

# virtual ANNUAL CONFERENCE



October  
8th & 9th, 2020

## EDUCATION SESSIONS ON:

Equity & Inclusion  
The Alaska Long Trail  
Infusing Nature into Everyday  
Leisure as a Human Right  
Facility Best Practices  
Marketing & Branding  
Staff Leadership



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# Welcome

## to the 2020 Virtual ARPA Conference!

Over the past few years ARPA has pushed hard to grow, to evolve, and to be the best organization we can be. We have made much progress. As our momentum continued to build, COVID19 hit the world and helped re-center the organization's core mission once again. As a board we have worked to answer one question: How can we help? That is the essence of who ARPA is and who we all are as parks and recreation professionals. So, we began hosting zoom round-tables, discussion groups, and providing as much pertinent information as we could find. Our mission helped drive our focus during these challenging times and we are proud of the efforts put forth by our fellows within the industry. This year's ARPA conference is an online event, that I am proud of. We have worked hard to bring some amazing folks to the table to address inclusion, and equity in our communities, in our aquatics facilities, in our parks, in our programs, and in our lives. I invite you all to join with us this year as we ensure parks and recreation opportunities are available to all.

*Donnie Hayes*  
ARPA President





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# *virtual* ANNUAL CONFERENCE

*Thursday,  
October 8th*

- 9:00am** Opening Session & Keynote Speaker
- 11:00am** Educational Session 1
- 1:00pm** Educational Session 2
- 3:00pm** Educational Session 3

*Friday,  
October 9th*

- 9:00am** Educational Session 4
- 11:00am** Educational Session 5
- 1:00pm** Educational Session 6
- 6:00pm** Closing Session, Annual Meeting & Awards Presentation





The landscape architect wanted to create a place that looked like her seaside forest community and paid tribute to its unique heritage. The community wanted to welcome the families who visit their village every day and a playful space that welcomed children of all abilities. We brought them together to help them love to play and to love their playground.

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KEYNOTE SPEAKER

Jill Moore

Thursday, October 8th | Opening Session: 9:00am



*Play On to the Playground*

We're all compelled to play, and play hard. It brings us a sense of challenge, develops social skills and fosters independence. The conversation of play is changing in our modern world as we see communities beginning to value everyone in the neighborhood and stress the importance of inclusive play, however this hasn't always been the case. For a very long time- our

most common neighborhood playgrounds were some of our most exclusive environments. With 1 in 4 Americans experiencing disability, communities across the country are striving to change this landscape. Experiencing her first playground at 24 years old, this session shares Jill's own story of growing up with a disability, competing in wheelchair racing, and jumping into a career all about play without having experienced the most common formative play scape. Adaptive recreation provides many with independence, developmental skills and a positive outlook, but the playground is where it all begins, where we find our social equity, and how we ensure everyone is invited to play.

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Session 1 | Thursday, October 8th | 11:00am - 12:30pm

## ALASKA LONG TRAIL

From the Camino de Santiago in Spain to the Great Himalayan Trail in Nepal, the Inca Trail in Peru to the Appalachian and Pacific Crest Trails in the United States, long trails have captured the attention of travelers the world over. With some of the most stunning wilderness in the world, Alaska is long overdue in creating a world class long trail of its own. Long trails engage visitors in everything from simple day hikes to multi-week, bucket list lifetime accomplishments. Alaska Trails and its partners are proposing such a route connecting Fairbanks and Seward. Many sections of the proposed trail already exist or are currently planned, and the route is almost entirely on public lands, enormously reducing the complexity and cost.



*Chris Beck*  
*Board Secretary, Alaska Trails*

Chris is a land use planner with more than 30 years of experience, specializing in tourism and recreation, land use, economic development, strategic planning, site planning and public participation. Chris has worked on tourism, recreation and community planning issues around Alaska and the western U.S., developing successful projects ranging from resorts in the High Sierras, to trails and park plans in communities around Alaska. Chris's overarching skill is the ability to forge shared goals and actions from diverse viewpoints, for example, finding the balance point between what a community wants and what it can afford, or between the desire to grow and the desire to protect what is special about a particular town or trail or bay. When not at work, Chris often persuades himself to get off the couch, and is an enthusiastic crosscountry and backcountry skier, hiker and mountain biker.

*chrisak1beck@gmail.com*



*Steve Cleary*  
*Executive Director, Alaska Trails.*

Steve is the Executive Director of Alaska Trails. Steve first came to Alaska by bicycle from Minnesota in 1998. Since October of 2008, Steve has been a full-time stay-at-home dad. In addition, he has been able to do some contract work for the National Wildlife Federation and for AkPIRG, including helping push through the Fire Island wind project. Steve and his family are avid bikers, hikers and skiers and love to enjoy Alaska's trails. He is excited to put his non-profit skills to work for Alaska Trails to continue to promote and maintain Alaska's world-renowned trails.

*steve.cleary@alaska-trails.org*

Session 2 | Thursday, October 8th | 1:00pm - 2:30pm

## PAUSE, PONDER, PRESS: PUBLIC SERVICES THROUGH THE PANDEMIC

The coronavirus brought everyone's life to an abrupt pause. The nation experienced pandemonium that seemed surreal and fostered a terrifying sense of uncertainty. Despite the many challenges, our profession went into overtime and devised crisis management strategies to mitigate setbacks. Our professional image has forever changed to confirm that we are resilient, and we are essential! We are also wiser, stronger, and needed now more than ever before. As leaders calculate the economic disruptions and devastation from the COVID-19, let us also quantify our valuable contributions. Before we continue pressing forward, let's pause to reflect on the lessons learned. When we return to play, it will be safer, strategic, and more successful.

*Learning outcomes: Review and evaluate current response approaches and challenges to COVID-19; Examine and discuss lessons learned from the pandemic; Explore strategies for moving safely forward.*



*Debbie Woodbury  
Regional Program Director, City of Alexandria (VA).*

Debbie Woodbury is a Regional Program Director with the City of Alexandria. She has over 20 years of experience in Parks and Recreation. Debbie recently graduated Magna Cum Laude with a Master's in Public Administration from NC State. She is also a Certified Parks and Recreation Professional. Also, she is a graduate of the Leadership Training Institute and Supervisor's Management School. Debbie has researched and led numerous trainings and workshops on leadership and management and continues to study the field of leadership.

*Debbie.Woodbury@alexandriava.gov  
(703) 746-5448*



Session 3 | Thursday, October 8th | 3:00pm - 4:30pm

## INFUSING NATURE INTO THE EVERYDAY SPACES OF CHILDHOOD

Explore best practice design principles and case examples for creating naturalized play environments and playful pathways as a solution to delivering quality outdoor environments for children to reconnect with nature. Discover how these environments intentionally attract families, promote physical activity, increase play value, and provide unique learning opportunities for communities.

*Learning outcomes: Outline the current research and benefits of naturalized play environments and playful pathway networks designed to engage children with nature; Describe at least 3 best practices/considerations when intentionally designing nature into the everyday spaces of childhood; Summarize 2 case study examples of naturalized play environments and playful pathways that have been designed to encourage active lifestyles for children, families, and communities.*



Jennie Sumrell, M. Ed.  
Director of Community Outreach, PlayCore

Jennie worked in the field of childhood development and exceptional learning for nearly fifteen years. She received her Bachelor's degree in Exceptional Learning from the University of Tennessee at Chattanooga, a master's certificate in Adaptive & Assistive Technology from the University of Miami, and a Master's degree in Special Education with a concentration in Early Childhood Education from the University of Tennessee at Chattanooga. Jennie has presented as a guest lecturer at universities and has presented at over 200 regional, state, national, and international conferences and play symposiums on a variety of topics surrounding inclusion, the developmental benefits of play, and aligning evidence-based research to creating high quality outdoor play and learning environments.

Session 4 | Friday, October 9th | 9:00am - 10:30am

## MARKETING & BRANDING: CREATIVELY OPTIMISING VISUAL IDENTITY & DISTRIBUTION

Tell your brand's story! Join Lindsay & Katy as they bring branding to life in this interactive and engaging session. Within their presentation, attendees will understand what an organization's brand entails, how to effectively develop plans and consistency across platforms, and how to navigate marketing during and after a pandemic. Over the past few months, everyone's worlds have been flipped upside down, but one thing should remain constant: your brand.

*Learning outcomes: Understand the meaning of 'brand' and how to strengthen your organization's overall identity and image; Identify the importance of consistency throughout all marketing materials and platforms; Learn how to develop effective planning documents to assist in content creation; Recognize and embrace the transition to digital, and how to engage; Gain pointers on how to prepare and plan for life during and post COVID.*



*Katy Keller, CPRP, AFO  
Recreation Program Coordinator, Indian Trail Parks & Rec*

Using her social media & programming superpowers for Indian Trail Parks & Rec, Katy helps ensure the #ITsparksandrec vision is upheld daily in being a trendsetting agency that transforms lives. She is also the current Chair of NRPA's NRPA's Young Professional Network and an Executive Board member for the Women in Parks and Recreation (WiPaR) group. In 2018, Katy had an opportunity to serve as the Marketing & Communication Director of the TEDxCollegePark core planning team and was on the development team for the NRPA Professional Marketing Certificate course and workshop. Katy earned her Recreation & Park Management degree from Appalachian State University in 2011. Katy loves her down time spent hanging with her husband and children enjoying their little slice of paradise in NC.

*kek@indiantrail.org*



*Lindsay Labas, CPRP  
Marketing Director, Carmel Clay Parks & Recreation*

Lindsay Labas is the Marketing Director for Carmel Clay Parks & Recreation, a Gold Medal and CAPRA accredited agency. Her role includes the development, implementation, and management of the organization's comprehensive marketing and promotional strategies, including public awareness of brand identity, facilities, programs/services, and evaluation. Outcomes of the work have resulted in a significant increase in awareness and cost recovery efforts for the entire Department. Lindsay is a member of the NRPA's Young Professional Network. In her free time, she loves to spend time with her family and friends, hike/camp, and travel to explore all this world has to offer.

*LLabas@carmelclayparks.com*





Session 5 | Friday, October 9th | 11:00am - 12:30pm

## LEISURE AS A HUMAN RIGHT

This session presents a strong rationale for identifying leisure as a human right. The rationale is based on leisure's contributions to and role in human flourishing or living well. The session concludes by calling upon the Recreation and Parks profession to serve as a just institution that focuses on ensuring all people enjoy their right to leisure.

*Learning outcomes: Define a moral vision; Define a human right; Identify a moral vision where leisure is a primary contributor to human flourishing; and List four actions Recreation and Parks professionals can take to ensure all people enjoy their right to leisure.*



Jim Wise, Ph. D, CTRS  
Professor of Recreation, Parks, and Leisure Services at  
MSU, Mankato

Jim Wise has been a certified therapeutic recreation specialist (CTRS) for more than 30 years. For the past 20 years, Dr. Wise has taught in the Department of Recreation, Parks, and Leisure Services at MSU, Mankato. His area of expertise is Therapeutic Recreation which involves the use of activities to improve people's health and ultimately their quality of life. Improved health increases the probability that people will experience recreation, leisure and well-being. Many students who graduate with an emphasis in therapeutic recreation work in adult day programs, nursing homes, assisted living centers and senior centers. Prior to teaching, he directed an outdoor adventure program that served people with disabilities.

*james.wise@mnsu.edu*  
*(507) 389-2128*

Session 6 | Friday, October 9th | 1:00pm - 2:30pm

## GETTING THE BEST FROM YOUR SEASONAL MANAGERS AND LEADS

How do we get the best out of our seasonal workforce? What are the challenges between generations? This session reviews parent orientations, leadership development workshops, re-structuring the hiring/onboarding process, developing significant events within your work season, examining your supervision chain, and mentoring, mentoring, and mentoring.

*Learning outcomes: Identify core soft skills each employee should have; Develop strategies for successful succession plan and entry-level employee placement; Construct and implement a workforce training plan that works for their community (size of population, number of facilities, size of workforce).*



*Pete DeQuincy  
Aquatic Manager, East Bay Regional Park District*

Pete DeQuincy oversees 160+ lifeguards, WSI's, and Junior Lifeguard instructors at 11 swim facilities and focuses on lifeguard operations and aquatic programming for East Bay Regional Park District in Oakland, Ca. With an attendance of 500,000 park visitors, his mission is to provide a positive and safe water experience to the families and patrons within the Alameda and Contra Costa counties. He has assisted the National American Red Cross on the development of the Lifeguarding material in 2012, 2017 and served on California Parks and Recreation Society, Aquatic Section Board. His articles on lifeguard training and in-service development can be found in Aquatics International Lifesaver column. Pete was selected by Aquatics International as one the top innovators for February 2014 Power Issue and recently joined Aquatics International's Advisory Board.

*[pdequincy@ebparks.org](mailto:pdequincy@ebparks.org)*



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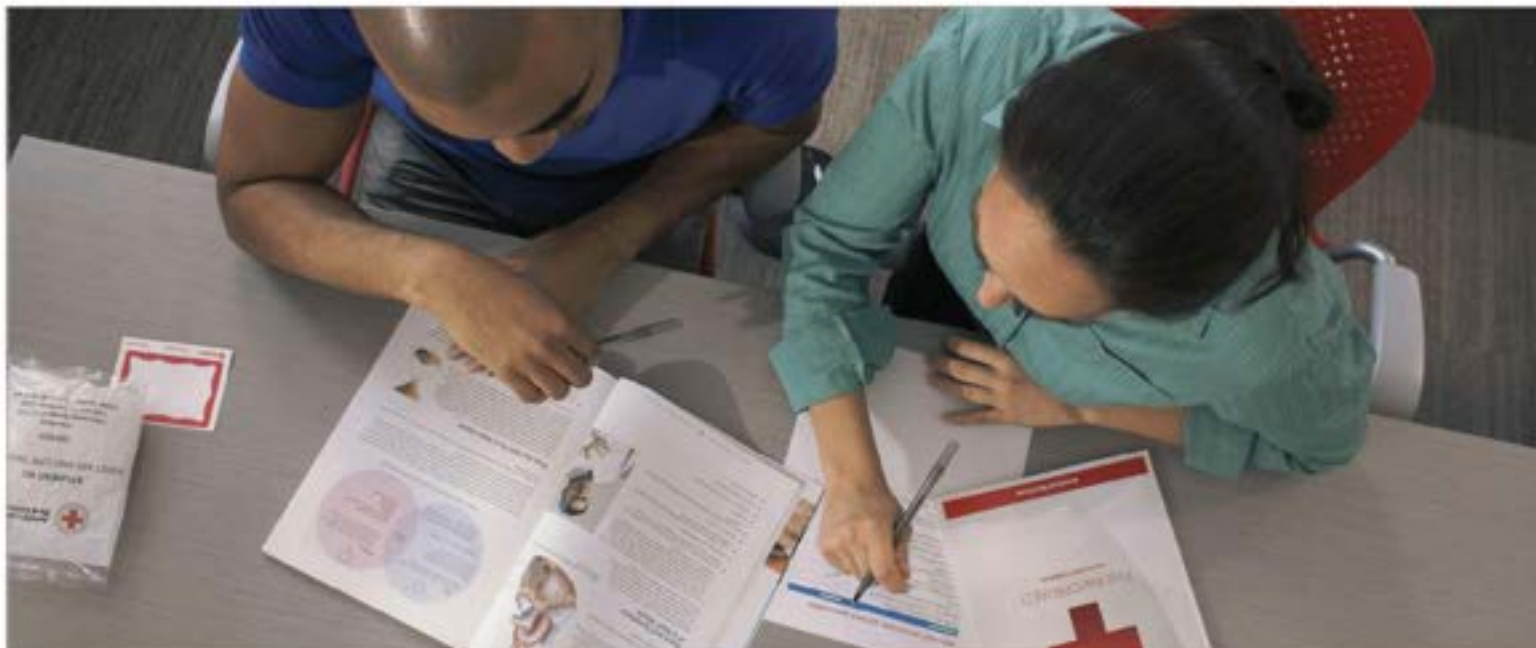
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## HOW TO EARN CEU'S

To submit a ARPA CEU Request Form, please visit:

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ARPA administers continuing education units authorized by the National Recreation and Park Association. CEUs are applicable for CPRP, CPRE, and AFO certifications administered by NRPA in addition to the CTRS certification administered by NCTRC.

If you attended a recent ARPA program or event that was pre-approved for CEUs and would like to request a CEU certificate for the sessions you attended, complete the following form and submit within 14 days of the event.



*Look for this image on the home page!*

Click on the image to fill out the form. Select your name from dropdown menu (if applicable) and fill out required information.

Questions? Please email [info@alaskarpa.org](mailto:info@alaskarpa.org).



## CLOSING SESSION, ANNUAL MEETING & AWARDS PRESENTATION

Friday, October 9th | 6:00pm - 8:00pm

### COCKTAIL HOUR!

6:00pm - 6:30pm

Mix up a drink and join us for a game of "Most Likely To!" Also during this time, we will be giving away awesome prizes! Must be virtually present to win. Need ideas for a parks and recreation themed beverage? [Click here!](#)

### ANNUAL MEETING & PRESENTATION OF 2019 ARPA AWARDS

6:30pm - 8:00pm

Starting at 6:30PM, join us for our Annual Membership Meeting and the presentation of ARPA Awards to 6 amazing recreation professionals and organizations. Learn more about ARPA, help us welcome new officers and enjoy the *virtual* company of so many friends.

Don't miss  
the closing  
ceremony!



A special  
message to  
ARPA  
Members  
from  
Kristine  
Stratton,  
NRPA's  
President &  
Chief  
Executive  
Officer!







## ★ AWARDED THIS YEAR

### ★ Professional Award

This is the highest recognition that ARPA can bestow upon a deserving candidate. The person will be carefully chosen.

### ★ New Professional Award

These professionals are not necessarily the superintendents or leaders that have been visible in the field, but are the “up and coming” leaders. They should possess all of those qualities and talents that will eventually place them in the top leadership, but at this time in their careers, they are climbing.

### ★ Bob Robertson Service Award

This award is for service to the Alaska Recreation and Park Association by members of the association. These are the people that volunteer to be on committees, to work with their sections, to help with conferences and workshops and generally are the backbone of the Association. This award was approved by the Board in 1995. It is a Board Award in that the nominees are selected only by the ARPA Board.

### ★ Outstanding Business Partner Award

The purpose of this award is to annually recognize one (1) outstanding business partner that has supported ARPA and its mission. This support can be shown in any manner.

### Lifetime Achievement Award

A recipient who receives this award shall have made note-worthy and measureable positive contributions to ARPA. Past recipients have made contributions such as procedures manuals, template formatting, led a specific campaign or training or other such tangible results.

### Distinguished Service Award

This achievement award is given to a deserving individual and / or groups whose voluntary contribution of time and effort over the years has improved the quality and quantity of leisure opportunities through park, recreation, and conservation projects on the local, state, regional, or national levels.

### ★ Outstanding Organization Award

This award recognizes the agencies, departments, and organizations that make great contributions to their community and to the improvement of recreation in Alaska.

### ★ Facility Excellence Award

This award recognizes significant new projects, major renovations, or long-term performance as a flagship of recreation. Any facility from any area of recreation, from trails to aquatic centers, is eligible.

### ARPA Appreciation Award

The rare ARPA Appreciation Award is nominated by an ARPA Board Member who has noted special skills and contributions.

## LAST YEAR'S AWARD RECIPIENTS

### *New Professional Award*

Lauren Eck, Fairbanks North Star Borough

### *Bob Robertson Service Award*

Rachel Parra, North Peninsula Recreation Service Area

### *Outstanding Business Partner Award*

Alaska International Senior Games

### *ARPA Appreciation Award*

Jeff Dick, Challenge Alaska

### *Facility Excellence Award*

Jim Creek Parcel Maintenance Shop & Campground Matanuska-Susitna Borough

Sitka Crescent Harbor Community Playground City of Sitka Parks & Recreation

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## Our Mission

- Providing a forum for interchange of ideas and information among parks, recreation and wildland professionals and supporters;
- Promoting the personal, environmental, social and economic benefits of parks, recreation and wildlands;
- Coordinating, organizing and promoting quality educational opportunities;
- Preparing and providing educational information relating to parks, recreation and wildlands

## Leadership Team



*President*

Donnie Hayes  
president@alaskarpa.org



*President Elect*

Mike Illg  
millg@ci.homer.ak.us



*Vice President*

Daniel Cain  
daniel.e.cain2.naf@mail.mil



*Past President*

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*Secretary*

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*Member at Large |*

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*Member at Large ||*

Tyler Florence  
tflorence@cityofseward.net



*Member at Large |||*

Mike Bork  
mike.bork@fnsb.us



## Membership

### **Agency (7 or fewer FTE's) \$95.00**

For agencies, organizations or businesses who employ 7 or fewer Full Time Equivalency positions in the Park & Recreation field. This membership includes the agency, organization or business plus all Park & Recreation employees.

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### **Agency (21-50 FTE's) \$495.00**

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### **Agency (51 or more FTE's) \$907.00**

For agencies, organizations or businesses who employ more than 51 Full Time Equivalency positions in the Park & Recreation field. This membership includes the agency, organization or business plus all Park & Recreation employees.

### **Professional Membership (Individual) \$49.00**

Persons currently retired from a recreation, leisure or related profession are eligible for a Professional Membership.

### **Lifetime Membership \$490.00**

Persons eligible for Professional or Citizen Membership may become Life Members.

## Scholarships

ARPA currently offers 6 scholarships per year (December 1 - November 30) of up to \$500 each in the following categories: 3 individual scholarships to assist with attendance at the ARPA Annual Conference (allowable expenses include travel, registration fees and/or hotel and 3 individual scholarships to assist with professional development (any certification/education relating to the Parks & Recreation field with preference given to NRPA programs). Scholarship requests are open only to current ARPA members in good standing. Scholarships may be awarded to an individual in each category once every two years.



## ARPA Section Guidelines

The following are guidelines for ARPA members to form and maintain sections within the Association. The goal for developing these guidelines is to ensure that there is a mechanism for members to align themselves with other professionals working in similar occupations within the entire field of Parks and Recreation, as well as a vehicle for the ARPA Board of Directors (BOD) to hold sections accountable to the Association to remain active and contributing to the Mission of the Association.

The process for a group of 5 or more members to form a section within ARPA is as follows:

1. Submission of by-laws outlining the purpose and goals of their section to the ARPA Board of Directors (BOD) for approval, using an available template to guide and facilitate the process.
2. Submission of minutes from the initial meeting that includes a role call and lists duly elected representatives in the positions of section chairperson and section vice chairperson. The section shall also list one individual who shall be the liaison between their section and the education and training committee at all meetings.
3. Submission of section membership (a minimum of 10 ARPA members required) who have affirmed their willingness to participate actively in the section.

*All required information must be submitted to the ARPA President at least 30 days prior to the next scheduled quarterly BOD meeting to be considered at that meeting. The ARPA BOD will review the required materials prior to the next scheduled BOD meeting, and either affirm the creation of a new section, request additional information or revisions to necessary documents, or deny the section along with reasons for the denial.*

## Annual Section Requirements

On an annual basis, sections will be required to complete the following to remain "active" within ARPA as affirmed by the BOD:

1. Make copies of section meeting minutes from quarterly meetings available to the ARPA BOD upon request, as well as to their membership.
2. Have a designated representative who is active with the education & training committee.
3. Submit an annual section budget to the ARPA BOD no later than the Q3 ARPA BOD meeting.
4. Submit a minimum of three sessions to be held at the Annual Conference.
5. Section leadership shall give a verbal affirmation to remain an active section for the coming year to the ARPA BOD at the Q4 ARPA BOD meeting.

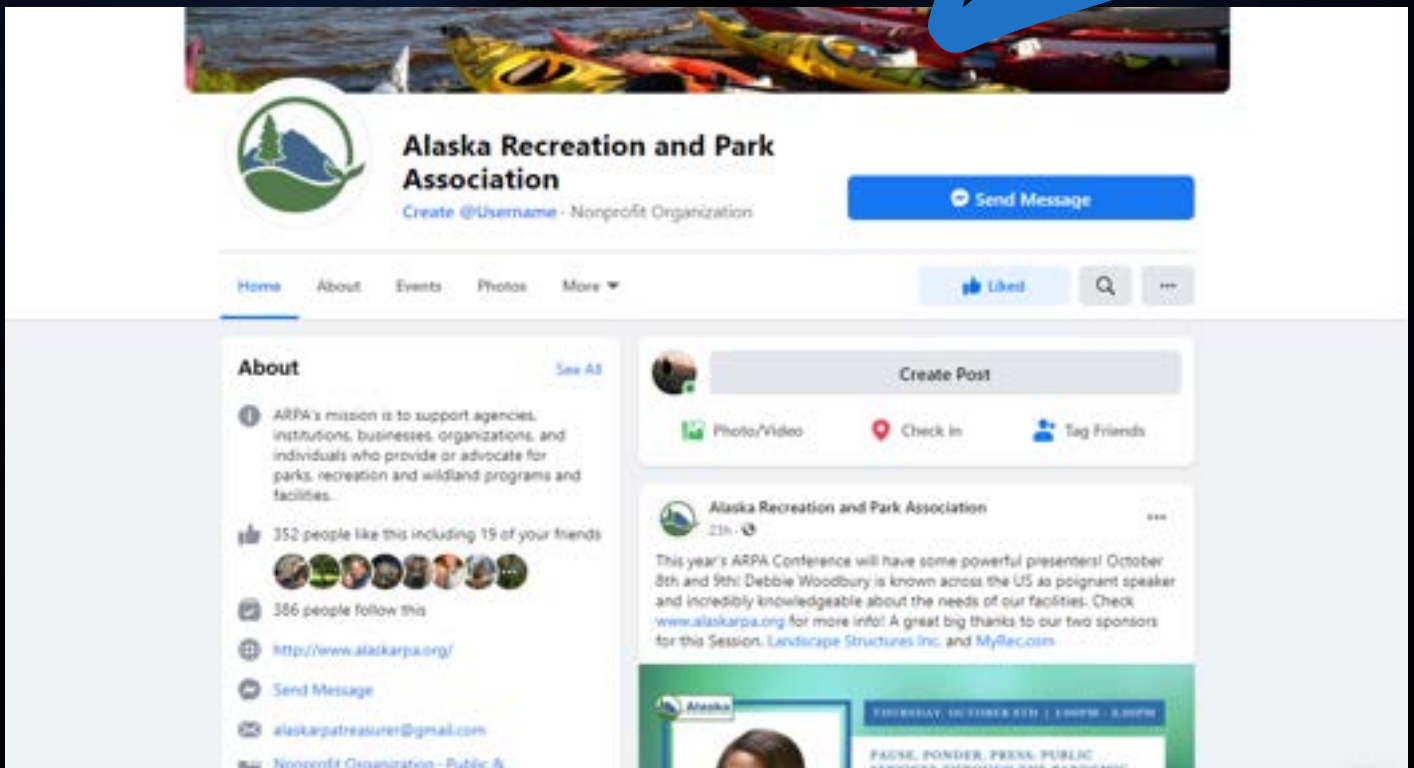
*Should a section not follow through on all above guidelines, the ARPA BOD shall have the following options:*

1. *The BOD may vote to place the section on "probationary" status and email all section members to inform them of this decision along with necessary steps to return the section to "active" status and a deadline for doing so or face being declared "inactive."*
2. *The BOD may vote to declare the section "inactive" and remove their representation on the ARPA BOD. Additionally, should members wish to re-form a section they will be required to follow all steps necessary to form a new section.*





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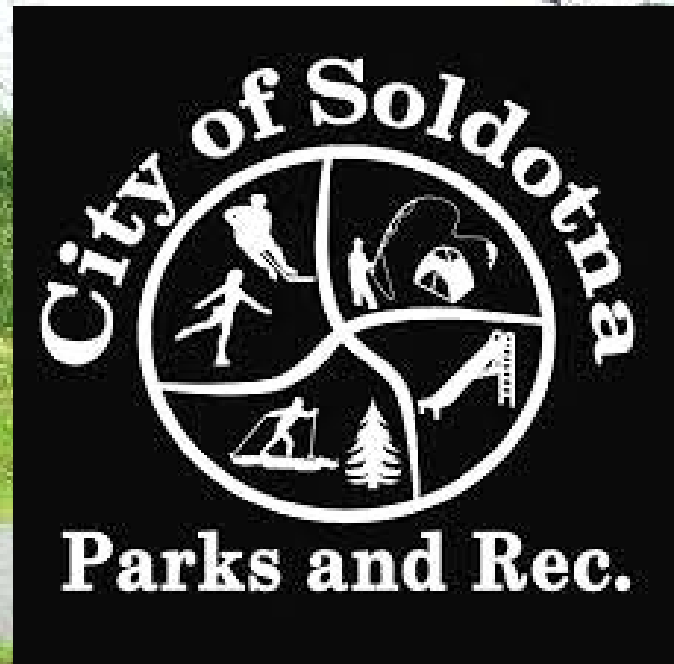


Our Facebook Page has the most up-to-date information on association meetings, educational opportunities, news in the parks and rec field and more!



2021 CONFERENCE

# THE 2021 ARPA CONFERENCE IS IN...



Start thinking of co-workers, community organizations and recreation facilities that are deserving of an ARPA Award for 2020!

**CONFERENCE DATES TBA.**

THANK YOU!



# virtual ANNUAL CONFERENCE

## THANK YOU TO THE 2020 PLANNING COMMITTEE!

*Donnie Hayes*

*Mike Illg*

*Kate Thomas*

*Lauren Eck*

*Lauren Anderson*

*Brandon Harker*

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THANK  
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