



Welcome to the 2018 FRPA  
Conference!

## Learning Objectives

- *Recall how to look at perceived obstacles in a more positive manner.*
- *Identify techniques that will increase the likelihood of getting ideas from "idea to reality".*
- *Discuss overcoming obstacles as part of the journey and a learning/growing experience.*





If at first you don't  
Succeed...Ask,  
Ask Again!



*James Andersen*

Be the kind  
of leader  
that you  
would  
follow.



[www.ronalvesteffer.com](http://www.ronalvesteffer.com)

## YOUR PERFECT VISION



## How! – BE THE BEST YOU!

- We must talk, act and be-Vital, a Priority, Necessary
- Immerse ourselves in the Process
- LEAD FROM WHERE YOU ARE AT
- Creating Impactful *Relationships*  
(Public/Private – one of the fastest growing and also most impactful, if invested in.)



## Why? – What is your why?



Get INVOLVED  
In the PROCESS

### -YOUR GIFTS

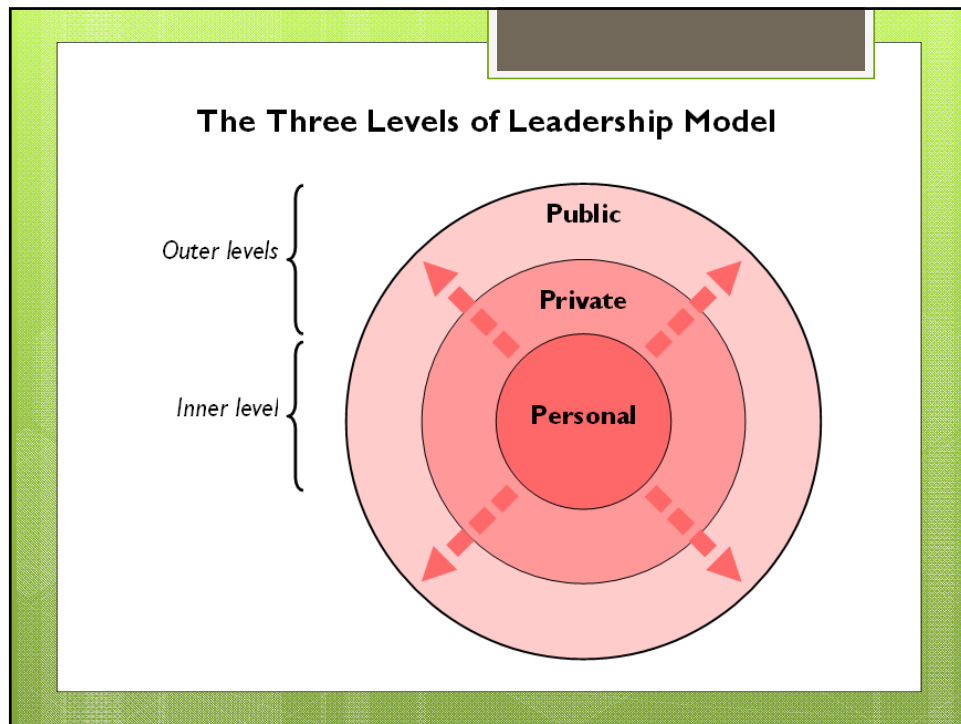
- Boards
- Task Forces
- Volunteer
- Service projects

EX> Leadership Green Bay



*REDEFINING  
YOURSELF  
OFTEN-  
PRACTICAL  
DAILY  
GOALS*

- Purposefully-  
intentional
- SELF  
EXAMINATION
- PERFECTLY YOU-  
PERSPECTIVE



## What level you want!

RELATIONSHIPS-have to work at it, takes time, WILLING TO PUT THE WORK IN!

- Dating
- Marriage
- Kids/Brother
- Friends-Loyalty
- Target group-Custom Tailored  
Arranged marriage – Be Prepared

## Be Willing to Stand out!





WE ARE ALL IN SALES...always



FIRST IMPRESSION-Next Boss



## FIT in the parks!

Take advantage of Green Bay's beautiful parks by participating in this Award Winning 7 week series from July 11th through August 24th.  
[www.greenbaywi.gov/parks/gb-fit](http://www.greenbaywi.gov/parks/gb-fit)

Class	Location	Time
Centering*	Whitney Park	5:30pm
Water Aerobics*	Colburn Pool	6:15pm
HIT IT	Red Smith Park	6:00pm
Intro to Crossfit	Fritsch Park	5:45pm
Zumba	Astor Park	6:00pm
Yoga on the Deck	CityDeck	6:30pm
Family Yoga*	Mather Heights Park	5:45pm
Tai Chi	St. James Park	6:00pm
Cardio Sculpt*	Astor Park	6:30pm
Ab Lab	Astor Park	7:30pm
Boot Camp/Circuit	Triangle Hill	5:30pm
Trail Fitness Walk	Wildlife Sanctuary	6:00pm
Dance Fitness	Wilder Park	7:00pm

\* FIT Kids Site

## FIT kids!

July 11th - August 24th  
 Mondays & Wednesdays

- Free program for kids while parents participate in FIT in the Parks classes
- Kids will engage in health and wellness activities led by a playground leader
- Mondays at Colburn & Whitney Parks
- Wednesdays at Astor & Mather Heights Parks



Presented to you by Green Bay Parks & Rec and made possible with the help of our community sponsors.



## Utilize your assets



## Aligning Causes & Shared Vision





## Who?... "Right-sized" Partners

### Partnerships

- Started with Local Fitness Instructors that we had relationships with
- Keep Grass Roots
- YOUR LEVEL!

### Sponsorships

- Local Businesses
- In-Kind Donations (Instructors, Giveaways)
- **3<sup>rd</sup> YEAR – TITLE SPONSOR – Part of my 3 year plan!!**

### Education

- Use neighborhood parks to stay healthy
- Re-Introduce our citizens to our facilities



Sometimes you feel like this







"Group fitness activities like this not only provide an opportunity to get necessary exercise, but they also provide an opportunity to build community amongst groups of individuals that you might not otherwise come into contact with throughout your typical day. I hope that the city of Green Bay and other cities continue to provide this quality of life value add to the members of their communities!".

Rashad J. Cobb  
Community Engagement Program Officer

Can be a lot of fun- &  
Marketing opportunity





## Growth – Make your cause a PRIORITY!

- Through partnerships, networking and community engagement;
- Constantly changing, evaluating, **exploring**(Creative Flow!)
- Elevated Parks and Recreation's role in our community in terms of Public Health
  - Local Health & Wellness Coalition
  - Public School District
  - Local Businesses
  - Healthcare Providers/Public Healthcare



**Partnerships**

*Relationships, Sponsorships, Opportunities!*



## 3-year plan...starts with a step!



## Bottom Line = Success!



## HEALTHY = WEALTHY

- Silver star awards, 6 in 4 years
- Top 5 Nationally Recognized Health and Wellness partners
- Published article – Role Parks and Rec play in Public Health Care
- DISCOVER WISCONSIN-all because of Public/Private partnerships
- SHARE IT – Dozens of other communities have requested info...presenting at State and National conferences

## Build a relationship!

*GET TO KNOW YOUR COMMUNITY LEADERS  
AND EMBRACE THE FACT YOU ALREADY ARE A  
LEADER...in your own way!*



## THANK YOU

May the Force be with you!





*James D. Andersen*

CPRP, AFO

Director of Green Bay Parks, Recreation &  
Forestry

[Jamesan@greenbaywi.gov](mailto:Jamesan@greenbaywi.gov)

920-448-3384



**FRPA**

**FLORIDA RECREATION  
& PARK ASSOCIATION**

For more information about the Florida Recreation and Park Association visit [www.frpa.org](http://www.frpa.org).