



2010 FRPA AGENCY SUMMIT

For individuals employed as the chief administrator or second in command at Parks, Recreation and Leisure Service Agencies; and, graduates of the Joe Abrahams Academy for Leadership Excellence in Parks and Recreation

Florida Recreation and Park Association
411 Office Plaza Drive • Tallahassee, FL 32301-2756
(850) 878-3221 • FAX (850) 942-0712

SUMMIT SPONSOR:



REP SERVICES, INC.
Experts at Play & Outdoor Spaces



WAVES OF CHANGE—OCEANS OF OPPORTUNITY

If you have been left thinking “Now What?”, the 2010 Agency Summit is for you. The parks and recreation profession and those leading the field have been riding waves of change for nearly two years. Now is the time to create or uncover the oceans of opportunity that lie beneath. What’s our professional plan? How will we assure we are better prepared next time? Where are the pitfalls of the future? How can we take charge of our own destiny?

The staff of the Collaborative Labs of the EpiCenter at St. Petersburg College will guide Summit participants through an intensive Session on Day One of the Summit. The outcome of the day’s work will be a “white paper” that will assess the current environment for parks and recreation, and more importantly suggest a path for opportunities in the future. That paper will be the blueprint for constructing our future.

1.2 CEUs applied for—attendees must attend each session in its entirety to receive CEUs for that session.

Dress for sessions is comfortable business attire. Dress for the evening event is casual.

SUMMIT LOCATION

This year’s Agency Summit will be held at the EpiCenter at St. Petersburg College, 13805 58th Street N, Largo, FL 33760. The EpiCenter is less than 10 minutes from the Hilton Hotel.

ABOUT THE COLLABORATIVE LABS AND EPICENTER

This one-of-a-kind meeting environment is specifically designed to achieve breakthrough results faster than ever before. A Collaborative Engagement is focused on organizational strengths, stakeholder participation and delivering an actionable plan. The high-energy collaborative environment will serve as an idea incubator, creative studio, and planning factory. State-of-the-art Technology will capture in real-time all of the information participants generate.

Facilitated discussion with the entire group will take place, after which break out teams will disperse with a Collaborative Lab facilitator and recorder. The dialogue that takes place is recorded for inclusion into the final plan which will be delivered to FRPA within one week of the Summit. This fast paced, rapid production of results will enable us to begin work on our action plan and blueprint construction, and have results to present at the 2010 Conference Director’s Day.

You are invited to be a part of the incubation!

HOTEL INFORMATION RESERVATION DEADLINE—MARCH 1, 2010

Hilton St. Petersburg Carillon Park
950 Lake Carillon Drive
St. Petersburg, FL 33716

Make reservations by calling: (727) 540-0050 be sure to mention group code FRPA

Make reservations on-line by visiting www.hiltonhotelstpete.com—be sure to enter FRPA in the Group/Convention Code box and verify you are provided the \$129 FRPA rate.

FRPA Rate is \$129 plus 12% tax per night and includes a full breakfast, transportation to and from Tampa International Airport and the Epicenter.



SCHEDULE AT A GLANCE

April 8, 2010

8:00—8:30 am

Registration

8:30 am—12:30 pm

Waves of Change Session with Collaborative Labs Staff



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12:30—1:15 pm

Lunch – included—sponsored by USTA Florida



1:30—5:00 p.m.

Waves of Change Session with Collaborative Labs Staff continued

5:15 p.m.

Departures Back to Hilton

6:00 p.m.

Departure for Evening Event (Rays Game) - An evening to remember is being hosted by the St. Petersburg/Clearwater Area Convention and Visitors Bureau, and is being sponsored by DMS, Mobi Mat. We will be guests of the Tampa Bay Rays in one of their exclusive areas, and will view a Rays / Orioles baseball game. Charter bus transportation, admission to the game, and ballpark fare is included with registration (guest tickets are available—see registration page for details).



April 9, 2010

8:30 - 10:30 am

General Session and Roundtables

10:30 – 11:00 am

Break

TODAY’S SPONSORS:

Summit Sponsors: REP Services, Inc. and St. Petersburg/Clearwater Area Convention and Visitors Bureau

Lunch Sponsor: USTA Florida

Break Sponsor: Morning—AECOM

Evening Event Sponsor: DMS, Mobi Mat, and Tampa Bay Rays



SCHEDULE AT A GLANCE

continued

April 9, 2010 continued

11:00 am – Noon

Leading the Heart of Your Community – Ian Hill (live simulcast – FRPA series)

Parks and Recreation must be a community cornerstone in addressing and solving community issues. FRPA over the last year has been offering a series entitled “Leading the Heart of Your Community”. Participants have engaged in a year long learning journey to discover how to reposition their agencies and themselves to be regarded as a vital part of a community’s foundation. This session is the fourth in the series. If you have not registered and participated in the series, we encourage you to do that prior to the Summit so you can view the archived sessions (see the FRPA website for information). If time does not allow for that, you will still be able to be fully engaged in this session. The afternoon session will build upon what you hear in this session. The session will be a live simulcast, gathering over 400 professionals from around the country as you participate live in person.

Noon-12:45 pm

Lunch – included

1:00 – 4:00 p.m.

Create Your Attitudinal Shift

In this real world workshop, Ian Hill will provide participants with a detail road map of how to create the attitudinal shift needed to reposition the recreation and parks sector within your community from being viewed as “something nice to have” to the essential service that it is a key to having a thriving community. At the session’s conclusion, you will have learned to:

- Transform the internal culture of your department to support the attitudinal shift in your community
- Nurture positive relationships with elected officials and community and corporate leaders, and thus, influence the political decision making process.
- Cultivate relationships between community sectors, voters, constituents, and stakeholders.
- Implement practical strategies for ensuring positive media relations.
- Execute a guerrilla and relational marketing campaign

Participants will leave with a diverse and sophisticated set of models, skills and techniques to achieve the repositioning you desire as well as the inspiration to make it happen.

4:15 pm

Departures

TODAY’S SPONSORS:

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REGISTRATION INFORMATION
Registration Deadline—March 15, 2010

Fax to (850) 942-0712 with Credit Card Payment
OR Mail to FRPA

Full Registration Packages—include both days, all meals, and all breaks

- | | | |
|--------------------------|---------------------------------------|--------|
| <input type="checkbox"/> | Member—received on or before 3/15 | \$ 220 |
| <input type="checkbox"/> | Member—received after 3/16 | \$ 240 |
| <input type="checkbox"/> | Non-Member—received on or before 3/15 | \$ 295 |
| <input type="checkbox"/> | Non-Member—received after 3/16 | \$ 315 |

Daily Registration Packages— include selected day, all lunches, and all breaks

Circle Day You Will be Attending: **April 8 9**

- | | | |
|--------------------------|-----------------------------------|--------|
| <input type="checkbox"/> | Member—received on or before 3/15 | \$ 110 |
| <input type="checkbox"/> | Member—received after 3/16 | \$ 120 |
| <input type="checkbox"/> | Non-Member—received on or 3/15 | \$ 148 |
| <input type="checkbox"/> | Non-Member—received after 3/16 | \$ 158 |

Guest Ticket for Evening Dinner \$ 45

Total \$ _____

On-site registration will be required if registration form can not be
RECEIVED at FRPA by March 15, 2010

HOUSING—deadline March 1, 2010
Hilton St. Petersburg Carillon Park
950 Lake Carillon Drive • St. Petersburg, FL 33716

YOUR INFORMATION

Name _____

Title _____

Agency _____

Address _____

City/State/Zip _____

Phone w/area code _____

Fax w/area code _____

Email _____

Method of Payment

Check *Visa* *MasterCard*

Credit Card #

Expiration Date

Name as appears on card

Signature

~Cancellation Policy~

All refund requests must be made in writing. Full refunds will be made for Requests received prior to March 15, 2010. No refunds will be available for requests made on or after March 15, 2010.

~Accessibility and Dietary Needs~

FRPA is dedicated to ensuring that all meetings are accessible. If you require any special assistance, please contact the FRPA Executive Office by March 1, 2010. If you have special **dietary needs** please notify the FRPA Executive Office by March 1, 2010.