

MRPA Virtual Education



In Partnership with Florida Recreation and Park Association

Reigniting Your SPARRK - 24 Strategies to Jumpstart 2024!

December 6 • noon to 1:30 p.m.

Gail Lowney Alofsin, Speaker

Are you ready to ignite your passion, spark creativity, and set a few key goals for 2024? Dive into 24 powerful strategies, from resilience to leadership designed to navigate the opportunities available through a positive and productive mindset. “Reigniting Your Spark!” is YOUR roadmap to success, delivering the tools and inspiration that benefit YOU. Jumpstart your journey towards an unprecedented 2024! 0.15 CEU

Learning Objectives:

Discover effective strategies to prioritize YOUR key goals.

Evaluate and share strategies on keeping focused and maintaining motivation.

Depart with 24 actionable steps “jumpstart” YOUR 2024!

About the Speaker:

As a national keynote speaker, workshop leader, author, university professor, radio show host and business development executive, Gail shares her brands of positivity, education and inspiration. Gail has produced or worked on over 2000 events throughout the past 3 decades. She is the Director of Corporate Partnership for the Newport International Boat Show in addition to speaking and training throughout the country on leadership topics including employee engagement, work/life balance and communication. Gail has been an Adjunct Professor at the University of Rhode Island since 1999, adding Salve Regina University in 2015 and Western Connecticut State University in 2022. Gail serves on five nonprofit boards focused on education, hunger, health, and business. Gail's book, “Your Someday is NOW – What are you Waiting For?” - now in its second printing, has raised over \$55,000 for non-profit organizations. 100% of book sales have been donated. Gail lives in Newport, Rhode Island with her family.

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Play on Player: Celebrating Disability with Play

December 12 • noon to 1:30 p.m.

Jill Moore, Inclusive Play Specialist, Landscape Structures

Far too often "disability" is associated with being fragile or lessor. The misconception extends beyond those on the outside looking in; people living with disability can be quick to believe their condition is as debilitating as others say. Play on Player addresses the need to ensure everyone experiences play. Not only to be active, but to find pride, independence, capability and inclusion.

0.15 CEU

Learning Objectives:

Identify how adaptive play uniquely impacts each stage of development from childhood to young adulthood.

Develop an understanding of the challenges faced in fostering and creating adaptive play opportunities and how to overcome them.

Discover adaptive recreation opportunities in your communities from school settings to competitive teams.

About the Speaker:

Jill Moore works with the LSI team in adding user voice within product development, as well as inclusive design practices. With a specific focus on merging lived experience with universal design principles, Jill promotes and educates on integrating inclusion in play, and bringing people with disabilities into the conversation. As an accredited educational presenter- both in the classroom and the playground; play has become her full-time role. During her lifetime, she has represented Team USA as a multi-sport athlete, bringing perspective on the importance of the formative role of recreation- and how imperative equitable access to play is for all.

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Diversity Marketing in Parks and Recreation

January 16, 2024 • noon to 1:30 p.m.

Juan Carlos Acevedo, Superintendent of Marketing and Communications,
Wheeling Park District

According to the latest United States census, more than one-third of the population is classified as racial or ethnic minorities and the nation's diversity is likely to increase in the future. Park administrators and managers across the country are facing different challenges in providing programs and recreational activities to diverse groups. Not only do ethnic and racial minorities have unique recreation and program preferences, but often some are unaware that programs exist in their communities. This session will talk about the different strategies a park district or agency can implement in the short and long term to market program offerings to an ethnically and racially diverse community, and build a two-way relationship. 0.15 CEU

Learning Objectives:

Learn the meaning of Diversity Marketing and how it can be applied to parks and recreation.

Learn how to listen to your ethnically and culturally diverse community through engagement.

Learn the four P's of marketing and how they can be applied to your agency's marketing efforts.

About the Speaker:

Juan Carlos Acevedo, CPRP, is a park and recreation professional specializing in Marketing and Communications in the Chicagoland area and PhD student at the University of Illinois, Urbana-Champaign. He has 18 years of experience creating, developing, and marketing leisure programs, activities, and events to diverse communities. He has become well-versed in marketing and communications, including market research, branding, content creation, social and digital media management, print and promotions, and public messaging. He is excited to share his passion of community service, parks and recreation, and marketing strategies with you.

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Project Management Essentials and How to Capitalize on Your Strengths To Fuel Success

January 31, 2024 • noon to 1:30 p.m.

Jason Mackenzie, Park Planning and Development Manager, Hillsborough County

Samantha Phillips, Project Manager, Hillsborough County

Whether your projects are intergalactic or next door, project management can be daunting. From change orders, procurement setbacks, production delays, and more. In this session, we will identify essential project management steps, recognize common pitfalls, and show you how to capitalize on your individual strengths/transform your weaknesses to set yourself apart as a project manager. After this session, prepare to be fueled up and ready to launch. 0.15 CEU

Learning Objectives:

- Outline project management essentials.

- Understand how to capitalize on strengths and refine weaknesses for project success.

- Identify challenges and common pitfalls throughout projects.

About the Speakers:

Jason Mackenzie is a Parks and Rec kid with 25 years of experience as a Parks and Recreation Professional. A Florida Native and graduate of the University of South Florida, he brings experience in Aquatics, Athletics, Emergency Operations, Parks Management, Planning, and Recreation. As a Park Planner and Development Manager, he often consults his target audience and toughest critics for advice on projects...his kids.

Samantha Phillips is a Colorado native and outdoor enthusiast who grew up bouncing around national parks on family vacations. Since then, she has worked on various conservation and park projects including site restorations, park planning, and stormwater mitigation. She is currently pursuing her Masters in Environmental Policy and Management at University of Denver. Outside of work, her passions including spending time with her son, reading, honey, and running.

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In Partnership with Florida Recreation and Park Association

Eat a Frog for Breakfast! Morning Fuel to Leap into YOUR Day!

February 6, 2024 • noon to 1:30p.m.

Gail Alofsin, Speaker

Yes, you can do it all ALL– and then some! Roll up your sleeves and get your roller-skates on while enjoying seven proven methods that help you live in the present and relish the moments that truly matter! Saving time will give you time to spend BEING where YOU want to be – from coffee with friends & yoga classes... to little league games! Release the guilt and LIVE your LIFE! RIBBIT! 0.15 CEU

Learning Objectives:

Understand the concept of “Eating a Frog” as a metaphor for tackling challenging tasks.

Review and share methods for overcoming procrastination.

Gain insight into time management methods that can optimize your daily “Do” list.

About the Speaker:

As a national keynote speaker, workshop leader, author, university professor, radio show host and business development executive, Gail shares her brands of positivity, education and inspiration. Gail has produced or worked on over 2000 events throughout the past 3 decades. She is the Director of Corporate Partnership for the Newport International Boat Show in addition to speaking and training throughout the country on leadership topics including employee engagement, work/life balance and communication. Gail has been an Adjunct Professor at the University of Rhode Island since 1999, adding Salve Regina University in 2015 and Western Connecticut State University in 2022. Gail serves on five nonprofit boards focused on education, hunger, health, and business. Gail’s book, “Your Someday is NOW – What are you Waiting For?” - now in its second printing, has raised over \$55,000 for non-profit organizations. 100% of book sales have been donated. Gail lives in Newport, Rhode Island with her family.

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In Partnership with Florida Recreation and Park Association

Activate Communities Through Intentional Playground and Outdoor Fitness Design

February 13, 2024 • noon to 1:30 p.m.

Mike Kendrick, Deputy Director - Parks, Port St. Lucie Parks & Recreation

Suzanne Quinn, PhD, Manager of KOMPAN Play Institute, North America

Your playgrounds and outdoor fitness sites are a main attraction for the whole community. Active spaces have numerous benefits for overall health and community cohesion. But, how do you get the design right to not only attract people, but to retain them for longer periods of time? The answer is intentional design. In this session we will discuss design strategies that help playgrounds and outdoor fitness sites be the best they can be. Our session is backed by research from the KOMPAN Play Institute, and the broader literature. We will share specific examples from Port St Lucie, where the design approaches have attracted people of all ages and all abilities to play, exercise, and enjoy what the community has to offer. 0.15 CEU

Learning Objectives:

Learn about the research behind intentional design strategies for outdoor play and fitness areas.

Discuss trends in outdoor play and fitness designs.

Apply intentional design strategies for outdoor playgrounds and fitness to their future projects.

About the Speakers:

Mike Kendrick is the Deputy Director for the Parks and Recreation Department in the City of Port St Lucie. He has an Associate Degree of Applied Science in Golf Course Operations and a Bachelors degree in Organizational Management and is a graduate from FRPA's Abrahams Academy for Leadership Excellence in Parks and Recreation. He has over 25 years as a Golf Management and Construction and 16 years of experience with local government. In his current role, he creates and manages the parks annual budget and oversees many capital projects

Suzanne Flannery Quinn, PhD (Syracuse University, USA) is the manager of KOMPAN Play Institute, Americas. Suzanne was formerly a Senior Lecturer and Programme convener of the MA Early Childhood Studies at the University of Roehampton, London, Froebel College, where she was a research member of the Early Childhood Research Centre. Suzanne conducts international research on children's active outdoor play.

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Registration Form

Registration Deadline: One Week Prior for Each Session

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Email Address: _____

*The online workshop link will be emailed to this email address directly from Florida Park and Recreation Association.

Sessions and Dates

Please check all sessions for which you are registering:

- ☐ December 6 Reigniting your SPARRK - 24 Strategies to Jumpstart 2024!
- ☐ December 12 Play on Player: Celebrating Disability with Play
- ☐ January 16 Diversity Marketing in Parks and Recreation
- ☐ January 31 Project Management Essentials
- ☐ February 6 Eat a Frog for Breakfast! Morning Fuel to Leap into your Day!
- ☐ February 13 Activate Communities Through Intentional Playground Design

Registration Rate:

- ☐ Member: Each session is \$35 # of sessions _____ x \$35 = \$ _____
- ☐ Non-Member: Each session is \$45 # of sessions _____ x \$45 = \$ _____

Registration and Payment Method:

- ☐ Check enclosed or requested
- ☐ Send Invoice
- ☐ Paid online at mnrpa.org

Questions?

Email: gerhard@mnrpa.org