

CHUCK APPLEBY

Chuck is an associate of Zelos, LLC, the President of Appleby & Associates, and an Adjunct Faculty at The George Washington University where he teaches courses in action learning, leadership, organizational development, consulting skills, and change management. He specializes in working with senior leadership teams as a facilitator, executive coach, change management consultant, and educator. His focus is helping leaders build great organizations, where the systems, strategy and culture allow people to achieve personal fulfillment and business results.

TOPIC: Design Thinking
Tuesday, 2:45 PM in The Washington Room

DR. DARYL CHESLEY

Daryl is the Chief Academic Officer and Asst. Superintendent for Instructional Leadership at Hanover County Public Schools as well as being Adjunct Faculty at The George Washington University and Virginia Commonwealth University. Daryl currently sits on the Board of Trustees of the Virginia Foundation for Educational Leadership and is the current President of the Virginia Association for Supervision and Curriculum Development.

TOPIC: Importance of Trust, Collaboration and Positive Relationships
Monday, 8:45 AM in The Washington Room

MIKA CROSS

Mika is a Human Capital Policy Strategist specializing in work/life balance, diversity, inclusion, and employee engagement. She joined the United States Department of Agriculture in 2010 as the Work/Life and Wellness Program Manager where her duties include program management, policy guidance and oversight for quality of life programs. Her leadership in Telework within the Federal government is widely recognized and she now represents USDA on the OPM Telework Advisory Group.

TOPIC: Making Work/Life & Wellness Programs Work for You & Your Organization
Tuesday, 9:00 AM in The Washington Room

CHRIS DROPINSKI

Chris is the Senior Principal and a Managing Member of GreenPlay, a Colorado-based management consulting firm that specializes in working with parks, recreation, open space, and related agencies around the nation. Chris regularly provides master and strategic planning, project management, public process facilitation; Board/Council relations; public and alternative funding, policy research and development; feasibility and needs assessments, partnership facilitation, and analysis of overall department operations and policies.

TOPIC: Strategic Planning,
Monday, 10:15 AM in The Monroe Room
TOPIC: Succession Planning
Monday, 1:15 PM in The Monroe Room

AMANDA EAMICH

Amanda is the Director of Web Communications for the United States Department of Agriculture, Office of Communications serving as the Digital Strategy Lead working alongside the Office of the Chief Information Officer, agencies and programs to deliver a 21st Century government. She also provides overall strategic guidance for a wide range of communication campaigns throughout the Department including the monthly AskUSDA Twitter chat with leadership, Open Gov effort and associated policies.

TOPIC: Designing Digital Communications & Strategy
Monday, 2:45 AM in The Washington Room

GREG HEIBERT

Greg is the Managing Partner and co-founder of Leadership Forward. The firm provides clients with results, focused leadership education and development solutions at the senior and operational leadership levels, executive and team coaching, organizational assessment and development consulting, and other executive-enhancement services. Prior to Leadership Forward, Greg served as a human capital consultant, assisting with senior executive searches and assisting Forbes 100 companies in executive assessment projects.

TOPIC: Critical Conversations
Tuesday at 11:45 AM in The Madison & Jefferson Room

JOHN HENNESSEY

John is a nationally renowned author and historian, and currently the Chief Historian for the Fredericksburg and Spotsylvania National Military Park. His past experience includes: New York State Historic Preservation Office and for the National Park Service at Manassas, Harpers Ferry, and at Fredericksburg and Spotsylvania National Military Park. He is the author of several books, including First Battle of Manassas: An End to Innocence, July 18-21, 1861, and Return to Bull Run: The Campaign and Battle of Manassas.

TOPIC: Managing History: Ignominy & Glory
Monday at 6:00 PM in The Fredericksburg Ballroom

ELDON JAMES

Eldon has spent 35 years working in and with Virginia state and local governments. In 1994, Eldon left King George county government to open Eldon James & Associates, Inc. and has served as the principal of this public policy, planning, project and program management. Eldon spent the seventeen years before working for state and local government in positions with the Commission of Outdoor Recreation, the Cooperative Extension Service and King George County, the final five years as county administrator.

TOPIC: Critical Conversations
Tuesday, 11:50 AM in The Washington Room

AMANDA KENNEDY

Amanda is the Student Academic & Career Services Coordinator at the University of Mary Washington in Fredericksburg, Virginia. She has spent the majority of her career at the University level, overseeing the success and career development of students and young graduates. She manages an extensive internship opportunity listing, and guides students throughout their process from application, to selection, and completion.

TOPIC: Managing Internships
Tuesday, 2:45 PM in The Monroe Room

SHARON PANDAK, ESQ

Sharon is a partner at Greehan, Taves, Pandak & Stoner, PLLC and focuses on diverse legal issues facing localities, public entities, and associations interested in public policy. She litigates in State and Federal court, and handles appeals in the Virginia Supreme Court, Federal Courts of Appeal, and U.S. Supreme Court. Sharon has worked with regional agencies, appeared before the General Assembly and regulatory bodies, and worked on congressional legislation. She also presents seminars on local government issues.

TOPIC: The Art of Negotiation
Tuesday, 11:50 AM in The Washington Room

FRED M. RANKIN, III

Fred serves as the President and Chief Executive Officer of Mary Washington Healthcare, a not-for-profit, fully integrated, regional health system with over 40 facilities and services including Mary Washington Hospital, a 437-bed tertiary care medical center, and Stafford Hospital, a 100-bed community hospital. Prior to his move to Virginia in 1992, Fred held leadership and executive positions at both Forbes Health System and Allegheny General Hospital in Pittsburgh, Pennsylvania.

TOPIC: Developing a Strong Relationship with your Community Hospital
Monday, at 4:45 PM in The Washington Room

MEGAN RHYNE

Megan is the Executive Director for the Virginia Coalition for Open Government, that consists of citizens, lawmakers, and media members that advocate for openness and transparency in government. Megan specializes in FOI Law and informing citizens, journalists, and government employees of their responsibilities and rights under FOIA. Megan also represents VCOG during General Assembly sessions. Megan is an adjunct professor of Media Law at Hampton University, and also served as a freelance editor for Law Reviews and marketing firms.

TOPIC: FOIA Trips, Slips, & Falls
Tuesday at 1:15 PM in The Washington Room

RIDGE SCHUYLER, ESQ.

Ridge most notably served as the Piedmont Program Director for The Nature Conservancy, an environmental Non-Profit that protects natural resources. He directed efforts working with landowners to protect over 12,000 acres and built relationships with elected officials, environmental and business communities, and other key stakeholders, which resulted in four disparate local governments joining together to form the Rivanna River Basin Commission. In addition, Ridge has spent a collective 14 years assisting with political and legislative campaigns, and held positions with numerous law practices.

TOPIC: The Art of Negotiation
Tuesday, 11:50 AM in The Washington Room

LARRY SMITH

Larry is a Senior Consultant with the Institute for Crisis Management in Louisville, KY. He joined ICM in 1994 as a Senior Consultant and works with executives of organizations seeking to minimize the negative public reaction to a business crisis. He also assists in developing pro-active crisis communication plans and teaches seminars in crisis management. Mr. Smith has more than 45 years experience in the news and public relations business.

TOPIC: When You Are the Headline (Crisis Management)
Monday, 10:15 AM in The Washington Room
TOPIC: Before You Become a Headline (Media Relations)
Monday, 2:45 PM in The Monroe Room

MICHELLE TRINDADE

Michelle is the Underwriting Assistant Vice President with the GEICO Fredericksburg office. She joined GEICO in 1997 as a sales agent and became a director in 2004. In 2007 she moved Corporate Offices as a sales process coordinator within the competitive advantage leadership group. While in this role, she guided the group through many improvements in sales processes, both on the phone and over the Internet. She later graduated the Assistant Executive program, and steadily moved upward and advanced within GEICO to Assistant Vice President.

TOPIC: More Than A Mascot
Tuesday, 1:15 PM in The Monroe Room

DONNA TYSON

Donna is a nationally acclaimed motivational speaker known for her ability to touch hearts and inspire people to reach their highest potential. She draws on her experiences as a former television and radio talk show host, successful business owner, community leader and mother of three grown children for her lessons. Her many clients include government agencies, health care systems, human resource management groups, and public health organizations.

TOPIC: Peak Performance
Monday at 11:45 AM in The Madison & Jefferson Room

ROBERT VOGEL

Robert is the co-founder of Peak Democracy and is the company's CEO. Prior to founding Peak Democracy, Robert was the executive director of a non-profit organization that obtained dramatic success in engaging local citizens in online forums. Robert co-founded Peak Democracy to expand those services nationwide. Robert has years of experience developing technology that conforms to strict regulatory requirements.

TOPIC: Recreation & Parks Online Civic Engagement
Tuesday at 9:00 AM in The Monroe Room

Reminders & Helpful Information:

Conference Check-in: Check-in will be held at the entrance of the Conference Center, located in the rear of the Hospitality House. Please consult the hotel layout, available in your room, for directions to the Conference Center from within the hotel.

Meals: All meals will offer vegetarian options. If you have special dietary considerations, please provide the appropriate information during check-in. The menu will be:

Monday Lunch "Flavor of Italy" Garden Salad Chicken Parmesan Ratatouille & Bowtie Pasta Tea & Water Tiramisu	Monday Dinner* "Hawaiian Delight" Papaya Salad Hibachi Beef Pineapple Pork Tenderloin Macadamia-encrusted Tilapia Mashed Sweet Potatoes Sugar Snap Peas with Peppers Tea & Water New York Cheesecake & Key Lime Pie	Tuesday Lunch "Light & Healthy" Garden Salad Lemon Tyme Chicken Wild Rice Vegetable Medley Tea & Water Chocolate Lover's Cake
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* - For Full Conference & Monday Registrants

Special Accommodations: We strive to make this event a success for everyone, regardless of abilities. If you have special considerations, or need additional accommodations, please provide the appropriate information during check-in.

Dress: Sessions should be considered business casual. We advise everyone to bring a jacket or sweater, as classroom temperatures may vary. Monday evening's Dinner Session & Social is a causal beach-themed event, so please remember to pack your Hawaiian shirts!

Exhibitors: Sponsors will have tables throughout the duration of the conference. You are welcome to visit these tables at your convenience. Materials will be on display, as well as in your conference bags.

Please remember to bring business cards for networking opportunities, as well as to be used for door prize drawings!

CONFERENCE HOSTED BY:



MONDAY TUESDAY

	SESSION 1	SESSION 2	SESSION 1	SESSION 2
8:45 A.M.	STRATEGICALLY PLANNING CHRIS DROPINSKI (THE MONROE ROOM)	THE IMPORTANCE OF TRUST, COLLABORATION & POSITIVE RELATIONSHIPS DR. DARYL CHESLEY (THE WASHINGTON ROOM)	9:00 A.M. RECREATION & PARKS ONLINE CIVIC ENGAGEMENT ROBERT VOGEL (THE MONROE ROOM)	MAKING WORK/LIFE & WELLNESS PROGRAMS WORK FOR YOU & YOUR AGENCY MIKA CROSS (THE WASHINGTON ROOM)
10:15 A.M.	WHEN YOU ARE THE HEADLINE (CRISIS MANAGEMENT) LARRY SMITH (THE WASHINGTON ROOM)		10:30 A.M. THE ART OF NEGOTIATION RIDGE SCHUYLER, ESQ. & SHARON PANDAK, ESQ. (THE WASHINGTON ROOM)	
11:45 A.M.	PEAK PERFORMANCE DONNA TYSON (THE MADISON & JEFFERSON ROOM)		11:50 A.M. CRITICAL CONVERSATIONS GREG HIEBERT (THE MADISON & JEFFERSON ROOM)	
1:15 P.M.	SUCCESSION PLANNING ARE YOU READY? CHRIS DROPINSKI (THE MONROE ROOM)	CONTROVERSIAL PROJECTS ELDON JAMES (THE WASHINGTON ROOM)	1:15 P.M. MORE THAN A MASCOT: CLIMBING TO NEW HEIGHTS THROUGH CORE PRINCIPLES MICHELLE TRINDADE (THE MONROE ROOM)	FOIA TRIPS, SLIPS, & FALLS MEGAN RHYNE (THE WASHINGTON ROOM)
2:45 P.M.	BEFORE YOU BECOME A HEADLINE (MEDIA RELATIONS) LARRY SMITH (THE MONROE ROOM)	DESIGNING DIGITAL COMMUNICATIONS & STRATEGY AMANDA EAMICH (THE WASHINGTON ROOM)	2:45 P.M. MANAGING INTERNSHIPS AMANDA KENNEDY (THE MONROE ROOM)	DESIGN THINKING: TRANSFORM PRODUCTS, SERVICES, PROCESSES, & STRATEGIES CHARLES APPLEBY (THE WASHINGTON ROOM)
4:15 P.M.	FORMING RELATIONSHIPS WITH YOUR HOSPITAL SYSTEM FRED M. RANKIN (THE WASHINGTON ROOM)		<p>Continuing Education Unit(CEU) Information:</p> <p>All participants receiving CEUs MUST attend on time and may not leave the session early in order to receive CEU credit. The CEU Room Monitor must punch the CEU Form in order for full credit to be recieved. Please return the WHITE copy to the Registration Desk at the end of the conference or mail it to:</p> <p style="text-align: center;">VRPS 6372 Mechanicsville Turnpike Suite 109 Mechanicsville, VA 23111</p> <p>Please keep the COLOR copy for your records.</p>	
6:00 P.M.	MANAGING HISTORY: IGNOMINY & GLORY (DINNER) JOHN HENNESSEY (THE FREDERICKSBURG BALLROOM)			

PRESENTING SPONSORS



VIRGINIA RECREATION & PARK SOCIETY

2013 MANAGEMENT CONFERENCE

UNIQUE MANAGEMENT

PRACTICES & PRINCIPLES

FEBRUARY 25TH & 26TH
FREDERICKSBURG, VIRGINIA



PRESENTED BY:



MONDAY

Strategically Planning

Now, more than ever, you need valid plans in place to help your agency move forward even if that means making cuts or dealing with the “new normal.” This session will give an overview of different types of plans you can complete, when to do which type, and how to get them done well with the least amount of resource investment.

Monday at 8:45 a.m. with Chris Dropinski, GPRED
The Monroe Room

The Importance of Trust, Collaboration & Positive Relationships

Often, the “soft-skills” of relationship building are overlooked. This session will feature an interactive approach that focuses on research-based best practices and proven protocols to enhance organizational efficiency.

Monday at 8:45 a.m. with Dr. Daryl Chesley, Ph.D
The Washington Room

When YOU Are the Headline

What can go wrong in your park system? You need to know and then prepare to prevent the majority of things that can go wrong and learn how to minimize the damage when a crisis in the system cannot be avoided. The Institute for Crisis Management maintains that two-thirds of all organization crises can be prevented. Learn what kinds of crises your system faces and what you can do to prevent or minimize the damage that is lurking out there.

Monday at 10:15 a.m. with Larry Smith, ICM
The Washington Room

Peak Performance

This dynamic presentation is a fast-moving, upbeat session focusing on the importance of a positive attitude when facing tough times. Actual techniques are shared for learning to turn potential crisis situations into opportunities, accepting responsibility for your actions, being a team player and using positive action-oriented communication in your daily routine. Guaranteed to lift your spirits and inspire you to tackle challenges ahead with a smile.

Monday at 11:45 a.m. with Donna Tyson
The Madison & Jefferson Room

Succession Planning: Are You Ready?

In the next ten years, it is anticipated that 30-50% of agencies will see substantial turnover in management roles. Agencies need to be proactive in their planning to identify and bring qualified staff into these leadership positions. This session will identify steps for creating a viable succession plan for staff of all levels.

Monday at 1:15 p.m. with Chris Dropinski, GPRED
The Monroe Room

Controversial Projects

This interactive session introduces you to designing and planning communications for Controversial Projects and developing your communications strategies and goals utilizing new theories and methods that allow your message to be heard amid the chaos surrounding the project.

Monday at 1:15 p.m. with Eldon James
The Washington Room

Before You Become a Headline

How we put together our stories, how we establish our credibility, how we plant the “seeds” of our own stories can demonstrate how vital we are to our organizations and to the public. In a time of budget crunches, Parks & Recreation professionals often feel the need to justify our Department’s existence, come find out how to do this and more.

Monday at 2:45 p.m. with Larry Smith, ICM
The Monroe Room

Designing Digital Communications & Strategy

Using your website, Twitter, photo-sharing or e-mail, you can easily design a strategy that supports your mission objectives. In this session, you will learn how to decide which tool or channel to use, how to craft and distribute messages, and how to manage the process with existing resources.

Monday at 2:45 p.m. with Amanda Eamich, USDA
The Washington Room

Developing a Strong Collaborative Relationship with Your Community Hospital

We, in Parks & Recreation, recognize that our missions often parallel those of our Community Hospitals - to encourage healthy lifestyles, improve activity and fitness levels, education about healthy eating, and stress the importance of recreation in creating a better “You”. Join the CEO of our community hospital system, Mr. Fred M. Rankin, III, to explore the partnership opportunities to better serve our citizens and stakeholders.

Monday at 4:15 p.m. with Fred M. Rankin, III, CEO of Mary Washington Healthcare
The Washington Room

Managing History: Ignominy & Glory

This dinner discussion will take a look at the leaders who put their stamp on Virginia during the Civil War through the lens of modern management. We will explore management culture fostered by men like Lee, Grant, McClellan, Jackson, and even John Pope. We will look at how these men faced profound decisions, how and why they succeeded, and how and why they sometimes failed, while contrasting their work with that of modern managers.

Monday at 11:45 a.m. with John Hennessey, NPS
The Fredericksburg Ballroom

TUESDAY

Recreation & Parks Online Civic Engagement: Best Practices & Case Studies

Citizens are increasingly going online to engage with family, friends, and colleagues, and this session will explore how government agencies across the US are using online public comment forums to dialogue with their constituents in ways that are civil, legal, and insightful as well as inexpensive and easy-to-deploy.

Tuesday at 9:00 a.m. with Robert Vogel
The Monroe Room

Making Work/Life & Wellness Programs Work for You & Your Organization

The emphasis of a successful Work/Life & Wellness program is a growing trend as organizations. In this session, you will learn about new trends and strategies for implementing work/life programs as a strategic tool and will understand the key benefits, drivers, challenges, and barriers in order to effectively implement your own agency's plan.

Tuesday at 9:00 a.m. with Mika Cross, USDA
The Washington Room

The Art of Negotiation

During this session, we will discuss the legal and practical aspects of extending Parks & Recreation services by negotiation with potential community partners, including local businesses, non-profits and other governmental entities. The legal constraints and opportunities for such negotiations will be discussed. Various mechanisms to be addressed include proffers, special-use permit conditions, covenants, grants, open space easements, park foundations, and more.

Tuesday, at 10:30 a.m. with Ridge Schuyler, Esq. & Sharon Pandak, Esq.
The Washington Room

Critical Conversations

This session will focus on equipping participants with a greater understanding of how to engage their co-workers more successfully to include Team members, supervisors, and peers in those critical conversations that are vital to moving the organization forward or block success if not managed effectively.

Tuesday at 11:50 a.m. with Greg Hiebert, Leadership Forward
The Madison & Jefferson Room

More Than a Mascot: Climbing to New Heights Through Core Principles

Standing out from your competition in a crowded marketplace can be difficult, but utilizing your core principles and values effectively to consumers can allow your agency to stand out from the rest. This session will guide you through the process of designing your message to stand out.

Tuesday at 1:15 p.m. with Michelle Trindade, GEICO
The Monroe Room

FOIA Trips, Slips, & Falls

FOIA may look like a daunting statute to anyone tasked with answering requests for records, but there really are only a few basic rules to remember, and there are plenty of places to go for help. This session explores both the letter and the spirit of the law.

Tuesday at 1:15 p.m. with Megan Rhyne, VCOG
The Washington Room

Managing Internships

Learn how to develop quality internship programs that will allow you to meet the needs of your organization today and help prepare a better workforce tomorrow. How it benefits employers and the intern, laws and work balance, and the academic requirements will all be discussed.

Tuesday at 2:45 p.m. with Amanda Kennedy, UMW
The Monroe Room

Design Thinking: Transform Products, Services, Processes, & Strategies

Design Thinking will transform how you develop your products, services, processes and strategies and applies directly to the challenges faced by local government. This is an interactive session that allows for you to get immersed into a new way of thinking.

Monday at 2:45 p.m. with Charles Appleby, Zelos
The Washington Room

