

# MPRA 2024 REGION 4 CONFERENCE

Thursday  
November 14, 2024

Maryland Heights Community Center 2300 McKelvey Rd, Maryland Heights, MO 63043

## Registration Information

Name \_\_\_\_\_

Title \_\_\_\_\_

Agency \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Payment Information

	Early Registration (thru 11/1)	Late Registration (after 11/1)
Member	<input type="checkbox"/> \$65	<input type="checkbox"/> \$75
Non-Member	<input type="checkbox"/> \$75	<input type="checkbox"/> \$85
Just Lunch & Region Meeting	<input type="checkbox"/> \$20	<input type="checkbox"/> \$20
CEUs	<input type="checkbox"/> \$20	<input type="checkbox"/> \$20

Total: \_\_\_\_\_

**Pay by Credit Card**  
A secure online payable invoice  
with be sent to email address  
entered above.

**Pay by Check**  
Missouri Park & Recreation Association  
The Musco Lighting Building  
2018 William St.  
Jefferson City, MO 65109-1186  
Or email form to info@mopark.org

Please email sarah@mopark.org if you have any special dietary needs.

## Social and Tour

Join us for a networking social after the conference.

Beverages and snacks will be provided.

Are you planning on attending  
the social from 3:30 - 5:00 pm?

Yes       No

## Sponsors



**LANDMARK AQUATIC**



The Musco Lighting Building  
2018 William Street  
Jefferson City, MO 65109-1186

Millennium B

Millennium C

Infinity

Millennium A

9:00 - 10:00 AM

**The Impact of Volunteering in Parks & Recreation (.1 CEU)**

*Krista Farrow, St. Louis County Parks and  
Katie Jordan, City of O'Fallon*

Volunteering in a parks and recreation department offers a unique opportunity to give back, but did you know that volunteering can also significantly benefit you personally? Learn the impact of volunteering for skill development, networking, environmental stewardship, and personal satisfaction..

**Making a Splash: Strategic Planning for Aquatic Safety (.1 CEU)**

*Stevie Weeks, Landmark Aquatic and  
Carolyn Fuchs, City of O'Fallon*

This session will explore the critical role of strategic planning in shaping the future of aquatic programs. Participants will learn how to develop a comprehensive strategic plan that aligns with the overall recreation goals and objectives. Emphasis will be placed on the importance of stakeholder engagement, including community members, staff, and key partners, in the planning process. Attendees will gain practical tools and strategies for setting clear goals, identifying target audiences, and developing innovative aquatic programs that meet the needs of the community.

**You've Got a Playground... Now What? (.1 CEU)**

*Ben Bowden, PlayForce*

This class will review the actions a playground owner should take to properly maintain their new playground and extend its life. This course will help you protect children in your community, protect your investment, and reduce your liability..

**It's Risky Business**

*Miki McKee Koelsch*

It's all but inevitable that, in this litigious society, you or your agency will be sued for something (valid or frivolous). In this introductory session, you'll learn preventative measures and how best to protect yourself and your agency against liability and devastating payouts.

10:20 - 11:20 AM

**Understanding Legislative Action: Engaging in Effective Advocacy (.1 CEU)**

*Chad Shoemaker, Landmark Aquatic  
Brian Schaffer, St. Louis County Parks  
Mike Snyder, Columbia Parks & Recreation  
Bill Reininger, Tower Gove Park*

Anyone can be an effective advocate for parks and recreation. Learn more about how the process works and how your unique personality, outlook, and skill set are what is needed. By understanding the process you can find your place in the effort to advance the parks and recreation movement.

**11:30 AM - 1:00 PM Lunch & Region Meeting**

1:00 - 2:00 PM

**How to Give Face Time to Political Leaders (.1 CEU)**

*Chad Shoemaker, Landmark Aquatic*

What can you do to help your political leaders without crossing the line to advocating politically? Learn simple techniques for getting to know your political representatives and enhancing their visibility while bringing attention to your programs and facilities.

**How To Ice Rinks (.1 CEU)**

*Richard Beck, City of Springfield*

This presentation will cover the basics of best practices of the following: 1) Front-of-the-house operations, including front desk, skate rental, and programming. 2) Back-of-the-house operations, including ice installation, basic ice maintenance, air quality, and more.

**Everything you Need to Know when Planning for a new Aquatic Complex or Pool (.1 CEU)**

*Cheryl Thompson and Jimmy Kirinchich,  
City of Florissant*

Staff will discuss from inception to completion everything that goes into planning a new aquatic complex including funding, planners, designers, public input, staffing, FF&E, and other aspects of the complex.

**Why Advocacy Matters: An Overview for the Young or Mid-Level Professional (.1 CEU)**

*Vicki Ventrella-Meyer, City of Bridgeton and  
Mark Barnhart, Pattonville Fire Protection District*

Does the word "advocacy" send you running for the hills? Advocacy is important for all professionals, even at a local level. Presenters will share a public service perspective on how intentionally reaching out to your community and connecting with key stakeholders can benefit your department and you professionally.

2:20 - 3:20 PM

**Friday Night Lights: There's More Than Meets The Eye**

*Todd Stych, Musco Sports Lighting*

The sports lighting industry has come a long way in a relatively short time. From improving relationships with adjacent landowners to reducing the impact on bird migratory patterns to keeping pace with television broadcast requirements, years of research and development have focused on balancing these aspects and more in sports lighting. Participants will also learn the industry terminology and principles that assist them as they plan their next sports lighting project. Join us as we shine a light on how the sports lighting industry is working for a brighter tomorrow.

**Event-tastic Tales: Hits, Misses, and Must-Dos (.1 CEU)**

*Shannon Smallwood and Caitlyne McGarrity,  
City of Wentzville*

Join us for an engaging discussion on the highs and lows of organizing special events. Whether you're planning youth events, adult gatherings, aquatic fun, or collaborative efforts, this session will cover it all. We'll explore with a presentation and open discussion on what works, what doesn't, and the key takeaways from various event experiences. From successes to learning opportunities, you'll gain valuable insights and ideas that you can take back and apply—or avoid—at your next event. Come prepared to share, learn, and leave inspired with practical strategies for your future events!

**I Wouldn't Do That If I Were You (.1 CEU)**

*Miki Mckee-Koelsch*

As you make your way through your career, there will be temptations that lead to making some tough ethical decisions. We'll discuss some of the more common pitfalls that have led to significant disciplinary actions. Topics for discussion will include civility, conflicts of interest, gifts, using position to gain favor, and using agency resources for personal business. This session includes small group breakouts and peer conversations.

**Work Smarter, Not Harder: Using AI to Boost Efficiency in Parks & Rec (.1 CEU)**

*Jessica Hoffman, City of Wentzville*

This practical demo will highlight how ChatGPT and other AI tools can enhance productivity in park management. Attendees will engage directly with AI to see its potential in automating tasks, optimizing resource allocation, and enhancing visitor experiences. This session will equip parks and recreation professionals with the skills to integrate AI effectively into their operations.

**3:30 - 5:00 PM: Join us for a networking social. Beverages and snacks will be provided.**