

# ACCESS RECREATION B O S T O N



## SPRING CONFERENCE 2016

April 5, Grand View Farm  
Burlington, Massachusetts

 @AccessRecBoston #adaptivepros



ACCESS  
RECREATION  
BOSTON

Access Recreation Boston is a coalition of organizations and individuals dedicated to increasing and enhancing recreation opportunities for people with disabilities in the greater Boston area. We accomplish this through building community awareness, sharing professional expertise, and promoting collaboration. Thank you for joining us today!



A project of the  
Institute for Human Centered Design

dedicated to enhancing the experience of people  
of all ages and abilities through excellence in design

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CONSULTANT TO NONPROFIT ORGANIZATIONS



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SCHWAB

# SCHEDULE AT A GLANCE

8:30 AM – 9:00 AM

Registration & Networking Breakfast

9:00 AM – 10:30 AM

Concurrent Sessions

10:30 AM – 10:45 AM

Break

10:45 AM – 12:15 PM

Concurrent Sessions

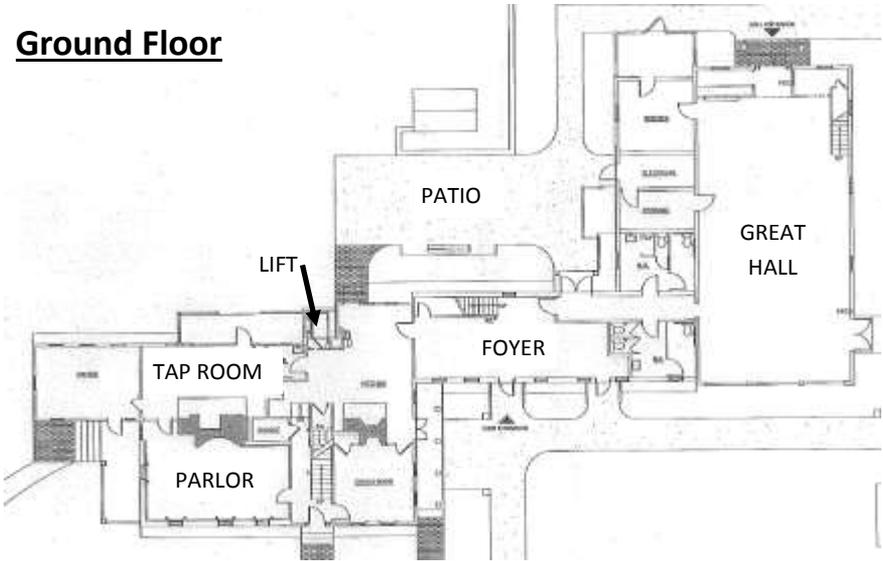
12:15 PM – 1:45 PM

Lunch & Collaboration Forum

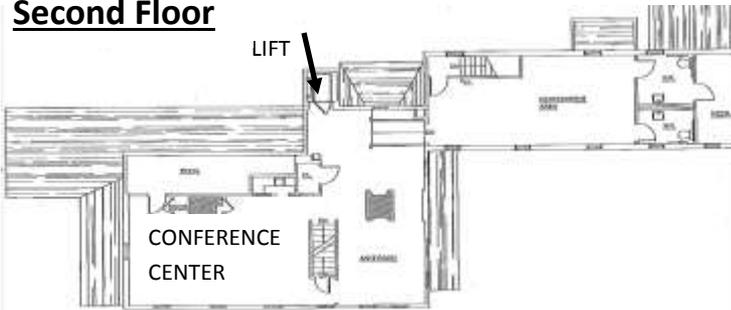
1:45 PM – 4:30 PM

Plenary Session

## Ground Floor



## Second Floor



## CONCURRENT SESSIONS

9:00 - 10:30 AM (Select one of three options)

### A LOOK AT FUNDRAISING

(Tap Room)

Presented by Barbara Gildea, M.A. *.15 CEUs*

This facilitated roundtable discussion will focus on current fundraising trends and challenges facing participants; peers will share relevant fundraising strategies. This session will directly address expressed needs of participants and supports networking among peers as a solution to fundraising challenges including special events, appeals, and grant writing. Participants will give and gain tips on where to go to find funding resources. Participants of this session will be able to identify current fundraising trends and challenges facing organizations, strategies to increase fundraising effectiveness, and come away with ideas to implement in their own organizations.

### ACCESS AND EXPERIENCE: A BEST-PRACTICE PRIMER FOR INCLUSIVE DESIGN

(Great Hall)

Presented by Jennifer Brooke, ASLA, Thomas McCarthy, ASLA, and Stuart Weinreb, ASLA. *.15 CEUs*

Design for accessibility in the landscape can often look like an exercise in trying to find the least common denominator in reaching the minimal requirements for accessibility. This is not always the fault of the designer, as moving outside of accepted standards puts one at risk of needing to defend a course of creative inclusive design. This panel of Landscape Architects will present new ways of thinking about how to expand accessible outdoor recreation opportunities by focusing on the desired experience. Each presenter has a unique view of accessible environments and how to access the feel and understanding of leisure activities in the constructed and the natural world by people of all abilities. Learn how an inclusive design approach is different than meeting ADA design standards; acquire inclusive design strategies and specifications used on parks, conservation land, institutional and recreational projects; understand how technical knowledge, program management and community partnerships together create successful inclusive landscapes; and explore demand for front-line information regarding design and construction of inclusive landscapes and available resources.



*(9:00 - 10:30 sessions continued on next page)*

## **MARKETING YOUR ORGANIZATION: WHAT NON-PROFITS CAN LEARN FROM THE BUSINESS SECTOR** (Conference Center)

**Presented by Richard Trakimas, M.B.A.** *.15 CEUs*

Whether you are operating a business in the private, public or non-profit sector, Marketing and Sales are vital to your success. Recognizing that you have a product to sell, an audience you are trying to reach and a message to communicate to get your audience to “buy” are important steps in reaching your organization’s business goals. This program will introduce you to how to articulate your organization’s purpose and business goals (community awareness, donor support, expanded membership, etc.) and then how to develop a cost-effective outreach program to achieve these goals. We will discuss multi-channel marketing to insure that you are able to reach your customers where they learn. We will discuss marketing messaging and be able to answer the questions – “What do I want to say?”, “Who do I want to say it to?”, and “Where do I say it?”. We will open the floor to questions on specific marketing issues attendees face. At the end of the program you will have several specific actions you can take today on using Marketing and Sales principles to achieve your organization’s business goals.

### **CONCURRENT SESSIONS**

**10:45 AM - 12:15 PM (Select one of three options)**

#### **EXECUTIVE DIRECTOR ROUNDTABLE** (Tap Room)

**Facilitated by Karen Foster (All Out Adventures) and Caitlyn Ridgely (Piers Park Sailing Center)** *CEUs not available for this breakout session.*

This session gives Executive Directors a dedicated opportunity to gather with peers and discuss common challenges and opportunities around fundraising, human resources, risk management, budgeting, working with a board of directors, or whatever topics of interest arise.

#### **TAKE THE STAGE: CHARISMATIC COMMUNICATION FOR LEADERS** (Great Hall)

**Presented by Trevor Smith, M.A., M.Ed.** *.15 CEUs*

The rules of the workplace are changing. We’re being judged not just by how smart we are, but also by how we handle ourselves in our interactions with co-workers, employees, and clients. Small behavior changes in communication skills can make huge positive changes in the work environment. This experiential workshop gets participants interacting and relating to each other on a deeper and more productive level, creating a

common language that they can take back to their workplace. Business improvisation exercises will be used to introduce specific communication skills that are essential in creating effective relationships. These activities include a variety of role-playing scenarios, small group experiences, and large group exercises. Therapeutic laughter techniques will also be utilized as part of the learning process. These support stress reduction and nurture more positive attitudes and behaviors. Participants will develop a toolbox of practical communication skills that they can apply to their daily work practices and interactions.

## **PHYSICAL ACTIVITY PROMOTION FOR INDIVIDUALS WITH DISABILITIES: USING RESEARCH TO INFORM PRACTICE**

**Presented by Dr. Heidi Stanish**      *.15 CEUs*      (Conference Center)

This session will present the current information on the status of physical activity participation among individuals with disabilities. An overview of applied research findings regarding barriers to physical activity faced by individuals with disabilities as well as current trends in programming will be discussed. The presenter will also describe experiences in developing and implementing physical activity programs for youth with developmental disabilities in community settings. Challenges and opportunities for translating evidence-based practices into effective inclusive community programs will be presented. There will be plenty of opportunity for brainstorming with an effort to inform both future research and practice.

## **LUNCH & COLLABORATION FORUM**

### **12:15 PM - 1:45 PM**

Find a group discussion that interests you in the Great Hall during lunch!

Tables will have different topics, designated by a tent card. A few tables will have blank cards, so feel free to create a conversation that meets your needs.

We believe in the *philosophy of abundance*: that there is more than enough to go around (and our work and communities benefit) when we share ideas, resources, referrals, and more.

Please feel free to move around: you are by no means bound to a table for the whole time!

The outdoor patio is also available for seating.



*For those earning CEUs, please remember to return your form to the registration desk at this time.*

# PLENARY SESSION

1:45 PM - 4:30 PM

WELCOME

(Great Hall)

**Chenine Peloquin, Project Director**

LOCAL PROJECT HIGHLIGHTS

**Greg Rudolph, Access Rec Steering Committee, The Play Brigade**

**Jim Ross, Widening the Circle, The Arc of Massachusetts**

**Kathryn Dietz, Filmmaker, Tufts University**

JOB STRESS, BURNOUT, AND SELF-CARE: BUILDING RESILIENCE TO BETTER ENCOUNTER WORK AND LIFE CHALLENGES

**Presented by Julie McGrath, M.S.W., LICSW .2 CEUs**

Covering topics including the physiology of stress and the mind/body connection, stress management, signs and causes of burnout, and key elements in resiliency, this workshop is geared specifically for human service professionals, clinicians, health care workers, direct staff and supervisors to help them: Understand and identify the physical, emotional and behavioral differences between stress and burnout; Learn the key concepts to coping with adversity and adapting to challenges or change; Help supervisors identify burnout in their employees and reduce or prevent the job turnover and other negative implications or effects of dissatisfied and depleted staff; and develop an action plan to building and maintaining resiliency for enhanced job performance and satisfaction so you can be happier, healthier and more effective at your job and life!

CLOSING REMARKS

EVALUATIONS

**Thank you to our members and to each of you for joining us today!**

**We hope you can join us and continue the conversation next week**

**at the Reel Abilities screening of *Endless Abilities*,**

**Wednesday, April 13th at 6:30 p.m. at the Museum of Science.**

**Reserve your free tickets at [www.reelboston.org](http://www.reelboston.org)**

# SPEAKER BIOS

## JENNIFER BROOKE, ASLA

Jennifer Brooke is a partner at Lemon | Brooke, a national landscape architecture and design practice. Her diverse experience allows her to engage a wide range of project types including cultural institutions, campus plans, and parks. She also has a strong academic background and has held teaching appointments at the University of California and the California College of Art. As an active consultant for the Institute for Human Centered Design, she collaborates with clients to plan, design and manage projects focused on contemporary and inclusive design. Jennifer earned a BFA at Parsons School of Design and a MLA from Harvard University.

## KAREN FOSTER, M.S.

Karen Foster began working with All Out Adventures as a program leader in 2004 and was appointed Executive Director in August, 2007. A former middle and high school teacher and school-based program director, she holds a master's degree in Educational Administration; has attended a National Outdoor Leadership School backpacking trip leader course; and holds a variety of relevant outdoor recreation certifications (Wilderness First Aid, Sea Kayak Instructor with an adaptive endorsement, Leave No Trace trainer). She has learned how to be an Executive Director purely through on-the-job training and is looking forward to the opportunity to share and connect with others in similar positions.

## BARBARA GILDEA, M.A.

Barbara Gildea leads corporate and foundation giving, communications, and strategic development for Camp Shriver at UMass Boston. Camp Shriver is an inclusive summer program that brings together an equal number of children with and without disabilities so that all children learn and play together. In her role as program coordinator for Camp Shriver at UMass Boston, Barbara is additionally responsible for camp admissions, recruiting campers and staff, and liaising with Camp Shriver's partners at the university, local schools and greater UMass Boston community.

For the past decade, Barbara has worked in a variety of communication and development positions in nonprofit settings. As a Special Projects Coordinator at Roca, a youth development organization in Chelsea MA, she coordinated special events and annual appeals. With Citizen Schools New York City, Barbara wrote foundation and corporate grants. Additionally, Barbara had raised over \$120,000



for Boston Latin School and the Dana Farber Cancer Institute in volunteer positions chairing individual events. Barbara has a Masters of Arts in the Humanities from the University of Chicago. She also has a Bachelor of Arts in English, a Bachelor of Arts in Latin and Greek, and a Bachelor of Science in Secondary English Education from Boston University.

### **TOM MCCARTHY, ASLA**

Tom has been committed to providing quality accessible recreation experiences in the outdoors for more than twenty years. Tom began his affiliation with state parks as a consulting Landscape Architect in the late 1980's. He developed a broad overview of public outdoor recreation and the importance of design to create an affinity between the natural and built environments. In 1995, his creation of the Universal Access Program reflected the broader scope of outdoor recreation needs for people with disabilities in Massachusetts State and Urban Parks through the combination of Universal Design, specialized programming and the inclusion and strategic placement of adaptive recreation equipment. Tom has consulted on projects and presented nationally and internationally on the importance of planning for the inclusion of adaptive technologies and equipment along with assistive programming for outdoor recreation activities when designing outdoor recreation facilities and large scale landscapes.

### **JULIE MCGRATH, M.S.W., LICSW**

With her Master's degree and LICSW in social work, Julie McGrath has served a decade in social work in direct line staff and upper management positions in various settings currently the Director of the Crisis Team in the Emergency Department at the North Shore Medical Center in Salem, MA. In addition, she has conducted trainings in large group settings on issues related to quality management and workplace issues. Her JM Seminars are designed to instruct, empower and encourage mental health workers to reduce stress and overwhelm and implement a unique regimen of self-care and resiliency.

### **CHENINE PELOQUIN, CTRS**

Chenine Peloquin is a Certified Therapeutic Recreation Specialist and the Project Director at Access Recreation Boston. In addition to her work with Access Rec, she is pursuing her master's degree in Child Development at Tufts University in the Eliot Pearson Department of Child Study and Human Development. Chenine served as the Director of Recreation at Emarc in Wakefield from 2005-2014, coordinating all levels of a community-based therapeutic recreation program for individuals with developmental disabilities. It was through this work that she recognized the need to build a cohesive group of providers on a local level to improve referrals, share challenges and opportunities, and promote collaboration. Chenine is

passionate about supporting professionals in recreation settings in order to improve program quality and participant experience, and about getting people of all ages and abilities out to play.

### **CAITLYN RIDGELY**

Caitlyn has been sailing for as long as she can remember. She started working at Piers Park Sailing Center as Adaptive Recreation Director in 2012 and moved into the Executive Director role in December, 2015. She grew up surrounded by the world of disabilities with an uncle living with a disability, her mom working in physical therapy, and another family member who built prosthetics. Caitlyn earned her Bachelor's Degree in Communication Sciences and Disorders from the University of Vermont.

As the executive director, Caitlyn is still learning as she goes and becomes more integrated into the management role. She is excited to move the adaptive programming forward and help PPSC become an even more inclusive organization. She wants you all to know: she will win *every* time at Limbo.

### **TREVOR SMITH, M.A., M.Ed.**

Over the years, Trevor has skillfully used the principles of improvisation as training tools to help employees reduce workplace stress, improve their communication skills, become more creative problem solvers, improve their ability to work as part of a team, and create that spark that leads to an overall healthier and happier workplace. Now, he has combined his improvisational techniques with leadership training and development strategies to create a unique series of talks, trainings, workshops, seminars, and retreats for CEOs and HR leaders in addition to employee groups.

As a vibrant speaker, facilitator, and theatre based trainer, Trevor has delivered over 200 talks and training sessions on a number of topics including humor in the workplace, inspirational leadership, communicating confidently, team-building, creative problem-solving, enhanced productivity, and employee engagement. Each of his interactive programs provides a safe and welcoming space where individuals can connect with each other, learn together, and grow as a team.

Trevor is a Certified Laughter Leader through the World Laughter Tour, a Certified Laughter Wellness Trainer through the American School for Laughter Yoga and works with both profit and nonprofit businesses. His client list includes: Hampden Bank, Subway, The Center for Human Development, Smith College, and Community Enterprises. For more information about Trevor please visit his website at [www.blueskyconsulting.us](http://www.blueskyconsulting.us).

### **HEIDI STANISH, PhD.**



Heidi Stanish is an Associate Professor of Exercise and Health Sciences at UMass Boston and holds an adjunct

faculty position at UMass Medical School's Eunice Kennedy Shriver Center. Dr. Stanish has expertise in adapted physical activity with particular specialization in exercise and fitness for individuals with developmental disabilities. Her research efforts focus on developing strategies to meet the unique physical activity needs of this population in order to promote successful participation in inclusive, community settings.

### **RICHARD TRAKIMAS, M.B.A.**

Richard Trakimas brings more than 30 years of international B-2- B and B-2-C marketing and sales experience in both Fortune 500 and startup businesses to today's program. He has been employee #2 in a startup and the global product manager and global communications manager for multiple specialty chemical companies. His experiences serving multiple organizations and product lines have taught him how to come into new product lines, identify their competitive strengths and weaknesses and develop cost-effective marketing and sales programs to bring his products to market leader positions. He is also the father of a special needs son and a past Special Olympics coach. He is as eager to learn from you as you are from him.

### **STUART WEINREB, ASLA**

Stu Weinreb has applied his landscape architecture skills to protect, enhance and manage natural and cultural resources for public benefit and enjoyment for over 30 years. His career in public work began at the Massachusetts Department of Environmental Management , with the restoration of Walden Pond's banks and trails. He went on to plan and manage the restoration of significant sites across the state park system, including Mt. Greylock, and Pilgrim Memorial State Park, the site of Plymouth Rock.

Currently, as the Director of Capital Assets and Planning for the Massachusetts Audubon Society, an educational nonprofit organization, Weinreb oversees planning, design, and construction of major improvement projects for the 61 wildlife sanctuaries Mass Audubon owns and operates for the purposes of education and environmental conservation. Weinreb is a longstanding member of the Walden Pond Board of Directors, a citizens advisory committee that advises the Department of Conservation and Recreation on park planning and management. In 2013, Weinreb received the ASLA's LaGasse Medal for contributions to the management and conservation of natural resources and public landscapes.

**Would you like to share *your* expertise in a future session? Do you know someone who should? Contact Chenine at [chenine@accessrecboston.org](mailto:chenine@accessrecboston.org)**

# WHO WE ARE

# ACCESS RECREATION

B O S T O N

## PROJECT DIRECTOR

Chenine Peloquin, CTRS  
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617-695-1225 x255

## STEERING COMMITTEE

Karen Foster, All Out Adventures\*  
Marcin Kunicki, Community Boating  
Aiyanna Lamkin, Special Olympics Massachusetts  
Rachael Lee, DCR Universal Access Program  
Tom McCarthy, DCR Universal Access Program\*  
Maureen McKinnon, Paralympic Athlete, Motivational Speaker  
Zoe Norcross, Spaulding Adaptive Sports Network  
Mary Patstone, Spaulding Adaptive Sports Network  
Gigi Ranno, DCR Universal Access Program  
Caitlyn Ridgely, Piers Park Sailing\*  
Greg Rudolph, The Play Brigade/Adaptive Hiking Team  
Joe Walsh, Adaptive Sports New England  
Eli Wolff, Institute for Human Centered Design  
Anna Wood, The Bridge Center

*\*Denotes current leadership team*



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