

LeadHERship Conference 2022

Presented by Women In Leisure Services - Chi Chapter

Wednesday, May 11 | 9am-4:30pm

Register at chiwomen.org

9-9:30am

Registration

9:35-10:35am

Group A: Identity Crisis

Mary Liz Jayne

Group B: Say More without Saying More

Bobbi Nance

10:45-11:45am

Where are You in the DEI Process?

Jonelle Bailey, Tracey Crawford,
Oralethea Davenport

11:45am-12:45pm

Lunch By Alonti Catering

12:55-1:55pm

Recruitment Toolbox

Laila Bashia

2:05-3:05pm

**How to Use Emotional Intelligence to
Drive Leadership Performance**

Lisa Sheppard

3:15-4:30pm

LeadHERship Panel Q&A

Amy Charlesworth, Andrea Chiappetta,
Katie Drum, Alex Engelhardt, Laura Rudow

9:35-10:35am

Group A: Identity Crisis

Mary Liz Jayne

Q: Can you tell me a little bit about yourself? A: I work in parks and rec. This exchange is one that many of us have probably been a part of. Throughout the pandemic, many of us also lost that part of our lives for some time. Learn about the presenter's own identity crisis and the steps she took to navigate her new identity and how to balance that with a post-COVID workload. This session is about how to find your identity beyond your career.

Presentation Learning Outcomes:

- Learn the pieces that make up your identity
- Workshop how to choose your own identity
- Prepare to make choices, both personal and professional, that align with who you are

Presenter:

Mary Liz Jayne enjoys being outdoors, trying new restaurants, perfecting her at-home cocktail crafting skills, teaching fitness classes, and spending time with family and friends. She lives in Chicago with her partner, Lexi. Mary Liz currently works at the Wilmette Park District as a Recreation Program Manager, after spending seven years at the Lisle Park District. She graduated with her B.S. in Recreation, Sport and Tourism from the University of Illinois and recently earned her MPA at Northern Illinois University. Mary Liz is involved in IPRA as a Safe Zone Conversation Facilitator and as Director of the Recreation Section.

9:35-10:35am

Group B: Say More Without Saying More

Bobbi Nance

One skill that remains as valuable on the first day of your career as it does on your last is communication. And while the number of communication methods are increasing, making it easier than ever to reach out to someone, our audiences' attention spans are shrinking, making effectively sharing the meaning behind your messages a constant challenge. Whether it's writing an email, creating a presentation, or having a one-on-one with an employee, discover simple ways to increase the impact of your message without increasing your word count. We'll also discuss how to acknowledge the double-standard that female leaders are often held to without second-guessing what you should say.

Presentation Learning Outcomes:

- List the 6 E's to increase the impact of your message and how they can be applied to different settings and situations
- More effectively use visuals to speak for you and support your message
- Substitute words and phrases, we commonly use to improve the chance that your communication is received as you intended

Presenter:

Bobbi Nance, Founder and President of Recreation Results, works with parks and recreation organizations across North America to capitalize on trends, create strategy that's both practical and impactful, leverage data, and push innovative thinking to increase their impact in the communities where they work. Bobbi combines her unique knack for numbers with a passion for people to tackle those tough (and sometimes intimidating) topics in a fun and approachable light while still focusing heavily on creating results. For over 15 years, Bobbi has been providing workshops and webinars for regional, state, and national conferences and schools, including NRPA, Athletic Business, and American Camping Association, as well as on-site and virtual training for parks and recreation organizations. She also serves as an instructor at Oglebay's Revenue Development and Management School and NRPA's Director School. Bobbi is a past President of the WILS Chi Chapter and the current WILS National Vice President as well as Board Member with the City Park Alliance.

10:45-11:45am

Where Are You in the DEI Process?

Jonelle Bailey, Tracey Crawford, Oralethea Davenport

Diversity, equity, and inclusion (DEI) are essential for the health and well-being of communities. In addition, DEI programming and training assist with providing a rounded, more inclusive culture for employees and the communities they serve. Determining where to start with DEI initiatives within your organization can be challenging. This session will help you determine where you are in the DEI process and provide some examples of where you could start.

Presentation Learning Outcomes:

- Learn how to get started and where to begin on the DEI journey
- Understand how and when to build your DEI task force
- Learn how to engage your board in your DEI efforts

Presenters:

Jonelle Bailey, CPRP Executive Director Sycamore Park District, has over 25 years in the Parks and Recreation field, from seasonal to executive director. She has a bachelor's in Recreation, Parks, Tourism, and Administration and a master's degree in Organizational Leadership. Bailey taught financial management for the Kroc Certification with Booth University and has worked with teens and youth, promoting education in underserved areas. Bailey has presented at local, state, and national venues regarding customer service, programming, and DEI. She is the Member representative of the IPRA Diversity Section, a member of the IPRA Diversity Taskforce, and one of the lead facilitators and contributors of the IPRA Safe Zone Conversations.

Tracey Crawford was appointed as the Executive Director at Northwest Special Recreation Association (NWSRA) and the President of Special Leisure Services Foundation (SLSF) in late 2011. Crawford earned a Bachelor of Science degree in Therapeutic Recreation from the University of Iowa. A Certified Therapeutic Recreation Specialist (CTRS) and a Certified Park and Recreation Professional (CPRP), she is actively involved in professional organizations, having served in leadership roles with the Illinois Therapeutic Recreation Section (ITRS) of the Illinois Park and Recreation Association (IPRA), and the National Recreation and Park Association (NRPA). She is the 2008 Past Chairman on the IPRA Board of Directors and is also a Past President of the branch of NRPA that was dedicated to therapeutic recreation. She currently serves on the IPR Foundation (IPRF) Board and the IPRA Diversity Leadership Task Force and the American Therapeutic Recreation Association (ATRA) as President and on the Illinois Recreation Therapeutic Association (ILRTA) Board as the ITRS Liaison. She received the Meritorious Service Award from NTRS for her work in the field of Therapeutic Recreation, particularly in the area of inclusion. She is the 2006 recipient of the National Institute on Recreation Inclusion (NIRI) Excellence in Inclusion Award and was awarded the IPRA Chairman's Award. In 2013, Crawford was awarded the Daily Herald Business Ledger's Influential Women in Business Award and in 2014 she was inducted into the American Academy for Park and Recreation Administration (AAPRA) and currently serves as the Justice, Equity, Diversity and Inclusion (JEDI) Committee Chair. In 2017, Tracey was honored as the Professional of the Year for ILRTA. In 2019, Tracey was asked to serve on the IPRA Diversity Leadership Task Force where she helped to create the Safe Zone Conversation Model, which has been used in over 60 park and recreation agencies in Illinois as well as in collaboration with NRPA. On the national level with NRPA a Safe Zone Conversation Model was created and introduced to five states. Tracey is also a subcontractor for Berry Dunn, an accounting and managing consulting firm.

Oralethea Davenport has a Bachelors in Recreation Program Management and a Masters in Recreation Administration from Illinois State University with over 20 years in the field as a Recreation Supervisor, Superintendent of Recreation and Community Center Manager. Constantly working to improve and expand the knowledge of Parks and Recreation as well as Diversity, Equity and Inclusion, Davenport has held numerous positions within the Illinois Parks and Recreation Association. She has been a long-standing member of the IPRA Ethnic Minority Section/Diversity Section and has held positions from Secretary to Director. She was on the IPRA Strategic Planning Advisory Committee and is currently serving as the chair of the IPRA Diversity Leadership Taskforce. Davenport is also a lead facilitator and contributor for the IPRA Safe Zone Conversations.

11:45am-12:45pm Lunch Catered by Alonti Catering

12:55-1:55pm

Recruitment Toolbox

Laila Bashia

Now more than ever, finding and keeping great employees has become increasingly difficult. While some employers have been able to adopt new work methods such as working-from-home, many workplaces like the service and hospitality industries simply cannot. Leaders of these organizations must RE-view and RE-fresh their RE-cruitment and RE-tention strategies in order to continue to deliver high quality services and experiences.

Presentation Learning Outcomes:

- RE-tain your current employees and RE-duce turnover
- RE-think internal policies that create barriers to hiring
- RE-consider traditional practices that are no longer meaningful
- RE-view steps in the hiring process and RE-duce obstacles
- RE-verse pay and benefits to stay competitive
- RE-cognize your value proposition and your target audience
- RE-configure your job postings
- RE-pond to applicants
- RE-ward your staff
- RE-inforce a positive culture of RE-spect

Presenter:

Laila Bashia has over 20 years of experience working in management and human resources. She is a graduate of Marquette University and went on to earn her master's degree in Human Resource Management from the Keller Graduate School of Management. She started her career in retail management and because of this she is familiar with the challenges faced by front line supervisors managing variable hour part time and seasonal employees. She navigated her career to human resources and worked in the private sector before transitioning to the public sector in 2004. She spent 12 years as the HR Manager for the Glenview Park District and for the past 5 years, she has served as the HR Director at the Schaumburg Park District. During her career, Laila has acquired a wealth of experience in everything from recruitment and selection to onboarding, compensation, benefits, employee relations, performance management, disciplinary actions, terminations, policy writing, compliance, HR systems, change initiatives, reorganizations, and even crisis management. Laila is passionate about her work in HR and is committed to the parks & recreation industry, frequently sharing information, resources, and best practices with her network of 150 other park & rec HR colleagues. Laila and her husband Kyle live in Elk Grove Village with son Connor (7 ½) and daughter Eden (6).

2:05-3:05pm

How to Use Emotional Intelligence to Drive Leadership Performance

Lisa Sheppard

While the last two years of the pandemic have brought plenty of strife and uncertainty for people all over the world, the ongoing war in Ukraine, threats of COVID variants, and continued economic volatility have shown that challenging dynamics are here to stay. These real-world issues don't exist in a vacuum and can impact personal wellbeing and professional performance – highlighting the importance of emotional intelligence for today's park district leaders. Emotional intelligence helps leaders to be more flexible and adaptive, and even lessens the likelihood of them becoming emotional or defensive when things change. Together, we will discuss what qualities you should develop to become a leader with a high degree of emotional intelligence.

Presentation Learning Outcomes:

- Learn what Emotional Intelligence is
- Discuss why Emotional Intelligence is so important for leaders and how you, as a leader, can be more aware
- Complete a Mini Emotional Intelligence Quiz

Presenter:

Lisa Sheppard has over 30 years of experience in the field of parks and recreation where she has worked for progressive, innovative, and award-winning park districts. Lisa spent seven years at the Rolling Meadows Park District as a Program Manager, 15 years as the Superintendent of Recreation and Facilities at the Gurnee Park District and in 2013 became the Executive Director of the Glencoe Park District. In 2019, the Glencoe Park District, under her leadership, became an Illinois Distinguished Accredited Agency and was awarded the NRPA National Gold Medal for the first time in the Park District's history. Other outstanding achievements for Lisa include several state and national honors including IPRA Professional of the Year, IPRA March Adams Spirit Award, and Gurnee Days Honoree. If you ask Lisa, she would say one of her most important life's work was to raise an amazing daughter, Taylor, who is now a practicing architect in the city. In addition to her work experience and raising her daughter as a solo Mom, Lisa was also an active professional, including being a founding member of WILS, National WILS Board Member and active throughout her career in the Illinois Park and Recreation Association (IPRA), currently serving as Chair Elect on the IPRA Board. She also believes in giving back to the communities she lives in by volunteering for community events and coaching. Don't even get Lisa started on her dogs, she will admittedly say she is obsessed.

3:15-4:30pm

LeadHERship Panel

*Amy Charlesworth, Andrea Chiappetta, Katie Drum,
Alexandra Engelhardt, Laura Rudow*

With representation from Recreation, Special Recreation, Parks, Marketing, and Finance, come prepared to participate in a question and answer leadership panel led by Parks and Recreation professionals.

Presentation Learning Outcomes:

- Learn the professional path of each leader
- Strategies on successfully leading your team/organization into the future post-pandemic
- Overcoming hurdles for female leaders

Presenters:

Amy Charlesworth began her career in parks and recreation in 1981 at the Rolling Meadows Park District. She was hired as an Ice Arena Supervisor/Pool Manager and in 1984 moved to a General Recreation Supervisor position. In 1988 she was promoted to Superintendent of Recreation and in 2002, Amy became the Executive Director. In her thirty-eight years in the field, Amy volunteered for a variety of professional affiliations. She got her start volunteering with the SPRA, serving as president in 1992. Amy was an active volunteer for the IPRA serving the Recreation Section on various committees; she was selected as the Recreation Section Professional of the year in 1993. She was the Recreation Section Director in 1996 and the Recreation Section Representative to the IPRA Board of Directors in 1998-99. She is a Past-Chairman of the Illinois Park and Recreation Certification Board. In 2002, Amy received an IPRA Meritorious Service Award. Amy has served the IPRA Board of Directors in many capacities including, Recreation Section Representative, Chicago Metro Representative and as Chairman of the Board in 2007. Amy served on the board of directors of the Great Lakes Regional Council of NRPA from 2005-2008. In 2015, Amy was named Professional of the Year at the IAPD/IPRA State Conference. She was recognized as the Bob Artz Lifetime Achievement Award recipient at the 2020 Conference. Amy retired in 2020 and now spends a lot of time enjoying her grandkids, playing in parks and walking on trails.

Andrea Chiappetta serves as both the Director of Finance and Treasurer for the Lombard Park District. She began her career in corporate as a staff accountant at UPS. After seven years she transitioned to local government where she held positions at both the Village of South Elgin and the City of Geneva. Eventually she realized the valuable role that Parks and Recreation plays in a community and joined the Wheaton Park District team. Andrea not only loves her career as a public servant and providing recreational opportunities for the constituents she serves, but she spends much of her free time recreating herself. Much of the summer you can find her hiking the Colorado Rockies, biking endless miles, Jeeping, walking her energetic Aussie and tending her organic garden. Andrea is passionate about giving back to the profession that has impacted her life so greatly and she is humbled to be speaking on behalf of the WILS organization for the 2022 LeadHERship Conference.

Katie Drum lives in DeKalb with her husband, Jason, and her 6-year-old dog daughter, Neko. She grew up in rural Sycamore and graduated with honors in 2005 from Northern Illinois University with her Bachelor of Fine Arts. While in art school, she gained great experience in graphic design, photography, and communication coursework that would later aid in her marketing endeavors. She has been in the Parks and Recreation field since 2014 when she began her career as the Marketing & Sponsorship Coordinator at the Batavia Park District and was later promoted to Director of Marketing & Public Relations. She is currently working in her hometown as the Marketing Coordinator for the DeKalb Park District and is proud to be making a difference in her community. In her free time, she loves spending time with friends/family, hiking, gardening, and being creative. Katie has served on the IPRA Marketing Taskforce for the state-wide Unplug Illinois campaign, was IPRA Sponsorship Committee Co-Chair 2017-2018, and was the 2016 IPRA Communications & Marketing Section Rising Star Award recipient. Katie has spoken at the IAPD Multi-State Leadership Summit and the annual IPRA Soaring to New Heights Conference. She is looking forward to being a part of the WILS conference and learning from such an amazing organization that empowers women!

Alexandra Engelhardt is the Executive Director for Fox Valley Special Recreation Association and Foundation. She has been with FVSRA since she started as an intern in 2006, with roles of Therapeutic Recreation Specialist, Support Staff Coordinator, Support Staff Manager, and Superintendent of Recreation. She received a Bachelors Degree in Leisure Youth and Human Services from the University of Northern Iowa and Masters of Business Administration: Human Resources from Aurora University. She has been a Certified Therapeutic Recreation Specialist (CTRS) since 2006, recently became a Certified Park and Recreation Executive (CPRE) and was honored as one of Kane County's Best Under 30. She is a member of IPRA, NRPA, ILRTA (Illinois Therapeutic Recreation Association), ATRA (American Therapeutic Recreation Association), and WILS. She has presented at state, regional, and national conferences on Adaptive Fitness, Diversity & Inclusion, Hiring Best Practices, and Collaboration. She is a consistent guest speaker for the Aurora University Therapeutic Recreation Administration class. Alex lives on a small lake with her husband and three boys and is an advocate for Organ Donation as she donated a kidney in 2012.

Laura Rudow is the current Deputy Director, Superintendent of Parks and Planning at the St. Charles Park District. Laura's career in the Parks Department started when she landed her dream job at age 16 for the Fox Valley Park District dragging and lining ball fields for the summer which she continued to do for the next six summers, even after earning a BS in Agriculture, making her parents so proud. Believing in the mindset of do what you love and you'll find a way to make a living, she applied for a full time turf and athletic field position at the Naperville Park District and spent the next 12 years in Naperville working her way from Park Specialist to Superintendent of Parks. In 2011, she began her current position in St. Charles, adding planning, capital projects, land acquisition and a Masters in Public Administration to her resume. When she isn't working, Laura enjoys visiting other Park Districts, State and National Parks for ideas and hiking, spending time with her 18-year-old daughter, Leigh Ann, and rescue dog, Maggie.

