WHERE DESIGN MEETS PLAY
April 2-5, 2017, Clemson University, Clemson, South Carolina

2017 Conference on the Value of PLAY

US PLAY coalition
A partnership to promote the VALUE OF PLAY throughout life
Conference Center Layout
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About Us:
The US Play Coalition is a partnership to promote the value of play throughout life. We are an international network of individuals and organizations that recognize play as a valuable and necessary part of a healthy and productive life. Our membership is diverse— including educators, parents, physicians, health scientists, park and recreation professionals, psychologists, landscape architects and many more. Membership is free, and simply requires a declaration of shared commitment to the value of play.

Learn more about us and get involved at usplaycoalition.org

Continuing Education Units (CEU)
Clemson University awards CEUs for your participation in sessions at The Conference on the Value of Play 2017. Each keynote, PLAYtalk, featured and educational session is worth .05-.075 CEUs to those whose attendance is verified. There is no additional fee for CEUs at this conference.

FOR LANDSCAPE ARCHITECTS AND ARCHITECTS— Several of our sessions qualify for AIA and LA CES credits. There are 4 hours eligible for AIA learning units and 16 sessions pending LA CES approval (at the time of printing). These credits will also be available at no additional charge to our participants.

How to earn your CEUs:
1. Pick up the appropriate CEU form from the registration desk.
2. Have the room monitor sign your form at the beginning and end of each session you attended.
3. At the end of the conference, return your completed form to the designated area on the registration desk.
4. You will receive confirmation of your complete CEUs following the conference. Please give us several weeks to complete the process.
Need a Hotel Shuttle?

Shuttle service schedule between the Holiday Inn Express (HIE) and the Madren Center

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Welcome from the US Play Coalition

As your hosts for the 2017 Conference on the Value of Play, we are excited to welcome you to the main event. Whether this is your first or fifth conference, we are glad you have joined us on our journey to promote the value of play for people of all ages and abilities.

This year, our theme is “Where Design Meets Play.” We are thrilled with the many sessions that will reframe the way we think about play through the sharing of knowledge and experience in the field.

We continue to advance play with our great sponsors and partners. Collaboration is the key to our success, and we are excited that play has creatively united so many of our individual efforts.

To date, we have funded $41,000 in grants, and we look forward to increasing that total to $47,000 during the conference. Please join us at the closing celebration banquet on Tuesday night to learn who receives the 2017 action and research seed grant awards. This year we have also added two new awards—a research award and a practitioner award. We look forward to honoring those who have made and continue to make a profound impact on the play world!

Of course, our conference would not be possible without YOU. You are the heart and soul of the modern play movement. With two keynote addresses, three PLAYtalks, three PLAY institutes, 17 featured speakers, over 60 educational sessions, and our first ever research symposium, we are confident you will gain new knowledge and build meaningful connections with your peers. We also invite you to attend as many of our open committee meetings as you can; participating in these will position you to be an even greater leader in your community or organization in the future.

Thank you again for being with us. Thanks, too, to our sponsors, partners, volunteers, committee chairs, steering committee, and everyone who has played a role in making this event a success.

Let’s PLAY!

Brett Wright
Co-Chair

Fran Mainella
Co-Chair

Stephanie Garst
Executive Director
Welcome from Joe Frost, Honorary Conference Chair

As the Honorary Program Chair and on behalf of the US Play Coalition and its steering committee, I am pleased to welcome you to the 2017 Conference on the Value of Play. I hope you will join me in thanking Coalition Co-Chairs Fran Mainella and Brett Wright, Executive Director Stephanie Garst, our volunteer steering committee, our sponsors, our partners, and Clemson University for making this terrific event possible. Few professional organizations have progressed so far or so fast as USPC in promoting, creating and expanding collaboration for the value of play across generations.

This year is extra special for me at the Play Conference. Not only am I attending with my wife Betty and presenting with my friends Stuart Brown and Tom Norquist, but I am also being honored with the Play Coalition’s newest award, the Joe L. Frost Award for Distinguished Research. Our common work for children's play and play across generations has always taken a team. I have been very blessed and fortunate to have such great partners in addressing the Play Deprivation Crisis, and I believe the future awards will help and expand research that is so important for the Play Movement.

My sincere wishes for an informative, constructive, and enjoyable three days as you work to expand knowledge of productive play in homes, neighborhoods, and schools. In closing, I would like to leave you with this reminder: Children are born to play. It’s value for health, development, and well-being never fades away.

Dr. Joe Frost
Parker Centennial Professor Emeritus, University of Texas

Welcome from James P. Clements, PhD, Clemson University President

Dear conference attendees:

On behalf of Clemson University, welcome to the 2017 Conference on the Value of Play!

I am proud of Clemson’s leadership role in recognizing and promoting the need for, and value of, play throughout life. Thank you for choosing to spend a few days with us to discuss the role of design in play and to advance the very important work of the U.S. Play Coalition.

As President of a land-grant university with more than 23,000 students, and as a father of four children, I understand the importance of active and engaged youth – and of remaining active and engaged myself.

While on campus or out and about in the community, know that your expertise, advocacy, and collaboration will benefit not only the children and students here, but those in your own neighborhoods and schools.

I hope you enjoy your time at Clemson and that you have a fun, productive conference.

Go Tigers! Play hard!

Sincerely,

James P. Clements, Ph.D.
President, Clemson University
Keynote Speakers

Matthew Urbanski
Matthew Urbanski is a landscape architect and Principal of Michael Van Valkenburgh Associates, where he has worked for over two decades. Along with Michael Van Valkenburgh and Laura Solano, he has been part of the leadership team for almost every major project the firm has completed. He has planned and designed landscapes in the United States, Canada, and France, including innovative play spaces in New York City, Hoboken, Tulsa, and Chicago. In addition to his work as a designer, Matthew lectures and publishes frequently, including articles in Topos and Ecological Restoration Journal. He is an Associate Professor in Practice of Landscape Architecture at Harvard’s Graduate School of Design and is co-owner of Red Hill Nursery, a plants nursery in New Jersey. Matthew graduated from Albright College with a B.S. in biology, studied horticulture at the Delaware Valley College of Science and Agriculture, and earned an M.L.A. from Harvard’s Graduate School of Design. He is a licensed landscape architect in Massachusetts.

Power PLAYer Panel
Tackling the landscape of play from research, health, youth, parks and governmental perspectives, this is a discussion NOT to be missed!

Moderator:
Fran Mainella – Co-Chair, US Play Coalition
Former National Park Service Director
Fran Mainella served as the 16th Director of the National Park Service from 2001 – 2006. She was the first woman to hold this key position. Prior to heading the National Park Service, Mainella served for twelve years as Director of Florida State Parks. She has also served as executive director of the Florida Recreation and Park Association and as president of both the National Recreation and Park Association and the National Association of State Park Directors. She is currently a Visiting Scholar at Clemson University Department of Parks, Recreation and Tourism Management and the founder and co-chair of the US Play Coalition.

Panelists:
Stuart Brown, MD – Founder of National Institute for Play
Trained in general and internal medicine, psychiatry and clinical research, Dr. Stuart Brown has spent his career studying animal behavior and conducting more than six thousand “play histories” of humans from all walks of life—from serial murderers to Nobel Prize winners. Brown’s research asserts that play is essential to our social skills, adaptability, intelligence, creativity, ability to problem solve, and more. Play is hardwired into our brains—it is the mechanism by which we become resilient, smart, and adaptable people.

Michael Suk, MD – Chairman of Orthopaedic Surgery, Geisinger Health System
An orthopaedic traumatologist by training, Dr. Michael Suk has served as a White House Fellow by President George W. Bush and served as Special Assistant to Secretary Gale A. Norton at the U.S. Department of the Interior. During his tenure as a White House Fellow, Dr. Suk organized Get Fit with US, designed to support HealthierUS, a federal interagency program based on the premise that increasing personal fitness and becoming healthier is critical to achieving a better and longer life. At Interior, Dr. Suk spearheaded an initiative to develop the link between public health and recreation by coordinating five Interior bureaus. Dr. Suk believes that simple outdoor activities such as hiking, biking and camping on public lands and waters can serve as a gateway to a healthier lifestyle.

Kim Moore Bailey – Executive Director for Youth Outside
Kim Moore Bailey brings a wealth of experience to Youth Outside. Kim provides the leadership and vision that drives its mission of connecting youth to nature by eliminating barriers, providing resources, and promoting outdoor programming. Inspired by her own passion for the outdoors and years of both professional and personal experiences, Kim focuses on Youth Outside’s strategic direction, grantmaking portfolio, and working to achieve measurable results. Kim believes that Youth Outside serves as an intermediary to develop the critical connections required to engage underrepresented youth to nature and to encourage the capacity building of the organizations supported.
Kimberly S. Clay—Founder & Executive Director, Play Like A Girl®

Kimberly S. Clay is the founder and executive director of Play Like A Girl®, a nonprofit dedicated to empowering women and girls to be healthy and confident through sport, physical activity, and active play. Her latest efforts to share her passion for helping girls reach their full potential is #bringbackplay—starting in backyards, neighborhood parks and schools across the South. Dr. Kim has been named one of Toyota’s Everyday Heroes, Xavier University’s 40 Under 40, and one of 50 People on the Move by the Nashville Business Journal.

Pat “The Play Lady” Rumbaugh

Pat Rumbaugh is The Play Lady! The co-founder of Let’s Play America, is on a mission to encourage joy, improve communities, and connect neighbors through play. Pat speaks all over the country about the importance of play. She is a frequent blogger on the topic as well, contributing to Psychology Today, Genius of Play, AARP and Play, and Playground Magazine. Pat is also the author of a children’s book, Let’s Play at the Playground, published in 2013.

James Siegal—CEO of KaBOOM!

James Siegal is the CEO of KaBOOM! - a national non-profit that seeks to give all kids the childhood they deserve filled with play. KaBOOM! Is dedicated to bringing balanced and active play into the daily lives of all kids, particularly those growing up in poverty in America. Most recently, KaBOOM! Hosted The Play Everywhere Challenge, a $1 million competition to help kids access innovative play spaces.

Special Performance

TIGEROAR, Tuesday @ 6:30pm

TIGEROAR is Clemson University's all male a capella group. They perform a variety of musical genres around Clemson and entertained audiences across the country. The group also puts on two big concerts in Clemson every year, and their spring show, TIGEROAR Live, is a perennial sell-out in Clemson's 1,000-seat Brooks Center.

TIGEROAR will kickoff our celebration dinner on Tuesday evening!
Featured Speakers

Stuart Brown, MD, Founder of National Institute for Play

Trained in general and internal medicine, psychiatry and clinical research, Stuart Brown first discovered the importance of play by discerning its absence in a carefully studied group of homicidal young males, beginning with the University of Texas Tower mass murderer, Charles Whitman. He later became founding Clinical Director and Chief of Psychiatry at Mercy Hospital and Medical Center and an Associate Professor at UCSD in San Diego, California. Over the course of his clinical career, he interviewed thousands of people to capture their play profiles. His cataloging of their profiles demonstrated the active presence of play in the accomplishments of the very successful and also identified negative consequences that inevitably accumulate in a play-deprived life.

As he ended his clinical career, Dr. Brown believed that play could be the key to discovering the giftedness that is in everyone, but he realized that identifying the importance of play hadn’t really fully revealed what play is. So, in 1989 he decided to pursue play in greater depth. A science and evidence-based way of understanding and suggesting how to improve play hygiene was and still is lacking. He turned to animal play research to gain insights into human play.

With the support of the National Geographic Society and Jane Goodall, Dr. Brown observed animal play in the wild. He became acquainted with the premier animal play experts in the world, and began to see play as a long evolved behavior important for the well being and survival of animals. He subsequently came to understand that humans are uniquely designed by nature to enjoy and participate in play throughout life.

Mike Bryant, Director of Educational Program Activation at Discovery Education

Mike Bryant started his career working in YMCA after-school and summer camp programs in South Carolina. Mike then taught high school science and ran Levy County's 21st Century Community Learning Centers for middle school students. Mike left the classroom to become a part of the Discovery Education Community team, designing and delivering unique professional development experiences across the country and around the world. Building on his work with educators around the world, Mike helped launch Discovery Education’s Science, Social Studies and Math Techbooks. Students across the country use these powerful digital resources instead of the traditional textbook. Currently, Mike works with corporate and non-profit partners to craft engaging free programs and resources for students all over the world. Partners like the NBA, 3M, EA Sports, American Heart Association, Navy, Toyota, Lockheed Martin and many more build programs to support students, teachers, and communities. From hosting virtual field trips at a Ford plant to immersing himself in a STEM lab for the Tiger Woods Foundation, Mike works to ensure all educators and students have access to the best resources. He is currently Director of Educational Program Activation at Discovery Education.

Joe Crookham, CEO, Musco Lighting

Joe Crookham is the Chief Executive Officer and President of Musco Lighting. Using the guiding principles of "make it happen" and "do what's right because it's right," Musco Lighting dominates the sports lighting industry and provides innovation in many specialty areas of lighting. Although focusing on recreational facilities, Musco can be found at Wimbledon, the new Yankee Stadium and at some of the nation’s most treasured landmarks. From the Washington Monument, where the light level was doubled and the energy cost halved, to the White House where a new lighting system for the exterior reduced the energy by more than half, the Musco team is an international leader in producing energy efficient lighting. Joe’s leadership and advocacy for parks and recreation services are known beyond Musco with his service on numerous boards including National Recreation and Park Association Board of Trustees, National Recreation and Park Foundation, Little League Baseball Foundation, Iowa Parks Foundation, and William Penn University Board of Trustees to name a few.

Erik "Dr. E" Fisher, Ph. D., Psychologist, Media Consultant, Author

Leading Emotional Dynamics expert, Erik Fisher, Ph.D., aka Dr. E..., has been changing the lives of children, teens and adults for two decades. As a psychologist, media consultant and author, his unique and creative approach to his work has earned him the respect and accolades of his clientele, his colleagues, and the media. As a resource to the media, he has appeared on CNN, HLN, CNN-I, FOX, and NBC and has been interviewed for countless print articles in magazines, from Parents to Cosmopolitan. Dr. E... has two published books, The Art of Empowered Parenting: The Manual You Wish Your Kids Came With and The Art of Managing Everyday Conflict: Understanding Emotions and Power Struggles and proposals for three book concepts.

Play has always been an integral part of Dr. E...’s work with kids and adults. It is through the process of play that he has reached many of those who seemed to be out of reach.
Featured Speakers

Joe L. Frost, Ed.D, L.H.D.

Joe Frost is one of America’s leading experts on play and playgrounds and has a global reputation as the contemporary father of play advocacy. He is the Parker Centennial Professor Emeritus at The University of Texas at Austin with a passion for children’s play and play spaces.

At The University of Texas at Austin, Dr. Frost initiated a research project on play and play environments that would span nearly 40 years, the longest running play and play environments research project in the nation. PhD students in The University of Texas at Austin Play and Playgrounds Research Project have observed children at play, designed and built innovative playgrounds, and written books, PhD dissertations, articles, and reports of their research. After retiring from UT, Dr. Frost authored and co-authored six of these books and continues to oversee the play research program, write, lecture, and serve as President of the Lutheran Outdoor Ministry of Texas.

Dr. Frost has authored or co-authored 19 books, including several that have been published in other languages. His two most recent books, A History of Children’s Play and Play Environments: Toward a Contemporary Child Saving Movement, was published in 2009 and Play and Child Development (fourth edition, with Sue Wortham and Stuart Reifel), was published in 2011. He has also published six volumes of articles, reports, and original papers.

Joe has been an influential member of the US Play Coalition’s steering committee since its humble beginnings. He has served as moderator at the 2009 Summit on the Value of Play and then as honorary conference chair for each successive play conference. Joe Frost has been an influencer for our organization’s work as well as for the world of play.

David Gallagher, Chief Program Officer at Playworks

Chief Program Officer David Gallagher began his career with Playworks as a coach in an Oakland elementary school. After years of managing school programs in the Bay Area, he moved onto spearheading Playworks Training, and later transitioned into the role of national program director. As CPO, David and the national program team are responsible for managing the cities and programs, ensuring that quality standards and program operations are consistent and supported across the country. In his spare time, David enjoys coaching a high school soccer team and loves a fierce game of curbside 4-square.

Harry Harbottle, Risk and Play Consultant, CATE Consultancy

Through working with Richter Spielgeräte GmbH, Harry spent much of his time helping to establish innovative and exciting playspaces across Europe. For 20 years he was appointed as an expert to the European Commission in consumer safety and child safety. He is also a co-author of a guide to the European Standard for the Safety of Playground Equipment, published by DIN, the German Standards Organisation and now available in 6 languages. He is a frequent speaker on the international scene particularly on the subject of the balance between play value and safety and passionately believes in allowing all children the chance, through play, to reach their full potential whatever their ability or circumstances.

Dan Harding, Associate Professor of Architecture, Clemson University

Dan Harding is an Associate Professor of Architecture and Community Design+Build and serves as the director of the Community Research and Design Center (CR+DC) and the Architecture + communityBUILD graduate certificate program (A+cB) striving to ensure that South Carolina communities intently embrace the social, economic, and environmental pillars of sustainability. In 2013, DesignIntelligence named Harding as one of the thirty most influential design educators in the country, citing the impact of his community-centric work.

Teri Hendy, President, Owner, and Principal, Site Masters

Teri Hendy is the president, owner, and principal of Site Masters - a design and safety consulting company based in Cincinnati, Ohio. For the past twenty years, she has been actively involved as a design and safety consultant to the school, park and recreation industry. Teri brings extensive knowledge of the standards and guidelines that apply to the playground industry as she has actively worked with the ASTM subcommittees and the Consumer Product Safety Commission since 1987. Teri is currently serving as the chair of the National Playground Safety Institute Curriculum Committee. Teri is a nationally recognized author, speaker and expert in the area of playground safety and design. She has received numerous awards for design and for her contribution to the playground industry.
Featured Speakers

Jennifer Martin, President and CEO of TELUS Spark

Jennifer Martin is the President and CEO of TELUS Spark, and it was her overall vision that guided completion of the first new purpose-built science centre in Canada in over 25 years when it opened in October 2011. As a young biologist Ms. Martin began her career developing the Nature Exchange concept and leading a team to recover a fin whale skeleton, still permanently on display at Science North. Jennifer came to Calgary in 2007, well prepared for the challenge of repurposing what a science centre could be. In 1986 she joined the Ontario Science Centre (OSC) as an exhibit and program developer, rising through key positions in project management and leadership. In 1998, as the Director of Visitor Experience at the OSC, Jennifer oversaw all facets of the development, design and delivery of the Centre’s exhibit and public program services, and in 2001 led a $47.5M capital campaign. The resulting Weston Family Innovation Centre, a 12,000 square foot renewal program, has led to significant change in visitor engagement at the OSC. Jennifer holds a Bachelor of Science degree (Biology) from Laurentian University (Sudbury, Ontario) and a Master of Business Administration from the Schulich School of Business (Toronto, Ontario). She is also a 2009 Noyce Leadership Fellow, a Director on the Board of Beakerhead and a Director on the Board of the International Association of Science and Technology Centres (ASTC).

Tom Norquist, Senior Vice President for Design and Product Development, GameTime/PlayCore

As a founding board member in 1995, past president and current secretary of the International Play Equipment Manufacturer’s Association (IPEMA) and long-term active American Society for Testing and Materials (ASTM) representative, Tom Norquist has been involved in all aspects of the play industry. He actively participates in the U.S. Architectural and Transportation Barriers Compliance Board, serves on the Board for the International Playground Contractor’s Association, and served from 2002-2004 on the Advisory Board for the National Program for Playground Safety. Tom is a founding member and active leader with the U.S. Play Coalition. Under Tom’s leadership, IPEMA formed their value of play outreach effort through the www.voiceofplay.org website. Additionally, Tom is serving as an advisor for the National Institute for Play. He is a skilled marketer, product innovator and children’s advocate for safer, creative, inclusive and fun play. Tom is known for his boundless energy and heartfelt love for an understanding of children and adults at play.

Steve Nygren, Founder and CEO of Serenbe

Steve is the President of Serenbe. He founded Serenbe with his wife, Marie. He believes if you want to change the world, start in your own backyard. Fearing urban sprawl in 2000, Steve led the effort to create the Chattahoochee Hills Country Alliance to bring together landowners, developers and conservationists to find a mutually-agreed upon solution of balanced growth for 40,000 acres on Atlanta’s edge. This effort resulted in the largest land use change in the metro area’s recent history. Compared to the 15 county metro Atlanta’s model over the last three decades, this land plan provides for 20% more housing while saving 70% of the land for agriculture and recreation. In 2004, the Nygrens began development of Serenbe the community to demonstrate these concepts. The result is reminiscent of century-old communities connected to current technology. Steve has chaired many local and state boards and currently serves on three national boards dealing with environmental issues. He also serves on the Georgia Department of Community Affairs Board and chairs the Task Force for Comprehensive Planning for Georgia.

Jackie Retzer, Marketing Communications, Toy Industry Association

Jackie Retzer joined the Toy Industry Association (TIA) in 2011. As assistant manager of marketing communications, she serves as an official spokesperson for TIA and supports the Association’s consumer-focused Genius of Play movement to raise awareness about play’s crucial role in child development and encourage families to make more time for play in their daily lives. She regularly collaborates with TIA members, psychologists, pediatricians and play experts to keep parents and play lovers up-to-date on the importance of play.
Featured Speakers

Julian Richter, Founder, Richter Spielgeräte GmbH

Julian Richter graduated from the state school of engineering in Rosenheim as an engineer for wood technology, then worked for Hilde Richter Spielgeräte in Frasdorf. In 1977, he founded Richter Spielgeräte GmbH and has since then been Managing Director and Partner. Mr. Richter has been involved in standardization work for over 30 years. He is nationally involved in the DIN NA Sport, both as a Division Manager 14 (Camping and Leisure) and as Head of the German Delegation in TC 136, SC 1. At the European level, he is a member of CEN TC 136, SC 1. He is also Head of the Working Group WG4 Installation / Maintenance, the working group WG6 Material and the task force Task force - rational.

Richard Upchurch, Founder, BrandNewNoise

Artist and musician Richard Upchurch came up with an idea during a large, rather loud family vacation. With each child in the group came a noisy, plastic toy. The experience inspired Richard to design a different kind of noisemaker for his nephew—one that required nothing but his nephew’s own voice and imagination. Richard started out cutting and sanding wood on his apartment roof, gluing parts in his bedroom, and assembling in the kitchen. A year later, he began to build his business and community at a wood shop in Brooklyn. As he tells it, “I built 1 for my nephew. I built 5 for his teachers (for show and tell). I built 10 for my first online store. I am still building them today.” BrandNewNoise sound recorders let kids explore their voices in a decidedly non-plastic, non-digital way. They can record a message or music, then play it back at regular speed, or at a faster or slower pitch. Modern and minimalist, with a touch of nostalgia, BrandNewNoise gives voice to a new generation of sound.

Bambi Yost, Assistant Professor, Landscape Architecture, Iowa State University

In addition to several decades of teaching landscape architecture, Bambi Yost runs her own research and design firm. She provides residential and public playground design and consultation, outdoor curriculum design development, volunteer management, youth-focused research, and specialized design services. Dr. Yost also provides expertise on youth and community-based participation and empowerment through design, and youth-focused research.

Anna Yudina, Director of Marketing Initiatives, Toy Industry Association

Anna Yudina joined the Toy Industry Association in February 2015 as the Director of Marketing Initiatives. Ms. Yudina is spearheading the Association’s consumer-directed Genius of Play movement to raise awareness of play as a crucial part of child development and encourage families to make time for play in their daily lives. Since its launch in June 2015, The Genius of Play has generated over 600 million impressions and 8 million engagements among target audience. It was nominated for the 2015 Shorty Awards in the non-profit category.
Play Facilitator Certificate of Completion

Ellen O’Sullivan, PhD., CPRP
President, Leisure Lifestyle Consulting

This training gives adult facilitators the tools, beginner knowledge, and confidence to provide unstructured play experiences at their facility. This introductory training is designed to meet the needs of seasonal, part-time, and temporary workers at camps, playgrounds, and after-school programs. The program is also beneficial as a training tool for full-time staff that work with and lead those individuals.

Specific topics covered during the training include: characteristics of play, types of play, examples of play, brief overview of childhood development characteristics, examples of suitable games and activities, roles of play facilitators, overseeing play, and directing vs. supporting play.

Effective Playground Protective Surfacing – The Elusive Goal

Rolf Huber, Canadian Playground Advisory Inc.
Ken Kutska, International Playground Safety Institute, Inc.

Every type of surface has the potential to fail to perform as expected. Manufacturers and distributors are obligated to market the advantageous aspects of their products but what questions should the owner/purchaser be asking of the supplier. Playgrounds are a place of wonder for all to enjoy irrespective of ability or age. Without the knowledge necessary to purchase the appropriate surface system for your playground you are likely to experience problems with maintaining your playground compliance with the current public playground standards and guidelines.

Part One:
• The history of impact attenuation and severity of injury.
• Review the current Standard of Care for Public Playground Impact Attenuating Surfacing
• Injury Reduction: Can playground injuries be reduced let alone prevented?

Part Two:
This section will outline the problems associated with different types of surfacing systems, their materials, installation and maintenance issues, and the problems related to cross contamination of loose-fill and unitary surface systems.
Change Agents for Play: Program Design Starts with Understanding Your Audience

Deborah Rhea, Ed.D. – Professor, Texas Christian University and Director, LiiNK™ Project
Alex Rivchun – Project/Budget Manager, LiiNK™ Project
Laura Clark – Research Associate, LiiNK™ Project

This workshop will focus on being change agents in our communities to design and communicate play initiatives that utilize both physical environment and social emotional learning components.

Our goals are to identify and discuss challenges facing schools and communities to integrate play into different environments; discuss what unstructured, outdoor play means and why social emotional learning (SEL) should be emphasized; finally, to identify different ways our groups can collaborate to bring change to our communities through different program designs. This workshop will also examine what local, state, and federal policies should be considered to strengthen resource availability for designing programs."

Workshop Outline/Objectives:
Hour 1: Participants will identify current play initiatives; identify strengths & barriers common to their program implementation; and identify their target audience.

Hour 2: We will focus on the patterns identified in the first hour and develop 2-3 ways the attendees can become change agents through play design initiatives.

Hour 3: We will focus on developing ideas to effectively communicate their initiatives to identified target audiences, as well as developing 2-3 strategies that move the attendees’ initiatives forward through local, state, and federal policies.

Play Research Symposium & Educational Sessions

The Play Research Symposium provides opportunities for a scholarly exchange surrounding play. Our brand new Research Symposium Sessions will include several 15 minute presentations grouped by theme with a 15 minute Q&A to follow the series.

Educational Sessions are opportunities to share and discover innovative play strategies and play research. They are more interactive and aimed at practitioners. These Educational Sessions are 50 minutes long including Q&A.
<table>
<thead>
<tr>
<th>Time</th>
<th>Auditorium</th>
<th>Seminar Room I</th>
<th>Seminar Room II</th>
<th>Meeting Room I</th>
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<tr>
<td>10:00am-5:00pm</td>
<td>Registration desk is open from 10:00am-5:00pm; Posters display in Grand Hallway begins (Sunday through</td>
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<tr>
<td>11:00am-2:30pm</td>
<td>Pre-Conference Play Institutes</td>
<td>Effective Playground Protective Surfacing: The Elusive Goal – R. Huber, K. Kutska</td>
<td>Change Agents for Play: Program Design Starts with Understanding Your Audience – D. Rhea, A. Rivchun, L. Clark</td>
<td>Play Facilitator Certificate of Completion - E. O'Sullivan</td>
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<tr>
<td>2:30-3:00pm</td>
<td>Play Break—practice what you preach!</td>
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<tr>
<td>4:00-4:50pm</td>
<td>The Future of Schoolyards and Strategies to Work with School Communities to Get Things Funded and Built - B. Yost</td>
<td>Designing Play and Recreation Environments that Turn Research into Practice - I. Palacios</td>
<td>Why Play Must be Open-Ended, Mindful, and Wacky in Order to be Worthwhile - V. Nornber-Barey</td>
<td>Documenting Play With Video - A Curricular Lens - R. Stone</td>
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<tr>
<td>6:00-6:30pm</td>
<td>Newcomers Social (reservations required)</td>
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<td>6:30-8:30pm</td>
<td>Kickoff Dinner and Opening PLAYtalk (Ballroom) - Kimberly S. Clay, Executive Director, Play Like A Girl!® The Value of Play: When Design Meets Play (and Playtime Imitates Life)</td>
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<td>Nature, Parks, and Recreation</td>
<td>Health and Wellness</td>
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<td><strong>Tuesday closing banquet; Silent Auction open through 10am Tuesday</strong></td>
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<td><strong>Ambassadors for Play – Next Generation Play Workers - M. Leung</strong></td>
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<td><strong>Pure Play at the Fair: How temporary space leads to permanent play - P. Stine</strong></td>
<td><strong>Parents can &quot;Read, Rattle &amp; Roll&quot; - L. Cragan-Sullivan</strong></td>
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<td><strong>Designing for a Playful Park: Creating a Play Program for Boston's Greenway - K. Levesque</strong></td>
<td><strong>An Invitation to the Playground: Obesity and the Power of Play and Recreation - K. Player</strong></td>
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Sunday, April 2, 2017

3:00-3:50pm

“Ten Strategies to Get a C in Play” - Mike Bryant
Play in school and you too can be a C student. The purpose of this session is to share practical strategies that incorporate creativity, collaboration, critical thinking, and communication in a playful way. Learn through kinesthetic lectures, be challenged by the NFL Play60 Challenge and ideate in a maker space.

Nature-Inspired Play Environments: Design for participation, education and safety - John McConkey, Steve Hare
The cry to overcome “nature deficit disorder” coined by Richard Louv in his seminal book Last Child in the Woods, has sparked calls for a “Last Child on the Couch” campaign. It is cited that the very survival of our species and our planet depend on getting kids outdoors.

2016 Action Grant Winner
Outdoor Classroom on a Shoestring Budget - Kristine Jenkins
Start with a dream. Now bring it outside! Add some creativity, resourcefulness, volunteers, natural and recycled items and just a bit of money. Bring it all together, keep the children in mind. Make it fun, playful and inviting. Let them learn, while they play, OUTSIDE!!

Unleashing the Preschooler’s Potential in the Classroom and Beyond: How Movement & Play Power Learning - Preston Blackburn
Young children need both purposeful and free play to develop physical literacy and hone the social skills that will make them better learners. Discover hard, yet logical facts, drawn from studies, which focus on how big, physical play will impact success in elementary school and beyond.

Ambassadors for Play – Next Generation Play Workers - Matt Leung
Vivo’s Play Ambassadors are a team of play advocates that support and instigate unstructured play. This program is one of a series of projects selected to increase opportunities for outdoor play in Canadian communities. Come learn how the Play Ambassador team has impacted the capacity for play in our community!

4:00-4:50pm

The Future of Schoolyards and Strategies to Work with School Communities to Get Things Funded and Built - Bambi Yost
Bambi Yost, Assistant Professor, Landscape Architecture, Iowa State University, will share lessons learned from her time as Project Manager and researcher on Denver Public School’s Learning Landscapes schoolyards.

Designing Play and Recreation Environments that Turn Research into Practice - Inés Palacios
Wondering how research can influence the design of your play and recreation spaces? Learn more about the evidence-based approaches that can help engage your community and guide the successful design of outdoor spaces. A variety of resources and best practice programs will be shared to help you champion play environments, fitness, nature, inclusion, and more.

Why Play Must be Open-Ended, Mindful, and Wacky in Order to be Worthwhile - Vanessa Nornberg-Barey
Using Wacky Links, a DIY-kit for kids, we will explore the importance of open-ended vs. rule-based play in children’s development. Through both instructor-led and player-imagined creative projects, participants recognize how non-instructed play helps children disrupt their own self-imposed limitations, and how introducing mindfulness in play enhances sensory connection and self-confidence.
Session Descriptions

4:00-4:50pm Cont.

Documenting Play With Video - A Curricular Lens - Ryan Stone
Play is more than a means of helping children develop executive function and social/emotional competencies. Through the use of video, we have observed the physical development of children and their progress with academic standards. This session will invite participants to view and analyze videos of children to guide future instruction.

Pure Play at the Fair: How temporary space leads to permanent play - Patricia Stine
Using a temporary SPACE, designed with natural MATERIALS provided with families’ TIME to play and ideas to incorporate into their normal everyday life. It is a process which can be replicated in fairs, at shopping malls, in parks, at schools, in community centers – anywhere parents and children gather together.

Parents can "Read, Rattle & Roll" - Lorraine Cragan-Sullivan
Participants will explore Help Me Grow South Carolina’s “Read, Rattle & Roll” community-based developmental screening event. "Read, Rattle & Roll" promotes caregivers knowledge of child development through play, utilizing the Ages and Stages Questionnaire, Third Edition (ASQ-3) activities. Come experience one developmental domain through play.

5:00-5:50pm

Placemaking Leads To Playmaking: How Edible & Medicinal Gardens Make Serenbe More Playful - Steve Nygren
This presentation will share the specific ways nature makes children healthier, happier and smarter, how increased access to nature transforms our culture, and show how edible and medicinal gardens encourage outdoor play.

Promoting the Power of Play Through a Regional Play Conference - Heather Von Bank
Discover and learn about a creative way to advocate for play by hosting a regional play conference. Teachers, policy makers, community organizers, parents and caregivers who want to promote the “power of play” will be informed and inspired to create workshops, conferences, or play days in their communities.

Playing on Two Wheels - Denise Wiklacz, Penny Bostain
Come learn about a fun and successful bicycle skills and safety education program and why it’s a favorite among Greenville youth ages 9-11. This exciting program uses bikes to bring play to Greenville County physical education classes and summer camps.

Designing for a Playful Park: Creating a Play program for Boston’s Greenway - Katherine Levesque
Renowned for its stewardship of contemporary parks in the heart of Boston, in 2016 The Greenway Conservancy launched a Play program aimed at leveraging the park’s playful design elements to build wondrous experiences for park visitors. Join The Greenway’s Play Coordinator as she shares lessons learned from the pilot Play season.

An Invitation to the Playground: Obesity and the Power of Play and Recreation - Kirby Player
Play and recreation offer a positive, powerful weapon in the battle against obesity for the individual and communities. Obesity is a complex global health crisis. Public health officials have developed ecological models that contain targets where the application of leisure and play could inform and facilitate obesity prevention and treatment.
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<td>8:00-9:15am</td>
<td><strong>Keynote Speaker (Ballroom) - Matt Urbanski, Michael Van Valkenburgh Associates</strong>&lt;br&gt;“Designing for Fun: Making Play Spaces the City Kids (and Parents) Love”</td>
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<tr>
<td>9:30-10:15am</td>
<td><strong>Round Tables - Topic centered discussions facilitated by industry leaders (Ballroom)</strong></td>
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<tr>
<td>12:30-1:45pm</td>
<td><strong>Lunch and PLAYtalk 2 (Ballroom)</strong>&lt;br&gt;James Siegal, KaBoom! - “Transforming Every Day Spaces into PLAYces”</td>
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<td>Using Empathy to Design School Based Play - D. Gallagher&lt;br&gt;The Magic of Children’s Gardens - L. Tai&lt;br&gt;You want me to do what? E. Walker, J. DesJardins, B. Przestrzelski</td>
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<td>3:45-4:00pm</td>
<td>&quot;Snack and Gab&quot; Refreshment Break - grab a snack and gab about how YOU are inspired to design play!</td>
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<td>5:30-6:15pm</td>
<td><strong>US Play Coalition Committee Meetings (Open to All)</strong></td>
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<tr>
<td>6:30-8:30pm</td>
<td><strong>Meet, Greet, and Out to Eat (dinner cost not included) - shuttles to downtown restaurants will be available</strong></td>
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<td>Play to Innovate - Y. Kunter</td>
<td>It All Starts on the Playground: The Magical Bridge Playground and Beyond - O. Villarreal</td>
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<td>Get PLAYFUL with DANCE - M. Leung</td>
<td>Primal Playout Session - D. Edwards</td>
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Monday, April 3, 2017

10:30am-12:20pm

“Sometimes It Hurts”: Designing Play Environments with as Much Risk-Taking as Possible and as Little Safety as Necessary—Teri Hendy, Julian Richter, Harry Harbottle, Jennifer Martin
This two-part session includes speakers from the US, Germany, the UK and Canada presenting an international view of the role of risk taking in designing children’s play environments. The panel will focus on the perception of risk vs. the reality; designing for acceptable risk that balances risk and play value; establishing a precedent of risk tolerance; and modeling risky play that creates healthy and innovative communities.

10:30-11:20am

Quantitative Assessment of Playground Quality and Inclusivity - Natalie Grace Schulz, Mariya Lupandina, Maria Bermudez, Monsiha Reginald, Hannah Bergam
The Playground Project: INDIGO is a research-based organization working to promote and study inclusive playgrounds in Boston and around the US. The group has developed a quantitative survey that measures specific aspects of playground quality, including equipment diversity, playground maintenance, and inclusive design.

Learn Through Play : A Post Occupancy Evaluation of the Smale Riverfront Park’s Adventure Playground, Cincinnati, Ohio - Ponnapa Prakkamakul
This presentation exhibits a result of a post-occupancy evaluation of the Smale Riverfront Park’s Adventure Playground that aims to understand how design of the site generates a creative play that supports holistic development of a child based on four types of play theory by Sara Smilansky.

Bringing Play into the Architecture Curriculum—Julia Jamrozik
Focusing on strategies that introduce play to undergraduate and graduate students of architecture, this presentation makes the case that learning about play through analysis and making can augment the education of future architects and designers.

The Adult Play Cycle: Sex, Drugs, Netflix and Chill - Gregory Manley
City of Play designs playful experiences for adults. This educational session investigates the way grown-ups choose to play without realizing it and reviews a handful of techniques we use to cue adults into a more playful lifestyle.

Integrating STEAM and 21st Century Learning Skills into Summer Camp—Kayce Carraway
This presentation will highlight YMCA Camp Thunderbird’s successful efforts at integrating STEAM and 21st Century Learning Skills into traditional summer camp programs. Intentionally interactive, the presentation will provide attendees with resources and activities that are ready for use!

Pop Up Play: Affordable, Safe, and Community Driven Solutions—Jamie Walker, Corliss Outley, Kristi Montandon
Pop Up Play creates opportunities for high-quality play in neighborhoods. Initiatives utilize various tools, services and community programs to create safe, free play opportunities under the supervision of supportive adults. Pop Up Play provides an affordable way to improve access, safety, and community vitality and health.

Brown Bag STEM Challenge: Experiencing STEM through Play—Starr Jordan, Nichole Myles
We know that children naturally engage in STEM exploration during play. Families explore STEM concepts through play with our Brown Bag STEM Challenges. We will show how to reproduce this program in informal settings, discuss hosting conversations about STEM and play, and create our own Brown Bag STEM Challenge.

11:30am-12:20pm

Healing through Play: Play Opportunities as Positive Distractions at Pediatric Healthcare Environment - Shan Jiang
Combining the theories of leisure psychology and positive distractions, this current study examines environmental affordances that encourage play at various pediatric healthcare environments. Users’ behaviors and usage patterns at two hospital public spaces were observed and mapped. Case studies on two pediatric hospital gardens were conducted to indicate design guidelines.
Session Descriptions

11:30am-12:20pm continued

Impact of Adlerian Play Therapy on Externalizing Behaviors of At-Risk Preschoolers - Jill Shelnut, Michelle Dunn
This single case design study assessed the effectiveness of individual and group Adlerian play therapy for reducing externalizing behaviors of four at-risk African American preschool children. Findings showed individual Adlerian play therapy resulted in moderate effect size gains, while Adlerian group play therapy was shown to be highly effective.

Play Everywhere: Creating Family Friendly Cities—David Flanigan, Missy Benson, Angela Kyle
How can we turn moments of frustration into opportunities for play and joy? Reimagine what our urban spaces would look like — from sidewalks and bus stops to local business and laundromats. This session will highlight innovative projects that are ensuring all kids have access to play everywhere.

Parents as Potential Gatekeepers of Play: Strategies for Managing Overparenting in Out-of-School Time—Barry Garst, Ryan Gagnon
Today’s parents are supportive of their children, but they are also the most anxious and controlling parents in American history. This session explores the causes of overparenting and provides tips for positive parent interactions. Learn strategies for strengthening parent relationships and how to talk with parents when they’re fearful.

Caretakers of Wonder: Promoting Science Concepts with Playful Activities—Vivien Geneser
Children are like scientists: full of wonder about the world, interested in the way things work, and eager to engage in experimentation. In this presentation, we will investigate ways to utilize the natural curiosity of young children with playful hands-on activities that can facilitate the development of science concepts.

The Transformational Power of an Inclusive Playground—Natalie Mackay & Colleagues
Did you know that a playground designed to welcome people of all abilities provides a benefit for the entire community? When communities build unlimited playgrounds both children and adults feel enriched as they see and treat others as equals, regardless of their differences. Join this interactive discussion with a panel of experts moderated by Natalie Mackay, Executive Director of Unlimited Play.

The Connections between Invention and Play—Tricia Edwards
This session will introduce participants to research conducted by the Smithsonian’s Lemelson Center on the connections between play and invention. Participants will learn how research has been applied in Spark!Lab, the Center’s invention workspace for children and families, and will have a chance to engage in some hands-on invention fun.

2:00-3:50pm

WALKING TOUR—Patterns, Place, and Play: How Design Initiatives Can Highlight What is Right in Front of Us—Missy Benson, Paul Russell, Daniel Harding, Angela Kyle, David Flanigan
Join us for a walking session to discuss play everywhere concepts. Design experts will guide you from the Madren Conference Center to Lee Hall. At Lee Hall, attendees will take part in an open exhibit of student architecture and landscape architecture projects focused on play, community engagement and health.

2:00-2:50pm

The Genius of Play: Designing an Integrated Program to Help Families Capitalize on Key Development Benefits for their Children—Anna Yudina, Jackie Retzer, Erik Fisher, David Gallagher
This presentation highlights key research findings about parental attitudes towards play and shares results achieved by the Genius of Play over the past 2 years, along with best practices for building a national play movement we have learned along the way. It will demonstrate how research and facts can be successfully turned into effective communication strategies to reach millennial parents, discuss key success drivers, and share a vision for future growth.

The LiINK Project: The effects of play and character development on attentional fatigue in public school grades K & 1—Alexander Rivchun, Debbie Rhea, Emily Lund, Daniel Brimo
The Liink Project has implemented four-15 min recesses daily and three character development lessons weekly in grades K and 1 of multiple public elementary schools across Texas and Oklahoma. Attentional fatigue was measured in two LiINK schools with comparison schools to determine brain fatigue/focus during a school day.
Monday, April 3, 2017

2:00-2:50pm continued

**Play Under Pressure - Andrea Emerson, Caroline Templeton** Play continues to be threatened in higher education and early childhood education (ECE) classrooms. This presentation will explore the efficacy of hands-on play workshops in influencing pre-service ECE teachers’ beliefs about play. Conference participants will discuss the power of hands-on play for influencing personal perceptions of play through our work.

**Play for All: Inclusive Playscape Design—B. Stetson** G Cody QJ Goldberg led a movement that designed, funded and built a revolutionary playscape by integrating inclusivity, nature, community, art, and creativity. Harper’s Playground is a nonprofit dedicated to replicating this innovative, groundbreaking model to bring the power of play to more people in more communities.

**Meeting Preschool Teachers Where They Are! Creating Digital Play Landscapes in Rural Communities—LaDonna Werth** There is growing recognition of the importance of incorporating technology in meaningful and authentic ways into the curriculum and day-to-day practices of early childhood classrooms. This presentation will discuss the innovative ways to incorporate Digital Landscapes into early childhood programs serving young children in rural communities and share promising findings.

**All Grown Up! Emerging Trends with Play Past Childhood: Parkour, Parks, and Programming—Caitlin Pontrella, Melanie Hunt** Play is finding a way back into the lives of adults in the form of alternative athletics (e.g., obstacle coursing, crossfit, and parkour), but there are major social and physical barriers preventing full participation. In order to accommodate this rapidly resurfacing need, communities must make changes to their policies, programs, and design of public spaces.

**Come Out and Play: Leveraging Parks and Recreation to Build Healthy Communities—Kari Woloszyk, Ann Conklin** Come Out and Play (COAP) is an evidence-based curriculum designed specifically for parks and recreation agencies using existing programs and facilities. Designed to meet the CDC’s recommended 60 minutes or more of daily physical activity in children, COAP is a catalyst for improving community health using public spaces.

**A Call for Trauma Informed Play—Sue Schlemabach** It is estimated that 1.5 million children under the age of 6 experience homelessness annually in the United States. During this presentation you will gain a critical understanding of play in the context of a homeless shelter through narrative and visual documentation. Learn how a trauma informed framework can be utilized to create supportive play environments capable of facilitating healing from traumatic events associated with extreme poverty and homelessness.

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3:00-3:50pm

**Using Empathy to Design School Based Play—David Gallagher** This session will focus on how to have an empathic lens when designing programming for play within schools. It’s well known there are many demands, priorities and expectations on the principal, teacher, school staff, and students. We have seen how school based play programs or champions of play within schools (e.g., PTA) are most successful when seeing the world through their lens both to designing and implementing programming play at school. This session will relate not only to programs that work within school settings, but also to educators looking to implement more opportunities for play within their school.

**The Magic of Children’s Gardens—Lolly Tai** Designing outdoor spaces that are attractive to children requires a thoughtful landscape design process that incorporates key considerations of what appeals to children. This presentation focuses on nineteen case studies from the presenter’s new book, “The Magic of Children’s Gardens” and will detail inspiring ideas for creating unique children’s gardens.

**You want me to do what? Erica Walker, John DesJardins, Breanne Przestrzelski** In this session we will introduce innovative teaching methods that could be applied in any discipline and can help students understand and apply difficult material. Attendees will walk through the process and tools used to transform difficult topics into interactive, game-based learning lesson plans.
The Power of Play is Playworks’ acclaimed workshop, an interactive learning event which brings the sights, sounds and feel of a positive play experience. This training is designed not only to teach fun and engaging activities, but also the underlying concepts to creating a safe, inclusive, environment for meaningful play.

It All Starts on the Playground: The Magical Bridge Playground and Beyond—Olenka Villarreal
Olenka Villarreal spent 18 years at start-up and technology companies in Silicon Valley. When her second daughter was born with disabilities, she turned her focus to improving the quality of life of those with disabilities. In 2015, she opened Palo Alto’s Magical Bridge Playground, recently heralded as the nation’s “most innovative and inclusive playground.” Her remarks will examine the importance of inclusive play, as well as the extensively researched aspects of Magical Bridge that make the playground so unique and inclusive.

PLAY Workshops 4:15-5:15pm

Playing Outside the Lines: Play As A Metaphor for Life - Erik Fisher, Ph.D., aka Dr. E...
Often we teach kids to play games by the rules, and there is definitely a value to this. However, what can happen when you take play and the game beyond the rules and look to what play can teach about the child and what you can teach children about life through play?

The Power of Play: Improving School Climate Through Play - Janelle Averill
The Power of Play is Playworks’ acclaimed workshop, an interactive learning event which brings the sights, sounds and feel of a positive play experience. This training is designed not only to teach fun and engaging activities, but also the underlying concepts to creating a safe, inclusive, environment for meaningful play.

Developing Paralympic Athletes through Play - Doug Youngblood, Alvin Woods, Jill Moore
The need to introduce “PLAY” opportunities to potential Paralympic athletes to allow them to succeed in their own communities. This session would include the personal story of a Paralympic Team member and portions of a documentary film showing Paralympians in competition. Hear from Paralympic athlete Jill Moore about her experience growing up and her challenges in finding “PLAY” from her early childhood until currently her senior year in college at the University of Illinois.

Resourcefulness vs. Resources: Creating Meaningful STEAM Learning Experiences—Brad Putman
Engage in hands-on activities that promote play and problem solving centered around Science, Technology, Engineering, Art, and Math (STEAM) concepts. Participants will also learn how resourcefulness is more important than resources when creating meaningful activities for play while getting people to figure things out.

Get PLAYFUL with DANCE - Matt Leung
DANCEPL3Y (dance-play) is the world’s only pre-choreographed physical literacy and dance program for recreation centres and schools. Taught by Certified Instructors, DANCEPL3Y classes promote positive mental health through the 3 Rules of PLAY: Be Positive. Be Fun. Be Yourself. Come experience a practical approach to play-based physical literacy programming!

Primal Playout Session - Darryl Edwards
Get fitter, stronger and healthier using the power of Primal Play. Regardless of your relationship with activity; whether you have a love affair with fitness and relish a new challenge or hate exercise but want to get passionate about movement again – you will gain practical movement skills that will assist you in performing everyday, recreational and extraordinary physical tasks more effectively. You will also have a lot of fun doing it!
### Tuesday, April 4, Schedule at a Glance

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<tr>
<td><strong>Track</strong></td>
<td>Featured Speakers</td>
<td>Landscapes, Architecture, &amp; Design</td>
<td>Education and Programming</td>
<td>Education &amp; Programming</td>
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<td><strong>8:00-9:15am</strong></td>
<td><strong>Keynote Speaker (Ballroom)</strong></td>
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<td>Power PLAYer Panel - Fran Mainella; Stuart Brown, MD; Michael Suk, MD; Kim Moore Bailey</td>
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<td><strong>9:30-10:00am</strong></td>
<td><strong>Coffee Talk</strong>—grab a drink</td>
<td>and TALK about what we are DOING for play!</td>
<td>SILENT AUCTION CLOSES AT 10AM!</td>
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<tr>
<td><strong>10:00-10:50am</strong></td>
<td>Lighting with LED . . . The</td>
<td>Reclining Play - M. Talarowski, K. Farquhar</td>
<td>Play in American Life: Honoring the Life and Work of Dr. Joe L. Frost - M. Moore</td>
<td>Play University: A Hands-on Approach to Guiding Children Through the Stages of Play - K. Pinkney</td>
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<td>Opportunities and the Challenges - J. Crookham</td>
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<td><strong>11:00-11:50am</strong></td>
<td>Designing a Practice of Play, D. Harding</td>
<td>Designing Effective Playground Environments to Stimulate Play - T. Patel</td>
<td>Equitable play opportunities: A social justice issue - O. Jarrett</td>
<td>The LiNK Project: The effects of play and character development on classroom behaviors, BMI, and character scores in public school grades K &amp; 1 - D. Rhea</td>
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<tr>
<td><strong>12:00-1:30pm</strong></td>
<td>PLAYtalk 3 and Lunch (Ballroom)</td>
<td>Pat &quot;The Play Lady&quot; Rumbaugh - “Is Your Community Designed For Play?”</td>
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<tr>
<td><strong>2:45-3:35pm</strong></td>
<td>How Science and Research are Rocking the Play World - T. Norquist, S. Brown, J. Frost</td>
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<td>6 Elements of PLAY &amp; the Impact on Learning in the Classroom - D. Smith</td>
<td>Playing for a Change Follow-UP: Child Centered Play Counseling in Elementary Schools - S. Smith Adcock</td>
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<td><strong>3:35-4:35pm</strong></td>
<td>UNSTRUCTURED PLAY—Come Out and PLAY!</td>
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<td><strong>4:40-5:30pm</strong></td>
<td>US Play Coalition Committee Meetings (Open to All)</td>
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<td><strong>5:30-6:30pm</strong></td>
<td>Reception with Poster Presentations and Book Signings (Grand Hallway)</td>
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<td><strong>6:30-8:30pm</strong></td>
<td>Celebration Dinner Banquet (Ballroom) - Honoring the Work of Joe Frost plus Grant and Award winners announced</td>
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<td><strong>8:45-10:00pm</strong></td>
<td>Hospitality suite open at the James F. Martin Inn</td>
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<td>Education &amp; Programming</td>
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| Play Facilitation: Choices that Count - E. O'Sullivan | | | |
Lighting with LED . . . The Opportunities and the Challenges—Joe Crookham This session will cover LED related issues regarding energy, maintenance, spill, glare, sky glow and the impact of color spectrum choices on both vision and health. This session will discuss design opportunities and challenges when using diode light devices, LED, to illuminate large areas such as a ball field, play areas and walkways.

Reclaiming Play—Meghan Talarowski, Kate Farquhar Our award winning designs from two international play space competitions transform unique spaces, such as sidewalks, parking spaces, alleys and paved lots, into inspired terrains for play. We utilize a kit of parts that require no demolition; manage stormwater; bring nature into urban communities; and re-purpose salvaged materials for play.

Play in American Life: Honoring the Life and Work of Dr. Joe L. Frost—Mary Ruth Moore, Constance Sabo-Risley This session features authors describing their work and special contributions to American play and is dedicated to the life and work of Dr. Joe L. Frost and features a volume of essays written as a result of his influence on the authors.

Play University: A Hands-on Approach to Guiding Children Through the Stages of Play—Kristy Pinkey, LaShonda Watson Clark In this interactive educational session, we will journey through the dynamic world of dramatic play. From beginning to end, educators will learn how to set up, facilitate, and guide children, through an intentional play experience that promotes and inspires optimal learning.

Generation Migration: An Intergenerational Adult Day Camp Experience—Annie Frisoli Generation Migration is an example of a unique programming idea for college seniors and community seniors (that can be adapted to other age groups) to join together through recreational opportunities that connect people across generations by fostering a sense of community through shared experiences.

LET US Play: A New Approach to Old Games—Chuck Steinfurth Looking for ways to get more children active? Tired of the same old games? This session is aimed to provide afterschool and summer camp staff with activities and new strategies to get all kids moving.

Pretend Play and Brain Growth—Margaret Oliveira Pretend play is a universal aspect of childhood. What exactly is pretend play and how is it the same or different from other types of play? How is brain development and ultimately learning impacted by play? This workshop unpacks the latest science on the relationship between play and the brain.

Imagination Playground, Tinker Toys, and Play—Jessica Hayes The Children's Museum of the Upstate aims to provide experiences that encourage children to design, build, solve, and imagine. Two experiences offered by TCMU - Imagination Playground and Tinker Toys (the traveling exhibit from Betty Brinn Children's Museum) - will be investigated for their learning opportunities and outcomes.

Designing a Practice of Play—Daniel Harding A question that has remained centric to my personal endeavors as a craftsman, designer, and educator has been seemingly simple: Is it possible to design a Practice based on Play? Perpetual musing on the premise yields further inquiry into: can we Play at Practice?, and, can we Practice at Play? In the spirit of a Robert Pirsig Chautauqua, I endeavor to highlight the landscape my work has explored and the territory it has attempted settle.

Designing Effective Playground Environments to Stimulate Play—Teena Patel The environment exerts an overwhelming influence on children’s play. Effective playground designs encourage interactivity, creativity, and sensory stimulation. Unfortunately, many playground environments block effective play. Negative factors include too little space and equipment that encourages isolation and apathy. Teena Patel will offer conceptual and design solutions to these environmental challenges.

Equitable Play Opportunities: A Social Justice Issue—Olga Jarrett The presenter will share a PowerPoint on: (a) her research on recess and playground quality that suggests disparities in play quality and opportunities according to race and socio-economic status, and (b) research on high stakes testing effects on decreases in playful activities in high-poverty schools. Time for questions/discussion will follow.
Session Descriptions

11:00-11:50am continued

The LiINK Project: The effects of play and character development on classroom behaviors, BMI, and character scores in public grades K & 1—Debora Rhea, Alexander Rivchun

The LiINK Project has implemented four 15-min recesses daily and three character development lessons weekly in grades K and 1 of multiple elementary public schools with matching comparison schools. Classroom behavior, BMI, and character score comparisons will be shown by grade, gender, and school.

Building a Community of PLAY Through an Interdisciplinary University Collaborative—Debora Wisneski, Danae Dinkel, Miriam Kuhn

A community that intentionally supports play across the lifespan enhances the well-being of its citizens and creates the climate for innovation, learning, and civic engagement. This workshop shares how professors across disciplines at one institution are collaborating through engaged teaching and research to help create playful healthy environments for families.

Kidmania: Designing for Playing, Learning, and Growing—Krystina Castella

Kidmania: Designing for playing, learning, and growing will discuss 10 things every designer needs to know about kids. Each of the ten topics conveys the most relevant information for designers from child development and culture. It inspires the design process of product design, graphic design, environmental design, and interaction design.

Playing to Heal: A Trauma Sensitive Sports Practice—Nathan LeJeune

Growing research points to the power of physical activity as a way for people affected by trauma to reconnect with their body and reclaim control. This session outlines practices for working with youth who have experienced trauma and presents strategies that can be applied across youth development fields.

Playful Pedagogy: Playwork and Playing Out—Linda Kinney

This session examines ways children and young people engage in and benefit from outdoor play and how adults can enrich those experiences. Using approaches employed in the playwork profession, participants will explore open-ended creative ways to encourage, expand and enrich playing out opportunities for all. This session includes both hands-on activities and informal discussions.

1:45-2:35pm

BrandNewNoise: Where Design Meets Play—Richard Upchurch

Explore the inspiration and process behind the brand’s creative sound gadgets. It started out as a simple voice recorder made from the electronics of a $2 toy and some wood scraps—a simple design. Today BrandNewNoise is making handcrafted sound gadgets for all kids, musicians, lovers, and aliens looking to explore—even celebrity sound makers like the Black Keys. Richard’s talk will focus on how the simplicity in design leads to creative input and play for the end user. The participant will see how moving away from a multiuse/multifunction object can lead to play, experience the value in not over-designing a play gadget, and see how design can create a universal experience of play and engagement for all ages.

plaYce Making: Naturally Designing Beyond the Catalogue—Marie-Catherine Dubé, Zak Pierce

PlaYce making: Designing Beyond the Catalogue! A joint presentation by an Industrial Designer and a Landscape Architect, we’ll cover the basics on the benefits of water play and natural play, and discuss shifting the paradigm from simply selecting elements from a catalogue to focusing on place making and developing a whole, natural, and multigenerational experience. How can we, as a community, design the best natural play spaces—together?

The Shape of the New Adventure Play Movement—Joan Almon, Linda Kinney, Cynthia Gentry

A vibrant adventure play movement is growing in North America, characterized by loose parts, playpods, adventure playgrounds, and playwork staff. It reaches large numbers of children from all socio-economic backgrounds. The motivations, successes and challenges of the movement will be described and illustrated with short videos and photos.
“It’s Gonna Hurt”: Roughhousing and Risk in Play—Jim McCullough Embracing play means embracing chaos or anarchy. And while this uncontrollable energy shows up in all forms of play, it shows up dramatically in roughhousing and risk taking. In this session, you will be privy to a series of video clips of kids engaging in all manner of roughhousing or play with risk with smiles on their faces even though "It’s Gonna Hurt".

Play Facilitation: Unleashing Power of Play for Children—Ellen O’Sullivan This session includes the content from the first half of the Play Facilitator Certificate of Completion training. Specific topics covered during the training include: The Importance of Play, Characteristics of Play, Types of Play, Examples of Play, Play and Its Relationship to Stages of Child Development, Child development characteristics and the Role of play related to those characteristics. Stay for the next session to get the full training content.

The Universal Design of Play—Cynthia Connor, Barbie Norvell Assistive technology (AT) can make hands-on play possible for all children. This presentation will demonstrate how toys and technology can be blended so that all children can interact with one another in play activities, including instructions on how to make AT devices/modifications, making toys accessible and usable to all children.

CAN SCREEN TIME BE QUALITY TIME? - Nis Bojin The prevailing view of screen time is that it not only promotes sedentariness among kids, but competes with time that could be spent active outdoors. This talk discusses the R&D behind a suite of mobile games that turns this phenomenon on its head, harnessing screen-based games to get kids back outside while also providing play planners with previously inaccessible activity data.

2016 Action Grant Winner
“Getting Out of the Way: Designing for Playwork” - Matthew Bradley Designing for open-ended play can seem paradoxical, but as The New Children’s Museum introduced Playwork into our engagement strategies we found ourselves doing just that. We will discuss the development of our latest exhibition Make/Shift, as well as how our museum is integrating Playwork into programming and exhibition development.

How Science and Research are Rocking the Play World—Tom Norquist, Stuart Brown, Joe Frost This very special panel will feature some influential players helping us to better understand PLAY from a scientific and research based framework. Dr. Brown will share over four decades of research on benefits of play based on science. Dr. Frost will discuss the history of research of play at Redeemer Lutheran in Austin, TX. Tom Norquist will synthesize the two by explaining how the playground industry has improved using Brown’s and Frost’s research and findings.

7 Elements of PLAY & the Impact on Learning in the Classroom—Debbie Smith The purpose of this presentation is to examine the seven elements of play (swinging, sliding, spinning, balancing, climbing, brachiating, and sensory) and how they affect the growth and development of the cognitive processes in the brain and classroom every day through play.

2016 Action Grant Winner
Playing for a Change Follow-Up: Child Centered Play Counseling in Elementary Schools—Sondra Smith-Adcock This presentation is a follow-up on the Playing For a Change Action Project. Our project, at the University of Florida delivered play counseling sessions to students in two elementary schools. We will review the research base for using child-centered play in schools and summarize benefits of our school-based play activities.

Play Facilitation: Choices that Count—Ellen O’Sullivan This session includes the content from the second half of the Play Facilitator Certificate of Completion training. This session will dive deep into the Roles of Play Facilitator: Setting the Stage, Safety and security, Support for play environment, Overseeing Play, Directing vs. Supporting Play. Situational examples, Examples of facilitator’s behavior. Participants who also attended the previous session can choose to pay to take the certificate test (optional).
**Wednesday, April 5, 2017**

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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00-9:00am</td>
<td>US Play Coalition Steering Committee Meeting</td>
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Have a safe trip home! PLAY ON!! If you have arranged shuttle transportation to return you to the airport, check with the registration desk to be sure you are set for your trip.

**SAVE THE DATES FOR THE**

**2018 CONFERENCE ON THE VALUE OF PLAY**

**APRIL 8-11, 2018!!**

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### Poster Session—Tuesday Evening

- **“Addressing the Barriers to Play for Children in Rochester, New York”** - Jenn Beideman
- **“The Case For Play”** - Darryl Edwards
- **“Design for Play”** - Karen Feder
- **“Nature Play Begins at Your Zoo and Aquarium: The Phoenix Zoo’s Successful Adventure in Bringing Nature Play to the Community”** - Liesl Pimentel
- **“Learn, Grow, Eat & Go!”** - Marian Robinson
- **“The Bug-Ket List: Another reason to get out and explore”** - Nathan Shipley, Robert Bixler
- **“Play in the Public Schools: Tension Points for Administrators, Teachers, and Parents”** - Dolores Stegelin
- **“Observations of STEAM Play Activities at a Children’s Museum”** - Heather Von Bank
Be sure to visit our website regularly for ongoing updates about the play movement and Coalition activities!

usplaycoalition.org

Also follow US Play Coalition on social media!
Giving Thanks

Special thanks to the following organizations, who are important partners in planning the 2017 Conference on the Value of Play: Where Design Meets Play.

The Conference Center and Inn
230 Madren Center Drive
Clemson, SC 29634
(864) 656-4401

Holiday Inn Express & Suites
1381 Tiger Boulevard
Clemson, SC 29631
(864) 654-9410

The following people are also deserving of our special thanks:


Much gratitude to all our silent auction donors and patrons too!

Other Programs and Offerings from the US Play Coalition

Play Facilitator Certificate of Completion Training Online Program
Individual Online Training $59/person. (Department Trainer Option $300)

Play Facilitator Certificate of Completion training is an introductory course that will help you incorporate play through two facilitation roles: supporting and directing. This introductory training is purposely designed to meet the needs of seasonal, part-time, and temporary workers at camps, playgrounds, and after-school programs. The program is also beneficial as a training tool for full-time staff that work with and lead those individuals.

Learn more on our website - usplaycoalition.org/play-facilitation-training

#WePlayChat on Twitter
Once a month, social media savvy play advocates meet in cyberspace to “chat” about a current issue or trend in play. Our #WePlayChat has drawn participation from SEVEN COUNTRIES spanning 4 continents—and no one ever left the comforts of their home or office. Join in the conversations around the value of play during our #WePlayChat. This FREE professional learning opportunity is a great way to connect with fellow play enthusiasts, teachers and experts from the across the globe! Find us on Twitter @USPlayCoalition
US Play Coalition Steering Committee

A special thanks to our volunteer Steering Committee, who dedicated an incredible amount of time, energy and commitment to making 2017 Conference on the Value of Play happen, and who do so much throughout the year to further awareness of the value of play in the lives of people of all ages and abilities.

**Jodie Adams** - NRPA Past President, Missouri State U Faculty, Retired Dir. of Springfield - Greene County Park Board
**Joel Agate, PhD** - Assistant Professor, Recreation and Leisure Studies, SUNY College at Brockport
**Lawrence Allen, PhD** - Professor, Parks, Recreation and Tourism Management, Clemson University
**Joan Almon** - Alliance for Childhood
**Kevin Cook** - Chief Sales Officer, Playworld
**Richard J. Dolesh** - Chief of Public Policy, National Recreation and Park Association
**Joe Frost, EdD (Honorary Conference Chair)** - Parker Centennial Professor Emeritus, University of Texas
**Stephanie Garst** – Executive Director, US Play Coalition
**Stephen Hamelin** – President & CEO, Vortex Aquatic Structures International
**Teri Hendy** - CPSI, President, Site Masters Inc.
**Tom Kalousek** - Director, Safe Play for All
**Ingrid M. Kanics** - OTR/L, Kanics Inclusive Design Services LLC
**Kenneth S. Kutska** - Executive Director, International Playground Safety Institute, LLC
**Fran P. Mainella (Coalition Co-Chair)** - Visiting Scholar, Clemson University, Former National Park Service Director
**Tony Malkusak**, ASLA, CPSI, President and Landscape Architect for Abundant Playscapes, Inc.
**Danielle Marshall** - Executive Director, Playworks Maryland
**Tom Norquist** - Senior Vice President of Marketing, Design and Product Development GameTime
**Eric W. O’Brien** - Chairman, O’Brien & Sons, Inc.
**Lynn Pinoniemi** - Director of Marketing, Landscape Structures
**Peggy Riggs**, Co-Director at Brio2 Solutions
**Dolores Stegelin, PhD** - Retired Professor, Eugene T. Moore School of Education, Clemson University
**Michael Suk, M.D.** - Chairman, Department of Orthopaedic Surgery, Geisinger Health System
**Brett Wright, PhD** (Coalition Co-Chair) - Dean, College of Behavioral, Social and Health Sciences, Clemson University

**Coalition Advisors**
**Jackie Epping**—Centers for Disease Control and Prevention
**Dan Hendy**—Site Masters Inc.
**Rita Watts**—The Play & Playground Encyclopedia
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