77th Annual NYSRPS Conference
April 2 – 4, 2017 • Rochester, New York
Welcome to the NYSRPS 77th Annual Conference and Business Exposition hosted by the Genesee Valley Recreation and Park Society. As Co-Chairs and representatives of GVRPS, we are excited to serve as your regional hosts for this year’s event and welcome you all to Rochester and the Finger Lakes Region!

We have a theme of Play rolled into many aspects of the conference. We’ll be hosting a unique opening social that starts with playful and interactive areas at The Strong National Museum of Play, located just blocks away from our newly renovated host hotel, the Rochester Hyatt. Throughout the conference we hope you are able to venture into the Rochester area for one of our many off-site offerings, which include the chilly air at an ice rink, the greens of a golf course and even a trip to sample from our regional farmers market. We hope that all aspects of your educational experiences in Rochester have an element of play to them! Of course, we can’t forget about our final social where we plan to watch the Final Four NCAA championship game as well, look out for some fun basketball themed activities that night.

Our volunteer committee team has been diligently and enthusiastically working for over a year to bring you a playful and educational experience, which will include an abundant variety of educational sessions that offer exceptional opportunities for you to learn and network. As always, the kickoff and highlight to our conference is our keynote address.

We are both very excited for the opportunity for all attendees to hear our keynote speaker, VP at PROS Consulting Inc., Neelay Bhatt. As a NRPA Board of Directors member, he is committed to the idea that “no child is left indoors” a perfect pairing to our theme of Play. With his PROS work he has led 100+ parks and recreation strategic and master planning projects, sports facility development, customer service training, and marketing and branding projects. Outside of PROS, he has hosted multiple TEDx talks and routinely speaks to and trains people from all over the world in different aspects of the recreational field. His approach focuses on innovation and partnerships to serve an increasingly global audience, ensure financial sustainability, and to create a guest experience of the highest quality.

The exhibit hall, which will be located in the hub of all conference activities will showcase the most current and innovative products and we have ensured open times for attendees to visit, mingle and check out all our vendors have to offer throughout the conference. Make sure to visit us there and see all the products to offer your community.

There is so much more information we would love to share and encourage you to access all the events and programming going on during your stay in Rochester, via our Conference App through Eventessential. This is a new and unique offering, showcased for the first time ever at a NYSRPS event and is used at NRPA’s National Conference. The app is designed to allow you to go “paperless” during the conference by having all the information you need via your smartphone! To ensure easy access, the Hyatt will have free wifi hotspots so you never lose a connection. Make sure you download the app and login by your arrival to access the latest information and get up-to-the-minute updates during the conference. We will also be active throughout the conference on social media, so be sure to use our hashtags and follow us on twitter and facebook.

In closing, we would like to welcome you to the Rochester and Finger Lakes region and we hope you have a special time filled with moments of playful experiences mixed in with the opportunities of learning and networking.

Welcome to Rochester and enjoy the #RecMadness of the #nysrps17 Conference!

Your Conference Co-Chairs,
Janelle Drach and Jeff Nutting
77th Annual Conference & Expo
April 2-4, 2017
Hyatt Regency, 125 East Main Street, Rochester

Hotel transformation will offer guests new rooms!

Join the 77th Annual New York State Recreation and Park Society at the Hyatt Regency in Rochester, NY for a three-day event for professional development, networking, camaraderie and more!

2017 NYSRPS Conference Hotel
A special rate for lodging of $128 has been secured at the Hyatt Regency. All room reservations must be made by March 1, 2017 to be eligible for the special room rate.

Please reserve online at www.nysrps.org.

2017 NYSRPS Conference Socials
Sunday Socials depart from South Street exit.

Sunday Night Socials

The Strong Museum!
6 – 7:30 p.m.
Enjoy eGameRevolution and the Toy Hall of Fame

Dr. Martin Luther King, Jr. Memorial Lodge
7 – 11 p.m.

Monday Night Social

Legends Sports Bar
8:45 p.m. – Midnight
Catch March Madness

Enjoy a complimentary shuttle service to and from the Sunday evening socials!

NYSRPS Welcomes Keynote Speaker, Neelay Bhatt

Neelay Bhatt’s career on three continents includes Disney, The Super Bowl, The Summer Olympics and Paralympics Games, besides several years of consulting, public speaking and training. TEDx, the global platform for ideas, describes him as a business and communications visionary, and his service on the National Recreation and Park Association’s Board of Directors is committed to ensuring that ‘no child is left indoors’.

Besides, leading a TED Global workshop, presenting multiple TEDx talks and coaching TEDx presenters, he is a sought after keynote speaker and routinely speaks to and trains executives, professionals, and students from USA to China and from Europe to New Zealand. His approach focuses on innovation and partnerships to serve an increasingly global audience, ensure financial sustainability, and to create a guest experience of the highest quality.

As the Vice President at PROS Consulting INC., he has led 100+ parks and recreation strategic and master planning, sports facility development, customer service training, and marketing and branding projects. These projects have recommended facility development and infrastructure improvements totaling over $2 billion USD, and are helping to shape a better vision for parks, recreation, and sports all over the world.

Neelay Bhatt
LinkedIn: www.linkedin.com/neelay
Twitter: @neelaybhattt
Sunday, April 2

Registration
9:00 AM – 4:00 PM
Room: Registration

Urban Park Design - MLK Jr. Park - Offsite
Presenter: Joanne Beck
10:00 AM – 12:15 PM
Site: MLK Jr. Park
Departing from South Street Exit

Conkey Cruisers: Making Exercise Kool for Kids
Presenter: Theresa Bowick
1:00 – 2:00 PM
Room: Regency A

Explore Rochester: Using Social Media to Get People Offline
Presenter: Justin Dusett
1:00 – 2:00 PM
Room: Carson

Restoring the Braddock Bay Ecosystem
Presenter: Joshua Unghire
1:00 – 2:00 PM
Room: Wilmorite

Beyond the Guard Chair: Aquatic Risk Management for the Recreation Professional
Presenter: Tim Auernhahn
2:15 – 3:15 PM
Room: Regency A

Community Recreation and School District Collaborations: They’re All Our Children
Presenters: Brian Emelson, Tom Venniro, Bill Riddell, Jessie Hollenbeck
2:15 – 3:15 PM
Room: Regency B

Injury Prevention for Urban Children: work of the Injury Free Coalition for Kids in Rochester
Presenter: Anne F. Brayer
2:15 – 3:15 PM
Room: Regency C

Exploring the Depths of Writing for Wellness
Presenter: Nancy Steinkamp
2:15 – 3:45 PM
Room: Carson

KEYNOTE ADDRESS
Presenter: Neelay Bhatt
4:00 – 5:00 PM
Room: Main Street Gallery

Sunday Evening Socials
The Strong Museum of Play
5:45 – 7 PM
Dr. Martin Luther King, Jr. Memorial Lodge
5:45 – 11:00 PM

Monday, April 3

Registration
9:00 AM – 4:00 PM
Room: Registration

Breakfast
7:00 – 9:00 AM
Room: Main Street Gallery

Morning Wellness - “Wake Up Walk”
7:30 – 8:30 AM
East Ave. and Park Ave. Loop
Meet at check in table at 7:30 a.m.
Cancelled if inclement weather.

Rochester Public Market, Gathering Place for a City - Offsite
Presenter: James Farr
9:00 AM – 12:00 PM
Site: Rochester Public Market
Departing from South Street Exit

Creating a Place-Based Race
Presenter: Jacqueline Augustine
8:00 – 9:00 AM
Room: Regency A

Inclusion in the Community, How Recreation Can Bridge the Gap for People with Disabilities
Presenter: Michael Cocquyt
8:00 – 9:00 AM
Room: Regency B

Engagement: From the Public, Private and Community Perspectives
Presenter: Daniel Biggs
9:15 – 10:15 AM
Room: Carson

Best Practices in Recruiting and Retaining Youth Participants
Presenter: Kevin McAllister
9:15 – 10:15 AM
Room: Wilmorite

LUNCH
12:00 – 12:45 PM
Room: Main Street Gallery

Rochester Institute of Technology’s Gene Polisseni Center and Ice Rink - Offsite
Presenter: Carl Palmieri
1:00 – 3:00 PM
Site: RIT Ice Rink
Departing from South Street Exit

An Introduction to the Benefits of Parks and Recreation
Presenter: Gregg Goodman
1:00 – 2:00 PM
Room: Regency A

SUNY Cortland’s Student Life Center
Presenter: Julian Wright
1:00 – 2:00 PM
Room: Regency C

“RAAising” the Bar: Creating Real Time Inclusion!
Presenter: Anita O’Brien
1:00 – 2:00 PM
Room: Regency C
Youth Voice, One Vision: How to Create an Effective Youth Council  
**Presenter:** Tremain Harris  
1:45 – 3:15 PM  
Room: Carson  

Strengthen Your Positive Youth Development Mindset!  
**Presenter:** Jutta Dotterweich  
1:45 – 3:15 PM  
Room: Wilmorite  

The Future of Preparing and Training Youth Coaches  
**Presenter:** John LaMalva  
2:15 – 3:15 PM  
Room: Regency A  

Bring Back the Monarchs  
**Presenter:** Jack Voelker  
2:15 – 3:15 PM  
Room: Regency B  

The Longest Student-Run Conference: a Sneak Peak  
**Presenter:** Esther VanGorder  
2:15 – 3:15 PM  
Room: Regency C  

Rec on the Move: Bringing Play to the Streets - David F. Gaunt R-Center – Offsite  
**Presenter:** Shannon Grieve  
3:15 – 5:00 PM  
Site: David F. Gaunt R-Center  
Departing from South Street Exit  

Demystifying the Civil Service System  
**Presenter:** Thomas Miller  
3:30 – 5:00 PM  
Room: Regency A  

Staff to Management. How to Effectively Make That Transition  
**Presenter:** Jeffrey D. Myers  
3:30 – 5:00 PM  
Room: Regency B  

Meeting the Demand: How Natural Grass Fields Can Take More Use  
**Presenter:** Jerad Minnick  
3:30 – 5:00 PM  
Room: Regency C  

Background Checks: DEFINED  
**Presenter:** Chris Goodman  
3:30 – 5:00 PM  
Room: Carson  

Involving Youth in Community Art  
**Presenter:** Lisa Barker  
3:30 – 5:00 PM  
Room: Wilmorite  

Hyatt Happy Hour Hard Hat Tour  
5:00 – 6:00 PM  
Room: Grand Ballroom  
Complimentary beer, wine and soda  

Exhibit Hall Social  
6:00 – 7:00 PM  
Room: Grand Ballroom  

Awards Dinner  
7:00 – 8:30 PM  
Room: Main Street Gallery  

Evening Social- March Madness  
8:45 PM – 12:00 AM  
Site: Legends Sports Bar  

**Tuesday, April 4**  

Registration  
7:00 AM – 12:00 PM  
Room: Registration  

Breakfast  
7:00 – 9:00 AM  
Room: Main Street Gallery  

Morning Wellness - “Wake Up Walk”  
7:30 – 8:30 AM  
Genesee Riverway Trail Loop  
Meet at check in table at 7:30 a.m.  
Cancelled if inclement weather.  

Investing in our Recreationways and Canalways- Ways to Success Through Public Private Partnerships (PPPs)  
**Presenter:** Brett Costello  
8:00 – 9:00 AM  
Room: Regency A  

“Content, Content, Content” Marketing!  
**Presenter:** Erik Bunaes  
8:00 – 9:00 AM  
Room: Regency B  

The Success of a Volunteer Trails Group  
**Presenter:** David Wright  
8:00 – 9:00 AM  
Room: Regency C  

Growing Tennis Participation with USTA Eastern  
**Presenter:** Joe Steger  
8:00 – 9:00 AM  
Room: Carson  

Let’s Include Everyone! Strategies on How to Include People who have Developmental Disabilities in All Programs  
**Presenter:** Kathy Costello  
8:00 – 9:00 AM  
Room: Wilmorite  

Oak Hill Country Club - Offsite  
**Presenter:** Chad Ellis  
9:00 – 12:00 PM  
Site: Oak Hill Country Club  
Departing from South Street Exit  

Trends in Play Space Design: Activity, Engagement, Involvement  
**Presenter:** Michael Fingeroth  
10:30 AM – 12:00 PM  
Room: Carson  

New Games: The Foundation of Cooperative & Non-Competitive Play & Games  
**Presenter:** John LaRue  
1:00 – 2:30 PM  
Room: Regency A  

Special Olympics Partnerships  
**Presenter:** Josh Dority  
1:00 – 2:30 PM  
Room: Regency C  

Let’s Include Everyone! Strategies on How to Include People who have Developmental Disabilities in All Programs  
**Presenter:** Kathy Costello  
8:00 – 9:00 AM  
Room: Wilmorite  

Oak Hill Country Club - Offsite  
**Presenter:** Chad Ellis  
9:00 – 12:00 PM  
Site: Oak Hill Country Club  
Departing from South Street Exit  

2017 NYSRPS Conference Schedule  

2017 NYSRPS CONFERENCE • nysrps.org
**Sunday, April 2**
**Off-Site to MLK Jr. Park**
10:00 a.m. Depart Time  
12:15 p.m. Return Time

Learn about the evolution of urban park design using the City of Rochester, Martin Luther King Jr Park as a case study. This downtown space was originally designed in the 1970’s by renowned Landscape Architect, Lawrence Halprin. Learn how landscape architecture and park design has evolved and the City’s multiyear project to update the park while respecting the original design. Also hear about an exciting project to turn the former inner loop into a mixed use development.

The design principles for successful urban spaces have evolved and changed, this session will trace the evolution of one such space and convey information that can be used in other Cities.

**Monday, April 3**
**Off-Site to RIT Ice Rink**
1:00 p.m. Depart Time  
3:00 p.m. Return Time

Serving as the home for RIT Men and Women’s hockey games, visit a Division I state of the art athletics facility and ice rink which opened in September of 2014. The arena is located on the south side of the Student Alumni Union, in the heart of the campus. While it serves primarily as a venue for ice hockey, the arena is a multi-purpose facility. This 112,400 square foot multi-purpose facility seats a capacity crowd of 4,300 fans. This includes approximately 4,000 seats, plus standing room for 300 guests. Reserved seating areas and general admission seating are available. Additional amenities of the arena include concessions, club seating and a club lounge.

Those who operate facilities and/or ice rinks or just appreciate top notch facilities and architecture will experience a brand new state of the art facility used for a multitude of purposes. In addition to the learning objectives, attendees will get to see part of a live Division I Hockey practice!

**Monday, April 3**
**Off-Site to David F. Gantt R-Center**
3:15 p.m. Depart Time  
5:00 p.m. Return Time

We’re taking recreation to the streets! Come check out our Rec Center on Wheels and learn about the many benefits of mobile recreation.

Learn how to reach youth/families who are not regular program participants. Engage the community and teach residents about the benefit of your programs from the comfort of their backyard!

**Tuesday, April 4**
**Off-Site to Oak Hill Country Club**
9:00 a.m. Depart Time  
12:00 p.m. Return Time

Oak Hill Country Club (inside and out); is one of the most prestigious golf courses in the Country. GM Chad Ellis will lead you on a tour that will highlight the rich history of the course and golf club, operations and life at the club as a member of Oak Hill CC. Learn what makes Oak Hill so unique at this is a “can’t miss”, once in a lifetime opportunity. Space is limited, so make sure you sign up early. Transportation will be provided to and from Oak Hill and participants must abide by Oak Hill’s dress code; business casual (no jeans!).

The limited number of attendees will have the opportunity to hear the history, inner workings and best practices of the 16th highest rated golf course in the country.
2017 NYSRPS Conference

Sunday Night Socials

The Strong Museum!
6 – 7:30 p.m.
Enjoy eGameRevolution and the Toy Hall of Fame

Dr. Martin Luther King, Jr.
Memorial Lodge
7 – 11 p.m.

Enjoy a complimentary shuttle service to and from the Sunday evening socials!

Monday Night Social

Legends Sports Bar
8:45 p.m. – Midnight
Catch March Madness

Sunday Socials depart from South Street exit.

Download the 2017 Conference App!

NEW to this year’s conference is EVENTSENTIAL an app for making the most of your annual conference experience. Download the “Eventsential” app on your mobile device and then search for “NYSRPS” to locate and download the conference guide.

Directions for Installation & Use of the Conference App

1. In your mobile web browser go to: ChemungYouth.com/app
   a. Select the link based upon your type of phone
2. Follow the instructions to download the app
3. Open the Eventsential App on your smartphone
4. At the top, in the “Search for org or event” bubble, type NYSRPS
5. Select the NYSRPS Conference Pop Up window
6. Select the Conference Box
7. In the lower right-hand corner, select “Select this Event”
8. Select “Continue”
THANK YOU SPONSORS!

2017 NYSRPS Conference Sponsors & Exhibitors

Major 2017 Conference Sponsors

PRESENTING SPONSOR
City of Rochester, NY

KEYNOTE SPONSOR

CONFERENCE SPONSOR

AWARDS SPONSOR

EDUCATIONAL SPONSOR

2017 Exhibitors & Sponsors

- Advantage Sport & Fitness
- Alpha Youth Sports
- Alternative Earthcare
- American Recreational Products
- Amilia
- BigToys Playgrounds
- Bobby K Entertainment
- BSN SPORTS
- Denzak Recreation Design Supply, Inc.
- Discount School Supply
- Eaton, Ephesus Lighting
- GARED
- H Krevit Inc
- Kompan, Inc.
- Lasertron
- Long Island Leisure Services Association
- Mateflex
- Maxian + Horst Landscape Architects Land Planners
- Musco Sports Lighting
- myrec.com
- Nagle Athletic Surfaces, Inc.
- Parkitects, Inc.
- Play and Park Structures
- Play By Design
- PlaySites Plus Surfaces, Inc.
- Rec., Parks & Leisure Studies Dept., SUNY Cortland
- RecDesk Software
- RenoSys Corporation
- Rochester Accessible Adventures
- sofSURFACES
- SportsNet
- Stageline Mobile Stage Inc.
- SUNY Cortland Recreation, Parks & Leisure Studies
- Super Seal Sealcoating Co.
- US Communities
- USTA Eastern
- Vermont Systems
- Viatran Printing Inc
- Watson Homestead Conference & Retreat Center
- Whirlin’ Disc DJs
- WonderWorks