

For Immediate Release

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Keynote, Breakouts at WRPA State Conference Focus on Marketing Parks and Recreation Departments and its Programs

Learning opportunity, supported by Landscape Structures scholarship program, helps enhance parks and recreation profession

Delano, Minn. (Sept. 13, 2013) — Landscape Structures Inc., a Delano, Minn.-based commercial playground equipment manufacturer, along with its Wyoming playground consultant, Dakota Fence, will exhibit at the Wyoming Recreation and Park Association (WRPA) State Conference Sept. 16-19, in Casper. The conference will feature Jodi Rudick, award winning speaker, marketer and trainer, as the opening keynote and a breakout speaker. This learning experience was made possible through the 2013-2014 State Association Speaker Scholarship program from Landscape Structures.

Over the past two decades, Rudick has dedicated herself to promoting the endless benefits of parks and recreation to audiences ranging from small business professionals and grade school children to government officials and corporate executives. In addition to creating the extremely successful “Benefits are Endless” campaign and managing the Parks Make Life Better! brand for the California Parks and Recreation Society, Rudick has authored eight books related to marketing and publicity. She currently serves on the City of Carlsbad’s Park and Recreation Commission and has served two terms as Park and Recreation Commissioner for the City of Oceanside.

Rudick will present "Schmoozapalooza" as her keynote topic, a session focused on networking and getting parks and recreation professionals more involved in their communities. Her second session, "60 Strategies to Motivate Registration, Participation and Action," is designed to help parks and recreation staff to get more people involved in their programs and realize the benefits. Finally, Rudick

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will present "Autopsy of a Dying Program: Knowing When It's Time to Pull the Plug," which teaches attendees what to look for and how to make changes.

Rudick's opening keynote session will be presented at 9:15 a.m. on Tuesday, Sept. 17, while her breakout sessions follow at 11 a.m. and 3:30 p.m. Conference attendees will have the opportunity to visit Dakota Fence and Landscape Structures in the exhibit hall throughout the day on Tuesday and Wednesday morning to learn about the latest trends in playground design including custom and theme designs. Additionally, delegates can get information about designing natural play environments in a session at 3:30 p.m. hosted by John McConkey, market insights manager at Landscape Structures.

About Landscape Structures Inc.

Since 1971, Landscape Structures Inc. has been the leading manufacturer of commercial playground equipment in the world. The employee-owned company is committed to creating a better world by encouraging outdoor activities that develop healthy kids, families and communities. Landscape Structures designs better playgrounds that welcome all ages and abilities, become signature gathering spaces for communities and offer the most innovative play experiences. The company's mission from day one has been to enhance children's lives by fostering and creating inspiring play experiences while honoring the environment.

About Dakota Fence

Dakota Fence, serving the Dakotas, Montana and Wyoming since 1972, represents premier manufacturers of park, playground and athletic equipment. The organization has four professionally staffed offices to rapidly respond to your needs, and their unique ability to create a design to fit in the available space, within budget and install these items sets them apart. You work with a single source from design conception to project completion. Dakota Fence is certified, licensed, bonded and insured, and with more than 1,000 installations is the most experienced contractor in the region.