



Alberta  
Recreation & Parks  
Association



# ARPA CONFERENCE AND ENERGIZE WORKSHOP

Fairmont Chateau Lake Louise  
Lake Louise, Alberta  
October 27-29 2011  
[www.arpaonline.ca](http://www.arpaonline.ca)

RECREATION AND PARKS...  
BRINGING

# Quality<sup>TO</sup>Life 2011



Government  
of Alberta

# CONFERENCE AT-A-GLANCE

## 2011 ARPA Conference at-a-Glance

Thursday, October 27	Done by 4:00pm	<b>PC1</b> Positive Youth Development- From Paper to Practice <i>Marion Price &amp; Brenda Whitehead</i>		<b>PC2</b> Planning for Conservation and Bio-Diversity in Municipalities <i>Chris Manderson, Grant Pearsell &amp; Shari Clare</i>		<b>PC3</b> Leading with Creative Intention <i>Karen Driedger</i>		<b>PC4</b> Eco-Energy Workshop <i>Bob Hawkesworth, ARPA Infrastructure Committee &amp; municipal representatives</i>	
	5:00 - 6:00pm	Cocktail Reception							
	6:00 - 8:00pm	Opening Ceremonies Banquet/ Keynote Address <i>In Praise of Slow and the Future of our Children – Carl Honore</i>							
	8:00 - 11:00pm	Entertainment (Wayne Lee)							
Friday, October 28	7:00 - 8:30am	Breakfast				Energize Breakfast – Bob Hawkesworth (TAME Program)			
	8:30 - 9:30am	Plenary Session – National Recreation Summit Highlights and Learnings – Brian Johnston & Dr. John Crompton							
	9:30 - 9:45am	Transition Break							
	9:45 - 10:45am	<b>A1</b> The New Canadian Physical Act Guidelines: Research Into Practice <i>Judith Down</i>	<b>A2</b> Supporting Festivals and Events <i>Benjamin Brackett &amp; Teresa Byrne</i>	<b>A3</b> Variables and 'Levers' Program and Budget <i>David Hewko</i>	<b>A4</b> AWE.... No Limits <i>Maggie Thompson &amp; Maris Eaton</i>	<b>A5</b> Not Your Parent's Urban Forest <i>Jill-Anne Spence &amp; Jeannette Wheeler</i>	<b>A6</b> The Rationale for Recreation Services for Youth: An Evidence Based Approach <i>Dr. Peter Witt</i>	<b>A7</b> The Power and Potential of Recreation in Aboriginal Communities <i>Brenda Herchmer &amp; Janet Naclia</i>	<b>A8</b> Are We Really Satisfying People's Needs? <i>Dr. Gordon Walker</i>
	10:45am - 11:15am	Refreshment Break							
	11:15am - 12:15pm	<b>B1</b> Re-Thinking Skate Parks – A New Paradigm for Youth Park Development in the Community <i>Trevor Morgan</i>	<b>B2</b> Strengthening the Sport and Recreation Connection <i>Don Hunter</i>	<b>B3</b> Right Field, Right Sport, Right Allocation <i>Graham Jones &amp; Julie Jacks</i>	<b>B4</b> Recreation, Parks and Quality of Life: Lessons from the Town of Okotoks Social Wellness Framework <i>Marleen Morris &amp; Susan Laurin</i>	<b>B5</b> Nature in Your Back Yard: Challenges of Natural Areas Operational Management in an Urban Setting <i>Jenna Cross</i>	<b>B6</b> The Rationale for Recreation Services for Youth: An Evidence Based Approach (cont.) <i>Dr. Peter Witt</i>	<b>B7</b> The Power and Potential of Recreation in Aboriginal Communities (cont.) <i>Brenda Herchmer &amp; Janet Naclia</i>	<b>B8</b> The National Recreation Database: Towards Enhanced Functionality & Relevance <i>Agnis Croxford</i>
	12:15pm - 1:30pm	Luncheon							
	1:30pm - 2:45pm	<b>C1</b> Issues and Opportunities for Recreation Directors in Small & Medium Sized Communities <i>Brenda Herchmer</i>	<b>C2</b> Who are Our Catalysts for Culture? Arts in Action in Rural Alberta <i>Panel</i>	<b>C3</b> Research at the U of A: Lessons for Your Community <i>U of A Research Panel</i>	<b>C4</b> The Business of Artificial Turf from an Owner's Perspective <i>Tim Ward &amp; Mike Gavan</i>	<b>C5</b> Building Healthy Communities Requires Thinking Large and Acting Locally <i>Sandy Bugeja</i>	<b>C6</b> Trends in Active Aging <i>Julie Milinar</i>	<b>C7</b> Afterschool Recreation – A National Perspective <i>Graham Clyne</i>	<b>C8</b> Hockey, It Can Be For Everyone <i>Mike Olesen &amp; Scott Robinson</i>
	2:45pm - 3:15pm	Refreshment Break							
	3:15pm - 4:30pm	<b>D1</b> Issues and Opportunities for Recreation Directors (cont.) <i>Brenda Herchmer</i>	<b>D2</b> Calgary Recreation Master Plan/Okotoks Culture Master Plan – Processes <i>Karen Sveinunggaard &amp; Dale Fea</i>	<b>D3</b> Active Canada 20/20: A Physical Activity Change Agenda for Canada <i>Judith Down</i>	<b>D4</b> The Challenges of Integrated Pest Management in a Park Setting <i>Michael Jenkins</i>	<b>D5</b> Determining the Economic Impact of Community Recreation Facilities & Programs <i>Dr. Jack Vivian</i>	<b>D6</b> A Multi-Perspective Examination of the Draft Lower Athabasca Regional Plan <i>Panel Discussion</i>	<b>D7</b> Using Technology to Help in Delivering Quality Recreation and Parks Opportunities <i>Erik Van den Eyden &amp; Scott Couves</i>	<b>D8</b> Speed-Dating with ARPA Past Presidents <i>ARPA Past Presidents</i>
4:30pm - 6:30pm	ARPA Program Showcase								
6:30pm - 10:30pm	Trade Show (50's Diner Theme) - Dinner, Drinks and Networking								
Saturday, October 29	7:00am - 8:30am	Breakfast							
	8:30am - 9:00am	Plenary Session – Foundations for Delivering Service Excellence – Greg Scott, Elaine Betchinski & Brenda Clarke							
	9:00am - 9:15am	Transition Break							
	9:15 - 10:15 am	<b>E1</b> Bringing Quality to Life Through Municipal Youth Programming <i>Rob Meckling &amp; Lea Norris</i>	<b>E2</b> Environmental Literacy: Essential Learning in the Community <i>Kim McCully</i>	<b>E3</b> Being Smart about Sustainable Design in Your New Facility <i>Mark Hentze &amp; Richard Bolus</i>	<b>E4</b> Be Inspired to Make a Difference! <i>Keith Pattinson</i>	<b>E5</b> Meeting Customer Needs: Using Demographics and Other Data to Understand Your Client Base <i>Dr. Jack Vivian</i>	<b>E6</b> Fulfilling the Promise: Recreation and Parks in Your Community <i>Doug Brimacombe</i>	<b>E7</b> But I've Never Climbed Everest!? Success Notes from a Recovering Small Thinker <i>Michelle Cederberg</i>	<b>E8</b> Trends and Issues for Recreation and Park Services in the Coming Decade <i>Don Hunter</i>
	10:15am - 12:00pm	ARPA Annual General Meeting							
	12:00pm - 1:30pm	Luncheon - ARPA Volunteer Recognition Awards							
	1:30pm to 2:45pm	<b>F1</b> Stress Defence: Combat Tips to Move from Stress to Success <i>Michelle Cederberg</i>	<b>F2</b> Innovative Community Parks Planning <i>Ryan Edwards</i>	<b>F3</b> Experiential Learning Service Excellence Assessment Tool and Action Plan <i>Brenda Clarke, Greg Scott &amp; Brenda Herchmer</i>	<b>F4</b> Are you Wired? Using Social Media to Market your Facilities, Programs & Events <i>Brad Linn &amp; Paul Newmarch</i>	<b>F5</b> Quality Food for a Quality Life <i>Barb Thompson</i>	<b>F6</b> Take Better Pictures <i>Marlene Hielema</i>	<b>F7</b> Go Play Outside! Hike in the Lake Louise Area <i>Activity Leaders</i>	<b>F8</b> ARPA Past Presidents – 60 Years in 60 Minutes <i>ARPA Past Presidents</i>
	2:45pm to 3:15pm	Refreshment Break							
3:15pm to 4:30pm	Closing Keynote <i>Rituals of High Performance® for energy-strapped professionals – Rhonda Victor</i>								
6:00pm Dinner	ARPA Presidents Awards Banquet								
8:00pm to 11:00pm	Duelling Pianos								

1.0 CPLS Credit	1.5 CPLS Credits	4.5 CPLS Credits	No Credits
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Content Especially Relevant to Energize Delegates



Student Recommended Sessions



Parks Stream Sessions

# GREETINGS

## ARPA President's Invitation



The 2011 Alberta Recreation and Parks Association (ARPA) Conference and Energize Workshop once again returns to the elegant Fairmont Chateau Lake Louise nestled alongside the stunning waters of Lake Louise. Our conference attracts over 450 delegates and provides a venue where professionals, practitioners, leaders, students, volunteers, and decision makers in the recreation and parks industry in Alberta can come together for three days of learning, energizing and networking.

This year we are celebrating our 60th Anniversary with the theme being "Recreation and Parks... Bringing Quality to Life". Our Organizing Committee is committed to creating an exciting learning environment for personal and professional growth in our industry and will challenge delegates and speakers to embrace the importance of partnering across boundaries and silos as never before to tackle the complex issues that are involved in enhancing Alberta's quality of life.

This year's Organizing Committee has worked diligently to provide an excellent educational program with two dynamic keynote speakers plus over 45 breakout sessions to choose from. The Opening Keynote, Carl Honore, will enlighten us with "In Praise of Slow" while our Closing Keynote Speaker, Rhonda Victoor will share her "Rituals of High Performance© for energy-strapped professionals". This year will also see the addition of two plenary sessions that will provide highlights from two very important undertakings by ARPA. The first will see Brian Johnston and Dr. John Crompton provide highlights and learnings from the National Recreation Summit event that is immediately preceding the Conference. The other plenary session will introduce and inform members to the Service Excellence Program that has been in the works for the past two years.

As always, our social events provide the opportunity for fun, relaxation, and networking. Following the Keynote on Thursday night, world renowned hypnotist Wayne Lee will provide laughs and entertainment. For the trade show on Friday night, we will take a walk back in time to a 50's diner and to celebrate ARPA's 60th Anniversary. Following the President's Banquet on Saturday night, we will wrap things up with a fabulous dueling pianos show and dance.

On behalf of the ARPA Board of Directors and Staff, I welcome all delegates to the Conference and trust that you will find our 60th Anniversary to be a thoroughly enjoyable and rewarding experience.

A handwritten signature in blue ink that reads "Terry Welsh".

*Terry Welsh*  
ARPA President

## Message from the Honourable Cindy Ady Minister of Tourism, Parks and Recreation



On behalf of Premier Ed Stelmach and the Government of Alberta, I am very pleased to invite you to the 2011 Alberta Recreation and Parks Association Conference and Energize Workshop in beautiful Lake Louise.

This year's theme is Recreation and Parks... Bringing Quality to Life, a theme that calls on all disciplines to come together to improve and enhance the "whole" community.

Bringing together the province's best and brightest from the parks and recreation field is an opportunity to find solutions and break down barriers that will benefit individual and community wellbeing. Your contributions will be invaluable as we work to further enhance the quality of life for all Albertans.

Thank you to the organizers and volunteers for your tremendous efforts in putting on this conference.

All the best for a successful conference!



A handwritten signature in black ink that reads "Cindy Ady".

*Cindy Ady*  
Minister of Tourism, Parks & Recreation

# CONFERENCE

## OVERVIEW



### Recreation and Parks... Bringing Quality to Life

The 2011 ARPA Conference Committee is committed to bringing together a diversity of attendees to discuss and share current and innovative topics, extraordinary techniques and unique practices. This year ARPA is celebrating 60 years as a strong focused provincial organization - our theme and our history will no doubt lend itself to an incredible educational event... and recollections.

The Conference aims to provide a focal point for individuals and organizations to come together as we seek to create a more sustainable future. Of particular interest are sessions that address the big shifts in thinking that will lead to innovative and transformational action. Recreation & parks can play a more vital role in creating an Alberta we can be both proud of and would want to bequeath to generations to come.

To achieve quality of life for all, we need to partner across boundaries as never before to tackle the complex issues that are involved in enhancing Alberta's quality of life. The 2011 Conference Program calls on all disciplines that share a passion for improving and enhancing "whole" community and individual citizen growth and development.

The conference theme reminds us ultimately that "quality of life" is an outcome we all share. Think of the work towards enhancing the quality of life in Alberta as one big puzzle. Working alone, holding only some of the puzzle pieces, we may never see the big picture. By working together we have a greater impact on those citizens and communities we work with and support.

### Energize Workshop

The Energize workshop and ARPA Conference will focus on a solid program for elected and appointed officials that will combine learning from our history with the sharing of current practices and create the recreation and park opportunities we want for our communities in the future. This year, ARPA, Alberta Tourism, Parks and Recreation and the Alberta Sport, Recreation, Parks and Wildlife Foundation are celebrating 17 years of partnership between the ARPA Conference and the Energize Workshop. The program was integrated into the conference in 1995 through a partnership between Alberta Community Development (ACD) and the ARPA; it has thrived and is now a key component of our concurrent sessions. The Conference Planning Committee and the Energize Advisory Committee have put together a program that will engage Municipal Councilors, volunteer board members and practitioners to look at the possibilities and new ideas that can be brought to their communities. It also provides us with the opportunity to recognize four Albertans who have made significant contributions to the development of recreation in their communities through the Recreation Volunteer Recognition Awards, and to recognize individuals through the ARPA awards.

### Energize Breakfast – Friday, October 28th at 7:30 AM



Join former AUMA President Bob Hawkesworth as he introduces and discusses the new Taking Action to Manage Energy (TAME) Buildings Initiative being introduced by the Municipal Climate Change Action Centre (MCCAC). Bob will provide an overview of the TAME Buildings Initiative which offers municipalities reports on facility energy use and matching grants for professional energy assessments. The program aims to spur the retrofit of municipally-owned facilities to improve energy performance and to save operating costs.

# PRE-CONFERENCE WORKSHOPS

## PCI - Positive Youth Development: From Paper to Practice

*Thursday October 27th, 2011*

*10:00 a.m. to 4:00 p.m.*

In this full-day session, you will receive training to enable you to deliver the full-day workshop called Positive Youth Development: From Paper to Practice. This session is particularly suited to those with previous training and youth-work experience. The workshop includes information and activities on positive youth development, adult-youth partnerships, resiliency, the 5 Cs, and more. Created by Parks and Recreation Ontario, 8 trainers have presents this workshop to more than 700 recreation, public health, community agency, education and sports staff in 25 Ontario communities. Individuals from across the country are encouraged to take this training and bring the power of Positive Youth Development to your local and provincial community.

**Session Speakers:** *Marion Price & Brenda Whitehead*



## PC2 - Planning for Conservation and Bio-diversity in Municipalities

*Thursday October 27th, 2011*

*10:00 a.m. to 4:00 p.m.*

The workshop will focus on planning for the conservation of natural areas and biodiversity in municipalities. It will provide an overview of relevant concepts in planning and conservation design, legislation, tools and case studies. Topics to be covered include:

- Principles of conservation planning – ecosystems, landscape ecology, basic concepts
- Why should municipalities do conservation planning?
- Planning legislation and policy – how land use planning works for and against conservation planning. Overview of relevant legislation (MGA, ALSA, Water Act)
- Planning for Parks in Alberta – How do you put all this together
- Tools for conservation and management – Inventory, monitoring, policy development, Biodiversity programs (e.g. LAB)
- Case studies and examples

**Session Speakers:** *Chris Manderson, Grant Pearsell, and Shari Clare*

## PC3 - Leading with Creative Intention

*Thursday October 27th, 2011*

*10:00 a.m. to 4:00 p.m.*

As recreation professionals we know the benefits and implications of our contributions. As leaders we have the opportunity to be strategic catalysts that challenge, change and optimize advocacy and action. Collectively we are empowered and our nature provides a safe place for others to rise up like acorns cracking open in the heat of a roaring forest fire, we celebrate growth and success, and we continually evolve. Globally we are moving into a world that requires heightened awareness, complexity of thought and creativity in leadership. By using an intentional, experiential approach, we will amplify our leadership impact. Explore leadership with creative intention by using processes that prepare us, opening the floodgates to our existing ingenuity. We will play with proven strategies and experiment with techniques that direct practical, immediate action, analysis and synthesis. An intentional focus on resourceful, imaginative leadership sets us apart, a revolution is underway, and we are leading it! Let's prepare.

**Session Speakers:** *Karen Driedger*



## PC4 - Eco-Energy Workshop

*Thursday October 27th, 2011*

*10:00 a.m. to 4:00 p.m.*

This workshop will provide participants with all of the information, research, case studies, tips and practical tools to return to their communities and implement an energy efficiency plan for their community recreation facility infrastructure. The workshop will begin with an introduction and overview of the new Taking Action to Manage Energy (TAME) Buildings Initiative being introduced by the Municipal Climate Change Action Centre (MCCAC). Bob Hawkesworth will be on hand to provide the overview of the TAME Buildings Initiative which offers municipalities reports on facility energy use and matching grants for professional energy assessments. The program aims to spur the retrofit of municipally-owned facilities to improve energy performance and to save operating costs.

The afternoon will provide both technical and practical presentations on how to begin implementing energy efficient policies, practices and technologies, as well as reviewing several case studies from facility managers from across the province as to what energy efficiency implementations worked best (and also some that did not work out as planned).

**Session Speakers:** *Bob Hawkesworth (AUMA); ARPA Infrastructure Committee Members and municipal representatives*



# KEYNOTE SPEAKERS

## **Carl Honore – In Praise of Slow and the Future of our Children** **Thursday, October 27 6:00 P.M. - 8:00 P.M.**



The world is stuck in fast-forward and paying a heavy price for it. When every moment is a race against the clock, when we forget how to slow down, everyone suffers, especially children. But there is an alternative to today's roadrunner culture. It's called the Slow movement. Slowing down at the right moments, making time for leisure and recreation, can bring more depth, pleasure and meaning to our lives. It can make us more efficient and creative. It can also help us give the next generation a childhood worthy of the name. By unleashing our inner tortoise, we can all work, play and live better.

Carl Honoré is an award-winning journalist and author originally from Edmonton. After studying History and Italian at Edinburgh University, he worked with street children in Brazil. He has covered Europe and South America for the Economist, Observer, National Post and Time Magazine. His first book, *In Praise of Slow*, examines our compulsion to hurry and chronicles a global trend toward putting on the brakes. The Financial Times said it is "to the Slow Movement what Das Kapital is to communism." His second book, *Under Pressure*, explores the good and bad of modern child rearing. His books have been translated into more than 30 languages and landed on bestseller lists

in many countries. Newsweek described Carl as "an international spokesman for the concept of leisure." The Wall Street Journal hailed him as "an in-demand spokesman on slowness." Huffington Post labelled him "the godfather of the Slow movement." Carl lives in London, England with his wife and their two children.

## **Plenary Session – National Recreation Summit Highlights and Learnings** **Friday, October 28 8:30 A.M. - 9:30 A.M.**

Please join us as National Recreation Summit Conveners Brian Johnston and Dr. John Crompton provide highlights and learnings from this important watershed event. This plenary will overview the Summit process and discussions and more importantly provide an overview of noteworthy preliminary Summit outcomes and perceptions that will have relevance to Alberta's recreation and parks sector and its practitioners. Learn firsthand... right out of the gate what occurred through the National Recreation Summit.

**Speakers: Brian Johnston & Dr. John Crompton**

## KEYNOTE SPEAKERS

### **Rhonda Victoor – Rituals of High Performance® for energy-strapped professionals**

**Saturday, October 29 3:15 P.M. - 4:30 P.M.**

What do most of us really want? Greater success and satisfaction in work and life. True high performers achieve those things with ease. Not because they have special talents or more will power. But because they practise the rituals of high performance.

In this gem-filled keynote Rhonda Victoor will coach us in the rituals we need to be wildly effective and deeply satisfied [what high performance is really all about]. In this program we will be inspired to:

- Build rapport faster and deepen connections at work and at home: entrench rituals of relationships
- Examine where our energy for action is at and exactly how to boost it: create rituals of energy
- Stop tiny-tasking and get clear on true priorities: build rituals of focus

Each one of us will leave with a new, customized ritual that will propel us toward true high performance!

Rhonda Victoor is an expert in the rituals of high performance. It was those rituals that lead her to become the World Effective Speaking Champion after winning competitions in Ecuador (while pregnant) and Japan (only 2 weeks after giving birth to her first child). For the past decade she's coached professionals across Europe, North and South America. When they apply these rituals her clients become wildly effective and deeply satisfied, true signs of high performance.



### **Plenary Session – Foundations for Delivering Service Excellence**

**Saturday, October 29 8:30 A.M. - 9:30 A.M.**

This plenary session will provide an overview of ARPA's new Service Excellence Program (SEP). SEP is a comprehensive system with practical tools to support organizational assessment and development, recognize best practices, and advocate for outstanding contribution of our parks, recreation, arts, culture, sports, fitness and community building services. The increasing economic and fiscal squeeze demands that we prove our value and worth with taxpayers and funders. This program shows how this field's 10 Core Competencies, 88 Practice Guidelines and over 550 Quality/Quantity Indicators PROVES and validates our organizational ability and valuable return on investment. SEP provides a credible and consistent foundation for our planning, budgeting and organizational development strategies.

**Speakers: Greg Scott, Elaine Betchinski & Brenda Clarke**

# SESSION A

FRIDAY, OCTOBER 28

9:45 A.M. to 10:45 A.M.



## **A1 - The New Canadian Physical Activity Guidelines - Research into Practice**

**Speaker: Judith Down**

In 2011 there was a convergence of important events in the world of physical activity promotion in Canada. The Canadian Health Measures Survey shocked us with the low proportion of people who are active enough to get health benefits. Canadians of all ages who are overweight or obese increased to alarming levels. The Canadian Physical Activity Guidelines and the Canadian Sedentary Guidelines for Children and Youth were released. This session will inform participants of the key developments in physical activity research and resources that they will want to be aware of in their practice.

## **A2 - Supporting Festivals and Events**

**Speaker: Benjamin Brackett & Theresa Byren**

Supporting events that impact internal and external partners can be a difficult task for any community. With the approval of a Festival and Event Policy, Calgary has been able to establish an Event Management Strategy that is unique in North America. In this session the event management process implemented by the City of Calgary will be reviewed and crucial steps will be highlighted. By identifying processes for obtaining approvals from civic and provincial partners, as well as outlining communication and documentation processes, this session will provide information that can be implemented by communities regardless of size or geography.

Energize



## **A3 - Variables and 'Levers' – Program and Budget**

**Speaker: David Hewko**

Realizing appropriate, affordable and quality new recreation facilities aren't mutually exclusive goals. If the planning process is non-linear and dynamic, there is greater opportunity for lateral-thinking and re-calibrating expectations to ensure a project lands on a credible track and stays there. This presentation will focus on programming and budget: the scale-ability of either or both; the due diligence necessary to accurately estimate demand and space; and, identifying strategies for maximizing revenues and usage, while minimizing expenditures and capital costs.

Energize



## **A4 - AWE...No Limits**

**Speaker: Maggie Thompson & Marlis Eaton**

AWE...No Limits. Provoking imaginative collaboration and innovative action. Opening in June 2011, the Environment Education Ethics Centre is a LEEDS building located within a constructed wetland. It houses 5 staff who work from the premise that 'all education is environmental education' (D Orr). Our goal is to challenge visitors of all ages to look --- from

as many angles as they can, to wonder and to question the ethics and sustainability of choices made, and the impacts of those choices. This session outlines the practical operation/application of facility, program and principles -- from design to implementation.



## **A5 - Not Your Parent's Urban Forest**

**Speakers: Jill-Anne Spence & Jeannette Wheeler**

This joint speaker session will highlight and introduce participants to arboricultural related industry standards and specifications. In addition, best management practices (BMPs) will be included that can help ensure a healthy tree canopy. Topics such as such how to appropriately plant trees will be discussed along with examples of new innovative tree planting projects that challenge how trees can be planted in the urban landscape. Also introduced, will be the "Clean Plants" program that works towards limiting the movement of pests and diseases of plant material within the landscape nursery industry.

## **A6 - The Rationale for Recreation Services for Youth: An Evidenced Based Approach (Double Session: A6 & B6)**

**Speaker: Dr. Peter Witt**

Join Dr. Peter Witt, the Bradberry Recreation and Youth Development Chair at Texas A & M University as he reviews his latest publication and discusses the ways Parks and Recreation Departments can be critical partners in positive youth development efforts. Youth are valuable resources to invest in and not problems to be solved. Park and recreation departments are ideally situated to supply the supports, opportunities, programs, and services to facilitate adolescents' development into healthy and fully functioning adults. Opportunities for idea sharing and questions.

## **A7 - The Power and Potential of Recreation in Aboriginal Communities (Double Session: A7 & B7)**

**Speaker: Brenda Herchmer & Janet Naclia**

This session will be of interest to anyone who sees the value, power, and potential of recreation, sports, arts, culture and heritage in bringing quality of life to Aboriginal communities. During this half day, interactive session, participants will share and learn more about innovative programs and initiatives that are taking place in aboriginal communities and spend time working collaboratively to design strategies for strengthening existing services, programs and facilities.

## **A8 - Are We Really Satisfying People's Needs?**

**Speaker: Dr. Gordon Walker**

In the same way we have to "know our ABC's" to be literate, we also have to "know our ABC's"— in this case, the needs for autonomy, belonging, and competence — to understand leisure behaviour. Research suggests, for example, that these three needs are satisfied more during leisure than during any other time (e.g., paid work). Research also suggests that how we structure and deliver recreation programs and services can affect whether our clients' needs are satisfied; and this can have both short-term (e.g., return rates) and long-term (e.g., quality of life) consequences. Simply stated, this session hopes to satisfy your need to understand and satisfy your clients' needs.

# SESSION B

FRIDAY, OCTOBER 28

11:15 A.M. to 12:15 P.M.



## **B1 - Rethinking Skateparks - A New Paradigm for Youth Park Development in the Community** *Speaker: Trevor Morgan*

With a movement for greater integration of youth culture and contemporary activities into mainstream society and public spaces, the approach to municipal skateparks/youth parks is changing. The days of the stereotypical 'concrete square' are quickly coming to an end as a new generation of increasingly holistic designs respond to more than purely function. Explore with internationally respected skatepark development consultant, Trevor Morgan, how emerging trends within the sports of skateboarding, inline skating and BMX are influencing modern youth park design and construction, maintenance/operations, risk management strategy and facility programming initiatives.

## **B2 - Strengthening the Sport and Recreation Connection**

*Speaker: Don Hunter*

The relationship between public sector recreation and organized sport has been explored recently at the CPRA National Strategy Dialogue in May and then at the National Recreation Summit just prior to this ARPA Annual Conference. This session explores the relationship at the national, provincial-territorial, and community levels beginning with the Canadian Sport Policy and the National Recreation Statement. The focus of the session is on how collaboration between the sectors can be improved in a practical way, especially at the community level.

## **B3 - Sport Field Allocation**

*Speaker: Graham Jones & Julie Jacks*

A presentation on how the City of Calgary successfully created and implemented a new sport field allocation procedure through thorough engagement and consultation with sport user groups, Calgary Sport Council, internal stakeholders. This new procedure has proven successful by ensuring a fair and equitable system for all. In its first year the new system helped the City identify thousands of hours per week of improperly booked time resulting in tens of thousands of dollars being added to sport field revenue.



## **B4 - Recreation, Parks and Quality of Life: Lessons from the Town of Okotoks Social Wellness Framework**

*Speaker: Marleen Morris & Susan Laurin*

As part of its commitment to a sustainable future, the Town of Okotoks recently completed a process that resulted in recommendations, a framework, and a set of decision-making tools for enhancing the quality of life in the community. In this conference session, the presenters will outline what they

learned about the role of recreation and parks in creating community wellness, the partnerships with other community organizations that can foster sustainable community wellness, and the indicators the Town can use to measure progress in this area.



## **B5 - Nature in Your Backyard: Challenges of Natural Areas Operational Management in an Urban Setting**

*Speaker: Jenna Cross*

This session will highlight the activities that contribute to the maintenance of Natural Areas in an urban setting. Various parks will be highlighted that represent the classifications as outlined in the Natural Areas Management Plan (Parks and Recreation 1994). In addition, challenges faced when dealing with an ever increasing user group and limited park space will be discussed. Finally, our present management styles will be discussed along with the goals and objectives that Natural Areas Operations have for the future and how we are working towards these goals.

## **B6 - The Rationale for Recreation Services for Youth: An Evidenced Based Approach**

*Speaker: Dr. Peter Witt*

Session continued from A6.

## **B7 - The Power and Potential of Recreation in Aboriginal Communities**

*Speaker: Brenda Herchmer & Janet Naclia*

Session continued from A7.

## **B8 - The National Recreation Database: Towards Enhanced Functionality & Relevance**

*Speaker: Agnes Croxford*

Under development for 15 years, this national resource has become an indispensable tool for practitioners, educators, students, researchers and consultants. As the home of the leisure sector's 'grey literature', it contains more than 10,000 practical resources (policies, procedures, training materials etc.) available free of charge. The value of resources downloaded annually is estimated at over \$2 million.

# SESSION C

FRIDAY, OCTOBER 28

1:30 P.M. to 2:45 P.M.



## **C1 - Issues and Opportunities for Recreation Directors in Small and Medium Sized Communities (Double Session: C1 & D1)**

**Speaker: Brenda Herchmer**

Recreation Directors and Senior Staff in small and medium sized communities face unique challenges in juggling their many roles and responsibilities in bringing quality to life via their services, programs, facilities and events within recreation, parks, sport, arts, culture and heritage settings. This session will explore issues and opportunities for working together to share and learn more about existing and potential initiatives and services. As a value-added feature this interactive session will be facilitated using an innovative facilitative technique called Open Space Technology that participants will leave being able to use and apply within their own organizational settings.

## **C2 - Who are our Catalysts for Culture? Arts in Action in Rural Alberta**

**Speaker: Panel**

**Moderator: Janet Naclia, ACE Communities Creative Cultural Liaison**

Whose responsibility is it to foster the arts, culture, and heritage in our communities? The municipality, service organizations, the engaged citizen, or perhaps a combination? This session will demonstrate the importance of a thriving creative economy as well as how Alberta communities are making it a reality. A panel of presenters will share their stories of they are growing the arts, cultural capacity, or heritage-related activities in their community. They will touch on examples of what's being done, the impact and benefits it's bringing to their community, their learnings, and potential resources. Each speaker will present their story as a speed talk presented using a technique called "Pecha Kucha" which will be followed by a panel discussion.

## **C3 - Research at the U of A: Lessons for Your Community Fostering environmental stewardship in your municipality: A case study of Edmonton's Master Naturalist program**

**Speaker: Dr. Elizabeth Halpenny**

Partnering citizen volunteers with local government and NGO environmental programs is a win-win solution to the challenges that urban and rural green space managers face. This presentation will describe the challenges and opportunities presented by this program and will suggest ways that this program can be adopted in your municipality.

## **Learning Holidays and Nature at the Banff School of Fine Arts**

**Speaker: Dr. PearlAnn Reichwein & Karen Wall**

The Banff School of Fine Arts has a rich history of offering "learning holidays" in the Rockies. Implications for community development will be highlighted in terms of culture, education, tourism, and parks in Alberta along with the interrelationships of federal, provincial, and local stakeholders.

## **Immigration, Leisure, and Acculturative Stress: Practical Implications Based on a Study of Chinese-Albertans.**

**Speaker: Dr. Gordon Walker, Dr. Liz Halpenny and Dr. Jinyang Deng**

The visible minority population in Canada is projected to increase from 16% in 2006 to 31% in 2031. The second largest visible minority is Chinese, with nearly three-quarters of this group being immigrants. Immigrants often face considerable stress during

the acculturation process, including language difficulties, perceived discrimination, not feeling they belong, and nostalgia for people and places in their country of origin. In this presentation these study results are briefly discussed, and implications for recreation programming, planning, and service provision are described in detail.



## **C4 - The Business Of Artificial Turf From an Owners Perspective**

**Speaker: Tim Ward & Mike Gavan**

From an owner/operator perspective, the session is a comprehensive look at dimensions to be considered, and when, in the process of purchasing and maintaining artificial turf. Unlike information provided by the artificial turf industry, this objective approach to artificial turf information allows organizations to strategically make informed decisions which minimize or eliminate costly consultant participation.



## **C5 - Building Healthy Communities Requires Thinking Large and Acting Locally**

**Speaker: Sandy Bugeja**

The Alberta Urban Municipalities Association (AUMA) represents 277 municipalities, large and small, across the province. One of the Association's goals is to help build healthy, safe, and caring communities that are sustainable in the long run. AUMA helps member municipalities through a number of initiatives that approach community health by addressing the interconnections between various aspects of health and wellness as well as the interconnections between governments and stakeholders. AUMA asks its members to take local steps towards a better, healthier, and more vibrant future. This session will provide an overview of some of AUMA's key health-related work.

## **C6 - Trends in Active Aging**

**Speaker: Julie Milner**

Population aging is creating a tidal wave of change within many industries, governments, communities, businesses and families. What impact are these sweeping changes having on the our industry? And, how can you profit from them? By attending this forward-thinking session, you will learn about how the accumulation effect and the latest research in population aging is changing the way we age, driving the global active-aging movement to unprecedented heights. You will also learn what trends are occurring because of these changes, and how they are putting an end to aging as we know it.



## **C7 - Afterschool Recreation – A National Perspective**

**Speaker: Graham Clyde**

Across Canada there has been growing interest and considerable new investments made in the development of After School programs. As a platform that allows multiple partners to participate, recreation service providers are embracing After School programs as a great fit with their mission and mandates. With eight provinces and territories already investing in After School, the opportunity to position physical activity and recreation is large – but not without significant challenges. Graham will share what's happening across Canada in After School development, presenting the key issues and some practical strategies to help recreation organizations get better engaged.

## **C8 - Hockey, It can be for Everyone**

**Speaker: Mike Olesen & Scott Robinson**

Hockey is a sport that is often viewed as one that is exclusive and challenging to access. Hockey Alberta has identified the ability for participants of all ages to more easily access the game as a strategic priority over the next 3-5 years. This session is intended to bring awareness to communities in Alberta on where our Provincial Sport Association is taking the game in order for them to run programs that foster health, increase community involvement, and realize capacity.

# SESSION D

FRIDAY, OCTOBER 28

3:15 P.M. to 4:30 P.M.

## D1 - Issues and Opportunities for Recreation Directors in Small and Medium Sized Communities

*Speaker: Brenda Herchmer*

Session continued from C1.

Energize



## D2 - Calgary Recreation Master Plan / Okotoks Culture Master Plan - Processes

*Speaker: Karen Sveinunggaard & Dale Fea*

The City of Calgary's Recreation Master Plan outlines a dynamic vision for an active, creative and vibrant Calgary, and a new strategic direction for the Recreation business unit. Developed concurrently with a new municipal development plan, recreation is embedded into The City's long term planning process as a component of complete communities.

Cultural resources play a key role in enhancing the sense of place, quality of life and local creative economy. The Town of Okotoks Culture, Heritage and Arts Master Plan (CHAMP) outlines a vibrant strategic directions and action plan to guide cultural development to the next level of excellence and enhance the quality of life. Find out how Okotoks embarked on creating CHAMP, including the process and the outcomes.

## D3 - Active Canada 20/20: A Physical Activity Change Agenda for Canada

*Speaker: Judith Down*

Active Canada 20/20 is the response from leaders in the field of active living to an urgent need to increase physical activity and reduce sedentary living. Eighty-five percent of adults and 93% of Canadian kids are not active enough for long term good health and well-being. Active Canada 20/20 provides a change agenda describing what Canada must do to increase physical activity and reduce sedentary behavior. There are over 3700 communities in Canada where 34 million of us live. Active Canada 20/20 is designed to impact every community and every Canadian.



## D4 - The Challenges of Integrated Pest Management in a Parks Setting

*Speaker: Mike Jenkins*

Urban forests and city parks present a variety of unusual and unique challenges when it comes to managing pest populations. Man-made environments & introduced species create an environment ideal for outbreaks in areas where there is high demand for access and potential risks for public exposure. Unique events often create their own unique challenges as well. Mike Jenkins presents some of challenges, techniques and results from the City of Edmonton's experiences.

Energize



## D5 - Determining the Economic Impact of Community Recreation Facilities and Programs

*Speaker: Dr. Jack Vivian*

Recreation professionals are oftentimes called upon to justify their programs and facilities, especially when tax levies are under consideration and when the community is having trouble meeting their budgets. Some pundits think recreation,

skating, hockey and leisure activities are non-essential services and can be cut back or discontinued during these periods. Recreation professionals need to be well versed in the benefits of their programs to the wellness of their community and the tremendous economic impact the facilities and programs have on the community.

Energize



## D6 - A Multi-Perspective Examination of the Draft Lower Athabasca Regional Plan

*Speaker: Justin Ellis, Tim Burton, Crystal Damer,*

*Municipal Recreation and Parks Representative*

Interested in planning the future of recreation and parks in Alberta? Do you understand the fundamental connection between regional land use planning and a robust and effective regional recreation and parks sectors? If you answered yes to either of the above, you are encouraged to join an invigorating panel of Government of Alberta Land Use Framework leaders, municipal planners, parks and recreation planning professionals, and academics as they explore the ins and outs of the Government of Alberta's Draft Lower Athabasca Regional Plan and its proposed direction and priorities for the region's recreation and parks sector.

## D7 - Using Technology to Help Deliver Quality Recreation and Park Opportunities

*Speaker: Erik Van den Eyden and Scott Couves*

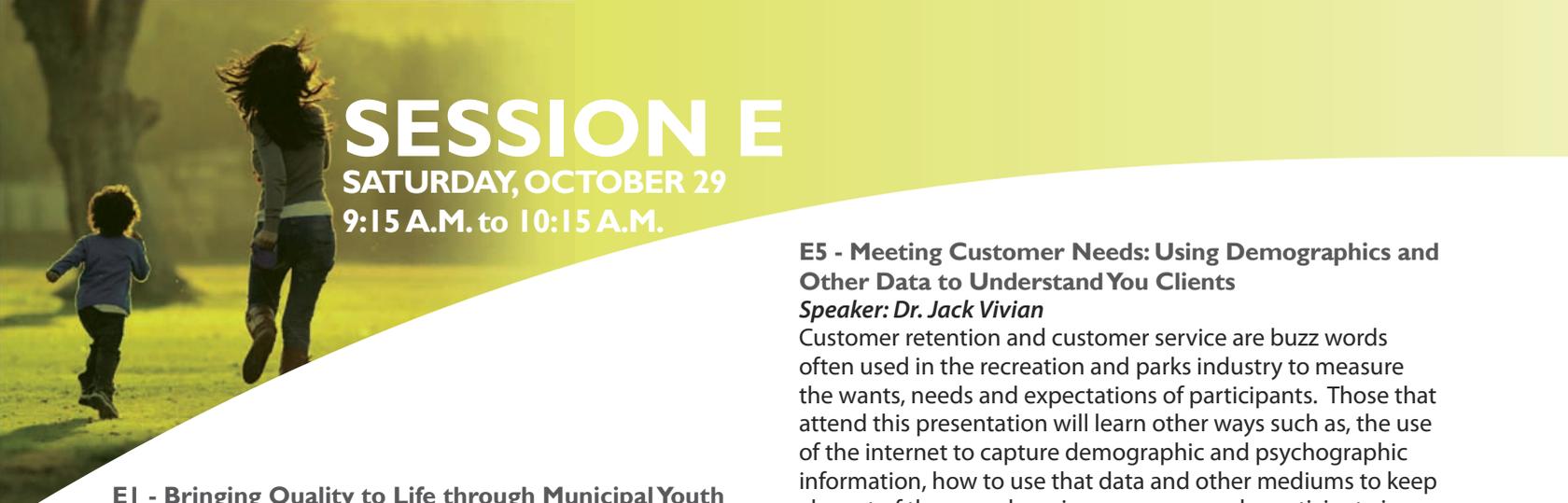
Technology can be used to better understand an individuals' needs and as a way to connect those individuals to recreation and park opportunities. The Class software is one technology that does both. Join the City of Calgary and Strathcona County as they show how they use Class as a tool to better understand their community and how that leads to improved recreation and parks opportunities.



## D8 - Speed Dating with ARPA Past Presidents

*Speaker: ARPA Past Presidents*

You've heard of speed-dating to get a date...well this is speed-dating for students to launch your career! Since most Past Presidents are not familiar with texting, tweeting, or Facebook, students are invited to join us for some speed-dating – this is an in-your-face, real time, personal interaction with several ARPA Past Presidents. We look forward to sharing our experience, knowledge, and advice on how to have a successful career in recreation and parks! This session is for students who are seeking answers, direction, and guidance from ARPA Past Presidents regarding areas of interest to students.



# SESSION E

SATURDAY, OCTOBER 29

9:15 A.M. to 10:15 A.M.

## **E1 - Bringing Quality to Life through Municipal Youth Programming**

**Speaker: Rob Meckling & Lea Norris**

This (inter)active session will provide practical ideas and tools to help municipalities integrate “fun” learning of fundamental movement skills into their programs by allowing participants to try out various sports in a non-judgemental environment. You will return to the office on Monday inspired and ready to use the following tools: - Scanning tool to assess your current programs in relation to CS4L/physical literacy - Quick and easy ‘Recipes’ for physical literacy, ideas on how to collaborate with facilities, minor sport groups and how to make use of built and unbuilt spaces.



## **E2 - Environmental Literacy: Essential Learning in the Community**

**Speaker: Kim McCully**

Research tells us that children need natural places for more than just play. In today’s world, children have fewer and fewer opportunities to discover and learn in natural settings. This session will discuss this innovative, award-winning program that gives teachers the opportunity to move their classroom to the Inglewood Bird Sanctuary or Ralph Klein Park for a week of powerful learning in a natural environment. Students and teachers who participate in Campus Calgary’s Nature School or Encana Eco Action School are given the opportunity to connect with their communities in ways that many adults never have.

Energize



## **E3 - Being Smart about Sustainable Design in your New Facility**

**Speaker: Mark Hentze & Richard Bolus**

This presentation will provide recreation professionals with an overview of how sustainable design objectives can be evaluated, and help suggest what are appropriate options for your project. Focus will be on evaluating the LEEDGreen system relative to recreation facilities. Alternate systems such as Living Building Challenge, n Globes, as well as “shadowing” processes will also be compared.

## **E4 - Be Inspired to Make a Difference!**

**Speaker: Keith Pattinson**

Join the Canadian Master Story Teller Keith Pattinson as he talks about children, teens, families and communities. Keith will discuss how important our words and our actions are when it comes to how we can make a positive difference in the lives of children teens and families in our communities. His stories will inspire and encourage you to see what is right with young people and how catching them doing the right thing has such power!

## **E5 - Meeting Customer Needs: Using Demographics and Other Data to Understand You Clients**

**Speaker: Dr. Jack Vivian**

Customer retention and customer service are buzz words often used in the recreation and parks industry to measure the wants, needs and expectations of participants. Those that attend this presentation will learn other ways such as, the use of the internet to capture demographic and psychographic information, how to use that data and other mediums to keep abreast of the ever changing reasons people participate in recreation and sport. Understanding the client base will enable recreation professionals to be out in front, on the cutting edge of what people want in their programs.

Energize



## **E6 - Fulfilling the Promise: Recreation and Parks in Your Community**

**Speaker: Doug Brimacombe**

During the past quarter century, the “potential” benefits associated with recreation and parks have been well documented through the cataloguing of research evidence. Ironically, during this same period we have experienced a steady decline in the percentage of our citizens who are deriving the benefits. If our communities are to fully realize the promise inherent in the investment of public funds for recreation and parks services, practitioners and political leaders must focus upon the issue and provide the necessary leadership. This session will address this growing challenge and will offer a number of specific actions for consideration.

## **E7 - But I've Never Climbed Everest!? Success Notes from a Recovering Small Thinker**

**Speaker: Michelle Cederberg**

Success is a personal journey that shouldn't be measured against the accomplishments of others. You are meant to be whatever you dream of becoming regardless of what those around you might think, or the barriers that you have put up for yourself. Michelle defines 'the small thinker' using humorous personal examples, and then helps you 'Find Your Own Everest' through practical 'start small' strategies. You'll relate to the stories of her day-to-day struggles, and laugh at her honest look at fear, motivation, and in the end...empowerment. The most accomplished world adventurers, company CEO's, artists, writers, and entrepreneurs all started small... so what's stopping you?

## **E8 - Trends and Issues for Recreation and Park Services in the Coming Decade**

**Speaker: Don Hunter**

As the field moves toward 2020, there will be a number of trends that will influence how the future unfolds, as well as key issues that will need to be addressed. This session will examine trends and issues in terms of their potential implications on how we plan, develop and manage recreation and parks services. Our ability to recognize and cope with change will be vital in making our field increasingly relevant to the quality of life in our communities and the wellbeing of Albertans.

# SESSION F

## SATURDAY, OCTOBER 29

### 1:30 P.M. to 2:45 P.M.

#### **F1 - Stress Defense: Combat Tips to Move from Stress to Success**

**Speaker: Michelle Cederberg**

It is estimated that 50-75% of all people who visit a doctor do so for psychosomatic disorders - illnesses that originate in the mind and manifest in physical ailments. Stress is a leading cause! We're so used to living with stress that it doesn't occur to us that we don't have to! Join Michelle as she presents her viewpoints on the physical impact of stress on the body, how we create needless stress for ourselves, and what we can do to minimize it.



#### **F2 - Innovative Community Based Park Planning**

**Speaker: Ryan Edwards**

The Eagle Point-Blue Rapids Parks Council is a unique, non-profit organization that utilizes a creative and innovative approach towards community-based park and recreation planning, funding and management. The Parks Council is a unique model of collaboration and the first of its kind for Alberta Tourism, Parks and Recreation and one that exemplifies a consensus-based approach to decision making. The Parks Council and its sixteen member Board of Directors work in collaboration with the Government of Alberta addressing conflicting land-uses and balancing these with social, environmental and economic impacts along the Drayton Valley/Brazeau County portion of the North Saskatchewan River Valley.



#### **F3 - Experiential Learning in Service Excellence Assessment Tool and Action Plan - JUST DO IT! - Testing to Tool...**

**Speaker: Brenda Clark, Greg Scott & Brenda Herchmer**

This session will provide delegates with a 'hands on' experience of the skills and knowledge with the Service Excellence Program (SEP). Try out SEP in a one hour quick experiential test using the 7 point rating scale for ALL 88 practice guidelines. Participants will also have the choice to assess/rate the Organizational Core Competencies plus one or more of the specialized functional areas - Programs, Facilities, Parks and Community Building. This session will also take a brief look at the follow up 'Organizational Development Action Plan' and highlight Next Steps for this Service Excellence Program over the next year.

#### **F4 - Are you Wired? Using Social Media to Market your Facilities, Programs and Events**

**Speaker: Paul Newmarch & Brad Linn**

From The City of Calgary's first tentative steps into social media more than three years ago to a social media presence that includes 5 YouTube channels, 3 blogs, 6 Twitter accounts and

9 Facebook pages, they've come a long way. Join two key members of The City's social media team as they discuss how they crafted their social media strategies, how they created their social media guidelines for internal stakeholders, best bets for policies around what warrants a social media presence, and what they've learned along the way.

#### **F5 - Quality Food for a Quality Life**

**Speaker: Barb Thompson**

This 75 minute, classroom style lecture will address the following points, and answer questions about what a S.A.D diet is and how it affects our health, what quality food is, where we can find the most nutrient dense food and how it affects our health, as well about how to get families educated and excited about making healthy food choices.

#### **F6 - Take Better Pictures**

**Speaker: Marleen Hielema**

In this hands-on workshop Marlene will teach you the four most important settings on your digital camera. You'll learn about exposure and how you can fix it without knowing a thing about f-stops or shutter speeds. Marlene will also cover composition in photography and some important things about light. You'll start taking better pictures the moment you leave the room. Don't forget to bring your camera!

#### **F7 - Go Play Outside! Hike in the Lake Louise Area**

**Speaker: Activity Leaders**

It's time to practice what we preach! Get outside and go for a hike around the beautiful surroundings that Lake Louise offers up. Various walks and hikes will be available from a short stroll near the Lake, to longer hikes to viewpoints in the area.

#### **F8 - 60 years in 60 Minutes**

**Speaker: ARPA Past Presidents**

In the early 1950s, the forefathers of ARPA planted a seed. JH Ross, Maury Van Vliet, W Garnett, John Farina, and AV Pettigrew were the original 5 Past-Presidents. Their contributions laid the foundation for what is now the Alberta Recreation and Parks Association. We can be proud of the long history of our Association. In this session we will celebrate ARPA's involvement in the development of recreation and parks in the province and how those events of the past have shaped ARPA to its present form. While its roots were firmly planted in the early 1950's, today, ARPA's leadership has led to its prominence in the recreation and parks field in Canada. Several ARPA Past-Presidents representing key periods of time in ARPA's history will be speaking to the milestones, events, and evolution of recreation and parks in the province and the role ARPA had in its development.

# SPEAKER BIOS



## **Elaine Betchinski**

Elaine Betchinski has worked with the City of Edmonton for more than 22 years in the areas of parks planning, community and program development, sport facility development and policy and research. She is currently the Director of Communities of Interest in the Community Services Department. Elaine earned a Masters Degree in Recreation Administration from the University of Alberta and completed the Public Executive Program at Queens University in 2009.

## **Richard Bolus**

A senior partner at CEI Architecture, Richard is a trained public facilitator and LEED AP who provides high-level leadership in considering sustainable design opportunities for CEI projects. He has been involved in numerous recreation projects and is currently part of CEI's "Living Building Challenge" project at Okanagan College in Penticton, BC.

## **Benjamin Brackett**

Benjamin has a Bachelor of Recreation and Sport Studies (Kinesiology) from the University of New Brunswick. Ben has worked for the City of Calgary for four years. His role in Events Management has him supervise the approval of numerous Civic Events each year, as well as producing National and International events.

## **Doug Brimacombe**

Doug is a native Albertan. He is presently engaged in a unique tripartite partnership between ARPA, Ministry of Alberta Tourism, Parks and Recreation, and Faculty of Physical Education and Recreation at the University of Alberta. Doug holds a Bachelor of Physical Education from U of A and Master of Science in Recreation and Parks Management from the University of Oregon. He is also a proud grandpa!

## **Sandy Bugeja**

Sandy Bugeja joined the Alberta Urban Municipalities Association (AUMA) in 2009 and is the secretariat for the Safe and Healthy Communities Standing Committee which helps guide the AUMA Board on issues such as emergency services, housing/homelessness, healthy communities, parks and recreation, social and cultural programs, and more.

## **Teresa Byrne**

Teresa Byrne joined the City of Calgary, Arts + Culture in 1992. Here she's seen success in developing and supporting the delivery of hundreds of festivals and events. Highlights include: 2009 Grey Cup, Olympic / Paralympics' Salute, and WorldSkills Calgary 2009. Her latest adventure - Project Manager for Recreation 2012 Centennial Celebrations which brings Recreation to the center stage of Calgary in 2012.

## **Michelle Cederberg**

Michelle Cederberg leads the industry for life balance, health, and stress management programs and resources that actually conquer procrastination, fatigue and low motivation. She has built her career as a college educator, personal trainer, author, entrepreneur and life coach.

## **Brenda Clarke, RETHINK (West) Inc.**

Brenda has degrees in human resource development (MEd), honours in business administration and recreation and university certificates in management, leadership & marketing. Her favorite certificate is a 3 year Gestalt Therapy Diploma with the Gestalt Institute of Toronto. Over the past 40 years Brenda has specialized in governance, community leadership, strategic planning, performance management and organizational change using a strong focus on foresight, outcomes, systems and entrepreneurial thinking.

## **Shari Clare**

Shari Clare is a PhD student at the University of Alberta, with a focus on Conservation Biology. Her research area is on Wetland Loss in Alberta: Identifying successes, barriers, and unintended outcomes of public policy.

## **Graham R. Clyne, MA**

Graham has worked for over 20 years in the Public and Non-Profit sectors in a number of capacities including time spent as a funder, community developer, researcher, evaluator and senior volunteer. Graham has led numerous research, evaluation and public policy studies, is an author and passionate speaker on issues affecting children and youth, and a past winner of the Peter Drucker award for Innovation in Canada's Non-Profit Sector.

## **John L. Crompton, PhD**

John L. Crompton holds the rank of University Distinguished Professor of Recreation, Park and Tourism Sciences, and is both a Regents Professor and a Presidential Professor for Teaching Excellence at Texas A&M University. Dr. Crompton's primary interests are in the areas of marketing and financing public leisure and tourism services. Dr. Crompton served 4 years as a city councilman for College Station from 2007-2011, and was Mayor Pro Tem in 2010-2011.

## **Agnes Croxford**

Agnes Croxford, B.A., M.L.S. is the Manager, National Recreation Database for the Lifestyle Information Network (LIN) where she is responsible for overall services and database development. She has a B.A. from Carleton University, a Master of Library Science from the University of Western Ontario.

## **Scott Couves**

Scott Couves is the Supervisor, Business Systems with Strathcona County, Recreation, Parks and Culture. His responsibilities include overseeing the Class software, training and development of best practices with that software. Scott's recent projects include a Class upgrade and implementation of Class in the new recreation facilities.

## SPEAKER BIOS

### **Jenna Cross**

Ms. Jenna Cross is a botanist with an environmental consulting background. She has performed various vegetation assessments and managed the environmental programs of construction projects.

### **Judith Down**

Judith Down is the Director of the Alberta Centre for Active Living. She has been the Director of the Centre for 10 years. Judith is a member of ParticipACTION's Policy and Capacity Building Advisory Committee and contributes to other national initiatives such as the development of the new physical activity guidelines for Canada, and the healthy schools movement.

### **Karen Driedger**

Karen Driedger, M.Sc., author of *RECKless abandon*, collaborates with others through fourward thinking ([www.fourward.ca](http://www.fourward.ca)). She facilitates exploration; of ideas, opportunities and relationships, leading to action and pro-action. Karen is committed to strategic leadership development, revolutionizing learning, cultivating meaningful connections and enhancing creativity. Karen is involved with ACE Communities and the ARPA Active Community Strategy process.

### **Marlis Eaton**

Ms. Marlis Eaton has worked in the education field for over a decade. At present, she is the Education Coordinator for The City of Calgary Parks Environmental and Education Initiatives Portfolio based out of Ralph Klein Park. Here she strives towards developing innovative and action-based environmental education programs.

### **Ryan Edwards**

Ryan Edwards has degrees in Natural Resource Science and Geographic Information Systems and is a registered Professional Agrologist with the Alberta Institute of Agrologists. He is the Executive Director of the Eagle Point - Blue Rapids Parks Council a unique, non-profit organization that utilizes a creative and innovative approach towards community-based park and recreation planning, funding and management.

### **Dale Fea**

Dale Fea was a member of the steering committee for the Okotoks Cultural Master Plan (CHAMP). She is a member of the Okotoks Culture Parks and Recreation Committee and the Okotoks Arts Council. Dale is a member of the Dewdney Players Group Theatre where she designs the sets, coaches on the costumes and occasionally directs.

### **Mike Gavan**

Mike Gavan is President of Gavcan Recreation Consultants Inc. He is a retired Director of Recreation for the City of Calgary.

### **Elizabeth Halpenny, PhD**

Elizabeth Halpenny is an Assistant Professor in the Faculty

of Physical Education and Recreation at the University of Alberta. Her research interests include park and protected areas management, nature-based tourism, and environmental attitudes and behaviours.

### **Bob Hawkesworth**

Bob joined the MCCAC as Coordinator in January 2011. Bob has served 10 terms in elected office as an Alderman in Calgary for Wards 3 and 4 and as an MLA in the Alberta Legislature for Calgary Mountain View. Bob's leadership on environmental sustainability has been acknowledged by his Provincial appointment since 2000 as a Founding Director of Climate Change Central. He served for three years as President of the Alberta Urban Municipalities Association (2004-2007).

### **Mark Hentze**

A partner at CEI Architecture, Mark leads the firm's recreation facility design sector and has directed the design of more than 50 recreation facilities and studies across Canada. Mark has been involved in the delivery of recreation projects using LEED, Green Globes, and various other "shadowing" processes.

### **Brenda Herchmer**

Brenda Herchmer is the Director of ACE Communities for ARPA. Previously she was a professor in the Recreation and Leisure Services Program at Niagara College and worked in municipal and non-profit recreation settings. Brenda is a blogger, newspaper columnist, author of three books, and a YWCA Woman of Distinction.

### **David Hewko**

David Hewko, M. Arch. is a senior planner with Cannon Design and has led more than 150 programming and feasibility studies in the area of sport and recreation over the past 24 years. David's background includes degrees in business and architecture, as well as experience in mediation and quantity surveying.

### **Marleen Hielema**

Marlene Hielema's mission in life is to simplify digital photography and teach you how to take better pictures. She runs her own online photography courses at [www.imagemaven.com](http://www.imagemaven.com), and teaches continuing ed classes in photography and Photoshop at SAIT Polytechnic in Calgary.

### **Don Hunter, PhD**

Don Hunter has spent 40 years in the parks, recreation and culture field, including serving as General Manager of Parks, Recreation and Culture for the City of Surrey until he retired in 2003 and as Director of Parks and Recreation for the District of Saanich. Since retiring, Don has consulted in communities across Canada and for the World Health Organization.

### **Julie Jacks**

Julie Jacks is a Playfield Bookings Coordinator with the Recreation Department with the City of Calgary.



# SPEAKER BIOS

## **Mike Jenkins**

Mike Jenkins is a Biological Sciences Technician with the Parks Branch of the City of Edmonton. He has worked for the City of Edmonton for about twenty years, starting as a summer student and later supervisor with the Environmental Services Lab. The lab monitors pest populations such as mosquitoes, but is particularly concerned with the potential impact of invasive species on Edmonton's low diversity, non-native street tree population.

## **Brian Johnston**

Brian Johnston founded Professional Environmental Recreation Consultants Ltd. in 1975 and is currently President of the firm which is based in Surrey, British Columbia. Since 1975, Brian has personally worked in more than 150 communities in Canada on over 300 consulting projects.

## **Graham Jones**

Graham has been the Playfield Strategist for the City of Calgary Parks Planning Department for the past 4 years. For the past 15 years he has been employed in the municipal environment in both parks and recreation. He believes in providing recreational opportunities from cradle to grave.

## **Susan Laurin**

Susan Laurin has received her Masters Degree in Physical Education and Sports Studies. Over the past 25 years she has worked in a number of recreation organizations and municipalities throughout the province. She is currently the Community Services Manager and part of the senior business team with the Town of Okotoks.

## **Brad Linn**

Brad Linn is a communications professional with a strong background in journalism and has studied, worked and lived abroad extensively. Brad is a key member of the City of Calgary's social media team where he contributes to all of the City's social media channels. That said, Brad truly embraces his role as the City's roving reporter in hopes of being the first one to the story.

## **Chris Manderson**

Chris Manderson has worked in planning and management of natural areas for the City of Calgary Parks Department since 1998. He has a degree in Botany from the University of Alberta, and prior to joining the City, he worked for over 10 years in environmental consulting in both Ontario and Alberta, with a focus on wetlands, plant community ecology and lichenology.

## **Kym McCulley**

Kym McCulley is the Portfolio Leader for Environmental & Education Initiatives, City of Calgary Parks. She has over 30

years of experience in the field of environmental education for various levels of government, including international work in several countries. Several educational facilities are also within Kym's portfolio and include the recently opened Ralph Klein Park which focuses on ethics, sustainability and social justice.

## **Rob Meckling**

Rob brings a wealth of knowledge in sport administration, coaching and community sport development. He is the Community and Program Facilitator with the City of Red Deer and member of the ATPR Ambassador Group and an ARPA Community Sport Task Group Chair.

## **Julie Milner**

Julie Milner is the COO for the ICAA and a polished lecturer in the areas of older adults, programming, service, marketing, hiring and training of staff. Julie's strong leadership skills and her motivating personality are an inspiration to those of us in the industry.

## **Trevor Morgan**

Trevor Morgan serves as Vice President for one of the world's most recognized action sports development firms - where he leads the planning, design and construction of integrated concrete skateparks for municipalities across the globe.

## **Marleen Morris**

Marleen Morris is President of Marleen Morris & Associates, the consulting firm retained by the Town of Okotoks to develop the Social Wellness Framework.

## **Janet Naclia**

Janet Naclia is currently the Creative Cultural Liaison with ARPA's ACE Communities initiative. Janet has Masters Degree in Art History and has worked in both the commercial side as well as the non-profit side of the art world here in Canada and in Ireland. She has been an arts columnist for various magazines and a regular arts writer for the Calgary Herald.

## **Paul Newmarch**

Paul Newmarch is a marketing and communications professional with more than 10 years of experience in the not-for-profit, performing arts and government sectors. Paul is the City of Calgary's Team Lead, Social and Media Relations where his team is responsible for bridging the ever narrowing gap between traditional media relations and social media relations.

## **Lea Norris, BSc., BPE, Certified Exercise Physiologist**

For more than 20 years Lea has motivated and inspired youth, adults, communities, schools and workplaces to incorporate more physical activity into their lives. She educates and enlightens minor sports organizations, coaches and parents about the Canadian Sport for Life/LTAD concepts.

## **Mike Olesen**

Mike is a senior staff member of Hockey Alberta with over 35 years of experience and serves in the areas of Risk Management and People services.

## SPEAKER BIOS

### **Keith Pattinson**

Keith Pattinson is a father and grandfather who has worked with children, youth and their families for over forty years. He has been acknowledged by hundreds of audiences as a master storyteller whose message offers hope, encouragement and practical ideas for those of us who wish to become increasingly significant influences in the lives of young people.

### **Grant Pearsell**

Grant is a resident of Edmonton and is currently Director, Office of Natural Areas managing the City of Edmonton's conservation programs. His background is in land use planning specializing in ecology and land conservation.

### **Marion Price, CAE**

Marion works with Parks and Recreation Ontario, the provincial voice for parks and recreation that represents a membership of more than 2000 individuals. She is also the Manager of Play Works, a collaborative of eight provincial agencies that created the Youth Friendly Community Recognition Program.

### **PearlAnn Reichwein, PhD**

Dr. Reichwein is an Associate Professor in the Faculty of Physical Education and Recreation at the University of Alberta. Her research program highlights the environmental, social and cultural history of Canadian mountain regions.

### **Scott Robinson**

Scott Robinson is a senior staff members of Hockey Alberta with over 35 years experience. Scott manages the organizations Business Development and acts as the Executive Director of the Hockey Alberta Foundation.

### **Jill-Anne Spence**

Jill-Anne Spence has been actively involved with urban forestry for over the last decade. Jill-Anne's focus is on ensuring that our urban forest is sustainable and healthy through community engagement and ensuring arboricultural best practices are implemented. Currently she is the Urban Forestry Lead for the City of Calgary Parks and is an International Society of Arboriculture (ISA) Certified Arborist/Municipal Specialist.

### **Karen Sveinunggaard, MEd**

Karen Sveinunggaard has been a Business and Policy Planner with the City of Calgary Recreation for the past four years. Prior to joining The City, Karen worked for over 20 years as an Organizational and Program Development Consultant within the public, private and not-for-profit sectors.

### **Barb Thomas**

Barb is a Holistic Nutritionist and Holistic Chef in Calgary, Alberta. Her passion is real food and teaching people how to use it and why we need it! Barb is a nutrition instructor at the college level, professional speaker, author and mother of two daughters. She has a nutritional counselling practice and regularly teaches public whole foods based cooking classes.

### **Maggie Thompson**

Maggie Thompson has worked in public service (P & R) for the past 25 years. She started out developing programs and events, then learned about developing facilities and the fundraising to support those facilities, took a turn educating others on the policies and procedures to support program and facility.

### **Erik Van den Eynden**

Erik Van den Eynden is the Business Administrator with the City of Calgary Recreation. His current focus is on digital/web initiatives, business intelligence/dashboards and creating efficiencies through the use of technology. He was involved in the development of Calgary's Interactive Program guide in 2010.

### **Jack Vivian, PhD**

With an unprecedented background in coaching, administration, construction and management, Dr. Vivian has provided design, management and operational advice to 150 owners, architects and engineers worldwide.

### **Gordon Walker, PhD**

Dr. Walker is a Professor in the Faculty of Physical Education and Recreation at the University of Alberta. Dr. Walker was the recipient of a University of Alberta McCalla Professorship in 2008/09, was invited to teach two leisure courses at Shanghai University of Sport in 2009, and was elected to the Academy of Leisure Sciences in 2009.

### **Tim Ward**

Tim Ward, of Benchmark Projects Ltd, has acted of behalf of clients in the development of sustainable business case/plans, purchase, operation, maintenance and life cycle of artificial turf fields. He has been where you wish to go!

### **Brenda Whitehead**

Brenda Whitehead is a program manager with the Municipality of Port Hope's Parks and Recreation Department. She is a recipient of the HIGH FIVE® Child Smile and HIGH FIVE® Awards, is a HIGH FIVE® Trainer, a HIGH FIVE® Coach, and helped her community achieve its HIGH FIVE® Accreditation in 2006.

### **Peter Witt, PhD**

Peter Witt is a Professor and the Bradberry Recreation and Youth Development Chair at Texas A&M University. During his over 40 years of academic service as a teacher, researcher and community advocate, Peter has been a strong voice for helping youth reach their full potential.

### **Jeannette Wheeler**

Jeannette Wheeler's urban forestry experience includes tree inventory work, monitoring for tree pests, development of an Integrated Pest Management Plan and a draft Urban Forest Management Plan. Her passion is to have a diverse and sustainable urban forest that enhances the wellbeing and quality of life for future generations. Currently the Principal of Forestry for the City of Edmonton, Jeannette has recently obtained her Professional Biologist and is an International Society of Arboriculture Certified Municipal Specialist.



# GUEST AND SOCIAL PROGRAMS

## **Thursday, October 27th**

### **6:00 - 8:00 p.m. - Thursday Evening Keynote, Dinner and Wayne Lee Show**

The Thursday night social program features a dinner and keynote presentation from Carl Honoré, followed by an evening of fun with hypnotist Wayne Lee.

Cost: \$65/person

## **Friday, October 28th**

### **6:30 - 7:30 AM**

Join us in an early morning walk or jog around the beautiful Lake Louise surroundings.

Cost: Free for all Conference Delegates and Guests

### **9:30 - 11:00 AM Yoga Session**

Start your day off with yoga! This yoga session will help you to greet the day with flowing sequences designed to wake up the body. Energize your body, mind and spirit!

Cost: \$10/person

### **2:00 - 3:30 PM Aspects of Chocolate**

Let the Chateau's Pastry Chef take you on a delicious and educational tour all about the exquisite aspects of chocolate. Learn about its origin, how it's evolved over time and discover how to make amazing hot chocolate from scratch as well as some decadent desserts. If you're a chocolate lover who likes to treat your friends & family or just yourself, this session is just for you.

Cost: \$30/person

## **Saturday, October 29th**

### **6:30 - 7:30 AM - Early AM Yoga**

Start your day off with yoga! This yoga session will help you to greet the day with flowing sequences designed to wake up the body. Energize your body, mind and spirit!

Cost: Free for all Conference Delegates, \$10 for Guests

### **9:30 - 11:30 AM Photography Themed Hike**

Join renowned travel photographer Chris Bolin in an outdoor classroom setting for a hands-on and creative workshop on how to take the best photos with your digital camera. This workshop is designed to help you understand your camera and better control your photos. Through interactive demonstrations, and practical exercises you will develop your photographic eye and a passion for photography. We will spend an hour talking and taking photos of the area that we are in and you be sure to go home with some great shots of the weekend.

Cost: \$25/person

### **1:30 - 2:45 PM Hike/Stroll around Lake Louise**

Join us as we go for a stroll around the paths that surround the stunning Lake Louise waterfront.

Cost: Free for all Conference Delegates and Guests

### **6:00 - 8:00 p.m. - President's Banquet**

This Banquet, hosted by the ARPA President, includes the presentation of the ARPA, AABRD and Energize Awards for 2011. This semi-formal affair will celebrate the past year's achievements as we look to the future.

Cost: \$65/person

Other Guest Meals are available – see registration form for costs and ordering

## **EVENING SOCIALS**

### **Thursday October 27th, 2011**

#### **8:00 P.M. to 11:00 P.M.**

#### **“Live the Laughter” A Comedic Hypnosis Show by Wayne Lee**

What does it mean to Live the Laughter? With Wayne Lee it means a highly interactive hypnosis show as unique as it is hilarious. It means gut splitting laughter and improbable scenes acted out by audience members no longer inhibited by their fears. More than a hypnotist, more than a speaker Wayne Lee delivers premium entertainment value with a message of empowerment that stays with participants long after the laughter fades.

### **Friday October 28th, 2011**

#### **6:30 P.M. to 10:30 P.M. – 50's Diner Theme Tradeshow and Dinner**

Go back to the decade when rock n' roll made its debut. Yes, the 50s, when Elvis was the reigning king and transistor radios were all the rage. Women walked around in poodle skirts with bobby socks and saddle shoes, and men wore tight, cuffed jeans with white t-shirts (and a pack of cigarettes usually rolled in the sleeve). American Bandstand and Dick Clark introduced the coolest dances with the newest music, while everyone was watching James Dean at the drive-in movies. So swivel those hips, grease back that hair, and get ready to celebrate the decade that started it all for Alberta Recreation and Parks Association, at our 50's diner themed evening! Prizes will be awarded to the best 50's themed costumes of the evening.

### **Saturday October 29th, 2011**

#### **8:00 P.M. to 11:00 P.M. – Rowdy Pianos**

Rowdy Rock & roll, sing-along, silly gags and audience participation are all part of the act. Top players spar off with their best chops and have a wild time getting the whole room singing, dancing and laughing along. Get up onstage for a little “piano-oke” with us in a game we call “so you think you can sing”.

# RATES AND ACCOMMODATIONS

## Fairmont Château Lake Louise

Nestled in between captivating and majestic mountains and enchanting lakes, The Fairmont Jasper Park Lodge welcomes you to the Grand Rocky Mountain Lodge Experience. Situated in the magnificent Canadian Rockies, The Fairmont Jasper Park Lodge invites you to experience the charming cabins and rustic elegance sure to invoke memories that will last a lifetime. Our block typically sells out by mid August. A sampling of room rates are as follows:

	RATES	
	Single	Double
<b>Hotel Room</b>		
<i>Fairmont Room</i>	\$151.50	\$161.50
<i>Fairmont Lakeview</i>	\$176.50	\$186.50
<i>Deluxe</i>	\$201.50	\$211.50
<i>Junior Suite</i>	\$251.50	\$261.50

\* Rates include a \$10 per person daily service charge, however do not include 4% Tourism Levy, 2% Destination Marketing Fee and 5% GST.

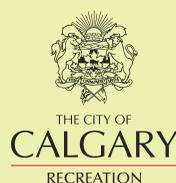
\*\* Additional persons per room at \$25.00/person/night (not including relevant taxes).

\*\*\*Parking rates are an additional \$15/vehicle/night

For room bookings please call the Fairmont Chateau Lake Louise (403) 522-3511 or 1-800-441-1414, identifying that you will be attending the ARPA Conference. You can reserve one room per credit card. You can also reserve your rooms online through our customized reservation site – visit <http://arpaonline.ca/events/arpa-annual-conference>, click on the Registration tab to find the link to Online Room Bookings.

## STUDENT PROGRAM DETAILS

### City of Calgary Recreation Student Bursary



Students registered in a recreation/leisure studies or related degree or diploma program are eligible to apply for a \$200 bursary to help offset the costs of attending the 2011 ARPA Conference. For additional details and an application form, please contact Lindsay Romanic at [romanic@ualberta.ca](mailto:romanic@ualberta.ca).

## 60th Anniversary

We are celebrating ARPA's 60th Anniversary this year and we will be celebrating throughout the 2011 Conference. We are excited to have a large number of our Past President's from over the past six decades not only in attendance at the Conference, but providing two sessions - Speed Dating with ARPA Past Presidents and 60 Years in 60 Minutes. Friday night will see a 50's Diner theme for our Trade Show evening celebrating the fab 50's in style! ARPA historians have been hard at work to prepare presentations on ARPA's history that will be shared throughout the Conference that include many photos, historical documents and facts. So come ready to celebrate ARPA's achievements over the past 60 years!



## Registration and Conference Fees

Prices include all education sessions, socials and scheduled meals. Pre-Conference sessions are not included in these fees.

Delegate Fees	Member	Non-Member	Student
<b>Early Bird Rate</b> <i>Before September 30, 2011</i>	\$485	\$585	\$265
<b>Regular Rate</b> <i>Starting September 30, 2011</i>	\$585	\$685	\$265
<b>Friday Only*</b>	\$275	\$325	\$140
<b>Saturday Only*</b>	\$275	\$325	\$140

Fees do not include GST.

\* includes education session and lunch on day

## Pre-Conference Fees

(Prices include sessions, materials and lunch)

Pre-Conference Thursday, October 27	Member	Non-Member	Student
<b>PC1- Positive Youth Development – From Paper to Practice</b> 10:00 a.m. to 4:00 p.m.	\$129	\$179	\$49
<b>PC2 – Planning for Conservation and Bio-Diversity in Municipalities</b> 10:00 a.m. to 4:00 p.m.	\$129	\$179	\$49
<b>PC3 – Leading with Creative Intention</b> 10:00 a.m. to 4:00 p.m.	\$129	\$179	\$49
<b>PC4 – Eco-Energy Session</b> 10:00 a.m. to 4:00 p.m.	\$129	\$179	\$49

# SPONSORS

ARPA would like to extend our thanks to the following organizations who have already committed their sponsorship of the 2011 Conference. It is because of their generous support that we are able to continue to offer a high-quality educational and networking event.

## GOLD

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## STUDENT

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## SILVER

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## BRONZE

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## SOCIAL SPONSOR

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