



CRPA Winter Quarterly

Thursday, February 11, 2021

Schedule:

- 9:30 - 11:30 am:** Is it Time to Up Your Branding Game? *0.2 CEU's*
- 1:00 - 3:00 pm:** Vetting & Training Youth Coaches: Are Recreation Departments Falling Behind? *0.2 CEU's*

Location:



Is it Time to Up Your Branding Game? *(0.2 CEU s)*

Presented By: Corti Cooper, Founding Principal & Creative Director, Dot Think Design

Branding may be low on the priority list for many municipalities, but it can be an essential tool for Parks & Recreation departments. Want to grow public awareness for your facilities, and drive program enrollment? Branding is where it starts. This session offers a crash course in understanding why your brand is so important, the basic building blocks that make up a well-crafted brand, and what it takes to up your game across multiple platforms. We will explore the key principles of a strong brand and how to use your brand to build a connection with the public. Join us to evaluate the strength of your current brand and come to understand exactly what is entailed in a rebranding process.

ABOUT THE SPEAKER: Corti Cooper is founding principal and creative director of Dot Think Design, a Bridgeport-based agency that helps community-based organizations move their missions forward. She brings more than two decades of expertise to her work of connecting brands and people, with a focus on holistic strategy and practical solutions. Her clients have included Harvard Business School, Mill River Park Collaborative, and Groton Parks & Recreation.

Vetting & Training Youth Coaches: Are Recreation Departments Falling Behind? *(0.2 CEU s)*

Presented By: John LaMalva, Founder, Alpha Youth Sports

The rate of youth sports "incidents" (negative behaviors, injuries, and forms of abuse) has risen, resulting in an increase in national and state mandates for vetting and training coaches. While several segments of the youth sports market have made dramatic improvements in this area, many programs offered by recreation departments have made less progress. Participants in this session will learn how the landscape has changed, how legislation (ex: Safe Sport Act) affects coaches, and what actions departments can take to address the growing risk faced in offering youth sports programs. Come prepared to share your efforts on coach vetting and training as we will leave sufficient time for a group discussion on the risks, challenges, and best practices in this area.

ABOUT THE SPEAKER: John LaMalva is the founder of Alpha Youth Sports (AYS), which provides services to youth sports organizations that use parent and other volunteer coaches. AYS provides a coach recruiting and administration platform, and sport specific coaching materials, to youth organizations in more than 30 states. Prior to founding AYS in 2011, John led systems integration, production management, and consulting teams as an SVP at Fidelity Investments and as a Partner at Accenture.

Registration:

Payments must be received by 1/28/21. No refunds for cancellations after 1/28/21. Registrants that do not attend the Zoom meeting without cancelling prior to this date will still be responsible for payment.

Organization: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

E-mail: _____ **Phone:** _____

1: _____ **Title:** _____ Member (\$35) Non-Member (\$45)

2: _____ **Title:** _____ Member (\$35) Non-Member (\$45)

3: _____ **Title:** _____ Member (\$35) Non-Member (\$45)

(If more than 3 attendees, please use a 2nd form)

TOTAL DUE: \$ _____

Payment: **Please note, Zoom meeting access information will NOT be provided unless payment is received*

Invoice Check (payable to: CRPA, 135 Day St., 2nd Floor, 2H, Newington, CT 06111) Credit Card (CRPA will send an invoice which is payable online)



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