

**OREGON RECREATION & PARK ASSOCIATION
2010 ANNUAL CONFERENCE**



ORPA • SALEM 2010

Where Leadership Makes a Difference

**SEPTEMBER 26-29, 2010
SALEM CONFERENCE CENTER
SALEM, OREGON**

CONFERENCE SCHEDULE



Saturday 9/25/10

**All Day—"Rec the Capital" Geocaching
Oregon State Fairgrounds**

Join ORPA for a two day geocaching event in the heart of Oregon's capital. This brand new event will be headquartered at the Oregon State Fairgrounds. Come meet fellow geocachers, play together and enjoy a weekend of finding new caches. We have designed a special coin to commemorate this event. Low cost campsites and RV sites are located at the Fairgrounds. Register today and join us for the fun! Your registration fee includes long sleeved high-tech fabric shirt, one dinner and a coin.

Sunday 9/26/10

All Day—"Rec the Capital" Geocaching (see above)

**9:00—11:00 am "Rec the Capital" Run/Walk
Riverfront Park Pavilion
101 Front St NE, Salem, OR**

Join us for an 5K Run/Walk through the parks of downtown Salem. The route will take you over the Willamette River and through Riverfront and Wallace Marine Parks. Long sleeved high-tech fabric shirt included with \$25 registration. *Race registration form available at www.orpa.org.*

**12:00 pm "Rec the Capital" Golf Scramble
Salem Golf Club
2025 Golf Club Road, Salem, OR**

A fun afternoon of golf before the learning begins. Meet us at the beautiful Salem Golf Club. www.salemgolfclub.com. All skill levels welcome. Long sleeved high-tech fabric shirt included with registration fee of \$75.

**1:00 pm "Rec the Capital" Bike Ride
Riverfront Park Pavilion
101 Front St NE, Salem, OR**

Bring your bike and join us for a scenic ride through the Willamette Valley. You can choose between a leisurely 10 mile (approximately 1 hour) ride or a longer 36 mile (approximately 2.5 hour) route. Long sleeved high-tech fabric shirt included with \$25 registration.

**1:00 pm "Rec the Capital" River Paddle
Wallace Marine Park**

540 Wallace Road NW, Salem, OR

Join us for a twelve mile, approximately 3.5 hour float down the Willamette River Water Trail. We will meet at Wallace Marine Park in Salem and take out at the Wheatland Boat Ramp, just past the ferry. A shuttle will be provided to get you back to Wallace Marine. Boats and life jackets will be available, but BYO-Boat if you have one. Long sleeved high-tech fabric shirt included with \$25 registration. Registration is capped at 25 people.

**1:00—6:00 pm Registration Desk Open
Salem Conference Center
200 Commercial St SE, Salem, OR**

**Thank You!
"Rec the Capital" Sponsors**

GOLD SPONSORS



BRONZE SPONSORS

**David Reed & Associates
SiteLines Park & Playground Products
ORPA Maintenance & Construction Section
ORPA Aquatics Section
ORPA Recreational Sports Section**



A CAPITAL EXPERIENCE

ORPA • SALEM 2010

Monday 9/27/10

**Salem Conference Center
200 Commercial St SE
Salem, Oregon 97301**

7:00 am-5:00 pm Registration Desk Open
Willamette Foyer

Thank you to our Registration Sponsor!
Cameron McCarthy

7:30-9:00 am Breakfast with Exhibitors
Enjoy a hearty breakfast in the exhibit hall and lobby with your 2010 ORPA Conference Vendors. Learn about the latest products and services that will make your job easier.

Thank you to our Breakfast Sponsor!

WILSON-HEIRGOOD
ASSOCIATES



9:00-10:00 am Welcome, Board Elections & Keynote Address

Mike Shellito - "Thriving in the Midst of Change"

We live in a world of unprecedented change, chaos and challenges. We can no longer do things the way we have always done them. Learn to not only survive change, but thrive, personally and professionally by changing your perspective and becoming an adaptive leader.



Mike Shellito recently retired from the City of Roseville, CA where he served as Community Services Director, Assistant City Manager and Interim City Manager during his 30 years of service to the city. Under Mike's leadership, the City of Roseville won numerous national and statewide awards including the prestigious Gold Medal Award. Mr. Shellito is a recipient of the Distinguished Service Award from the National Recreation and Park Association and is a member of the American Academy for Parks and Recreation.

10:00-10:30 am Break with Exhibitors

Santiam

Grab a cup of coffee with our 2010 Exhibitors.

Thank you to our Break Sponsors!



10:30-11:45 am Breakout Sessions

Be Top Notch Be Known Be Trendy Be Green

Sustainable Design For Restrooms & Park Buildings

Building sustainable park structures offers a host of advantages to a parks organization. Green features in restrooms, multi-purpose buildings, and concession/storage facilities can save money in energy and water use; earn LEED certification and grant preference and demonstrate public stewardship of the environment. This presentation uses the LEED checklist as a framework for examining how parks all over the country are using sustainable design options, especially water and energy conservation measures.

**Ryan Smith, Romtec Inc
Croisan A**

Dirt Cheap Marketing Strategies

A limited budget doesn't have to keep you from successfully marketing your programs. Learn how to implement low cost free marketing techniques, and use your time and resources wisely. We will discuss the use of target marketing, outreach and customer service strategies and use of the latest technologies to help you work smarter, not harder in your marketing efforts.

**Diane Pergamit, Willamalane Adult Activity Center
Patty Brescia, Wilsonville Community Services
Croisan B**

Oregon Children's Outdoor Bill of Rights

The Oregon Children's Outdoor Bill of Rights (OCOBOR) is an initiative created by the Outdoor Recreation Section of ORPA to address the gap in connecting our youth and families to nature. The initiative is directed at our youth, but involves people of all ages to engage in nature, and absorb the benefits. OCOBOR strategies are designed to link all statewide outdoor and environmental organizations together, delivering a clear consistent message to Oregon residents and reducing the barriers to a healthy outdoor experience.

**Craig Smith, City of Eugene Recreation Services
Aimee Goglia, City of Eugene Outdoor Program
Terry Bergerson, OPRD
Croisan C**

Waves of the Future-Trends in Aquatics

Changing demographics are important to take into consideration when thinking about renovations or about building a new facility. Learn how to design and build aquatic facilities today for the needs of tomorrow.

**Randy Mendioroz, Aquatic Design Group
Willamette B**

Grant Funds - Oregon State Parks

You want to know where and how new sources of funds will help you do your jobs. The Oregon Parks and Recreation Department has a number of grant programs that can help local communities acquire, rehab, or develop their parks. The federal Land & Water Conservation Fund (LWCF) grant program will be highlighted.

**Gloria Shinn, National Park Service
OPRD Grant Staff
Willamette C**

Cut to the Core: Making Hard Budget Choices

This session will outline management strategies needed to respond to today's budget challenges and economic downturn. Learn how to define and focus on core services, develop guiding principles for difficult budget and staffing decisions and identify new ways to deliver programs, services and facilities in a more cost effective manner. Participants will discuss how to survive cuts and "right size" your organization.

Note: This session was rated one of the top 5 presented among 214 sessions at the 2009 NRPA Congress

**Mike Shellito
Willamette A&D**

11:45 am -1:15pm Lunch with Exhibitors

Join your 2010 ORPA Conference Vendors for lunch in the exhibit hall and lobby. Chat with the vendors you didn't meet at breakfast and learn about new products and services to help you better serve your community.

Santiam & Lobby



THE NATIONAL GOVERNING BODY
OF SOFTBALL

Thank you to our Lunch Sponsor! Oregon ASA Softball

1:15-2:30pm Breakout Sessions

Be Top Notch Be Known Be Trendy Be Green

Oregon Recreation Trails: Get Connected

Oregon has an international reputation for exceptional scenic beauty and excellent outdoor recreation opportunities. An extensive, statewide network of scenic trails showcases and provides access to Oregon's outstanding natural features including rivers, mountains, waterfalls, and the Pacific Ocean. Oregon's regional trails connect recreation sites, schools and services, provide alternative transportation routes and also highlight the state's natural beauty. Through panel discussion, learn about the 1971 Trails Act, the Oregon Recreation Trails Advisory Council (ORTAC) and the newly-developed Oregon Recreation Trails Designation Program. Discover the benefits of participating in the creation of a statewide system of designated trails that will showcase Oregon's outstanding scenic features and significant regional routes.

**Bruce Ronning, Bend Park & Recreation District
Chuck Solin & Nancy Ream Enabnit, Oregon
Recreation Trails Advisory Council (ORTAC)
Croisan B**

Nature Mobile: Taking the Show on the Road.

Running programs at a facility is par for the course for most park and recreation providers. How do you bring programs to natural areas, developed parks, and schools that aren't routinely used for programming? Learn how the Nature Mobile operates environmental education programs and events on the go.



After a short presentation, participants will brainstorm logistics, coordination, and notification methods needed to run a successful program on their home turf.

**Bruce Barbarasch & Elisa Payne, Tualatin Hills Park & Recreation District
Croisan C**

Creating Recreation Opportunities for Injured Service Members

Many service men and women are returning from war deployments to a very different lifestyle. Due to injuries they have sustained such as traumatic brain injuries, amputations and Post Traumatic Stress Disorder, their recreational and leisure needs are more complex. This session will review the City of Eugene's Adaptive Recreation Services perspective on how they implemented a NRPA/paralympic grant to support recreation to injured service members.

**Patty Prather, City of Eugene Recreation Services
Croisan A**

Rx Play: Developing an Evidence-Based Physical Activity Program

Learn about a coalition of recreation professionals, health administrators, pediatricians, and exercise scientists currently working on a pilot project in Portland. Called Rx Play, this project is establishing and testing the effectiveness of an innovative childhood obesity prevention and treatment model that combines clinician-based physical activity counseling and prescription and referral to community-based physical activity programs offered by Portland Parks and Recreation.

**Terry Bergerson, OPRD
Karen Birt, Portland Parks & Recreation
Dr. Stewart Trost, Oregon State University
Willamette B**

When Summer Fun turns into Winter \$um\$

Working with youth in sports or recreational programs is fun and exciting, but it is filled with risks. We will study actual court cases from across the country that represent many of the risks in programming youth sports or recreational activities. You will leave with a full presentation you can use to train your staff involved with your programming. If you supervise volunteers or staff, this is a must to attend.

**Mark Hokkanen, Tualatin Hills Park & Recreation District
Willamette C**

Marketing to the Four Generations

With four different generations - The Veterans, The Baby Boomers, Gen X and Gen Y working and living together, collisions are not uncommon. The generation gap is widening with diversity in world views and work philosophies. To be successful, you need to be able to relate to all ages, bridge the gaps and address unique wants and needs of your customers and clients. We will discuss who these generations are, discover techniques on how to best work with the 4 different generations, and explore how to relate to customers and clients regardless of the individual's generation.

Dana Barz, Danamics
Willamette A & D

2:30-2:45 pm Break

2:45 -4:00 pm Breakout Sessions

Be Known Be Top Notch Be Trendy Be Green

Water Trails: Benefits to Communities & Visitors

Water trails can help communities that once were focused on resource extraction to a new focus of sustainable use of the water resource. Water trails can change these perspectives by bringing information to novice and experienced non-motorized boaters through signage, marketing, web presence and other avenues. The panel, made of founders of the Willamette River Water Trail and the Tillamook Estuaries Partnership, will share with you how each of their communities started a water trail, outlining the challenges and the opportunities.

Julie Chick, Claudine Rehn, Richard Walsh & Dan Miller, Tillamook Estuaries Partnership
Croisan A

What are your Core Services? - Using the Pyramid Methodology to Define Your Mission

Are you using the Pyramid Methodology to make tough decisions? Other agencies around the country are —because it works. It's not a product or something you buy. It's a tool and a process you use to define your core services, build consensus on agency values and move forward more easily. The Pyramid Methodology is used to help describe the level of community benefits that your programs, facilities and lands provide, and to articulate your mission. Learn how to use the method to determine what your resource allocation, prices, cost recovery and focus area should be.

Karon Badalamenti, Greenplay, LLC
Croisan B

Eco Biz Certification Program

Review the voluntary certification program available to Parks & Recreation departments who choose to go beyond compliance and take steps toward sustainability.

Marney Jett & Dawn Hottenroth, Oregon Department of Environmental Quality
Croisan C

REC Attack!

REC Attack brings together innovative strategies and technologies for outreach, marketing and community participation in programming. You will witness the evolution of a marketing gimmick into a robust tool that facilitates outreach into underserved populations and/or areas and increases access to recreation programs. Participants will analyze their own resources and identify comparable strategies that meet their communities' needs

Peter Chavannes & Colette Ramirez-Maddock, City of Eugene Recreation Services
Willamette B

The Leadership Challenge: Doing More With Less In Tight Times

In this time of constant change and wide cutbacks, people need to draw on their leadership ability and inner potential to find success. Many of us only use about 4-25% of our inner potential. Join this program to explore how to turn potential into performance for yourself and your teams!

Dana Barz, Danamics
Willamette A & D

Winning Formulas-Preventing Recreational Water Illnesses

Do recreational water illnesses make you queasy? Learn how sensible and informed pool-water sanitization is the most cost-effective and user friendly way to mitigate the potential for illness at your facility

Randy Mendioroz, Aquatic Design Group
Willamette C

4:00-4:15 pm Break

4:15-5:30 pm Breakout Sessions

Be Known Be Top Notch Be Trendy Be Green

Innovative Acquisition & Operations/Maintenance Funding Strategies

Case study presentations of successful innovative acquisition and operations funding strategies used by parks providers in Oregon. Included will be a discussion with Brian Sjothun on the "parks utility fee" used by the City of Medford for acquisition and maintenance; and presentations on one or more additional successful strategies (agencies/programs to be determined.)

Don Ganer, Senior Project Manager, FCS Group
Croisan A

Trends in Parks & Rec

Dog parks, Water ski parks, whitewater parks, underwater hockey, indoor skiing...which of these are coming soon to a community near you? This session will provide an overview of upcoming facility trends in your region, the U.S. and around the world, along with trends in management, cost recovery, and funding for the overall parks and recreation profession.

Karon Badalamenti, Greenplay, LLC
Croisan B

Dig In! Parks & Agriculture

Urban farms and community gardens help create healthy, sustainable communities. This session explores the benefits of agricultural recreation; describes examples from across the state and nationally; and presents trends in planning, operations, programming and revenue generation. Grow the next generation of park advocates while connecting residents with their history and the process of growing food! Discuss your experiences in contributing to local food security and preserving agricultural land.

Sally McIntyre, Principal, MIG, Inc
Croisan C

Agency Directors & Managers Session Willamette B

How to Attract the Next Generation - Boomerizing Parks & Recreation

Highlighting the Baby Boom generation's influence on every aspect of American life for the past 40 years, this session will focus on how aging Boomers are likely to transform marketing and selling strategies in the future. Forget the rules used to sell and market seniors of the 20th Century. Organizations that recognize Boomer's relevant values, attitudes and traits will attract the next generation of consumers and prosper. The implications for Park and Recreation planning will be discussed.

Patrick Davis, Institute for Applied Critical Thinking
Willamette A & D

Blue is the New Green

Discover helpful information and tips to make your pool more eco-friendly and energy efficient.

Randy Mendioroz, Aquatic Design Group
Willamette C

5:30 -7:00 pm Newcomer's Social

Everyone is welcome, but new members and first time conference attendees will be holding all the drink tickets! Conference veterans, cut loose and meet somebody new. You will make a friend and earn a free beverage. Light refreshments will be available to tide you over until your dinner on the town.

Thank you to our Newcomer's Social Sponsor!



**Northwest Playground
Equipment, Inc.**

7:00 pm Dinner on the Town

This is your chance to discover some of the hidden treasures of downtown Salem! Grab your \$10 voucher and go enjoy one of the great restaurants within easy walking distance of the conference center and hotel.



Tuesday 9/28/10

7:00 am-1:00 pm Registration Willamette Foyer

Thank you to our Registration Sponsor!
Cameron McCarthy

7:00 am- 7:00 pm Silent Auction Willamette Foyer

7:30—8:15 am Breakfast
Willamette A & D

Join us for a breakfast buffet to give you a good start to your second day of learning.

8:30 -9:45am Breakout Sessions
Be Known Be Top Notch Be Trendy Be Green

Ways With No Means

Whether your event has tons of money for advertising or none, we will explore marketing opportunities that cost little to nothing. You'll get some ideas to promote your events free or using someone else's money! The session will include some brainstorming and ideas you may have to "get the word out" and attendees in. This is ideal for smaller events and fairs, but even the big ones will learn something valuable here.

Scott Ingalls, Ingalls & Associates
Croisan A

Skateparks, Paths & Sculpture: The New Face of Skateparks

Skatepark construction continues to boom. While many cities continue to build basic ramp parks, others are helping redefine the modern skatepark. Skateable sculptures and integrated skateplazas are changing the traditional notions about both the nature and the site needs of a skate or bike park. Are skate plazas just a trend? Or is there a true paradigm shift in action sports, design and construction?

Aaron Spohn, Spohn Ranch, Inc
Croisan B

Producing and Using Instructional Videos for Your Agency and the Public

Learn how to produce instructional videos on general maintenance tasks for the public and your agency staff. These videos are on various topics such as getting your equipment ready for spring, pruning, irrigation, water conservation, turf care and a host of other routine maintenance functions. These videos will eventually be available at City Council meetings as well as on the city website. We also intend to make safety videos for our seasonal staff to view when they begin employment with the city. These would take the place of some of the safety manual material and would give them a hands on or a visual reference as to what we expect in the field.

Bill Heggie & Greg Tracy, Lake Oswego Parks & Recreation
Croisan C

The Beauty of Oregon from a Bicycle Seat

Oregon is the first state to create a program to designate Scenic bikeways, which highlight the beauty of Oregon from the viewpoint of a bicycle seat.



Scenic Bikeways are a component of sustainable, green vacations and staycations. Bikeways are for both the long distance rider and riders looking for a short sightseeing spin. Bikeways can help attract tourism dollars and redefine a community as a recreational destination by providing recreational and promotional value. The next designated bikeway could be near your community! Bicycle touring can be the perfect low cost adventure with Hiker-Biker campgrounds being an integral part.

Alex Phillips, OPRD
Pringle Creek



The Triple Bottom Line Sustainability

Summary Description: As operating budgets are being squeezed, leaders are making decisions to create economic sustainability for their services. But what impact do these economic decisions have on the social equity of our programs and the environmental health of our community? The City of Eugene has developed a Triple Bottom Line Tool for helping staff make comprehensive decisions based on the three legs of sustainability.

Aimee Goglia, City of Eugene Outdoor Program
Craig Smith, City of Eugene Recreation Services
Willamette B

Breaking Through Walls Leadership

Learn how to accomplish more, sooner, by becoming a more effective leader. This entertaining and educational session includes stories, case studies and personal challenges. Learn the leadership secrets that Sgt. Hooper used to win worldwide acclaim for his team, on a limited budget, with tight deadlines.

Mike Goss, Breaking Through Walls
Willamette C

9:45 -10:00 am Break

10:00 -11:00 am Section Meetings

Administration Section

Sponsored by **JACOBS** | Global Buildings Consulting

Willamette A & D

The Admin Section welcomes all executive leadership. On the slate for this year's section meeting is a presentation by Matt Mathes of Jacobs Global Building Consulting who will share his perspective on calculating the economic benefits of parks and recreation using, as one example, his work with the City of Hermiston. There will also be an update from the ORPA legislative committee and time for an open discussion on topics of your choice. New to this year's section meeting is a break out session for management staff who have primary responsibility for public relations, marketing, and/or park and recreation foundation leadership to

discuss opportunities to network and enhance their work through ORPA.

Aquatics Section Willamette C

Come meet your colleagues from other agencies who work in Aquatics! We will be presenting awards, discussing emerging trends in Aquatics and electing our section leadership for 2010-2011. Everyone who works in the Aquatics world is welcome.

Natural Resources Section Pringle

Outdoor Recreation Section Croisan B

Recreational Sports Section Croisan C

Section for Older Adult Resources Croisan A

Don't miss the **SOAR Section meeting!** SOAR is for all professionals working with people 50+ in the areas of recreation, education and social services. At the meeting, we will unveil a great new piece developed by the SOAR Board for you to use in marketing your programs and services to your community. Celebrate the SOAR annual award winners for Outstanding Program and Best Community Partner! Meet your peers from around Oregon and hear what the hottest ideas are in serving older adults during our famous "99-Second Sharing". We will elect the 2010-11 SOAR Board and for no other reason, come to win one of the great door prizes! We can't wait to meet and greet you! **SOAR - the sky's the limit!**

Section for Programming Interests Willamette B

11:15 am-12:45 pm
MACS BBQ & ORPA Business meeting
Riverfront Park

Thank you to our BBQ Sponsors!



12:45-2:00 pm Breakout Sessions

Be Known Be Top Notch Be Trendy Be Green

Parks & Recreation: Building Healthy Communities

Over the past 20 years, the percent of Oregonians who are obese has more than doubled. Given their unique ability to increase access to fitness opportunities for all people, regardless of socio-economic status, parks and recreation agencies can play an important role in helping to turn this trend around. This session will highlight specific Parks and Recreation strategies that increase access to physical activity and healthy food choices.

Heather Simmons, Community Action Agency
Head Start
Croisan A

Public Outreach that Delivers a Defensible Facility Needs Assessment

Learn how to effectively use surveys, workshops and other public outreach tools to establish a foundation for a defensible, statistically reliable, fiscally responsible and actionable method of quantifying the facility needs of residents in your community today and in the future.

Robert Mueting, RJM Design Group
Croisan B

Saving Money by Saving Resources

Learn how to get started saving money and resources in your agency. Presenter shares a step-by-step guide showing how one organization began to minimize waste and save money in office operations, programs and special events. Tips include recycling guidelines, food composting, vendor contracts, concession guidelines and other ways to divert waste. Sample guidelines and community resource handouts included. Bring your best suggestion to share.

Trish Phetteplace, Willamalane Park & Rec District
Croisan C

Target Marketing Your Programs

Don't send senior citizens info on daycare. That's the fundamental wisdom on target marketing. But there's more. When your participant reads a message and it feels like it was created just for them, they respond. Use paper, web, social media--every channel available to create a target-specific message that will grab attention and create registrations. Walk out with a plan. It's easier than you think! Stop wasting time sending messages that fall on deaf ears, even though people are aching to belong! Help people feel included, valued, respected and even missed!

Julia King Tamang, LERN
Willamette B

Bringing Memory Enhancement Programs to Your Community

There is mounting evidence that lifestyle factors, including staying mentally active, can delay or even prevent memory problems. Dr. Winningham will discuss recent research related to the use it or lose it theory of memory and aging. In addition, he will discuss the effects of exercise, nutrition, and social support on the likelihood of developing memory problems. Finally, he will provide many cognitively stimulating materials that can be used to start a memory enhancement program.

Dr. Robert Winningham, Western Oregon University
Willamette C

Salem Kroc Center - Vision to Ribbon Cutting & Operating

Tour the Salem Kroc Center. The purpose of the new Salvation Army Ray and Joan Kroc Corps Community Center in Salem is to improve the lives of the residents in the area. Funding of the center was possible through a gift from Joan Kroc, late wife of the late owner of McDonalds. With the Kroc Center as an example, become familiar with the process of building a community center and the latest trends available in aquatics, recreation, and beyond.

Douglas Whiteaker, Water Technology Inc
Pringle Creek

2:00 -2:15 pm Break

2:15-3:30 pm Breakout Sessions

Be Known Be Top Notch Be Trendy Be Green

Planning for What the Public Really Wants

Focusing marketing, programming, park & facility design & maintenance efforts on what matters most to the public and elected officials will dramatically increase your agency's efficiency and effectiveness. This session will cover the results of a cutting edge public opinion poll that is invaluable to planning and allocating resources for parks and recreation. Participants will apply these concepts to their own agencies and determine their top 10 organizational priorities.

Mike Shellito
Croisan A

Nature Based Play Areas

Nature based play and playgrounds are a growing trend in many of our communities. This session will identify goals and benefits of nature based playgrounds. We will share some images from nature based play in Oregon and around the world. Our presentation team has been working on developing a nature based playground at Silver Falls State Park. An in-depth look at this case study will highlight cost, maintenance, design, safety, and community input in nature based play.

Michelle Mathis, GreenWorks PC, Landscape Architecture & Environmental Design
Rod Wojtanik, Metro
Anita Van Asperdt, Metro
Croisan B

Signage Plans

Session participants will hear about processes Metro went through in developing two signage plans. One for the metro system, another for the broader metro area.

Deb Scrivens, Interpretive Planner, Metro
Croisan C

Best Practices for Listening and Engaging Consumers in Social Media

You need to be using social media to make sure you're known in your community. Non-profits and profit making organizations are jumping on the bandwagon to create community and dialog with customers who want to belong, to participate and to help shape your services and events. Nothing builds customer loyalty like face-to-face contact, but for the times in between, social media is a close second. It's cheap, it's fun, and it's fast. Learn about strategy, policy and implementation in this lively session.

Julia King Tamang, LERN
Willamette B

Locating Money to Improve Your Irrigation Systems

In these budget-constrained times, understanding your water cost to maintain usable and safe turf areas is vital. We will start by outlining a process of conducting a thorough water bill audit weighed against the actual irrigated area and finish with suggested partnering resources able to fund irrigation improvements to maximize the systems efficiencies.

Judi Ranton, Portland Water Bureau
Gordon Kunkle, Portland Parks & Recreation
Willamette C

Salem Kroc Center - Vision to Ribbon Cutting & Operating (Continued)

Tour the Salem Kroc Center

Douglas Whiteaker, Water Technology Inc
Offsite

3:30 -3:45 pm Break

3:45 -5:00 pm Breakout Sessions

Be Known Be Top Notch Be Trendy Be Green

Aquatics for Active Retired Adults and Seniors

With average life expectancy on the rise and the continuing increase in our nation's 65- and- older population, active retired adults and seniors will become a growing dynamic in the design and programming of our aquatic facilities. Recreation, wellness and rehabilitative exercise trends in aquatics has evolved tremendously, and interest and participation in aquatic wellness activities are more popular than ever. Get educated on design and programming solutions for this growing population.

Douglas Whiteaker, Water Technology Inc
Croisan A

Nature Based Play Areas (cont)

Michelle Mathis, GreenWorks PC Landscape
Architecture & Environmental Design
Rod Wojtanik, Metro
Anita Van Asperdt, Metro
Croisan B

The Upside of a Down Year

There are many positive aspects to these troubled times in the realm of event production, promotion and marketing. We will investigate all the opportunities that present themselves in tough economic times to go forward more profitably, using less time, and someone else's money.

Scott Ingalls, Ingalls & Associates
Croisan C

5:00 -6:30 pm Social & Silent Auction

Our evening of fun starts with no-host cocktails and a final countdown to close the silent auction tables. Make sure you are there to defend your bid!

6:30 -9:00 pm Awards Banquet

Join us as we share a delicious meal and honor our 2010 ORPA award recipients. We will also draw winning tickets for the coveted raffle baskets and meet the newly elected 2010-2011 ORPA Board of Directors.

Thank you to our Banquet Sponsor!



Wednesday 9/29/10

7:30—8:00 am Aquatics Institute Registration

8:00 am - 12:00 pm Aquatics Institute

Enhancing Existing Facilities with Mike Shellito and the Energy Trust of Oregon Be Trendy

This workshop will provide you with a variety of ideas to generate increased income, save operational costs, improve customer satisfaction and enhance or expand your existing pools and aquatics programs. First, Mike Shellito will take you through a look at Branding, Customer/Guest Service, Marketing, Pricing and Programming as ways to invigorate your existing facilities. Second, the Energy Trust of Oregon will share the story of Dallas Aquatic Center and their successful efforts to dramatically improve energy use at their facility. Come learn how you can save money by improving energy practices at your facility. The information shared by Mike and the Energy Trust during the seminar will also benefit anyone looking towards building a new center. Come, listen, hear and take away new ideas to implement at your own agency.

Thank you for supporting ORPA!

We look forward to serving you throughout the next year and hope to see you for our 2011 Annual Conference, September 18th to the 20th in beautiful Bend, Oregon!