Network • Learn • Relax

Great Lakes Park Training Institute

Pokagon State Park • Angola • Indiana

February Twenty Second – Twenty Fifth, Two Thousand Sixteen
INTRODUCTION

Participants from the Great Lakes Region gathered in Indiana’s Pokagon State Park February 22-25, 2016 to attend this annual event. The Institute is historically significant. In the mid-1940s, amidst the rapid growth of park districts, state parks, and recreation departments throughout the Midwest, an awareness of the need for a professional training program arose. At the invitation of Dr. Garrett Eppley at Indiana University, the summer of 1946 ushered in a meeting of representatives from Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. Dr. Eppley proposed an educational institute to include general sessions and detailed workshops. The group supported the idea and arranged for a pilot program in late 1946. A total of 116 delegates attended the pilot program held at McCormick’s Creek State Park in Indiana. The pilot was a huge success and provided much service to those departments in attendance.

The representatives met again, this time adopting the name Great Lakes Park Training Institute, and agreed to continue the program. Throughout the years, the program has been polished and tailored to become what it is today.

The Eppley Institute for Parks and Public Lands at Indiana University administers GLPTI in its current format. Eppley Institute personnel staff GLPTI and work with the Board of Regents to conduct the event.

This document contains the proceedings of the 2016 Institute. Session information has been provided for all speakers who submitted the information to the Great Lakes Park Training Institute. This document also records who was involved in organizing the event and feature images of the proceedings taken by Institute staff. Like in 2015, no PowerPoint information will be shared. This change will be permanent to ensure that the Institute does not print copyrighted materials that were incorrectly used by speakers in their presentations.
2016 Great Lakes Park Training Institute Board of Regents
The Board of Regents assist with the programming, objectives, curricula, and related issues that should be addressed by the Great Lakes Park Training Institute. Board members maintain the highest possible knowledge of industry and professional trends; state and constituency needs for development and training; and practical and professional leadership needs for park operations and management activities. The 2016 Board of Regents consists of the following individuals:

- Brandt Baughman, Indiana Dunes State Park, Ex Officio
- Alan Buckenmeyer, City of Rochester Hills, Michigan
- Ginger Murphy, Indiana State Parks and Reservoirs, Indiana
- Dan Caraher, Deerfield Park District, MIPE
- Jim Eby, Batavia Park District, Illinois
- Allen Patterson, Hamilton County Parks and Recreation, At Large
- Mark Young, Parks Forever Consulting, Chairman
- Mary Beth Thaman, City of Kettering Parks and Recreation, Ohio
- Bill Rhodes, Miracle Midwest, Vendor

2016 Great Lakes Park Training Institute Trustees
The Great Lakes Park Training Institute Trustees include individuals who have retired from the Board of Regents and wish to continue their involvement in the Great Lakes Park Training Institute. This involvement includes assisting with sessions, offering advice, and serving on committees as needed. Current Trustees are listed below.

- Ted Bohman, Pokagon State Park, Indiana
- Bill Brauer, West Chicago Park District (Retired), Illinois
- Terry Coleman, Indiana State Parks and Reservoirs
- Elizabeth Geith, Cleveland Metroparks, Ohio
- Evelyn Kirkwood, St. Joseph County Parks, Indiana
- Dan Otto, Schaumburg Park District
- Jerry Pagac, Champaign County Forest Preserve District (Retired), Illinois
Monday, February 22, 2016

1:00 PM – 3:15 PM   Workshops

Timber Takedown! (Maintenance Track)
- Brady Givens (Property Manager, IN DNR-Fort Harrison State Park)
- Gene Huss (Maintenance Tech, IN DNR-Pokagon State Park)
DNR staff from around Indiana are back this year with more tips for managing timber resources. This session will include classroom instruction followed by hands-on practice of the procedures and techniques discussed. Participants will have the opportunity to go out into the park to try out the tools used for timber removal. The session will also cover general directional felling techniques and tips, safety procedures for equipment operation and tree felling, and the maintenance and troubleshooting of equipment in the field.

Connecting Children with Nature through Nature Play and Learning Places (Interpretation and Watershed Tracks)
- Cinda Hanbuch-Pinkerton (Director of Environmental Education, Miami County Park District)
- Doug Horvath (Naturalist, Five Rivers Metro Parks)
Imagine schools where the park’s forests, fields and streams are classrooms and homework is to go outside and play! Imagine libraries that have outside storybook trails in town and in the parks. Imagine books that inspire kids and families to read, go outside to explore and play together, and leave video games behind!! Imagine parks that have signs that say “Please go off the trail here and play!” Imagine your organization leading the way for your community to be “The Best Community in America for Connecting Kids to Nature!” By creating partnerships with the schools, libraries, businesses, and other community organizations, these important nature connections can happen. Be prepared to be inspired, go outside, play and experience, and go home with ideas and resources to put into action.

Exceeding Expectations: How the Experience Economy can Transform your Site (Administration Track)
- Jenn Wright (Chief Operating Officer, Kalamazoo Nature Center)
The design of our programs, our visitor centers, and our communications has changed over the last several years. We are constantly competing for our customers' time, interest, and dollars. To be successful, we must deliver services that are engaging, memorable, and innovative in order to retain visitors, grow our memberships, and ultimately increase our revenues. Through an interactive presentation and group discussion, we will explore how embracing the "experience economy" model at your organization will positively impact your site, your staff, and ultimately your customers.
3:30 PM – 5:00 PM   General Session

Place Making
- Ann Conklin (Chief Operating Officer, Michigan Recreation and Park Association)
- Brad Garmon (Director of Conservation and Emerging Issues, Michigan Environmental Council)

People want to live in and visit destinations where they can walk, dine, shop, and recreate all in a central location. Vibrant, thriving communities are those that embrace a sense of cohesion and place, with a wide variety of activities and amenities. The presenters will share how parks can fit into this picture and become an integral part of your community.

6:30 PM     Toboggan Run Contest and Social!

Teams of four competed for two prizes—fastest team and best team costume—at Pokagon State Park’s famous toboggan run. Sponsored by Abundant Playscapes, the competition was viewed from the toboggan run’s spacious warming station. Snacks and drinks were provided.
Tuesday, February 23, 2016

8:15 AM – 9:45 AM   General Session and Announcements

**Bow and Arrow Job Hunting**
- Debbie Trueblood, MSW, IOM, CAE (Executive Director, Illinois Park and Recreation Association)
In this market, professionals have more opportunities open to them, but the techniques we learned in school to apply for a job are outdated and inefficient. We were all taught the machine gun approach to resumes: sending out standard one-page resumes to dozens of would-be employers, spraying everywhere in the hopes that you somehow hit your target. Today you need a new way—a focused, bow-and-arrow approach to pick the job you want and get it. To stand out in the parks and recreation professional world, you will need to compete with numerous candidates for each position. We will work together to help you hit your target!

10:00 AM – 11:30 AM   Concurrent Sessions

**Play Environments: Trends and Opportunities (Maintenance Track)**
- Antonio Malkusak (Landscape Architect/President, Abundant Playscapes)
Owner-operators of open space are feeling increased pressure to meet the expectations of the communities/people they serve by delivering facilities, programs, and open space with fewer resources for maintenance and upkeep. This is especially true for playground environments. It is a challenge to provide play environments with high "play value" while balancing the notion of limiting one's liability exposure. But in every challenge, there is opportunity. In this session, we will examine current trends with playground safety, safety surfacing, and environments. Our goal is to identify the many challenges of providing safe playground environments and offer up tips & procedures to establish a comprehensive maintenance plan without draining your limited resources.

**Connecting Children to Nature through Nature-Based Preschools (Administration and Interpretation Tracks)**
- Rachel Larimore (Director of Education, Chippewa Nature Center)
Connecting children to nature has received a lot of press lately. In this session find out what the hype is all about through a review of the current research on the benefits of time outdoors and the impact that time has on children's development. The session will explore the continuum of programs that parks can offer as part of the solution (from parent and tot programs to natural playscapes to forest kindergartens). Most of this session will focus on one of the most immersive and long-term approaches—nature-based preschools. Using images from Chippewa Nature Center's nature-based preschool, participants will have a sense of what is possible in their parks.

**The Belle Isle Park Story (Administration and Watershed Tracks)**
- Ron Olson (Chief of Parks and Recreation, Michigan Department of Natural Resources)
In 2012 and 2013, the City of Detroit experienced the largest public bankruptcy in U.S. history. The Governor of Michigan asked what the state could do to assist the city and the community. The Michigan Department of Natural Resources offered assistance by leasing the 980-acre Belle Isle Park from the city and commercial operator in February 2014. Via this lease, the Michigan DNR supported a park and recreation system so it could survive an economic crisis. This session will review the story, process, model, and the need to find a way for public park and recreation systems to work together and offer strategies that other agencies can use to create strong working relationships.

**Contracting vs. In-House, Determining the Right Plan (Administration and Maintenance Tracks)**
- Ryan Davis (Division Manager of Business Services, Kettering Parks, Recreation, and Cultural Arts)
- Arnie Biondo (Director, Centerville-Washington Park District)
When to contract and when to go in-house? It's an age-old question. This session will engage participants in discussion to give you the tools to discover the best answer for your situation and your agency. Participants will be led through the development of a sound financial and philosophical analysis of this dilemma we all face. Using case studies, stories, sample analytics, and group input, the session will help to address how, why, where, and under what circumstances it makes sense to contract and under what circumstances it makes sense to do the job in-house.
Tuesday, February 23, 2016 (continued)

1:00 PM – 2:00 PM    Concurrent Sessions (Repeated at 2:15 PM)

**Invasives in the Great Lakes, from Aquatic to Terrestrial (Maintenance and Watershed Tracks)**
- Noel Pavlovic (Ecologist, U.S. Geological Survey)

This session will concern invasive species in the Great Lakes region. It will be presented in two parts, a terrestrial component and an aquatic component. Pavlovic will discuss the current state of invasion biology in the Great Lakes region and in ecology in general. Topics briefly discussed will include invasion, impacts, control, and the concept of novel ecosystems. There will be discussions about whether resources expended in control of these species are worth the effort. Participants will be asked specific questions in response to topics of invasion biology. A hands-on portion will involve the identification of invasive species using specimens. Use of GLEDN and EDDMap technology will also be covered.

**Running a Master Naturalist Program: What it is and how it can benefit your park (Administration and Watershed Tracks)**
- Jody Heaston (Volunteer Coordinator, IN DNR State Parks)

The Indiana Master Naturalist (IMN) Program can provide people with many hands-on opportunities to learn about Hoosier natural resources. It also provides a way for individuals to share that knowledge, along with life experiences, through volunteer service to land trusts, soil and water conservation districts, state and local parks, or other natural resource and conservation agencies. Parks that host or support an IMN program can see it strengthen the park as new volunteers are gained from the participants. IMN volunteers have just been introduced to Indiana’s natural resources through the eyes of resource professionals and experts in the field. Many of their classes were done in the field with hands-on opportunities.

**Playground Audits: Hazard Prioritization (Maintenance Track)**
- Scott MacLean (Manager of Parks Maintenance, Waukegan Park District)
- Rafael Ayala (Maintenance Worker III, Waukegan Park District)

This session will present a chronological step-by-step process of what to do once a playground audit has been completed. The focus is not on the audit process itself but on the information gathered and the prioritization of that data. The session will walk participants through the process used by Waukegan Park District in order to organize and execute deficiencies from their 2013 Playground Audit. The presenters will share documents and review the process utilized for one of their District’s 38 playgrounds. They will share results, repair photos, and the overall process via handouts and PowerPoint.

**Becoming a Customer-Driven Agency (Administration Track)**
- Mary Beth Thaman (Director, Kettering Parks, Recreation, and Cultural Arts)
- Ryan Davis (Division Manager of Business Services, Kettering Parks, Recreation, and Cultural Arts)

We have all been taught the importance of customer service in our jobs, but to what degree do we allow the customer’s voice to determine our direction? This session will engage participants in understanding how the vision, alignment, and execution of your agency, if driven by the customer, can create new levels of success. Learn the methods and techniques to engage customer feedback, and how to listen to the voice and behaviors of your customers to make business decisions. Leave this session with ideas you can implement in the short term to achieve long-term customer-driven success.

3:30 PM – 5:00 PM    General Session and Announcements

**Millennials: Developing the Next Generation of Park & Recreation Leaders**
- Bobbi Nance, CPRP (Senior Manager of Strategy & Innovation, Park District of Oak Park)
- Stacy Schweikhart (Community Information Manager, City of Kettering)

In 2015, Millennials surpassed the Gen Xers to become the largest generation in the US workforce. With Baby Boomers holding that distinction as recently as 2010, employers across the country have experienced a dramatic shift in staff skills, priorities, and perceptions in the past five years. Looking beyond Millennial stereotypes, the first half of this presentation will include an overview of what attracts, motivates, and retains these young professionals as well as how workplaces are changing because of their influence. The second half will include a mixed panel of younger and older professionals who will answer questions and share their experiences of successfully managing these generational differences at their agencies.
Tuesday, February 23, 2016 (continued)
6:00 PM – 9:00 PM   Awards Reception and Dinner

The Great Lakes Park Training Institute honored the top professionals, programs, and facilities in the Midwest during its annual awards dinner on February 23, 2016 at Indiana’s Pokagon State Park. The Institute acknowledged the 2016 winners of the Garrett G. Eppley Scholarship; the Trustee Awards, the Park and Recreation Facility Manager Program Certifications; the Park, Facility, and Recreation Program Awards; and the Richard Lawson Award for Professional Excellence. The awards were presented by Mark Young (Institute Chair), Stephen A. Wolter (Institute Director), and Al Patterson (Awards Committee Chair).

Garrett G. Eppley Scholarships

Two individuals were awarded Garrett G. Eppley Scholarships to attend the Institute. Named after Dr. Garrett Eppley, the scholarships cover GLPTI registration fees for up-and-coming park professionals in exchange for five volunteer hours during the event. The 2016 scholarship winners are Christopher Pollock and Adam Schultz.

![Scholarship winners with Institute Officials](image1.jpg)

Trustee Award

The 2016 Institute honored two long-standing members of the Board of Regents for their years of service with the Trustee Award. The Trustee Award, presented by the Institute’s Director, marks the end of an individual’s time on the Board of Regents. This year, the Institute honored Terry Coleman and Al Patterson for their dedication to the organization.

![Terry Coleman and Allen Patterson](image2.jpg)
Park and Recreation Facility Manager Certificate Program Graduates

The Park and Recreation Facility Manager Certificate Program offers a blended learning experience. Students attend two short classroom-based weeks, one in Year 1 and a second in Year 2. A year of online learning activities is provided between Year 1 and Year 2. The two-year course of study allows participants to build skills in park, facility, and asset management; leadership; and team management. The Institute awarded six Park and Recreation Facility Manager certifications in 2016.

Park, Facility, and Recreation Program Awards

The Institute issued two Park, Facility, and Recreation Program awards in 2016. The first award went to Cleveland Metroparks for the West Creek Reservation Watershed Partnership. The WCRWP provides residents of urban northeast Ohio access to quality green space and trails, outdoor recreation and environmental education opportunities through conservation, collaboration, and community engagement. Cleveland Metroparks partners include the West Creek Conservancy and the Northeast Ohio Regional Sewer District.

Robert Angiocchi, park manager (left) and Jennifer Grieser, senior natural resource manager (right) accepted the award on behalf of Cleveland Metroparks.
The Institute presented the second Park, Facility, and Recreation Program award to Indiana Department of Natural Resources/State parks for their Indiana Capital Campout & Great Outdoors Month program. Indiana State Parks hosted the first annual Indiana Capital Campout on June 17th and 18th, 2015. The event organized by the American Recreation Coalition, the National Association of State Park Directors and Indiana State Parks and hosted by Governor Mike Pence, was organized to provide camping and outdoor recreational activities to central Indiana youth that have limited access to out of doors.

Richard Lawson Award for Professional Excellence
The Institute's highest individual honor is the Richard Lawson Award for Professional Excellence. The Lawson Award is given annually to individuals who exemplify continued and significant contributions to the parks and recreation profession in the Great Lakes region. The 2016 Lawson Award winner is Vicki Mayes. During her 35-year career she held leadership roles in the Bloomington (IN) Parks and Recreation Department, Indianapolis Parks and Recreation Department, Lafayette (IN) Parks and Recreation Department, and Urbana (IL) Park District. She served as the director in Lafayette and Executive Director in Urbana. Over the course of her career she has been involved in projects worth approximately $75 million. Two of her projects have won awards from the Great Lakes Park Training Institute: Lafayette’s Tippecanoe Family Aquatic Center and Urbana’s Weaver Park Wetlands Project. She has also been a guest lecturer and/or presenter at Indiana University, Purdue University, Indiana State University, and the University of Illinois.
Wednesday, February 24, 2016
8:15 AM – 9:45 AM  General Session and Announcements

Nature: There’s an App for That!
- Will Schaust (Interpretive Naturalist, McCormick’s Creek State Park, Indiana State Parks and Reservoirs)
This session will discuss the different smartphone apps and new technologies that can be used during your programs to engage children. The first half of the session will introduce many of the new available technologies and some of their basic functions. The second half will be a hands-on experience that takes place outdoors, giving participants a chance to use the technology and demonstrate how these various apps could be used to engage children. A detailed handout will be provided to session attendees outlining the cost, system requirements, and recommended use(s) for each technology. Please wear warm clothing for the outside portion of the session.

10:00 AM – 11:30 AM  Concurrent Sessions

Trail Solutions: Elements of Sustainable Trail Design (Administration and Maintenance Tracks)
- Andy Williamson (Great Lakes Region Director, International Mountain Bicycling Association)
This session will focus on the information gathered and highlighted in the book, Trail Solutions, a guide to building sustainable singletrack. Attendees will be guided through the essential steps of trail planning, design, tool selection, and construction. Other topics will include how to support volunteers to get the job done, emerging trends, managing user conflict, and a brief overview of the growing community bike park movement.

Interpretive Signs: Decisions BEFORE Design (Interpretation Track)
- Lise Schools (Owner, Interpretive Ideas)
Several decisions need to be made before sign design can begin. This session is geared to administrators and interpreters, and it focuses on the decisions that must be made before requesting a quote and for effectively communicating your message. Topics include sign location, mounting, orientation, size, material, and pricing. Using a worksheet, attendees will walk through a request for proposal (RFP) for signage. Material samples will be displayed.

Accessible Special Events (Administration and Maintenance Tracks)
- John McGovern (President, Recreation Accessibility Consultants, LLC)
Hopefully most of our parks and recreation facilities are in compliance with the ADA standards. But what do you do when you host a special event—fireworks, a marathon, a Civil War encampment—and thousands of people show up, more than what your facility was designed for? John McGovern, President of Recreation Accessibility Consultants, has the answers. John has examples of temporary solutions for special events and help with interpreting the ADA standards and findings of the Department of Justice that can help make your event an inclusive success!

Leveraging Park Funding through Private-Public Partnerships (Administration and Watershed Tracks)
- Rebecca Benna (Executive Director, Five Rivers Metro Park)
- Beth Redden (Director of Development, Five Rivers Metro Park)
- Matt Earman (Director, City of Dublin Park and Recreation Department)
Private-Public Partnerships form a strategic approach to leveraging park assets to increase your existing funding stream. This session will reveal key principles you can use to create an approach and structure to ensure successful partnerships. The session will present projects from municipal and park districts that used the key principles to successfully leverage funding, increased support, and added value to their projects.
Wednesday, February 24, 2016 (Continued)

1:00 PM – 2:00 PM   Concurrent Sessions (Repeated at 2:15 PM)

Prescribed Burning from an Illinois Agency Perspective (Maintenance Track)
  • Adam Schultz  (Foreman of Parks and Properties, Geneva Park District)
This session will discuss certification, training, communication, equipment, and in-field strategies for prescribed burns. Participants will learn about the work that needs to be done before a burn season, on the day of a burn, during a burn, and post-burn. Participants will learn about and compare equipment utilized during a burn. Finally, participants will discuss strategies on ignition and management of active burn units. The session will conclude with a comparison of burn methods among states & agencies through group discussion.

A Coyote Ate my 2 Year Old! (Interpretation Track)
  • Lance DeVoe (Naturalist, City of Rochester Hills Parks and Forestry Department)
Anyone working in Parks has had the opportunity to discuss wildlife with the park users. Many questions arise from misconceptions, fears, stories from the internet, and what friends have said about coyotes, deer, geese, raccoons, and other wildlife. These stories often put the “wild” in wildlife and can make you cringe.

Lance DeVoe, a naturalist for the City of Rochester Hills for 28 years, has “heard it all” and will share his approach to this valuable community educational opportunity. Be prepared to share your best stories and discuss approaches that will answer questions accurately, dispel fears, and gain support for wildlife protection in your community.

Make Trails Count (Administration Track)
  • Steve Buchtel (Executive Director, Trails for Illinois)
Numbers win. The developer planning the new outlet mall on untouched, open land knows this and uses them to his advantage by highlighting the number of jobs created, economic impact, and populations served by the new mall.

Trail agencies have prettier photos in our slides to sway public officials and constituents, but our priorities too often lose the tussle for scarce funding to the “serious” numbers argument. But guess what: trails generate numbers too! These numbers are measurable and verifiable across economic impact, environmental stewardship, and quality of life: a Triple Bottom Line. This session explores the role of data in trail development, from winning the public to maximizing the benefits of the finished trail, and introduces counting and survey methodologies that parks & rec agencies can employ.

Developing and Managing Underwater Public Access of Shipwrecks (Administration and Watershed Tracks)
  • Mike Molnar (Program Manager, IN DNR, Lake Michigan Coastal Program)
  • Cathy Draeger-Williams (Archaeologist, IN DNR, Historic Preservation & Archaeology)
Shipwrecks provide unique access and management issues that park and recreation professionals may not have encountered previously. The session is an overview of the creation of the J.D. Marshall Preserve in the Indiana waters of Lake Michigan. The presentation includes development of the needs assessment, creation of scope of work, contracting process, stakeholder engagement, bureaucratic hurdles, outreach and education, management strategies, legal considerations associated with shipwrecks, and implementation. This session provides an overview of the Indiana process from start to finish and highlights some lessons learned.
Wednesday, February 24, 2016 (Continued)

3:30 PM – 5:00 PM   General Session and Announcements

Innovative Ideas and Techniques for Construction, Equipment, and Design
- Mark Young (Principal, Parks Forever)
- Mary Beth Thaman (Director, Kettering Parks, Recreation, and Cultural Arts)

This session offers a great opportunity for the parks and recreation community to share successful, innovative practices with others in the profession. Parks and recreation agencies and districts have been innovative in designing, developing, and managing parks and facilities, and implementing cost-saving programs. This session will feature multiple speed sessions (10 minutes each) that will cover topics such as sports fields, playgrounds, conservation/natural resources, trails, construction techniques, facilities, parks, aquatics, and revenue development. The session will end with a group discussion so that participants can ask follow-up questions about what was presented.

6:30 PM – 10:30 PM   Game Night!

Game Night provides attendees with the opportunity to relax, have fun, and make new friends. The Game Night will kick off in the Lake James Room with a buffet dinner and bar. The Gadgets Session will begin the programming portion of the event with games to follow. The 2016 Game Night was sponsored by Miracle Midwest and Comprehensive Asset Management Partners.

Gadget Award

The Gadget Award is presented each year to the individual who invents or showcases the year’s most interesting/useful gadget during the Institute’s Gadget Session. This year’s winner was John Greene. The award itself was created by last year’s winner, Larry Miller.

From left to right, Dan Caraher (Committee Member), Larry Miller, John Greene (Award Winner), and Gadgets Leader and Institute Trustee Bill Brauer.
Thursday, February 25, 2016

8:15 AM – 10:30 AM  Workshops

Graffiti Removal (Maintenance Track)
- Dave Williams (Operations Director, Bloomington Parks and Recreation Department)
- Dave Fox (Sanitation Foreman, Bloomington Parks and Recreation Department)
This session will feature products, equipment, tools, and techniques utilized by the City of Bloomington for graffiti removal and control. Information will also be provided on effective deterrents, such as public art installations, and design considerations for construction.

Smart Moves for Successful Projects (Administration Track)
- Bobbi Nance, CPRP (Senior Manager of Strategy & Innovation, Park District of Oak Park)
Park and recreation professionals are often asked to play the role of Project Manager, even though formal training on project management is usually never given. Even when excitement about the project is high, balancing these new responsibilities with an already full plate is tough, and it’s easy for a project and its team to veer off track. This presentation will cover the roles of the project manager, as well as the roles of project team members that need to be filled and communicated. It will include information on necessary pre-project preparations, including participation plans, project timelines, and risk identification. It will also provide details about how to manage people within a project team, including communication plans and team development tips.

Saving Lives on the Great Lakes and Lake Michigan Beaches Program (Watershed Track)
- Richard Castro (Meteorologist, National Weather Service Chicago)
- Megan Dodson (Meteorologist, National Weather Service Northern Indiana)
Beginning in summer 2011, NWS Chicago and NWS Northern Indiana began a partnership with local beach managers. This partnership involved a few Lake Michigan beaches, including Indiana Dunes State Park, providing daily wave height and rip current observations to the NWS via the Rip Current Monitoring Program set up by the Meteorological Development Laboratory at the headquarters in Silver Spring, MD. In turn, having these observations helped NWS Chicago & Northern Indiana produce improved beach forecasts and alerts for dangerous waves and currents. This session will give an overview of the partnership between local beaches and the NWS offices, and the tremendous benefits from this relationship. It will be shown as an example of what can accomplished throughout the Great Lakes as we continuously work to reduce drowning rescues and fatalities, with some closing thoughts on ongoing water safety initiatives such as the Southern Lake Michigan Water Safety Task Force.

Naughty by Nature (Interpretation Track)
- Amanda Smith (Superintendent of Natural Resources and Education, Hamilton County Parks and Recreation Dept.)
- Megan Bowman (Superintendent, Johnson County Parks)
As park stewards, our jobs are to make safe and inviting places for the public to visit while also connecting them with the natural world. This puts employees and patrons out in the elements, encountering some of the “not-so-wonderful” aspects of nature, like poison ivy, nettles, snakes, spiders, bees and wasps, and much more. More often than not, myths and falsities abound, and the fears and misconceptions about these “perceived” naughty natural things keep people from getting outside or making the right decisions about how to manage them. As stewards of our parks and educators of our communities, it is our responsibility to know about these potential issues, teach people about them and calm their fears. Just an ounce of knowledge can help fight fear of the unknown. Our program will include a power point presentation with interactive slides that engage the audience with myth busting and include opportunities to share experiences and solutions. Participants will receive a handy flip guide for their vehicles as well as brochures regarding identification.
Thursday, February 25, 2016 (continued)

10:45 AM – 12:00 PM    General Session

How to Get People to do what you Want (Persuasion Theory)
- Cem Basman (Principal, Turquoise Planet Consulting)
- Vicki Basman (Chief of Interpretation, Indiana Department of Natural Resources)

Most of us are taught that providing direct and factual information to our clients/publics/visitors is the best method of communicating how we expect them to behave at our facilities. Unfortunately, this expectation often falls short as people do not comprehend, or even notice, this communication. A great deal of successful communication with our publics occurs indirectly in their subconscious state. While many of us can do this intuitively without fully understanding the strategies that can influence the behavior of others, the field of persuasion studies has developed strategies that can be put to practice by resource managers to gain compliance for prescribed behavior in resource settings. Learning the social-psychological principles and techniques of persuasion communication can be a very useful tool for managers and practitioners in dealing with their publics and staff.

This interactive presentation will let participants explore the principles of persuasion and develop ideas on how to apply and implement strategies that will help them to become better communicators in their own settings. Materials and resources addressing persuasion communication will be provided at the session.