



2018 MIDWEST REGIONAL CONFERENCE  
APRIL 23-25, 2018  
YANKTON, SOUTH DAKOTA

**2018 Midwest Region Parks and Recreation Conference**

**Best Western Kelly Inn and the National Field Archery Association Easton Yankton Archery Center**

**Yankton, South Dakota- Ideas Flow Here!**

Thank you to our exhibitors and sponsors!

ABC Boat Docks  
Midwest Turf & Irrigation  
Vermeer High Plains  
BSN Sports  
Musco Lighting

Crouch Recreation- Sponsor of the Monday night social.  
Millborn Seeds- Break Sponsor  
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Stockwell Engineers- Sponsor of the Tuesday night social.  
Yankton School District- Transportation Sponsor.



**Monday night keynote speaker: Matthew D. Jones**

Matt Jones is a world-class professional speaker and author. He is committed to motivating audiences and delivering strategies to help any organization thrive amid adversity and excel to new heights of performance. Matt's talks are based on his inspiring life experiences of overcoming cancer three times when doctors did not think he would live, surviving a bone marrow transplant, relearning how to walk, and completing seven marathons on seven continents. Using his experience of overcoming insurmountable odds, Matt incorporates psychology tools from the field of Positive Psychology to motivate individuals and organizations to achieve greater victory. Matt strives to be a thought leader who offers solutions to the problems individuals and organizations face. His mission is to help flame the fire within individuals and organizations to develop a "Marathon Mentality" in order to reach their full potential by overcoming challenges, improving daily, and striving to attain greater goal attainment as well as life fulfillment.

## Conference Agenda: Monday, April 23



Golf at Fox Run Golf Course. Fox Run is one of the region's finest golf courses offering plenty of opportunities for golfers at all levels. Conference attendee that are interested in golfing- call to reserve your tee times 605-668-5205. Special discount rate when mentioning Midwest Conference- 9 holes with cart \$24. 18 holes with cart \$34.

The National Field Archery Association Easton Yankton Archery Center (NEYAC)- 800 Archery Lane



- 9:00am to 4:00pm. Exhibitor arrival & set-up at the NEYAC.
- 4:00pm – 6:00pm. Delegate arrival & registration/check-in table at the NEYAC.
- 4:00pm – 6:00pm. Social activities with the Exhibitors start (archery, portable disc golf, bean bag toss, ladder ball, other games). NEYAC
- Thank you to Crouch Recreation for sponsoring the Monday night social.**
- 6:30pm. Jake Hoffner, City of Yankton Mayor- Welcome. Dinner. NEYAC
- 7:30pm. Matthew D. Jones- Life's a Marathon: Three Unique Choices to Overcome Adversity and Achieve Greater Victory. NEYAC
- 8:30pm – 10:30pm. Band and social. NEYAC
- Thank you to Crouch Recreation for sponsoring the Monday night social.**

# Conference Agenda: Tuesday, April 24

7:15am – 7:45am. Yoga @ the Best Western Kelly Inn.

7:30am – 5:30pm. Registration table at the NEYAC.

8:30am – 9:30am. Large group Leadership session at the NEYAC.

In the state-wide Leadership South Dakota training, a pyramid consisting of six leadership modules is developed. This session will review the six modules that are used in Leadership SD and each attendee will be directed to create their own leadership pyramid. One handout will be the Leadership SD pyramid and will be used to talk through its creation. The other handout will be a blank pyramid with the opportunity for each attendee to create their own pyramid that may look different from the Leadership SD pyramid based on that individuals own experiences and beliefs.

Speaker Dr. Rick Melmer- Dr. Melmer, founder and Co-Director for Dakota Education Consulting (DEC), is a Leadership Coach @ The Growth Coach of South Dakota. In addition, Dr. Melmer, Director of RVM Consulting, serves as a NAEP Ambassador for 13 states. Dr. Melmer co-founded the Leadership South Dakota program which equips professionals to lead in their local communities. Leadership South Dakota, in its third year of operation, accepts around 40 leaders each year and helps prepare each of them to take a more active role and assume leadership positions - at the community, state, and national levels.

9:30am – 10:00am. Exhibitor visits and break at the NEYAC.

**Thank you to Millborn Seed for sponsoring the snacks at break.**

10:00am – 11:15am. Break-out sessions at the NEYAC.

- A) Public Perspectives of Parks and Recreation in South Dakota: Public Survey Results from SCORP (Statewide Comprehensive Outdoor Recreation Plan).

The outcomes of this presentation for the conference participants are: Understanding the overall public perspective of parks and recreation in South Dakota. Utilizing an online survey for public input and feedback in parks and recreation. Analyzing both qualitative and quantitative data for future recommendations in promoting outdoor recreation.

Presenters:

Hung-Ling (Stella) Liu- Assistant Professor Sport and Recreation Administration at South Dakota State University.

Jason Mehlhaf- Graduate Student in Sport and Recreation Administration at South Dakota State University.

Paige O'Farrell- Intern at the Outdoor Campus East in Sioux Falls.

➤ B) Managing Millennials: Working With the “Y” Factor.

Employers, department managers and supervisors are frustrated with the turnover rate of young employees as well as the cost associated with hiring replacements. There is also a lack of problem solving-skills with younger employees that result in poor customer service. The flip side is that the Gen “Y” or “millennial” as well as the youngest of the workforce, Gen “Z” are reporting a lack of training to handle a variety of issues on the job as well as the need for a more supportive and mentor type role from their direct supervisor.

By addressing the needs of younger employees, identifying areas of concern and providing adequate training, the turnover rate can be reduced, competent and qualified employees will be retained and the level of customer satisfaction will increase.

Presenter:

Lori Hoffner - Lori has been offering training for positive youth development, community networking and organizational relationship building since 1997 and has spoken nationally regarding youth program development, employment and staff engagement as well as multiple community issues. Lori specializes in positive community, program and relationship development. Her trainings can take you, your staff and your organization to the next level, helping you become the organization you want it to be. Lori has a great deal of fun with her audiences, engaging them in thought provoking exercises and encouraging intentional positive practices every day within their organizations.

➤ C) After School Archery & Adaptive Archery

An introduction to after school youth archery programs and benefits of archery as a recreational and competitive sport for youths; followed by an introduction and workshop on adapting archery for persons with disabilities and available resources for adaptive archery programs.

Presenter:

NEYAC Coach “Jos” Josahan Jaime-Santacruz - Coach Jos is an NTS Level 4 Coach, Archery Programs Director at the NEYAC and Head Coach for the Mount Marty Archery Team, as well as the University of South Dakota Archery Club. Coach Jos is a certified Coach Trainer for the instructor and coach certification courses. She has been certifying Level 1 – 3 coach candidates for 8 years.

In 2016, Coach Jos co-authored an Adaptive Archery Manual in partnership with Disabled Sports USA to provide tools for coaches interested in working with athletes with disabilities. The Adaptive Archery Manual is available for free download at [www.disabledsportsusa.org](http://www.disabledsportsusa.org).

- D) Seven Lessons from Seven Marathons on Seven Continents: How to go from where you are to where you want to be.

Presenter:

Matthew D. Jones- Matt Jones is a world-class professional speaker and author. Matt strives to be a thought leader who offers solutions to the problems individuals and organizations face. His mission is to help flame the fire within individuals and organizations to develop a “Marathon Mentality” in order to reach their full potential by overcoming challenges, improving daily, and striving to attain greater goal attainment as well as life fulfillment.

**11:15am – 12:15pm.** Lunch and exhibitor visits at the NEYAC.

**12:15pm – 3:45pm.** Off-site Tour to Vermillion, SD:

- Yankton’s Sertoma Park youth baseball/softball fields with synthetic turf infields. University of South Dakota Athletics facilities tour- new basketball arena, new soccer complex, new track and field complex, and university/community fitness center. USD staff will explain the facilities projects, how they came to be and how they impact the community and state. Mulberry Bend Overlook of the Missouri River- National Park Service. **Thank you to the Yankton School District for transportation.**

**12:15pm – 1:30pm.** Break-out sessions at the NEYAC.

- E) South Dakota Department of Tourism.

In this session we will discuss how we use various research methods to find potential visitors and use information we learn about them to customize our creative, message and marketing channels. Effective marketing comes down to speaking to our visitors at the right time, at the right place, with the right message. Direct outreach and development initiatives. Website data, Facebook data, geo-fencing.

Presenters:

Kirk Hulstein- South Dakota Department of Tourism Industry Outreach and Development Director. He has been with the department for 11 years and provides support and assistance to the communities and businesses within the tourism industry. His team delivers information about cooperative programs, marketing campaigns, consumer trends and marketing research. In addition, they are responsible for organizing industry outreach events and assisting communities with destination development initiatives within the four key niche areas of agri-tourism, sports tourism, outdoor adventure tourism and tribal tourism.

➤ F) Quality Grant Writing.

Session will provide an overview of funding opportunities available for recreational projects. Discussion will focus upon Federal and State grant programs commonly utilized within South Dakota and their impacts upon local governments. Elements of grant writing will be explored via actual case studies of successful grant processes detailing the transition from idea to fruition.

Presenter:

Brian McGinnis, South Dakota Planning and Development District III- Brian is a Community Development Specialist. Brian has been with District III since 1994. He has a Bachelor Degree in Political Science and Criminal Justice, and Masters of Public Administration Degree with an emphasis in Government Administration.

➤ G) Personal Traits and Leadership.

This session will use DISC, a behavior assessment tool based on the DISC theory of psychologist William Moulton Marston, which centers on four different behavioral traits: dominance, inducement, submission, and compliance. It does not measure intelligence, aptitude, mental health or values. DISC profiles describe human behavior in various situations. For example, the DISC questionnaire asks about how you respond to challenges, how you influence others, how you respond to rules and procedures, and about your preferred pace of activity. In this session, attendees will identify their style and then the group will discuss how that style influences both work and home environments.

Presenter:

Dr. Melmer, founder and Co-Director for Dakota Education Consulting (DEC), is a Leadership Coach @ The Growth Coach of South Dakota. In addition, Dr. Melmer, Director of RVM Consulting, serves as a NAEP Ambassador for 13 states. Dr. Melmer co-founded the Leadership South Dakota program which equips professionals to lead in their local communities. Leadership South Dakota, in its third year of operation, accepts around 40 leaders each year and helps prepare each of them to take a more active role and assume leadership positions - at the community, state, and national levels.

➤ H) Aquatic Invasive Species

Aquatic invasive species pose a threat economically and ecologically across the United States. Invasion into South Dakota is currently limited, but invasive species such as zebra mussels, bigheaded carps, and curly leaf pondweed pose imminent threats as they spread across the state. Understanding the ecology and impacts of these species is important for implementing proper management decisions.

Presenter:

BJ Schall, Fisheries Biologist South Dakota Game, Fish & Parks- BJ graduated with a Bachelor's degree from South Dakota State University in 2011 and a Master's degree in biology from the University of Nebraska at Kearney, where he conducted research on the distribution and population dynamics of the multiple fish species in Lake McConaughy, Nebraska. He started with the SD GFP in June 2017 to manage the aquatic invasive species operations in the southeastern portion of South Dakota.

1:30pm – 2:00pm. Exhibitor visits and break at the NEYAC.

**Thank you to Millborn Seed for sponsoring the snacks at break.**

2:00pm – 3:15pm. Breakout sessions at the NEYAC.

➤ I) GIS Technology: Powering Yankton's Parks and Recreation in to the Digital Age.

As inquiring people requiring information instantly at their fingertips surges, GIS (Geographic Information System) technology can be there to help. This session will focus on how GIS has helped turn previously static paper/tabular data into visually appealing, user friendly, web applications that make finding the information everyone is looking for a quicker, easier, and more efficient process. City of Yankton Interactive Cemetery map, from concept to reality. City of Yankton website trails interactive map and golf course interactive map. Parks inventorying also.

Presenters:

Harry Redman, South Dakota Planning and Development District III- Harry has been employed with Planning and Development District III for over 19 years spending 14 years as GIS Coordinator. Over that timeframe, Harry has implemented several GIS applications across the State of South Dakota; ranging from land parcels, 911 dispatch, right of ways, State road centerlines, utilities, landfills, cemeteries to mobile web applications.

Kristin Yohnke, City of Yankton, GIS Analyst. Throughout the first two years in the newly created position as GIS Analyst, Kristin has been tasked with building the City's geographic information system (GIS) from the ground up and introducing the City to this rapidly growing technology sector.

➤ J) design:SD and the 2017 Yankton Project.

design:SD helps small towns shape their future by design. The design:SD event utilizes a charrette model to work with towns throughout South Dakota. The three-day design event can help communities to dream about the future, and recognize how important design is to that future. It can bring people together and energize them toward a shared vision—a better way to see our community. Downtown Yankton, which is now branded as the Meridian District, went through this process with City of Yankton staff involved with all parts of the design planning. A two-block stretch of Walnut Avenue, from 4<sup>th</sup> Street to 2<sup>nd</sup> Street, will utilize the ideas from the 2017 effort to create a pedestrian friendly connection of the Meridian District to the Meridian Bridge Plaza and Riverside Park.

Presenters:

John Beranek- John is a gifted team builder, motivational speaker, executive coach, vision sculptor, strategic planner and entrepreneur of several businesses. His company Intersections Consulting is known for engaging people in unique ways to get root of issues needing to be addressed. He has lead this company for 19 years. He works through Dakota Resources as a community coach in five communities and guides learning for the Dakota Rising program to support rural entrepreneurs in the cohort learning process. John's greatest pride is the Pay It Forward organization he voluntarily leads. They provide anonymous assistance to people in need asking only for them to "pay it forward" when they can.



Eric Ambrosion, South Dakota Planning and Development District III- Eric is a Community Development Specialist. He graduated from Iowa State in 1995 with a degree in Community and Regional Planning, specializing in Urban Design. Employed with Planning and Development District III since 1996. He is an enthusiast when it comes to building 3D computer models and architectural/urban design illustrations.

➤ K) Find Your Park: The Missouri National Recreational River

Grab a paddle and make a splash with Daniel Peterson, Chief of Interpretation, Education and Outreach with the Missouri National Recreational River—a unit of the National Park Service -as he takes us on a 98-mile wild and scenic journey through a national park located on the boarder of Nebraska and South Dakota.

Presenter:

Daniel Peterson- Dan received his Master of Education from the University of Minnesota, Duluth in 2003 and his B.S. in Wildlife Conservation and Management from Missouri State University in 1993. Over the course of the last twelve years Dan has worked for the U.S. Fish & Wildlife Service as a Wildlife Refuge Specialist, Visitor Services Specialist, and Park Ranger at three different areas. Prior to his work for the USFWS, Dan served as an Education Specialist for the National Park Service at Herbert Hoover National Historic Site in Iowa, and before that as a seasonal Park Ranger at Voyageurs National Park in Minnesota, Crater Lake National Park in Oregon, and Badlands National Park in South Dakota. Dan assumed his position at the Missouri National Recreational River as the Chief of Interpretation, Education, and Outreach in April 2016 where his responsibilities include contributing to and complimenting traditional interpretive programming for the Park, as well as serving as the liaison to the Park's friends group, editor of the Park's newsletter, Webmaster, and coordinating the Park's social media outlets.

➤ L) Training for the Ages; Creating an Effective Multi-Generation Team.

Do you ever find yourself shaking your head in wonderment with your younger employees? Are there times that you wish you could get your "traditionalist" staff on board with a new way of doing things? Many of the approaches that each person takes are deeply rooted in their generational experiences. This training will help everyone understand what those differences are and how we can support each other while also gaining insight on why we do what we do. Learn ways to blend the different generations into a cohesive and positive team as well as creating an environment of cooperation that meets the needs of your staff regardless of their age. You will identify ways to encourage support for the internal atmosphere that gets projected to the outside customers.

Presenter:

Lori Hoffner- Lori has been offering training for positive youth development, community networking and organizational relationship building since 1997 and has spoken nationally regarding youth program development, employment and staff engagement as well as multiple community issues. Lori specializes in positive community, program and relationship development. Her trainings can take you, your staff and your organization to the next level, helping you become the organization you want it to be. Lori has a great deal of fun with her audiences, engaging them in



thought provoking exercises and encouraging intentional positive practices every day within their organizations.

**4:30pm.**

First Riverside Park tour bus leaves hotel.

- Guided Walk Riverside Park & Bridge. National Park Service will lead tour. Start with ABC Boat Docks kayak launch at Riverside Boat Ramp, then to Baseball Stadium with synthetic turf infield, new boundless play area, amphitheater, Territorial Capitol Building Replica, NPS plaques along trail and on the Meridian Bridge. Meridian Bridge Plaza. Finish across the street at the Brewery Building. **Thank you to the Yankton School District for transportation.**

**5:15pm.**

Second Riverside Park tour bus leaves hotel.

- Guided Walk Riverside Park & Bridge. National Park Service will lead tour. Start with ABC Boat Docks kayak launch at Riverside Boat Ramp, then to Baseball Stadium with synthetic turf infield, new boundless play area, amphitheater, Territorial Capitol Building Replica, NPS plaques along trail and on the Meridian Bridge. Meridian Bridge Plaza. Finish across the street at the Brewery Building. **Thank you to the Yankton School District for transportation.**

**5:30pm – 10:30pm.**

Social at the Brewery Building.

**Thank you to Stockwell Engineers for sponsoring the Tuesday night social.**

**6:30pm – 10:30.**

Meal followed by band and social.

Transportation back to hotel will be provided. Two stops for the vans- one is The Brewery where the social is taking place and the second is outside of Ben's Brewing. Ben's is a local brewery serving up some unique beer creations. Transportation runs from 8:00pm to midnight.

**Thank you to Stockwell Engineers for sponsoring the Tuesday night social.**

# Conference Agenda: Wednesday, April 25

- 7:15am – 7:45am. Yoga @ the Best Western Kelly Inn.
- 7:30am – 1:30pm. Registration table at the NEYAC.
- 8:30am – 9:45am. Community Collaboration large group round-table at the NEYAC.

## Presenters:

Dr. Wayne Kindle, Yankton School District Superintendent- Currently Superintendent of the Yankton School District in his 5<sup>th</sup> year. Prior to being Superintendent spent 6 years as Yankton High School Principal, 14 Years as Yankton Middle School Principal, served as assistant YMS principal and taught in the YSD. Has also taught in Colome, SD, Torrington, Wy, and teaches a school administration class at USD. Earned an undergraduate degree at Northern State University. Graduated with his Masters, Specialist, and Doctorate Degrees from the University of South Dakota.

Nancy Wenande, Yankton Area Progressive Growth Executive Director- Nancy is currently the CEO of Yankton Area Progressive Growth (YAPG), which is the economic development group for the region. Her diverse community involvement over the past 15 years has included: small business owner, non-profit board member to several organizations, Director of Public Relations at the Easton Archery Center, City Commissioner and Mayor. Her passion is evidenced through her collaborative work to bring groups together so they can work efficiently to meet the needs of their organization and impact the community.

Dr. Marcus Long, Mount Marty College President- Dr. Long began as the 11th president of Mount Marty College in July of 2015. Before moving to Yankton, Dr. Long served as vice president for administration at St. Louis College of Pharmacy in the Washington University Medical Center from 2007-2015, and was a senior leader of the University of Missouri's communications team from 1994-2007. He has been actively involved in civic and economic development activities in Columbia, Mo., St. Louis and Yankton. In addition, Dr. Long served as a municipal police officer for 10 years and as a member of a city's planning and zoning board for five years.

Bernie Hunhoff- local businessman, Onward Yankton and Port Yankton Project- Bernie is the founder of South Dakota Magazine, a publication that explores the state's culture, history and nature. He has also been active statewide in politics, economic development and the preservation of history.

Amy Leon, City of Yankton City Manager- Amy Leon has been the City Manager in Yankton for 5 years. She chose Yankton partially because of its natural beauty and extensive parks and trails system. She received her Bachelor's degree from University of Minnesota–Morehead and her Master's degree from University of Minnesota-Mankato.

- 9:45am – 10:15am. Break at the NEYAC.

**Thank you to Millborn Seed for sponsoring the snacks at break.**

**10:15am – 11:30am.** Breakout sessions at the NEYAC.

- M) Workplace Violence “ALICE” Training (session will last until 11:45am).

ALICE (Alert, Lockdown, Inform, Counter, Evacuate) Training classes provide preparation and a plan for individuals and organizations on how to more proactively handle the threat of an aggressive intruder or active shooter event. ALICE Training option-based tactics have become the accepted response, versus the traditional “lockdown only” approach. Protection and safety must be the priority in an active shooter event or terrorist attack. Circumstantial and operational concerns vary in every new situation.

Presenter:

Mike Burgeson, Yankton Police Department- Mike has 24 years of experience in law enforcement. He is responsible for all patrol based functions which include community policing, special operations, investigations, large scale event planning, risk management, and officer development.

- N) The Threat of Emerald Ash Bore and Mountain Pine Beetle- SD State Plans. City of Yankton Plan Ash Tree Plan.

Information regarding Emerald Ash Bore and the SD State Plan can be found at <https://sdda.sd.gov/conservation-forestry/forest-health/emerald-ash-borer/>

Information regarding the Mountain Pine Beetle and the Black Hills can be found at <https://sdda.sd.gov/conservation-forestry/forest-health/mountain-pine-beetle/>

Presenters:

Professor John Ball, South Dakota State University Agronomy, Horticulture, and Plant Science Department. Professor Ball is also a SDSU Extension Forestry Specialist. He regularly shares his expert advice both in articles on the iGrow website and on youtube through a series of informational videos on forestry and gardening.

Lisa Kortan, City of Yankton Urban Forester.

- O) We Serve the Public: Park and Recreation Providers’ Challenges and Opportunities in South Dakota.

The purpose of this presentation is to assist our participants to:  
Understand the general operation of parks and recreation services in South Dakota;  
Identify current challenges and potential opportunities faced by the parks and recreation profession; and explain the differences and similarities between general public and providers’ perspectives in funding and perceived benefits in local parks and recreation service.

Presenters:

Hung-Ling (Stella) Liu- Assistant Professor Sport and Recreation Administration at South Dakota State University.

Kiley Foss- Undergraduate Student in Sport and Recreation Administration at South Dakota State University.

Logan Haak- Undergraduate Student in Sport and Recreation Administration at South Dakota State University.

➤ P) Assets 101: Learning the Asset Framework for Programming.

This interactive and fun workshop will coach participants in the 40 Developmental Assets® framework and philosophy as well as the research that supports it. Participants will learn how to create asset-based activities to use in any program to enhance programming and behavior that focuses on a strength-based approach.

Presenter:

Lori Hoffner- Lori has been offering training for positive youth development, community networking and organizational relationship building since 1997 and has spoken nationally regarding youth program development, employment and staff engagement as well as multiple community issues. Lori specializes in positive community, program and relationship development. Her trainings can take you, your staff and your organization to the next level, helping you become the organization you want it to be. Lori has a great deal of fun with her audiences, engaging them in thought provoking exercises and encouraging intentional positive practices every day within their organizations.

**11:30am – 1:00pm.** Lunch and State Award recognition at the NEYAC.

**1:15pm - 4:15pm.** Off-site Tour

Lewis and Clark Lake and Campgrounds. National Fish Hatchery. Corps of Engineers Gavins Point Dam Tour. Drive by of Yankton's community gardens and community dog park. **Thank you to the Yankton School District for transportation.**

A BIG THANKS TO THE



PARKS, RECREATION, & CITY EVENTS DEPARTMENT

for the hard work making this conference great!



Lodging:

Best Western Kelly Inn

1607 E Highway 50

Yankton, South Dakota 57078

605-665-2906

Room Block Code: Midwest Parks & Recreation Conference

Room block will be released after March 22, 2018.

Conference Registration: call 605-668-5234, with any questions.

On-line registration with credit card payment is available at:

<http://cityofyanktonsac.maxgalaxy.net/BrowseActivities.aspx>

The registration form can be printed and mailed if paying with check or purchase order.

Thank you to Pilot Rock as they will provide all delegates with a notebook portfolio as a gift for attending.