground industry for close to 23 years and has traveled throughout North America and Asia presenting on key topics that impact the playground industry. Through the 23 years Tim and his wife Monica have raised three active kids and play has always been a great part of parenting and his personal life. Through his travels both presenting and representing Landscape Structures Tim has realized the importance of education and knowledge based consulting in designing, manufacturing and installing quality play environments. Tim has presented on over 320 occasions in the past 23 years and has been known to be very energetic animated during his presentations with the audience. Passion is the hallmark of what Tim infuses into his seminars and presentations. Stories are relevant and memorable and examples are current and applicable to the subject.

ROGER BLAKELY



ROGER BLAKELY is the Director of Parks, Culture, and Recreation for the City of Unalaska. Roger has been active in Recreation for over 25 years and is most interested in exercise and longevity of life through focused exercise programs. For the last two years, Roger has done studies and has gathered together focus groups to test his ideas about what exercise is best of all ages of the population. This year has been focused on senior exercise. The oldest member of his focus group is 75 years old. Roger loves to paint and make sea glass art.

MICHAEL BORK is the Parks and Recreation Director for the Fairbanks North Star Borough in Fairbanks, Alaska. In addition to 18 years of municipal parks and recreation experience, Michael is a specialist in laughter, positive psychology, and stress reduction in the workplace. Michael is a Certified Laughter Yoga Leader and has a Master's Degree in Industrial & Organizational Psychology. His goal is to teach people how to live and work better through a process he calls "Laughtership!"



MICHAEL BORK

BRIAN CHARLTON is a Park Project Coordinator for the Fairbanks North Star Borough Parks and Recreation Department. He has six years of experience with vehicle and trail counters to document park use. Most projects present new challenges with implementation. If we are willing to reach out to others and "Keep moving forward!" a solution that fits your needs can be found. Brian is a lifelong Fairbanksan who prefers to be outside working on his homestead, on the trail skiing or hiking, or on the trampoline with his kids. He can be reached at bcharlton@fnbs.us.



BRIAN CHARLTON

JEFF DICK has been employed as a Certified Therapeutic Recreation Specialist with Challenge Alaska since 2005. He has been involved with the creation and ongoing facilitation of the Paralympic Sport Alaska program which remains the only one of its kind in the state of Alaska. He has worked across a variety of settings in health care and human services since the late 1980's and is passionate about the subject of inclusion in recreation. You can reach him at jeff@challengealaska.org



JEFF DICK

LAUREN ECK is a Recreation Specialist III for the Fairbanks North Star Borough Parks and Recreation Department. Lauren graduated from The Pennsylvania State University in 2016 with a degree in Recreation, Park and Tourism Management. She started her recreation career in Arizona, before relocating to Alaska. Lauren is passionate about programming, graphic design and special event planning. Her two favorite events to plan in Fairbanks are the Roll, Run & Row Triathlon and Halloween Trick or Treat Town. Lauren enjoys traveling, skateboarding and coaching youth soccer. She can be reached at leck@fnbs.us.



LAUREN ECK

D'ANN HAYES is the founder of Ink It up Designs, a promotional consulting and marketing firm. D'Ann also serves as the Area Director for BNI in Northern California inspiring entrepreneurs in the day to day running of their business by referral. Creativity is where she excels and she loves to play in all things "paint!" In her company they say "If you can think it, we can ink it!" You can reach her at DHayes@InkItUpDesigns.com



D'ANN HAYES

DONNIE HAYES has been involved in Recreation Management for almost two decades. He remembers his first introduction to the field was as an Aquatics Director for a Boy Scout Camp on Catalina Island off the coast of California. Over the years his love for the sounds of laughing kids, smiling parents, and community fun hasn't waned. He continues to love the joy that comes from providing community members opportunities for growth, excitement, competition, and wholesome fun. Over the years Donnie has learned the keys to success from attending conferences as an employee in the states of Utah, Idaho, and Alaska. The ability to learn from such a diverse group of instructors and professionals has given him a wonderful base that helps him lead at home, at work, and during PLAY. Donnie hopes that each of you enjoy playing along with him.



DONNIE HAYES

BRIAN
HOFFMIESTER



BRIAN HOFFMIESTER is a Lifeguarding and Water Safety subject matter expert with the American Red Cross. In his role as Aquatics Executive he partners with pools throughout Alaska and the Pacific Northwest to help make facilities safer and improve access to quality water safety education. Brian lives in beautiful central Oregon where he spends his time climbing and skiing with his wife Charlie and 1 year old son Oryn.

HUGH
LESLIE



HUGH LESLIE has been the Recreation and Library Services Manager for the Matanuska Susitna Borough since 2012. He received a degree in 1989 from Lake Superior State University in Recreation Management with a minor in Business Administration. His entire career has been in the field of Community Recreation starting out doing programming work for sports, special events, and youth. Afterwards he moved on to Directorships for several municipalities in the State of Michigan before leaving and moving to Alaska. He currently resides in Palmer.

JASON
MANGIM



JASON MAGNUM has worked for over 20 years as a Parks and Recreation Professional in both the public and private sector, and currently serves as the Parks & Recreation Director for Missouri City, Texas. Prior to coming to Texas, Jason was the Executive Director of the DeKalb, Illinois Park District and worked as Parks & Recreation Director in Novi, Michigan and Show Low, Arizona. In addition, he has worked for the Cities of Mesa, and Peoria, Arizona. Along the way he became a certified ropes course facilitator, Leave No Trace Trainer, and master scuba instructor. He earned a Bachelor's Degree in Communication and a Master's Degree in Recreation from Arizona State University. As the father of 5, his hobbies consist of watching his kids do things.

JOSIE
MCCLAIN

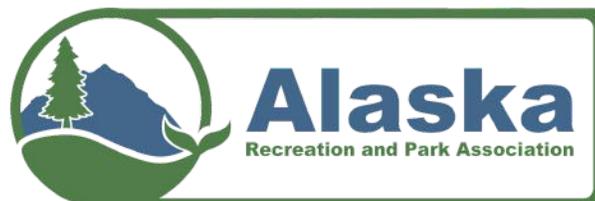


JOSIE MCCLAIN is the coordinator for the Teen and Youth Center in Seward, AK. She has lived in Alaska for 20 years. Josie has been a teacher or recreation provider for nearly 35 years if you count her years as a lifeguard and swim teacher at the age of 16. Her years of working with kids have given her great insight on how to assist the behaviorally challenged child to be incorporated into main stream programs. Josie wishes to share with you to help the transition for you and the children or adults with behavior issues join in our programs. Much of her presentation is based on a Trust Based Relational Intervention (TBRI) course she has taken.

ERICA
MCDANIEL



ERICA MCDANIEL is the creator of the Women in the Wilderness program for the United States Air Force. She has developed multiple programs that have been adapted at military installations around the world. As a Master Resiliency Trainer, she is known for her ability to connect outdoor adventure with the readiness and resiliency of our service members and their families. Erica currently serves as the Program Manager of the Last Frontier Community Activity Center within the Morale, Welfare and Recreation team at Fort Wainwright, AK. She can be reached at Erica.L.McDaniel5.naf@mail.mil.



JOE STEFANYAK is Senior Director at Ellis & Associates, an Aquatic Safety & Risk Management Consulting firm that provides solutions to the many challenges Aquatic Facility Operators face and who's mission it is to eliminate drowning and catastrophic injuries in aquatic facilities around the world. Joe is widely recognized as a leader in the aquatics industry, speaking at various tradeshow and conferences, and for the last 30+ years serving as an advocate for facility operators through his involvement in the MAHC/CMAHC, ASTM, IAAPA, WWA, NAARSO, NDPA, WAHC, and AOAP. Joe's true passion lies in the outdoors, and he is an avid hunter and fisherman, spending as much of his free time as he can at his cabin in the woods in the mountains of his home state of Pennsylvania, and he looks forward to his visit to Alaska each year, as there is no place on earth with more of the great outdoors than the "Last Frontier". He can be reached at joe.stefanyak@jellis.com



JOE STEFANYAK

STEVE TAYLOR is the Recreation Superintendent for the Fairbanks North Star Borough Parks & Recreation Department. Over the past 10 years he has helped develop recreation areas and implement new recreational programs in Interior Alaska. He believes that quality recreation facilities and opportunities build a stronger, healthier and more vibrant community. He is always up for a ski, hike or paddle adventure and most any project that involves welding. He can be reached at staylor@fnsb.us.



STEVE TAYLOR

KATE THOMAS started her Alaskan career in 2007, with a degree in Adventure Tourism and Business Operations from the College of the Rockies in British Columbia. Kate has worked as a backcountry canoe, kayak and hiking guide for high end clients and behavioral health programs serving at-risk youth. Kate's experiences in the wilderness have transformed her into a tenacious creative mentor and leader with an ability to build healthy professional and personal relationships and understand progress and relationship barriers while implementing sustainable solutions. She currently resides in Wrangell and has served as the Parks and Recreation Director for the Borough since 2015. Kate is passionate about making small Alaska communities a better place to live, love and work, and focuses on finding ways to incorporate the best into services for all demographics in Wrangell. Kate's love for Alaska is etched in stone with many promises to be.



KATE THOMAS

DONNIE WOOD is the Parks and Recreation Director for Bristol Bay Borough. He is going into his fifth year in this current position. Donnie's department is a FT staff of 2, an occasional intern and a couple of high school lifeguards. In one day, Donnie can go from life guarding to hosting a public forum, managing a swim team, organizing an event, life guarding, mopping a floor, cutting shrubbery off of a trail, life guarding, scrubbing locker rooms, responding as a volunteer EMT, putting out fires (real and figurative) and everything in between. He really enjoys programming above all of these. Donnie has decked his pool out as an escape room and survivor course for teenagers. His new found philosophy is "You are either in, or you are in the way."



DONNIE WOOD

BRYANT WRIGHT is the Trails Coordinator for the Fairbanks North Star Borough Parks and Recreation Department. Whether he's helping establish trail easements, working with trail volunteers, coordinating grant projects, designing trail maps, or leading the Fairbanks Trails Challenge, Bryant is dedicated to getting the Fairbanks community outdoors to explore and have fun. Bryant grew up in Fairbanks, AK and Tulsa, OK and enjoys running and skiing the local trails and exploring Alaska's backcountry. He can be reached at bwright@fnsb.us and 907-459-7401.



BRYANT WRIGHT

**THANK YOU TO ALL 2018
CONFERENCE PRESENTERS!**

ANNUAL MEETING AND AWARDS BANQUET

- 6:00PM Cocktail Hour, Silent Auction
- 7:00PM Dinner Served
- 7:30PM Annual Meeting and Awards
- 8:15 PM Silent Auction Ends

ANNUAL MEETING AGENDA

- I. Call to Order – Welcome of Membership
- II. Approval of Minutes of Last Year's Annual Meeting
- III. Action Items
- IV. Reports to the Membership
 - a) Treasurer's Report
 - b) Introduction of Committee Chairs
 - c) Membership Committee Report
 - a) Presentation of New ARPA Membership Structure
- V. Installation of Officers
- VI. Presentation of Awards
- VIII. Proclamations
- IX. Open Forum for Member Comments
- X. Adjourn

PLEASE JOIN US IN WELCOMING
THE NEW ARPA PRESIDENT...



**DONNIE
HAYES**

A HUGE THANK YOU TO THE
OUTGOING PRESIDENT

WENDY CLUBB

Please extend your appreciation for the amazing
work Wendy has done for ARPA as president.



SILENT AUCTION

All of the proceeds from the Silent Auction go to the ARPA Scholarship Fund! ARPA Scholarships are available to any ARPA Member in Good Standing, and may be awarded for professional development and to help offset the cost of attending the annual conference.

**SILENT AUCTION STARTS NOW! AUCTION CLOSSES
AT 8:15PM ON THURSDAY, OCTOBER 25TH.**



ANNUAL ARPA AWARDS

The recognition and celebration of excellence within the field of Parks and Recreation is the sole purpose of the ARPA Awards committee. This group of volunteers undertake the difficult task of reading through the numerous qualified candidates each year in order to bestow most deserving professionals the honor of one of the following awards.

We invite you to take a moment and nominate a deserving co-worker, employee, volunteer or supervisor. So many of our co-workers are deserving....here's your chance to give them the recognition they deserve.

PROFESSIONAL AWARD

This is the highest recognition that ARPA can bestow upon a deserving candidate. The person will be carefully chosen. In considering a candidate for the Professional Award, he/she must meet the qualifications as set forth in the criteria for this high award.

- Must be an ARPA member
- Minimum of 10 years of experience in the field.
- Demonstrated leadership role:
- Must complete five of the nine categories listed below:
 - An elected officer in ARPA (Name office held and year)
 - An elected office holder in NRPA or affiliated society (Name office held and year)
 - Chairman of a committee in ARPA. (Name committee and year)
 - Chairman of a committee in NRPA. (Name committee and year)
 - Representative of the Regional Council of NRPA or affiliated Society. (Name region and year)
 - Committee work with local, state, national organization which is affiliated with or promoting same objective as ARPA. (Name committee and organization.)
 - Five or more speeches on recreation and parks before groups or conventions, assemblies, luncheons, radio or television presentations, and such other meetings held in interest or promotion of recreation and parks. (State when and where.)
 - Systematic research which has helped advance the profession. (List research and how it appeared.)
 - Books published or articles written on recreation or parks for handbooks, newspapers, magazines, etc. (List books, articles, and publications name, publication dates.)

NEW PROFESSIONAL AWARD

These professionals are not necessarily the superintendents or leaders that have been visible in the field, but are the "up and coming" leaders. They should possess all of those qualities and talents that will eventually place them in the top leadership, but at this time in their careers, they are climbing.

- Must be a member of ARPA.
- Minimum 5 years of experience as a leader, instructor, supervisor, administrator, consultant, or a combination of these services in the field of parks/recreation.
- Contributed to the profession through allied fields of arts, crafts, sports, health and safety education, design, park maintenance, horticulture, education and consulting services.
- High recommendations and respect from staff within the agency the individual now works.

BOB ROBERTSON SERVICE AWARD

This award is for service to the Alaska Recreation and Park Association by members of the association. These are the people that volunteer to be on committees, to work with their sections, to help with conferences and workshops and generally are the backbone of the Association. This award was approved by the Board in 1995. It is a Board Award in that the nominees are selected only by the ARPA Board. (This award requires an application be completed by the nominee)

ARPA APPRECIATION AWARD

Created in 2010, the rare ARPA Appreciation Award is nominated by an ARPA Board Member who has noted special skills and contributions. As an example, if a Conference Host Operations Chairperson manages a successful conference, a person who completes this task four times and each time raises the standard of excellence, he or she may be awarded the ARPA Appreciation Award.

- The recipient shall have been a life-time member either by category or practical assessment
- Shall have been an active ARPA member for more than one decade
- Shall have served in multiple positions on the Board or within a Section
- High recommendations and respect from staff within the agency the individual works



LIFETIME ACHIEVEMENT AWARD

Created in 2007, the Lifetime Achievement Award has been presented only three times in ARPA's young, 35-year history. The first recipient was Nancy Peterson who, having left the field of parks and recreation earlier in her career, maintained professional and personal relationships within ARPA and NRPA. She continued to serve in one of the most time-consuming ARPA Board functions: Treasurer. While serving the Board as Treasurer, Nancy continued to mentor and train incoming Board members. The second award was presented to ARPA Founder, Bob Robertson, who is known as the Father of ARPA. Bob served as ARPA president and chaired, co-chaired and mentored subsequent ARPA Committee Chairs. The above two examples are the types of contributions a Lifetime Achievement Award winner will have made.

A recipient who receives this award shall have made note-worthy and measureable positive contributions to ARPA. Past recipients have made contributions such as procedures manuals, template formatting, led a specific campaign or training or other such tangible results. LAA winners have created, chaired and then bequeathed ARPA standing or special committees. While many ARPA members are willing and able to contribute monumental services, a recipient of this LAA has volunteered to serve in the most demanding of offices and ARPA work.

- The recipient shall have been a life-time member by either category or practical assessment. Shall have been an active ARPA member for more than two decades.
- Shall have served as ARPA President
- Shall have served in multiple positions on the Board
- Meets the minimum criteria of the ARPA Professional Award (or has received this award.)

OUTSTANDING ORGANIZATION AWARD

This award recognizes the agencies, departments, and organizations that make great contributions to their community and to the improvement of recreation in Alaska. Clubs, federal and state agencies, municipal departments, and not-for-profit organizations are eligible. The Awards committee will select the organization that most reflect outstanding contributions to their community or the state of Alaska.

Remember to submit your award recommendations for next year!

2016 AWARD RECIPIENTS (Awarded in 2017)

Professional Award - Jason Avery, Fairbanks
New Professional Award - Ricky Borland, Fairbanks
Bob Robertson Service Award - Maggie Wilkins, Boys & Girls Club, Seward
Lifetime Achievement Award - Helen Clough, Juneau
Distinguished Service Award - Gold Rush Days Inc., Valdez
Outstanding Organization Award - Seward Prevention Coalition
Facility Excellence Award - Aquatic Center, City of Unalaska & Jim Creek ATV Trails
ARPA Outstanding Business Partner Award - ExerPlay, Farrell Smith

DISTINGUISHED SERVICE AWARD

This achievement award is given to a deserving individual and / or groups whose voluntary contribution of time and effort over the years has improved the quality and quantity of leisure opportunities through park, recreation, and conservation projects on the local, state, regional, or national levels. Membership with ARPA is not required, but the candidate shall have contributed through:

- Voluntary contributions to parks, recreation and conservation movement over a period of two or more years.
- Active work for significant legislation at local, state, and nation levels.
- Service to park and recreation and conservation movement through public service or membership in other organizations or other endeavors outside parks, recreation and conservation field.
- Possible literary contribution to parks, recreation and conservation field.
- Development of equipment apparatus or design and layout of facilities.
- Generous grants of land, money, equipment, scholarships or other gifts that affect the field.
- Any other contribution made in the interest of the parks and recreation profession.

ARPA OUTSTANDING BUSINESS PARTNER AWARD

The purpose of this award is to annually recognize one (1) outstanding business partner that has supported ARPA and its mission. This support can be shown in any manner. Created in 2015, the ARPA Business Partner Award nominations are made by any ARPA Board member, and the board must approve with a majority in favor. A recommendation will then be made to the Awards Committee Chair for concurrence.

FACILITY EXCELLENCE AWARD

This award recognizes significant new projects, major renovations, or long-term performance as a flagship of recreation. Any facility from any area of recreation, from trails to aquatic centers, is eligible. Created in 2010 for the 2009 year. The Awards committee will select the facility or facilities that most reflect positive changes.

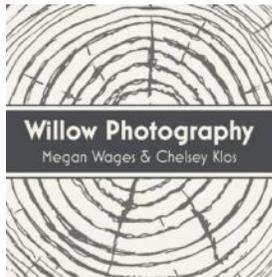


**A HUGE THANK YOU TO THE 2018 CONFERENCE
PLANNING COMMITTEE. YOU ROCK!**

MICHAEL BORK
DONNIE HAYES
STEVE TAYLOR
JOHN HAAS
MICHELLE LEONARD
DAVE JONES
EVE KARCZMARCZYK

SANDY HARRINGTON
JASON JONES
TIFFANY CORRIGAN
BRIAN CHARLTON
ROBYN DICK
AMY CHAUSSE
LAUREN ECK

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