



Preliminary Program
Subject to Change

Conservation Areas Workshop

Special Places, Special People

October 27-29, 2010
Geneva Park, Orillia

Including Sessions For:

- Fleet Managers
- HR Staff
- Outdoor Educators
- Communications Staff



Special Places, Special People

The 2010 organizing committee would like to welcome you to Geneva Park for the 4th annual Conservation Areas Workshop.

The theme for this year is *Special Places, Special People*. Thousands of people pass through our Conservation Areas annually and it takes a lot of people to keep them running and keep people coming back. This year we have more programs than ever before! Whether its managing your employees and volunteers, managing the users, managing your fleet, or managing your activities, we have something for everyone.

Again this year we have a lot of great speakers. A special guest is Syer Hospitality, who will help us move from an era of customer service to an era of customer experience. They will give us ideas to keep our customers loyal to our Areas.

New this year is the Conservation Area Innovation Award. The "Conservation Areas Innovation Award" is open to all Conservation Authorities from across the province. The "Conservation Areas Innovation Award" will be gathering your innovations and selecting the top ten to be showcased at this years conference. Finalists will be awarded on Day 3 and a winner announced.

I hope you enjoy yourself at this year's workshop and take advantage of all the opportunities made available by the Organizing Committee.

Craig Machan
2010 Workshop Chair

Wednesday, October 27, 2010

10am - 3:30pm

Concurrent Session 1:

Mountsberg Conservation Area, Lunch
Facilities tours and information sessions

Concurrent Session 2:

Ganaraska Forest Centre, Lunch
Facilities tours and information sessions

4 pm - 7 pm

Registration, Exhibit Hall, Wine & Cheese

7pm - 9pm

Dinner and Innovation Awards

Thank You To Our Speakers

In lieu of paying presenters at this workshop, a special donation will be provided to the Mountsberg Conservation Area and the Ganaraska Forest Centre.

Mountsberg Conservation Area is a park like no other! Along with its scenic hiking trails and beautiful reservoir, it is home to a maple syrup Sugar Bush, a historic farmyard complete with playbarn for children, and a herd of endangered Wood Bison.



One of Mountsberg's unique features is the Douglas G. Cockburn Centre for Birds of Prey, an educational facility which provides a permanent home for over 30 non-releasable native birds of prey. These resident ambassador owls, hawks, eagles, vultures and falcons- most of which are non-releasable due to injuries sustained due to human impact on the environment -teach the public about respectful interaction with wildlife and wild spaces, and their presence gives visitors a chance to meet them "nose-to-beak".

www.haltonparks.ca

The site of the Ganaraska Forest Centre -- surrounded by a patchwork of pine plantation and regenerating hardwood forest -- speaks of history, multiple uses and conservation. But the new Ganaraska Forest Centre is so much more. The main building is a modern facility complete with education and conference facilities, common areas, sleeping areas for 80 and special areas for staff and administration.

The new Ganaraska Forest Centre, which is also the new home of the Oak Ridges Moraine Information Centre, is a unique multi-use facility, a new model in environmental design, and one that even sustains itself. The layout of the Centre allows for 'green' energy sources for different areas; these energy sources include solar thermal, biomass, propane and combination boilers. In short, the Ganaraska Forest Centre is the kind of place that walks the talk. It is a showcase of world-class environmental and ecological design.



www.grca.on.ca

Thursday, October 28, 2010

7:30am - 8:30am

Registration and Breakfast

8:30am - 9:30am

Open Plenary

Welcome

- Craig Machan, Chair and Master of Ceremonies

Opening Remarks

- Don Pearson, General Manager, CO

CAWG Update

- Chris Hachey, Grey Sauble CA

RCC Update

- Jim Harris, Conservation Halton

9:30am - 9:45am

Break

9:45am - 11:15am

Creating the WOW Customer Experience

- Syer Hospitality

11:15am - 11:30 am

Break

11:30 am - 1pm

Lunch and Exhibitor Presentations

1pm - 3pm

Concurrent Session 1: Conflict Resolution Training (*\$20 extra)

- Mike Benedict, MOL OH&S Inspector

Concurrent Session 2: Toursim Success Stories

- **Scott Elliott, Ministry of Tourism**

How to be successful in a competitive toursim market.

- **Rob Thorburn, Scenic Cave Nature Adventure**

How instituting an aggressive revitalization process with continuous improvements has made this one of the province's premiere tourist destinations.

- **Jim Douglas, Binbrook Conservation Area**

Adjusting to the demand of an increasingly popular day-use facility.

Concurrent Session 3: Sustainable Trails Program

- **Catherine Staples, Fleming College**

Insight into trail planning, design, construction, maintenance and management.

Thursday, October 28, 2010

3pm - 3:30 pm

Exhibitor Presentations and Break

3:30pm - 5:30pm

Concurrent Session 1: Conflict Resolution Training
Continued (*\$20 extra)

- Mike Benedict, MOL OH&S Inspector

**Concurrent Session 2: The Right Events at the Right Time
in the Right Place**

- **Brian Kemp, Lake Simcoe Region CA and Nigel Shaw, Canadian Wildlife Service Certified Bird Bander**

Learn about the Bird Banding Program at Scanlon Creek and how partnerships came together to enable the initiation of a successful natural history program.

- **Dave Dyce, Credit Valley CA**

Bass Tournaments: The success of a fundraising bass tournament held at Island Lake Conservation Area in partnership with the "Friends of Island Lake" to raise funds for a community trail.

- **Shannon Wood, Saugeen Valley CA**

"Christmas in the Country", an example of how a small event can blossom into a major success.

Concurrent Session 3: Trails Assessment

- **Bill Goulding, Sustainable Trails**

Hike Geneva Park and discuss trail location, design features, maintenance and hazard assessment.

5:30pm-6:30pm

Happy Hour and Exhibitors

6:30pm - 7:30pm

Dinner

Friday, October 29, 2010

8am - 9am

Breakfast and Check-Out

9am - 10:30am

Concurrent Session 1: All Abilities Welcome

• All Abilities Welcome

Many people with disabilities are hesitant to engage in physical activity and face a lack of awareness about inclusion from many community clubs and fitness facilities. This is why All Abilities Welcome works to create public awareness, build a knowledge base, train and support community organizations, and keep people of all ages and abilities informed about the message that active living is for everyone.

Concurrent Session 2: Fleet Management Evolution

• Roger Smith, Fleet Challenge Ontario

Fleet Challenge Ontario is a not-for-profit program that helps fleet operators reduce their fuel consumption, operating costs and tailpipe emissions.

• Jim Tucker, Toronto and Region CA

Learn about TRCA's success participating in the Fleet Challenge Ontario program

• Steve Kruk, Conservation Halton

What are the trends in fleet management and how do you make the right choices?

Concurrent Session 3: Master Plan Development

• Deanna Cheriton, Toronto and Region CA

TRCA's Project Manager talks about Heart Lake Conservation Area.

10:30am - 11:00

Break and Check-Out

Friday, October 29, 2010

11:00am - 12:30am

Concurrent Session 1: Inter-Generational Conflicts (Communicating to Generations X, Y and Z)

- Chris Moore, Toronto and Region CA
Production Manager, Social Marketing
- Nicole Pereira, IG Communications
Senior Project Coordinator
- Denis Braun, IG Communications
Project Manager

Concurrent Session 2: 'Green' Approach to Asset Management and Maintenance

- **Michael Bradley, ISO 14001 Certification**
*Learn about Grand River Conservation Authority's
Environmental Management Program.*
- **Brian Coombs, Conservation Halton**
*Retrofits you can make and challenges of greening
older facilities.*
- **Steve Kruk, Conservation Halton**
*What you need to know about "Environmental
Management Programs".*

Concurrent Session 3: Putting Master Plans Into Reality

- **Deanna Cheriton, Toronto and Region CA**
*TRCA's Project Manager talks about Heart Lake
Conservation Area.*

12:30pm - 2pm

Closing Plenary and Lunch

- Innovation Awards Presentations*
- Chris Hachey, Grey Sauble CA
Closing Remarks
- Craig Machan, Chair and Master of Ceremonies

Exhibitors

To be announced...



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