

# FIRST SESSIONS

## 10:30 TO 11:30 A.M.

(Concurrent Sessions-Please Select One)

### PROMOTING CUSTOMER SERVICE AS A LEADER

We know great customer service is crucial to our success and prosperity. But if we already have customer satisfaction programs in place and are doing all the “right” things, then what steps do we take as leaders to move to the next level? How do we bring our employees with us ... especially in this environment of diminishing resources? Examine current “Best Practices” from exceptional agencies, ways to clarify customer service standards for your staff, and methods for turning the workplace into a fantastic place to work where everyone works as a team, confidently promotes customer satisfaction, and comes to work every day with a positive attitude.

PRESENTER: Ruby Newell-Legner, *Certified Speaking Professional*

LOCATION: Ayres Hall

### EFFICIENCIES: SHORT AND LONG TERM SOLUTIONS

Clean Energy Opportunities Under the American Recovery and Reinvestment Act with focus on:

- Review of Programs Created and Authorized
- Short and Long-Term Objectives
- New Opportunities in Clean Energy
- Los Angeles County’s Clean Energy Strategy

PRESENTER: Howard Choy, *Energy Division Manager, Los Angeles County Public Works Department*

LOCATION: Bamboo Room

### HOW TO POSITION YOURSELF AND YOUR DEPARTMENT FOR THE FUTURE

This will focus on the following:

- Surviving in tough economic times
- Leadership traits and expectations
- Planning and preparing your career track

PRESENTERS: Michael Fleager, *City Manager, City of*

*Chino Hills*; and Tom Robinson, *City Manager, City of La Mirada*

LOCATION: Palm Room

### IMPORTANCE AND BENEFITS OF PARKS AND RECREATION COMMUNITY NEEDS ASSESSMENT

The Needs Assessment:

- Identifies the public’s level of awareness of and perception of the Department’s current programs and facilities and determine resident satisfaction levels with the quality, quantity, and management of existing parks, programs, facilities and services.
- Identifies key issues which impact park usage, e.g., transportation, safety, etc.
- Identifies the community’s current and future interest and concerns regarding the operation, development and implementation of new facilities and facility improvement, and programs.
- Identifies general demographic characteristics that reflect the current and future trends and developments in the community and assess the impact those trends will have on the Department’s ability to deliver needed services.
- Presentation of a Citywide Community Needs Assessment. (Los Angeles City Department of Recreation and Parks)

PRESENTERS: Mia Lehrer, *Principal* and Jan Dyer, *Associate of Mia Lehrer & Associates*

LOCATION: Oak Room (Located Below Peacock Café)

# SECOND SESSIONS

## 11:45 TO 12:45 P.M.

(Concurrent Sessions-Please Select One)

### PROMOTING CUSTOMER SERVICE AS A LEADER

Repeat of the First Session

PRESENTER: Ruby Newell-Legner, *Certified Speaking Professional*

LOCATION: Ayres Hall

### NATIONAL ALLIANCE FOR YOUTH SPORTS

The panel will discuss how the N.A.Y.S programs was implemented into their sports programs and the positive impact it has made in the programs since its inception to the Department of Parks and Recreation.

PRESENTERS: Manuel Escobar, Anthony Montanez, Albert Gomez, Karla Mercado, Martin Rascon, and Olivia Perea *from Los Angeles County, Department of Parks and Recreation*

LOCATION: Bamboo Room

### THE ROLE OF PARKS AND RECREATION IN GANG PREVENTION AND INTERVENTION

This will focus on the following:

- Integrating, prevention and intervention programs
- The importance of collaborating with community leaders, non-profits, faith-based organizations and County agencies
- Respecting each other’s roles and sustaining the effort

PRESENTERS: Vincent Holmes, *Principal Analyst, Los Angeles County Chief Executive Office*; Anthony Massengale, *Senior Human Relations Consultant, Los Angeles County Human Relations Commission* and Chief Cecil Rhambo, *Los Angeles County Sheriff’s Department*

LOCATION: Palm Room

### IMPORTANCE OF NATURE FOR CHILDREN

Children have lost the right to roam which has created nature-deficit disorder as a growing problem. This session will discuss how children in general, and notably urban children, have a need to be reconnected to nature and free play. We will discuss how this is a growing problem and how to address solutions to reconnecting children to nature.

PRESENTERS: Kate Eschelbach, *Education and Outreach Specialist, U.S. Fish and Wildlife Service*; and Mark Subbotin, *Vice-President, Community Development, Newhall Land*

LOCATION: Oak Room (Located Below Peacock Café)

## Questionnaire

Thank you for attending the 2009 Parks Summit. We request your assistance in evaluating each session. Please rate the session you attended using the 1-4 number scale, with 1 being the lowest and 4 being the highest.

### **Promoting Customer Service as a Leader**

How beneficial was Promoting Customer Service as a Leader?

1      2      3      4

### **Efficiencies: Short and Long Term Solutions**

How beneficial was Efficiencies: Short and Long Term Solutions?

1      2      3      4

### **How to Position Yourself and Your Department for the Future**

How beneficial was How to Position Yourself and Your Department for the Future?

1      2      3      4

### **Importance and Benefits of Parks and Recreation Community Needs Assessment**

How beneficial was Importance and Benefits of Parks and Recreation Community Needs Assessment?

1      2      3      4

### **National Alliance for Youth Sports**

How beneficial was National Alliance for Youth Sports?

1      2      3      4

### **The Role of Parks and Recreation in Gang Prevention and Intervention**

How beneficial was The Role of Parks and Recreation in Gang Prevention and Intervention?

1      2      3      4

### **Importance of Nature For Children**

How beneficial was Importance of Nature for Children?

1      2      3      4

### **Rate your Knowledge of the Material Presented**

Before attending the sessions

1      2      3      4

After attending the sessions

1      2      3      4

Please rate how useful the material presented will be to your organization

1      2      3      4

Would you like to see the Parks Summit take place at a different time of the year?

If so when? \_\_\_\_\_

### **Additional Comments:**



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## Los Angeles County Department of Parks and Recreation

### 7th Annual Parks Summit “A Time For Change”

**PROGRAM**  
May 13, 2009



### KEYNOTE SPEAKER:

**RUBY NEWELL-LEGNER**  
SPEAKER, TRAINER, AND AUTHOR

“A NATIONALLY RECOGNIZED TRAINING EXPERT  
IN THE LEISURE AND HOSPITALITY INDUSTRY.”

## SCHEDULE

- 8:00-8:30 Registration and Continental  
Breakfast
- 8:30-9:15 Russ Guiney, Director, County of  
Los Angeles Department of Parks  
and Recreation
- Patti Keating, Chief, California  
State Parks, Office of Grants and  
Local Services
- Doug Houston, Legislative Con-  
sultant, The Houston Group
- Ilona Volkmann, County of Los  
Angeles, Regional Park and Open  
Space District
- Mika Yamamoto, County of Los  
Angeles, Department of Parks and  
Recreation
- 9:15-9:30 Break
- 9:30-10:15 **Keynote Speaker—**  
Ruby Newell-Legner, Speaker,  
Trainer and Author
- 10:30-11:30 Session I
- 11:45-12:45 Session II
- 1:00-1:45 BBQ Lunch
- 2:00 Tram Tour

### **Keynote Speaker—**Ruby Newell-Legner

### **“Understanding and Dealing with Change”**

Taking care of business currently means managing per-  
petual motion. In today’s volatile business climate  
your organization has to keep reshaping itself, shifting  
and flexing. Organizations and companies can’t run  
things the old way, even if they desperately want to.  
The good news is that change can come bearing gifts  
and opportunities. In this session, learn valuable tools  
to meet new challenges and to play by the new rules.

### **What you will learn in this program:**

- ◆ How to identify characteristics of successful  
change masters
- ◆ How to outline a consistent communication tool  
to enhance understanding
- ◆ How to utilize the “Concerns-Based Adoption  
Model”

### **Session I**

(10:30 a.m. to 11:30 a.m.)

- Promoting Customer Service as a Leader
- Efficiencies: Short and Long Term Solutions
- How to Position Yourself and Your Depart-  
ment for the Future
- Importance and Benefits of Parks and Recrea-  
tion Community Needs Assessment

### **Session II**

(11:45 a.m. to 12:45 p.m.)

- Promoting Customer Service as a Leader
- National Alliance for Youth Sports
- The Role of Parks and Recreation in Gang  
Prevention and Intervention
- Importance of Nature for Children