PARKS, LANDSCAPES & OPEN SPACES:
INNOVATION
Canmore Radisson Hotel & Conference Centre March 14-16, 2013
### Thursday, March 14

<table>
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<tr>
<th>Time</th>
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<tr>
<td>9:00 - 9:15 am</td>
<td>WELCOME</td>
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| 9:15 - 10:00 am| OPENING KEYNOTE  
Parks, Innovation and the Paradox of Authenticity - Andrew Potter |
| 10:00 - 10:15 am| REFRESHMENT BREAK                                                      |
| 10:15 - 11:00 am| KEYNOTE SPEAKER  
Nature and Joy: Friluftsliv, the Norwegian Notion of Outdoor Life - Bob Henderson |
| 11:00 - 11:45 am| KEYNOTE SPEAKER  
Innovation During Challenging Times: A Case Study on Michigan State Parks - Ron Olson |
| 12:00 - 1:00 pm| LUNCH  
Workshop Introduction                                                |
| 1:00 - 3:00 pm| PLENARY WORKSHOP  
Facilitated Discussion Groups                                        |
| 3:00 - 3:30 pm| REFRESHMENT BREAK                                                      |
| 3:30 - 4:45 pm| KEYNOTE PANEL AND WRAP-UP  
Keynote Speaker Panel – discussion groups report back to panel with Q&A |
| 5:00 - 6:15 pm| DINNER (on your own)                                                  |

### Friday, March 15

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<tr>
<td>7:30 - 8:30 am</td>
<td>BREAKFAST</td>
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<td>8:30 - 9:00 am</td>
<td>TRANSITION</td>
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| 9:00 - 9:45 am| PLENARY SPEAKER  
Ralph Klein Park – Kym McCulley & Doug Marter                            |
| 9:45 – 10:15 am| REFRESHMENT BREAK                                                      |
| 10:15 – 11:00 am| A1  
Alberta Parks Use of Text Mining - Jared Prins |
| 10:15 – 11:00 am| A2  
Low Impact Development - they say “green is the new grey” but what does this mean? - Bert van Duin |
| 10:15 – 11:00 am| A3  
Municipal Claims – Lessons Learned for Risk Management - Donna Adams |
| 10:15 – 11:00 am| A4  
Informed Riparian Management Choices for Functioning Landscapes. - Norine Ambrose |
| 11:00 – 11:15 am| TRANSITION BREAK                                                      |
| 11:15 – 12:00 pm| B1  
Past, Present, Future of Parks in Alberta - Robin Wielgoz, Doug Evans & Bill Fisher |
| 11:15 – 12:00 pm| B2  
Carving the Niche - Innovation Approaches to Designing Remarkable Experiences - Brad Tucker |
| 11:15 – 12:00 pm| B3  
Living with Wildlife / Wildlife Rehabilitation - Carol Kelly |
| 11:15 – 12:00 pm| B4  
YardStick – The Measure of Performance. Using Benchmarking to Measure, Compare and Improve Performance - Brian Milne |
| 12:00 – 1:15 pm| THE RON GORGICHUCK MEMORIAL LUNCHEON  
“Natures Invitation” - A Documentary About Canada’s Quest to get New Immigrants in Touch with Nature - Brandy Yanchyk |
| 1:30 – 2:15 pm| C1  
Nature and Newcomers – Why Target New Immigrants? - Panel |
| 1:30 – 2:15 pm| C2  
How Do You Get a Million People to Embrace Environmental Stewardship - Kym McCulley & Joe Pavelka |
| 1:30 – 2:15 pm| C3  
Tree Planting Forum - Jeannette Wheeler & Doug Costigan |
| 1:30 – 2:15 pm| C4  
WAMP Up Your Parks: Innovative Parks Asset Management - Todd Reichardt & Troy Sykes |
| 2:15 – 2:30 pm| REFRESHMENT BREAK                                                      |
| 2:30 – 4:30 pm| D1  
Winter Wildlife Walk - Ben Gadd  
D2  
Nordic Centre - Pass & Ski rental 25% discount  
D3  
Nordic Centre - Interactive Tour of Training Centre  
D4  
Investigating Nature Through Art - Natalie Marsh |
| 2:30 – 4:30 pm| DINNER (on your own)                                                  |

### Saturday, March 16

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<td>7:30 – 8:30 am</td>
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<tr>
<td>8:30 – 9:00 am</td>
<td>TRANSITION</td>
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| 9:00 – 9:45 am| PLENARY SPEAKER  
Connecting Children to Nature When and Where They Play - Adam Bienenstock |
| 9:45 – 10:15 am| REFRESHMENT BREAK                                                      |
| 10:15 – 11:00 am| E1  
Sustainable Development of Natural Playgrounds - Adam Bienenstock |
| 10:15 – 11:00 am| E2  
Open Space Park Development - How a Skate Park Project can Re-shape a Community - Trevor Morgan & Jerry Hedlund |
| 10:15 – 11:00 am| E3  
Exploring visitor use in Willmore Wilderness Park Alberta - Debbie Mucha |
| 10:15 – 11:00 am| E4  
Festivals and Events - The Collaborative Approach - Teresa Byrne |
| 10:15 – 11:00 am| E5  
From PDA to iPad: Lessons Learned from Four Years of App-Making at Parks Canada - Tamara Tarasoff |
| 11:00 – 11:15 am| TRANSITION                                                             |
| 11:15 – 12:00 pm| F1  
Maintaining Our Services During a Crisis: Business Continuity in the Mountain Parks - Ian Brown |
| 11:15 – 12:00 pm| F2  
Factors Affecting Development of Sustained Collaboration in Regional Land Management - Dee Patruijn |
| 11:15 – 12:00 pm| F3  
From Apathy and Fatigue to Forging a Future of Active Community Living Winner - Michele & Tony Giestlinger |
| 11:15 – 12:00 pm| F4  
Developing and Operating an Off-leash Dog Park - Doug Evans & Barry Gonnely |
FROM THE ARPA PRESIDENT

It is with great pleasure that ARPA invites you to attend the 2013 Parks Forum: Parks, Landscapes and Open Spaces – Innovation. We, along with our sponsors and partnered agencies, are most excited to offer this excellent jam-packed, interactive learning opportunity.

This is our fifth Parks Forum, an event that continues to play a crucial role in bringing us together to focus on opportunities and issues specific to parks. Our main theme this year allows us to explore fresh and exciting ways on how we can look at and embrace new practices and efficiencies surrounding the industry we are all in. Parks Forum is a valuable opportunity for practitioners and partners from all levels and agencies to gather together to interact, network, establish new contacts, strategize, learn and, of course, to celebrate and share our collective successes.

On behalf of ARPA, I would like to extend our appreciation to all of our Forum speakers as well as to Alberta Tourism, Parks, and Recreation and several municipal governments for their vital support and encouragement. The Parks Forum Steering Committee has produced the very best in terms of mix and depth of topics dealing with the concept of “innovation”. The speakers and sessions will be highly relevant to attendees regardless of the agency or organization they represent.

I invite you to participate and become fully engaged with what the Forum has to offer. We trust that the ideas and initiatives you discover at the 2013 Parks Forum will provide realistic options as you bring them back to your own communities, organizations and agencies.

Sincerely,

Dan Pagely
ARPA President

FORUM HISTORY

Alberta Parks and Recreation Association (ARPA) is a provincial charitable not-for-profit organization dedicated to promoting the benefits of recreation and parks and their positive effects on the quality of life of Albertans. ARPA has successfully facilitated four previous Parks Forums, demonstrating their proactive leadership in the field of parks and outdoor recreation.

The Parks Forum series was inspired by the incredible diversity of Alberta’s parks, landscapes and open spaces. As a result, the Forum has been attended by a broad cross section of participants from Alberta’s three major park providers (municipal, provincial and national) as well as a variety of key partners, educators and students.

ARPA is confident that the momentum established by the previous highly successful Parks Forums will strengthen your resolve to gather with your colleagues in Canmore for the 2013 Parks Forum to learn and work with partners, as well as reinforce your commitment to Alberta’s national, provincial and municipal parks, landscapes and open spaces.

2013 OBJECTIVES

The two primary objectives of the Parks Forum are:

• To provide educational and development opportunities that include the exchange of views, sharing of experiences and learning of new and unique approaches to planning and managing Alberta parks; and,

• To develop ideas, concepts and proposals for realistic interaction and collaboration on issues and initiatives of common interest and concern.

These important objectives will be achieved at the 2013 Parks Forum: Parks, Landscapes and Open Spaces – Innovation through a program that will appeal to a broad range of interests, and engage a variety of learning styles. The program consists of keynote speakers, inter-active workshops, concurrent sessions, panel discussions, plenary sessions and opportunities for informal social interaction.
KEYNOTE SPEAKERS

PARKS, INNOVATION AND THE PARADOX OF AUTHENTICITY
- ANDREW POTTER

One of the great popular appeals of the park is that it serves as a refuge from the artificiality, the consumerism, and the bureaucratic alienation of modern life. And yet many of the biggest challenges parks face stem from precisely their status as artificial entities. They serve a group of customers, and face many of the same bureaucratic pressures that impinge on the rest of our lives. Indeed, the very idea of “innovation” is one of the most modern of notions. In my talk, I’ll try to look at how we can square the quest for authenticity with the need for innovation.

Andrew Potter is currently the Managing Editor of the Ottawa Citizen, part of the Postmedia family of newspapers. Until recently, he was Features Editor at Canadian Business magazine, and a public affairs columnist with Maclean’s magazine. He has a PhD in Philosophy from the University of Toronto, was assistant professor for three years at Trent University in Peterborough Ontario, and did a year of post-doctoral work at CREUM, a research centre at the Université de Montreal where he focused on politics and technology.

His academic background is in metaphysics and political philosophy; post-secondary educational policy; branding, consumerism and popular culture; technology and the future of the news media. Andrew Potter is also the author of The Authenticity Hoax: How We Get Lost Finding Ourselves (2010), and co-author of the best-selling book The Rebel Sell: Why the Culture Can’t Be Jammed.

NATURE AND JOY FIRST: FRILUFTSLIV, THE NORWEGIAN NOTION OF OUTDOOR LIFE
- BOB HENDERSON

Friluftsliv: the word, the meanings, the values, will be explored with attention to the implications for parks and communities. Stories of outdoor life in Norway and historical and political cultural differences and similarities will serve to show cultural understandings that are richly informative to Canadian outdoor educator’s and park staff. The Norwegian Trekking Association (a hut to hut national trails network) and allemansratt - the right of public access are specific traditions that will be explored.

Bob Henderson is an author, traveler and storyteller with over 30 years of university teaching in Outdoor Education and Environmental Studies, 29 years of which at McMaster University. He is now an Adjunct Professor at Brock University within the Outdoor Recreation Programme. Central to Bob’s professional life is a love of outdoor travel and Canadian heritage themes. He is author of Every Trail Has a Story: Heritage Travel in Canada and co-editor of two books: Nature First: Outdoor Life the Friluftsliv Way and Pike’s Portage: Stories of a Distinguished Place. Bob has served as the long standing editor of Pathways: The Ontario Journal of Outdoor Education.

Bob is an active speaker on a range of topics including: experiential education in the classroom, Scandinavian approaches to outdoor life, the value of story/place/technology in outdoor travel, and Canadian heritage themes. He can be seen regularly on the trails of the Oak Ridge Moraine and Algonquin Park, places he
calls home, and regularly heads to the Canadian North and Norwegian mountains and fjords. Bob’s students continue to be a source of inspiration and he thrives on working with them on many projects. Recently Bob has travelled to Iceland and Norway giving talks on outdoor education. He regularly co-guides a ski tour in Norway with University of Edinburgh students and runs a small business guiding canoe trips for seniors.

**CASE STUDY ON MICHIGAN STATE PARKS - RON OLSON**

In this presentation, Ron Olson will discuss how to reinvent yourself and be innovative and yet still use tried and true methods when delivering services in tough and challenging times.

Ron Olson was appointed chief of the Parks and Recreation Division for the State of Michigan Department of Natural Resources in January of 2005. He is responsible for the operations, budgeting, planning and strategic management of the division, which includes all state-owned and operated harbors, over 1,000 boating access sites, 99 state parks and recreation areas, and 5 linear state park trails.

Ron earned his bachelor’s degree in recreation and park administration from the University of Minnesota and his master’s degree in the same major from Indiana University. Prior to joining the DNR, Ron served for 20 years as the Associate City Administrator and Superintendent of the City of Ann Arbor’s Parks and Recreation Department, as well as filling in as Interim City Administrator on two occasions. He also held positions directing parks and recreation agencies in Maryland for 11 years and in Indiana for two years. Olson is active in the National Recreation and Park Association, the National Association of State Park Directors, and is also a member of the American Academy of Park and Recreation Professionals. Olson is a past president of the Michigan Recreation and Park Association (MRPA), and current president of the MRPA Foundation. He also held several leadership positions, including president of the Maryland Recreation and Park Association.

Ron has been recognized twice as Public Official of the Year by the Huron Valley Sierra Club, and a scholarship has been created in his name with the MRPA for excellence in serving the parks and recreation profession. He also received the 2005 W.W. Patty Distinguished Alumni Award from Indiana University’s Department of Parks and Recreation’s School of Health, Physical Education, and Recreation, and was recognized as one of the College of Education’s top 100 alumni of the University of Minnesota. Olson was also recognized and honored by the City of Ann Arbor’s Parks and Recreation Department for his accomplishments as Superintendent by dedicating a 54-acre park in his name, “Olson Park,” which he helped to acquire and develop.
**PLenary Workshop:**

**Parks, Landscapes and Open Spaces - Innovation - Doug Balsden**

This plenary workshop will integrate the presentations from the Thursday morning keynotes and will explore the broad concept of innovation in parks and open space in Alberta. Delegates will gain fresh perspectives on innovations in parks as the three different park jurisdictions as well as input from the non-profit and academic areas come together to discuss emerging trends, opportunities and initiatives.

**Doug Balsden is a facilitator and trainer in facilitation practices, and the principal of Sunsetter Facilitation Services in Cochrane, Alberta. Prior to that, Doug completed 27 years as a senior manager in various Government of Alberta ministries, where he was involved in a wide array of facilitation and public participation events, including lead or group facilitator in more than a dozen summits and symposia. He has also worked as a manager in municipal government, a lecturer in post secondary education, and a manager in the not for profit sector. He is a certified Technology of Facilitation (ToP) facilitator with the Institute of Cultural Affairs-Canada, a trainer in Group Facilitation and meeting management, as well as facilitator in strategic and operational planning, meeting management, and public participation and engagement.**

**Ralph Klein Park - Kym McCulley and Doug Marter**

Ralph Klein Park, recipient of the Parks Excellence Award, is Calgary’s newest major park featuring a man-made wetland that uses natural vegetation to treat stormwater before it is discharged into the Bow River. This state of the art facility delivers innovative environmental education programs and services to Calgary citizens with an emphasis on promoting sustainability and stewardship for a healthy future for the city. The facility serves as the hub for the park and supports the outdoor setting through learning gardens, weather stations, wetland study stations and viewing areas, outdoor amphitheatre, and picnic areas.

One of the key features of Ralph Klein Park is the Environmental Education and Ethics Centre which is used as a learning facility where participants have the opportunity to learn in, for, and from the environment (Three Heads Model). The Programming entitled “Bridge over Common Water” is intended to draw attention to human interactions with the watershed to establish an awareness of issues pertaining to water quality, human uses, and impact, and shortage of drinkable water to local, national, and international citizens. It is the goal of the programming to provide opportunities for Calgarians and global citizens to recognize environmental issues, promote stewardship and sustainability, and to take an active role in environmental projects. This model leads to change in behavior where performing sustainability acts becomes a learned behavior and a part of their daily lives.

In addition to their programming, the entire site was created with education in mind to enhance citizen
understanding of the watershed and surrounding environments. The building’s sustainable design is presented through an environmental perspective. The building was constructed where all ducts, pipes, etc. can be viewed by the human eye with the purpose that it can be used to enhance understanding of green building techniques.

Kym McCulley has been engaged in environmental education since 1982 in various capacities including a partner in Milieu Educational Consultants and then on to various parks and naturalist educational positions with The City of Calgary Parks, through to her present position as Leader of Educational and Environmental Initiatives. Kym has been a leader in the field of environmental education from both programmatic and policy perspectives. Kym has constantly upgraded her education from her initial Bachelor of Science degree at the University of Lethbridge (1982) through to various professional certifications.

Doug Marter has been Manager with City of Calgary Parks, Planning and Development Services since 1989. His many responsibilities include Parks and Open spaces planning and development approvals, Parks Capital Development Program and all Capital Construction Projects, and Portfolio Environmental Education and Environmental Initiatives. Doug is also the Program Manager for the Enmax Legacy Park Program, and past President of the Alberta low Impact Development Partnership.

Brandy Yanchyk is a journalist and documentary filmmaker based out of Edmonton, Alberta. She has been a Reporter for the CBC for over a decade. Brandy also worked as a Journalist for five years in London, England at BBC World TV and the BBC World Service. She has made numerous documentaries including “Nature’s Invitation” and “Brooks – the City of 100 Hellos” for OMNI TV, and “Desert to Ice” for the BBC.

CONNECTING CHILDREN TO NATURE WHEN AND WHERE THEY PLAY - ADAM BIENENSTOCK

“The new movement for 100 mile diet playgrounds.” In this presentation, Adam Bienenstock will give a review of international trends, research, regulatory process, compliance, health implications, and sustainability of natural playgrounds. Tales (from the ridiculous to the sublime) will be told of efforts to block or drive nature initiatives in our Canadian parks and playgrounds. From Engineers, to Unions and Municipal Councils, Adam will tell stories of the processes that have worked to please them all while creating sustainable natural parks and playgrounds that reflect the needs of the children, the community, and the local ecology.

Adam Bienenstock is an award winning writer and speaker on design, construction, risk and regulatory process for natural playgrounds. His partners and clients include Parks Canada, ParticipACTION, Right to Play, The Canadian Wildlife Federation, the governments of Canada, the US and NZ, NAEYC, Nature Centres, Zoos, Hospitals, childcares, and schoolyards worldwide.

THE RON GORGICHUK MEMORIAL LUNCHEON “NATURE’S INVITATION” - BRANDY YANCHYK

This presentation will be focused on a Documentary video about Canada’s quest for new immigrants to get in touch with nature.
it is not as simple as it sounds leading to flooding and erosion damage to neighbouring or downstream properties, and/or overall degradation of our watersheds.

This presentation provides an overview of the evolution of stormwater management, and discusses how green “low impact development” practices such as absorbent landscaping, rain gardens, bioretention filters or green roofs can take over from conventional grey drainage infrastructure.

The presentation will also provide links to the open space planning process from overarching watershed visions, down to community master drainage planning including development setbacks and bylaws, and down to site implementation. Specific attention will be paid to the interaction between stormwater and landscape design professionals with respect to responsibilities, operation and maintenance requirements, and enforcement.

Bert van Duin is a Senior Development Engineer at the City of Calgary Water Resources, Infrastructure Planning, Development Approvals. He is also a founding member and past-President of the Alberta Low Impact Development Partnership Society.

A2
LOW IMPACT DEVELOPMENT
- THEY SAY “GREEN IS THE NEW GREY” BUT WHAT DOES THIS MEAN?
- BERT VAN DUIN

Stormwater management has historically consisted of grading land away to adjacent ditches or storm sewer inlets intended to take excess runoff conveniently away to the nearest water course or wetland. Unfortunately, this approach provides numbers and percentages, it offers little insight. In fact, this method is tedious, time consuming and can even misinform decision makers.

As part of the Alberta Government’s continual efforts to improve its responsiveness to the public, the Alberta Parks division transitioned from manual categorization of customer comments to a more automated method using SAS Text Mining. This switch allows for both faster analysis of unstructured data and results also become more reliable through the consistent application of Text Mining.

Jared Prins is an analyst in the Parks Division of Alberta Tourism, Park and Recreation. He provides statistics, economics and business technology analysis and advice.

A3
MUNICIPAL CLAIMS - LESSONES LEARNED FOR RISK MANAGEMENT
- DIANNA ADAMS

This session will look at claims issues facing municipalities relating to Parks and Recreation. As the saying goes, we have to learn from history or else we are
Parks Forum focuses on working with landowners, communities and natural resource professionals to help them recognize the value of riparian areas, and what they can do to maintain these areas as healthy, productive pieces of our landscape.

Dianna Adams is the Senior Adjuster for the City of Calgary. She works in Risk Management and Claims, and is responsible for investigating, negotiating and settling large and complex claims that are either presented against the City or initiated by the City.

INFORMED RIPARIAN MANAGEMENT CHOICES FOR FUNCTIONING LANDSCAPES - NORINE AMBROSE

Managing riparian areas can be a challenge, especially to understand what management choices and land uses support health. Like non-park areas, parks need to look for management that focuses on ecological principles, yet also meets the demands and mandates of their intended use.

This presentation will examine grazing and non-grazing land management options that focus on supporting healthy riparian areas. Using some park-specific riparian areas where riparian health has been examined, I will highlight examples of how riparian health can inform management decision-making.

As the Executive Director of Cows and Fish (Alberta Riparian Habitat Management Society), Norine Ambrose
B1
PAST, PRESENT, FUTURE OF PARKS IN ALBERTA
- ROBIN WALCZAK, DOUG EVANS, BILL FISHER

This unique session will showcase 3 of our Municipal, Provincial and Federal Parks staff, who are either in early, mid or late stages of their career and what visions, hopes and words of wisdom they would like to share with their audience.

Robin Walczak has been a planner with Alberta Parks for the past 4 years. She has experience in a range of planning scales, such as management and facility planning, park expansions and consultation processes.

Douglas Evans is a Parks & Open Space Designer with the City of Red Deer Parks. Douglas’s areas of specialty include planning and design of municipal open space and passive/active recreation spaces, landscape rehabilitation, site planning, project estimating and construction management.

Bill Fisher is the Vice-President of Operations and Director General for Western and Northern Parks Canada. His responsibilities include managing the operations of all national parks and national historic sites in Manitoba, Saskatchewan, Alberta, British Columbia, Nunavut, Northwest Territories and the Yukon. He is a member of the Parks Canada Executive Board.

B2
CARVING THE NICHE - INNOVATIVE APPROACHES TO DESIGNING REMARKABLE EXPERIENCES
- BRAD TUCKER

Delivering remarkable and sustainable experiences for our visitors involves much more than just bringing people into our amazing parks. Considering the entire life-cycle of the visitor experience and translating those considerations into life-changing events for our visitors requires a holistic approach that integrates interpretation, information, operations and media.

Join Brad Tucker, Head of Visitor Services at Dinosaur Provincial Park, UNESCO World Heritage Site, as he recounts the innovations, risks, and paradigm shifts that have brought Dinosaur Provincial Park to the forefront of experiential tourism in Southern Alberta.

Brad Tucker is the Head of Visitor Services for Dinosaur Provincial Park, UNESCO World Heritage Site. Brad’s background is in education and interpretation in parks and museums.
B3
LIVING WITH WILDLIFE/ WILDLIFE REHABILITATION - CAROL KELLY

In this presentation, Carol Kelly will discuss understanding wildlife rehab and methods to live better with our wild neighbours. Carol may even be accompanied by one of her feathered friends – Otis or Sullivan the Barred Owl!

Carol Kelly is the Executive Director and Founder of MRWC, which has been in existence since 1984.

B4
YARDSTICK - THE MEASURE OF PERFORMANCE. USING BENCHMARKING TO MEASURE, COMPARE AND IMPROVE PERFORMANCE - BRIAN MILNE

Yardstick, the industry owned benchmarking project demonstrates how the measurement of service delivery and business practices when compared with our peers, can be used to drive business improvement. This presentation will describe how benchmarking can be applied to improving parks management and how the measurement of an organisation's performance can be easily implemented.

The Yardstick project currently covers the parks and swimming pool industry, is delivered in eight countries worldwide and includes management and visitor measure surveys. To work smarter, we need good quality information about service delivery across the industry and an effective tool to share best practice with our peers on a regular basis. We also need to be able to independently assess and measure performance and improvement over time. This is not achieved by an organisation just looking at what it did last year in isolation, but by comparing ourselves across the industry. Brian Milne will present a description of the Yardstick methodologies and outputs to demonstrate how to effectively apply benchmarking to parks management using case study examples from Yardstick results over recent years.

Brian Milne is currently a director of Parks & Recreation consultancy firm Xyst in New Zealand, and is a Yardstick Project manager. He has more than 30 years experience in all facets of parks, recreation and community facilities management. Brian was previously Recreation Manager for Waimakariri District Council and prior to that was engaged in a number of parks and facility senior management roles with the Tauranga City Council. This work encompassed a wide range of planning, development and management functions for parks, community and sports facilities and swimming pools.
**C1**
**NATURE AND NEWCOMERS - WHY TARGET NEW IMMIGRANTS?**
- **BRANDY YANCHYK**

This discussion panel will be lead by journalist Brandy Yanchyk who has recently made the documentary “Nature’s Invitation”. The panel session will focus on the journalist’s observations while filming new immigrants as they explored Canada’s national and provincial parks, as part of new outdoor wilderness programs developed by Parks Canada and Alberta Parks.

Ms. Yanchyk will also discuss the importance of getting new Canadians involved in nature programs in the Albertan cities of Edmonton and Calgary. The goal of these initiatives is to help newcomers become educated about the wilderness available to them by taking away barriers that stop them from exploring.

*Brandy Yanchyk is a Journalist and Documentary Filmmaker based in Edmonton, Alberta. She has been a Reporter for the CBC for over a decade.*

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**C2**
**HOW DO YOU GET A MILLION PEOPLE TO EMBRACE ENVIRONMENTAL STEWARDSHIP?**
- **KYM MCCULLEY & JOE PAVELKA**

Just as public engagement evolved from a fringe to a central management function in parks operations, environmental stewardship is positioned to do the same. The reasons that compel parks agencies to foster environmental stewardship are many including, stalled budgets and limited support, communication demands and public demand for more involvement. It’s widely recognized that higher levels of environmental literacy lead to balanced ethical reasoning and ultimately to a better understanding of urban parks operations and actions. The challenge is how does one go about fostering environmental stewardship in a city of 1.2 million? The City of Calgary Environmental and Educational Ten Year Strategic Plan intends to do just that.

The aim of this session is to present the ‘plan’ including its case for action, background research, our ‘lessons learned’, and its components.

*Kym McCulley has been engaged in environmental education since 1982 in numerous ways including various parks and naturalist educational positions with The City of Calgary Parks through to her present position as Leader, Educational and Environmental Initiatives. Kym has been a leader in the field of environmental education from both programmatic and policy perspectives.*

*Joe Pavelka, PhD, is presently an Associate Professor and Coordinator of the Bachelor of Ecotourism and Outdoor Leadership program at Mount Royal University. Joe teaches and carries out research in the area of environmental understanding from a social science perspective.*
C3
TREE PLANTING FORUM - JEANNETTE WHEELER & DOUG COSTIGAN

Sponsored by Eagle Lake Nurseries

This session will involve a panel discussion on different tree planting ideas on how different municipalities/parks have increased their tree planting. ISA CEU’s are available for this session.

Jeannette Wheeler is the Principal of Forestry for the City of Edmonton Parks Branch.

Doug Costigan is the Director of River Valley Forestry and Environmental Services for the City of Edmonton Parks Branch.

C4
WAMP UP YOUR PARKS: INNOVATIVE PARKS ASSET MANAGEMENT - TODD REICHARDT & TROY SYKES

Can you manage over 19,000 acres of land including 98,000 individual assets (excluding trees) that are currently valued at over $1.6B with limited resources and still meet the rising customer demand and sustain an ever-aging infrastructure? How can a Parks Department possibly know where to start to prioritize their work? Yes anyone can; provided you follow these steps! Apply the Plan-Do-Check-Act cycle to your People, Processes & Data - the 3 primary elements unique to your agency. Discover how the City of Calgary Parks developed PARIS (Parks Asset Reporting & Information System) to deliver real-time asset information. Learn how we created a Customer Level of Service (CLOS) to quantify the major attributes within the regional, community and natural environment parks. These innovative business processes (PARIS & CLOS) connect performance measures, annual business objectives, and day-to-day operations (strategic to tactical). This session will highlight the strategies developed to manage a diverse inventory from cradle to grave using a holistic Parks asset management system. Participants can adopt all of these concepts and to build their own stand-alone system.

Todd Reichardt is a management sponsor for asset management portfolio within Calgary Parks; he has also presented over 100 times during his career as Manager & former television co-host of “Bugs & Blooms”, a nationally broadcasted show on HGTV.

Troy Sykes is a Business Operations Analyst for Calgary Parks. He developed the Asset Management Plan for Calgary Parks, and has extensive field and parks operations experience.
BREAKOUT SESSIONS
FRIDAY, MARCH 15
2:30 - 4:30 PM

D1
WINTER WILDLIFE WALK
- BEN GADD

Canmore has a lot more living in it than bunnies in the woods. There’s nothing dangerous to us (with a couple of exceptions), but some of these critters are sure dangerous to each other! Join naturalist and author Ben Gadd for an eye-opening look at how wildlife survives our tough Rockies winters. Dress for a two-hour stroll in March mountain weather, and wear your toastiest boots.

Ben Gadd, 66, is one of Canada’s better-known naturalists and Rockies writers. Author of the ground-breaking *Handbook of the Canadian Rockies*, Ben has written nine other books and contributed to several more.

D2
NORDIC CENTRE- PASS & SKI RENTAL

Delegates who register receive a 25% discount (regular price is $20) for a ski pass as well as skis, poles and boots.

D3
NORDIC CENTRE- INTERACTIVE TOUR OF TRAINING CENTRE

Participants will get a behind-the-scenes tour of the facility and be able to try out some of the training equipment during the tour. There is no fee for this activity.

D4
INVESTIGATING NATURE THROUGH ART
- NATALIE MARSH

Bring your journals and your investigative eye in this unique exploration of our natural world. Being a nature investigator isn’t only about identifying plants and animals, it’s about how you view the world around you. Slowing down to draw makes us look more deeply and critically at the world around us. This skill-building session will help you focus on building your observation skills and drawing techniques to capture the essence of objects found in nature. Dress for the outdoors, but the session may occur indoors in case of inclement weather. All supplies are included.

Natalie Marsh is the Education & Facilities Supervisor within the Environmental & Education Initiatives portfolio for The City of Calgary Parks. She has over 10 years experience as an education consultant for museums and other alternative learning environments, most recently in environmental education for municipal government.
E1  SUSTAINABLE DEVELOPMENT OF NATURAL PLAYGROUNDS - ADAM BIENENSTOCK

This session will walk through the best practice for sustainable natural playgrounds from RFP writing, to Design Process through Installation, Maintenance, and O&M Manuals.

Adam Bienenstock is an award winning writer and speaker on design, construction, risk and regulatory process for natural playgrounds. His partners and clients include Parks Canada, ParticipACTION, Right to Play, The Canadian Wildlife Federation, the governments of Canada, the US and NZ, NAEYC, Nature Centres, Zoos, Hospitals, childcares, and schoolyards worldwide.

E2  OPEN SPACE PARK DEVELOPMENT - HOW A SKATE PARK PROJECT CAN RE-SHAPE A COMMUNITY - TREVOR MORGAN & JERRY HEDLUND

In this session, we will review the development process of a new world-class Skate Park in Red Deer, and how and why the Open Space location was chosen. In addition, we will explore how the community driven Skate Park design process struck a balance between the need for an expansive multi-use concrete surface while maintaining critical green space and a strong link to schools and residents. We will also share how the development of the Skate Park has excited the community and contributed to future plans for a district-level Community Centre that will connect on the same site!

Trevor Morgan serves as Partner and Vice President of one of the world’s most recognized action sports development firms, New Line Skateparks Inc, where he leads the design and construction of concrete skate/bmx parks for municipalities across the globe.

Jerry Hedlund has served the Recreation, Parks and Culture Department for the past 13 years at the City of Red Deer as project Superintendent, where he has been managing multi-million dollar projects.

E3  EXPLORING VISITOR USE IN WILLMORE WILDERNESS PARK ALBERTA: COMBINING INNOVATIVE RESEARCH TOOLS TO INFORM PARKS MANAGEMENT - DEBBIE MUCHA

Past information on visitor use at Willmore Wilderness Park, Alberta has remained largely a mystery. Existing historical user-profile data collected for Willmore are sparse and out-of-date and, due to the park’s physical remoteness, there have been few attempts to gather relevant information of this kind.

The purpose of this project is to address the need for acquiring a better understanding of visitor use in Willmore Wilderness Park. This project facilitates evidence-based decision-making through a mixed-methods approach that augments traditional study instruments (e.g., surveys) with recent and emerging tools (e.g., trail cameras and Global Positioning System Tracksticks).
This project is an excellent opportunity to help understand the utility of these emerging instruments and how they could be applied to other locations in order to attain visitor characteristics and information. By understanding more about park users and what they prefer and desire in Willmore, this project will help balance conservation with recreation objectives.

This presentation will review preliminary results gathered from the project study instruments.

Debbie Mucha is a Masters candidate in the Department of Physical Education and Recreation at the University of Alberta. Debbie also leads the GIS Program at the Foothills Research Institute.

E4
FESTIVALS AND EVENTS - THE COLLABORATIVE APPROACH - TERESA BYRNE

This session will give an overview of process in place at The City of Calgary stemming from the Festival and Event Policy where Business Units work together with external agencies to support the Cultural industry in Calgary.

Teresa Byrne, currently the Superintendent of Event Services for the City of Calgary joined the City of Calgary, Culture in 1992 where she’s seen success in developing and supporting the delivery of hundreds of Festivals and Events through a variety of roles.

E5
FROM PDA TO IPAD: LESSONS LEARNED FROM FOUR YEARS OF APP-MAKING AT PARKS CANADA - TAMARA TARASOFF

Explora is a GPS-triggered handheld technology product that was first offered to the public on Windows Mobile PDAs on July 8, 2008. Three days later the iPhone was launched and the App Store opened. Today, Explora is developed as a downloadable iPhone and Android app. This presentation will present the Explora technology, how the Explora project was “future proofed”, what some of the challenges have been over the past 4 years, and how this experience informed the development of other apps at Parks Canada. This presentation will share the top lessons learned so that others considering creating downloadable location-based apps can learn from our experience.

Tamara Tarasoff has worked for Parks Canada since 2007. As National Products Specialist for New Media and Exhibitions, she does research into the use of new technologies for outreach education and on-site interpretation at Parks Canada’s sites and parks.
F1
MAINTAINING OUR SERVICES DURING A CRISIS: BUSINESS CONTINUITY IN THE MOUNTAIN PARKS
- IAN BROWN

The only thing harder than planning for an emergency is explaining why you didn’t. Threats and risks to parks are becoming increasingly complex due to the diversity of hazards. Emergencies can quickly escalate in scope and severity, cross jurisdictional lines and result in significant losses. The main objective of business continuity planning is to continually deliver critical services instead of resuming or recovering a service after operations have ceased. The mountain parks have needed such a plan on several occasions.

This presentation focuses on a creative approach to meet this objective while overcoming barriers, enhancing the organization’s image with employees and partners and improving overall efficiency. Participants will see that business continuity planning is very important and a cool thing to do.

Ian Brown is the Manager of Resource Conservation for Mount Revelstoke and Glacier NP’s. He has worked in a variety of operational and managerial settings in numerous National Parks over 23 years.

F2
FACTORS AFFECTING DEVELOPMENT OF SUSTAINED COLLABORATION IN REGIONAL LAND MANAGEMENT. A CASE STUDY OF THE BEAVER HILLS INITIATIVE.
- DEE PATRIQUIN

Collaboration has been suggested as an approach to sustainable development particularly in cases where decisions would benefit from involvement of affected stakeholders. Successful examples have been rare, particularly in regional land management.

In a qualitative case study of a long term (10 year) voluntary collaboration between three levels of government, ENGOs and academic partners, we explore the contributions of social capital and place to regional collaboration. Our case study provides an empirical analysis of approaches used to recruit support to innovative land management initiatives.

Using a cooperative, science-based approach, the BHI partners have tackled increasingly complex management issues in the Beaver Hills Moraine, a regionally significant natural area. Early results suggest social capital and place can contribute to collaborative sustainable development.

Dee Patriquin is a PhD candidate, studying under Dr Elizabeth Halpenny at the University of Alberta. Dee initiated this study after working with the Beaver Hills Initiative to develop several sustainability initiatives.
F3
FROM APATHY AND FATIGUE TO FORGING A FUTURE OF ACTIVE COMMUNITY LIVING
WINNER - MICHELLE & TONY GIESTLINGER

The session will cover Longview’s journey towards uniting its diverse community members, igniting its flagging volunteer base, and improving its old and crumbling or non-existent recreational infrastructure. This journey was guided by A.C.E Communities which gave us the necessary tools to tackle what some considered to be too ambitious to even consider.

The session will cover some of the main obstacles we faced and the unique ways in which we overcame those problems. It will also allow for how the community can continue to grow and prosper in all areas of art, culture and recreational opportunities through this very unique, grass roots movement called A.C.E. The addition of the equipment followed with procuring a grant to provide a fitness program over the summer called G ME!! which is still running throughout the winter in the community hall. We will talk about some of the health and social benefits our residents have enjoyed from the project.

Michele Geistlinger was born in Calgary and lives in Longview. Michele served one term as Deputy Mayor in 04/07 and has served has volunteered on boards and committees for the Library Board, Marigold Library, Regional Landfill Salvage Center, Sheep River Health Trust and the Foothills Foundation for Seniors Housing. She formed the ARC Society and is an ACE Leader with her husband Tony.

F4
DEVELOPING AND OPERATING AN OFF-LEASH DOG PARK
- DOUG EVANS & BARRY GONNELLY

Topics covered in this session will include public consultation process, interdepartmental approvals and joint collaboration, concept to complete design/construction drawings, construction, FAC approval, start-up, ongoing operations and maintenance.

The Oxbows Off-leash Dog Park is located on a retired landfill in Red Deer.

Douglas Evans is a Parks & Open Space Designer for the City of Red Deer Parks. His areas of specialty include planning and design of municipal open space, passive and active recreation spaces, landscape rehabilitation, site planning, project estimating and construction management.

Barry Gonnelly is a Design Associate & Landscape Architect for L.A. West with over 15 years experience in the Landscape Architectural Industry. He has an extensive background in public consultation processes and large scale master planning.
OTHER SESSIONS

STUDENT POSTER SESSION & SOCIAL HOUR
THURSDAY, MARCH 14
5:00 - 6:15 PM

Join us for this social gathering to visit with fellow park practitioners and meet the next generation of park employees and researchers. Students from Alberta colleges and universities have been invited to prepare posters that document innovations and trends in their fields of study.

This inaugural Student Poster Session is intended (a) to encourage stronger connections between practitioners and future employees, and (b) to facilitate practitioners’ understanding of and connection to existing parks-related education programs within the province. Students will be keen to meet you and exchange ideas about park innovations and future career opportunities.

FUTURE FORUM PLANNING SESSION
WEDNESDAY, MARCH 13
7:00 - 8:30 PM

For those arriving early for the 2013 Parks Forum, there will be an opportunity to informally meet and collaborate with fellow participants on ideas and suggestions for future forums.

ACCOMMODATIONS

RADISSON HOTEL AND CONFERENCE CENTER CANMORE

511 Bow Valley Trail
Canmore, AB T1W 1N7
ph: 403-678-3625, toll free: 1-800-263-3625

You can book online at www.radisson.com/canmoreca (promo code is ALBREC), or call a Reservations Agent the phone numbers listed above.

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*Rates do not include Tourism Levy (4%), or GST (5%). Additional persons per room may incur additional charges.
Our Committee is extremely pleased to host the 2013 Parks Forum, and looks forward to an exciting event. The work is the collective effort of the following Planning and Advisory Committee, and to whom goes many thanks:

**DAWN GIBSON**
Coordinator, 2013 Parks Forum

**SCOTT JONES**
Manager, Capital Planning & Infrastructure, Parks Division, Alberta Tourism, Parks & Recreation

**DOUG MARTER**
Manager, Planning & Development, City of Calgary Parks

**DOUG EVANS**
Parks & Open Space Designer, City of Red Deer Parks

**ELIZABETH HALPENNY**
Assistant Professor, faculty of Physical Education and Recreation, University of Alberta

**DOUG MARVIN**
Acting Manager Operations, Parks Division, Alberta Tourism, Parks and Recreation

**DARREN GROVE**
Resource Coordinator- Forestry, Beautification & Environmental Management Section, Neighbourhoods, Parks & Community Recreation Branch, City of Edmonton

**DAVID ELLIS**
Parks Manager, City of Lethbridge

**DEBORAH MILLER**
Senior Communications Advisor, Parks Canada

**LARA FENTON**
Lecturer and Recreation Liaison, Alberta Recreation and Parks Association
THANK YOU TO OUR PARTNERS!

Alberta Parks

Edmonton

The City of Calgary

University of Alberta Faculty of Physical Education and Recreation

Strathcona County