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VIRTUAL CONFERENCE



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- 19 Pre-Recorded Education Sessions from the 2020 Annual Conference - For CRPA Members, that's about **\$10 per session!!!**
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- Handouts, Presentations, Worksheets, and more!

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- Handouts, Presentations, Worksheets, and more!

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Department/Organization Information:

Organization: _____
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Registrant Information:

1. Name: _____ Title: _____
Email: _____ Phone: _____
☐ Virtual-Only (Member): \$200 ☐ In-Person Conference Attendee Add-On (Member): \$25
☐ Virtual-Only (Non-Member): \$220 ☐ In-Person Conference Attendee Add-On (Non-Member): \$45

2. Name: _____ Title: _____
Email: _____ Phone: _____
☐ Virtual-Only (Member): \$200 ☐ In-Person Conference Attendee Add-On (Member): \$25
☐ Virtual-Only (Non-Member): \$220 ☐ In-Person Conference Attendee Add-On (Non-Member): \$45

3. Name: _____ Title: _____
Email: _____ Phone: _____
☐ Virtual-Only (Member): \$200 ☐ In-Person Conference Attendee Add-On (Member): \$25
☐ Virtual-Only (Non-Member): \$220 ☐ In-Person Conference Attendee Add-On (Non-Member): \$45

4. Name: _____ Title: _____
Email: _____ Phone: _____
☐ Virtual-Only (Member): \$200 ☐ In-Person Conference Attendee Add-On (Member): \$25
☐ Virtual-Only (Non-Member): \$220 ☐ In-Person Conference Attendee Add-On (Non-Member): \$45

(If more than 4 attendees, please use a 2nd form)

TOTAL DUE: \$ _____

Payment Information:

NOTE: Payment MUST be received before being granted access to the virtual conference.

☐ 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)

CEU Allocation Policy

Due to the inability to monitor attendance at a virtual conference, CRPA will be allocating no more than 1.0 CEU (10 CEU hours) for Virtual-Only registrants and up to a combined in-person and virtual total of 1.0 CEU (10 CEU hours) for Add-On registrants. If you require CEU's, please complete the CEU form linked below and return to the CRPA office via email at info@crpa.com in order to have your CEU's verified and added to your CEU record.

CRPA Virtual Conference CEU Form: [CLICK HERE](#)

Cancellation Policy

Cancellations made within 10 days of the Virtual Conference registration date are eligible for a refund **SO LONG AS** the individual has NOT used the unique event code to log in to the Attendify app. Once the individual has logged in to the Attendify app using this unique event code, or more than 10 days has passed since registering for the Virtual Conference, there can be no cancellations made or refunds given.

***Note:** if registration was paid for with an existing credit, and you adhere to the above cancellation policy, a credit (not a refund) will be re-issued.



CONNECTICUT
RECREATION & PARKS
ASSOCIATION

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Monday, November 23rd

Room → ↓ Time	Earth Ballroom A	Expo Center: Modular 1	Expo Center: Modular 2	Thunder/Harvest/ Hot Suns
8:45 - 10:00 am	Keynote: Mitchell Silver, Commissioner, NYC Parks & Recreation Department (0.1)			
10:10 - 11:10 am	The Parks/Public Works Partnership (0.1)	Great Expectations - Can Revenue Goals and Social Equity Co-Exist? (0.1)	Setting the Stage For Successful Disability Inclusion (0.1)	Lifeguards: Training Like True First Responders (0.1)
11:30 am - 12:30 pm	Strategies for Disability Inclusion During COVID (0.1)	Succession Planning: The Future Is Now (0.1)	Putting Your Money Where Your Mission Is: Cost Recovery and Financial Sustainability (0.1)	
2:50 - 3:50 pm		Empowered Seasonal Staff - Get a G.R.I.P. (0.1)	Rise Up – The Art of Mastering Leadership Presence (0.1)	

Tuesday, November 24th

Room → ↓ Time	Earth Ballroom A	Expo Center: Modular 1	Expo Center: Modular 2	Thunder/Harvest/ Hot Suns
8:00 - 9:00 am	Run With It: Taking Your Programming to the Streets (0.1) - <i>Registration Area</i>			
10:00 - 11:00 am		Latest & Greatest Industry Trends (0.1)		
11:10 am - 12:10 pm	Technology in Parks: Using Technology in the Programming, Maintenance, and Sanitation of Parks (0.1)	Moving from a Municipal to an Enterprise Mindset (0.1)	Whack-A-Mole Is Not a Management Strategy (0.1)	Empowered Counselors in Training (0.1)
12:30 - 1:30 pm	"Novel" Ideas (0.1)	Mind your P's, Q's, and KPI's - Key Performance Indicators (0.1)	From A to Z: Strategic and Master Planning in Your Organization (0.1)	

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MONDAY KEYNOTE

The Power of Parks

Monday 8:45 - 10:00 am
Earth Ballroom B
(0.1 CEU)

Presented By:

MITCHELL SILVER

Commissioner

New York City Department of
Parks & Recreation

We all know parks are essential for our physical and mental wellbeing. Spending time outdoors, especially in green spaces, has been recognized as one of the fastest ways to improve your health and happiness. What some of us don't realize are the non-physical and mental benefits of parks and the full extent of the impact they have on our communities.

Join us as Mitchell Silver, Commissioner for the New York City Department of Parks & Recreation, explains how parks are so much more to a community than most people understand them to be. Besides maintaining the physical and mental wellness of our residents, parks shape and connect our communities while promoting economic development, livability, and social equity.

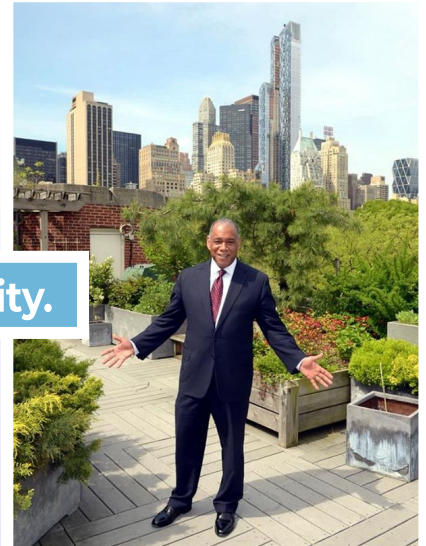
Parks have the **POWER** to **TRANSFORM** a community.

Commissioner Silver will show us investments in and improvements to these spaces can revitalize the areas they are located in. Investments in parks should be intergenerational, accessible, attractive, and safe while taking into account planning, placemaking, resiliency, sustainability, innovation, and technology. The power of parks is their ability to transcend age, race, income, politics, and geography.

Mitchell Silver was named Commissioner of the New York City Department of Parks and Recreation in May 2014. Prior to this, he served as the Chief Planning & Development Officer and Planning Director for Raleigh, NC. As Parks Commissioner, Silver currently oversees management and planning and operations of nearly 30,000 acres of parkland, including: parks, playgrounds, beaches, marinas, recreation centers, wilderness areas, and other assets. While serving in NYC, he has created the Parks Without Borders Initiative, Equity for Community Parks Initiative, and the Public Realm Team to bridge the gap between Streets (DPW) & Parks Departments.



Commissioner Silver was born in Brooklyn and grew up near Prospect Park. He received a Bachelor's Degree in Architecture from Pratt Institute and a Master's Degree in Urban Planning from Hunter College. He is certified by the American Institute of Certified Planners and is a licensed Professional Planner in the State of New Jersey. Commissioner Silver is also the immediate past president of the American Planning Association (APA) and is an award-winning planner with more than 30 years of experience in the field.



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SESSIONS AT A GLANCE:

Use this guide to find the

Aquatics (AQU)

- Lifeguards: Training Like True First Responders

Camps

- Empowered Seasonal Staff - Get a G.R.I.P.
- Empowered Counselors in Training

Finance (FIN)

- Great Expectations - Can Revenue Goals and Social Equity Co-Exist?
- Putting Your Money Where Your Mission Is: Cost Recovery and Financial Sustainability
- Moving from a Municipal to an Enterprise Mindset
- Mind your P's, Q's, and KPI's-Key Performance Indicators

Management (MGT)

- Keynote: The Power of Parks
- Succession Planning: The Future Is Now
- Rise Up – The Art of Mastering Leadership Presence
- The Latest and Greatest Industry Trends
- Technology in Parks: Using Technology in the Programming, Maintenance, and Sanitation of Parks
- Whack-A-Mole Is Not a Management Strategy
- From A to Z: Strategic and Master Planning in Your Organization

Marketing (MKT)

- Is It Time to Up Your Branding Game?

Parks

- The Parks/Public Works Partnership

- An Eye in the Sky: Drone Technology for Park Management
- Technology in Parks: Using Technology in the Programming, Maintenance, and Sanitation of Parks

Programming (PRG)

- Vetting and Training Youth Coaches: Are Recreation Departments Falling Behind?
- Empowered Seasonal Staff - Get a G.R.I.P.
- Run With It: Taking Your Programming to the Streets
- Empowered Counselors in Training
- "Novel" Ideas

Therapeutic/Inclusive (TR/IN)

- Setting the Stage For Successful Disability Inclusion

BREAKOUT SESSIONS: Monday, November 23rd

8:45 - 10:00 am

Keynote: The Power of Parks

Mitchell Silver, *Commissioner*, NYC Parks & Recreation Department

Category: MGT (0.1 CEU)

We all know parks are essential for our physical and mental wellbeing. Spending time outdoors, especially in green spaces, has been recognized as one of the fastest ways to improve your health and happiness. What some of us don't realize are the non-physical and mental benefits of parks and the full extent of the impact they have on our communities. Join us as Commissioner Silver explains how parks are SO MUCH MORE to a community than most people understand them to be. Besides maintaining the physical and mental wellness of our residents, parks shape and connect our communities while promoting economic development, livability, and social equity.

10:10 - 11:10 am

The Parks/Public Works Partnership

Sarah Larson, *Deputy Superintendent*, City of Bristol Parks, Recreation, Youth and Community Services; **Lindsey Rivers**, *Public Works Analyst*, Bristol Public Works

Category: Parks (0.1 CEU)

With limited financial resources, parks and recreation departments are often required to compete against other municipal departments for their share of funding – including Public Works. Learn how you can stop competing with your local Public Works Department for resources and instead leverage your relationship with them in order

to maximize your funding sources, programming opportunities, and marketing reach. Through case study examples from the partnership between Bristol Parks, Recreation, Youth and Community Services and Public Works Department, we will explore ways in which you can revitalize your park spaces and recreation programs through interdepartmental cooperation.

Great Expectations - Can Revenue Goals and Social Equity Co-Exist?

Chris Nunes, *Director of Parks and Recreation*, The Woodlands Township, Texas

Category: FIN (0.1 CEU)

The roots of the recreation profession lie in the playground movement of the 1880's. Parks and recreation was originally created as a social service to keep children safe, but today we are asked to be a service that recovers its cost. Can both of these ideologies co-exist? This session will reveal how these two CAN co-exist if a relevant service is provided based on planning, market segmentation, competition analysis, and financial performance monitoring.

Setting the Stage For Successful Disability Inclusion

Lisa Drennan, *Founder*, MERGE Diverse Abilities Inclusion Consulting

Category: TR/IN (0.1 CEU)

Inclusion is not a program, a staff member, or event, and it is not just "opening our doors" to participants with diverse abilities. Inclusion is the intentional and systematic work we do every day, planning for the success of ALL. Building a strong foundation of best practice is crucial to the process of culture change. Join us in this session as we explore the key principles of inclusion

needed to build a culture that is welcoming to participants with diverse abilities. We will review best practices for communication, intake process, and working with families to provide the best possible experience for all of your program participants.

Lifeguards: Training Like True First Responders

Bailey Dailey, *Recreation Supervisor*, Winding Trails, Inc.; **Jaimie Clout**, *Aquatics Supervisor*, Bristol Parks, Recreation, Youth and Community Services

Category: AQU (0.1 CEU)

Did you know that there are more Lifeguards than EMTs in the USA? It is a fact! Lifeguards play a vital community role in providing pre-hospital, emergency medical care to those in need. With training trending towards requiring continuing education for lifeguards, it is important to train them like the first responders they are. Continuing education fills the gap between initial certification and perfecting their skills. This session will provide a framework for putting together a more effective, go-to training resource for your organization with the goal of empowering lifeguard confidence when dealing with an emergency situation. Throughout the session, current and former EMTs will discuss different levels of training such as online and in-person as well as in-season and off-season training to customize a training program that fits your staff and facility. This session will also cover setting up a virtual aquatics training classroom and designing your own custom online training programs, as well as where to find great training resources to use in each.

BREAKOUT SESSIONS: Monday, November 23rd

11:30 am - 12:30 pm

Strategies for Disability Inclusion During COVID

Lisa Drennan, Founder, MERGE Diverse Abilities Inclusion Consulting

Category: TR/IN (0.1 CEU)

Give your programs the tools needed to welcome, engage and support participants with diverse abilities in a setting with typical peers. Join us in this session to learn how and why we use preventative strategies that promote success for ALL participants, especially now during COVID as Inclusion IS NOT Cancelled. We'll learn that different learning styles require varying formats and approaches which is accomplished by using these strategies, while overall promoting positive supporting techniques. Tie it all together by taking part in a problem-solving exercise with a common recreation scenario. You'll leave ready to implement these new techniques back in your program.

Succession Planning: The Future Is Now

Chris Nunes, Director of Parks and Recreation, The Woodlands Township, Texas

Category: MGT (0.1 CEU)

Succession planning in the parks and recreation profession has been a neglected management tool. However, the profession is facing a transition with a large segment of its leadership beginning to retire. These retirements require departments and commissions to review their internal human capital so that they can be fully prepared. This session will focus on succession planning at all levels of an organization. We will discuss how to implement planning through developing an understanding of a department's current and future tasks, competencies at all levels, and ways to develop staff that are economically feasible.

Putting Your Money Where Your Mission Is: Cost Recovery and Financial Sustainability

Lisa Paradis, CPRP, Senior Consultant, BerryDunn

Category: FIN (0.1 CEU)

Many factors are at work when considering resource allocation for parks and recreation departments. Finding the sweet spots in an organization's distribution of resources can be viewed as challenging, especially when politics are involved. More often than not, organizations function without knowledge of the cost to provide services and end up compromising their long-term viability and quality of service delivery by setting fees or making management decisions based on history or "squeaky wheel" special interest groups. Participants will develop strategies to articulate cost of services to make informed management decisions and to develop needed financial management policies for their organization. This session focuses on applying diverse, responsible, and articulate management practices for organization growth and sustainability.

2:50 - 3:50 pm

Is It Time to

Up Your Branding Game?

Corti Cooper, Founding Principal & Creative Director, Dot Think Design

Category: MKT (0.1 CEU)

Branding may be low on the priority list for many municipalities, but it can be an essential tool for parks and recreation departments. Want to grow public awareness for your facilities, and drive program enrollment? Branding is where it starts. This hour-long breakout 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.

Empowered Seasonal Staff - Get a G.R.I.P.

Dan Jaskot, President, Empower Leadership

Category: Camps, PRG (0.1 CEU)

The ability of a seasonal camp staff to work together and communicate effectively directly impacts the success of summer camp operations. Empower Leadership wants to help you "get a G.R.I.P." on forming a successful staff team with an interactive workshop focused on improving GOAL and ROLE clarity, setting expectations for how team members INTERACT and communicate with one another, and developing a clear PROCESS for navigating through the summer camp season. Participants will learn to implement G.R.I.P. Leadership, a proven model for productivity and efficiency, in their own departments to build a cohesive and successful summer camp staff.

Rise Up – The Art of Mastering Leadership Presence

Lisa Paradis, CPRP, Senior Consultant, BerryDunn

Category: MGT (0.1 CEU)

What is the signal that you send to the world? Can you tell your story (and the importance of the work you do) in a way that is powerful and has meaning to the listener? Organizational progress can be made or broken by the ability of the leadership to convey a message and create a following for an initiative. Having an eloquent, powerful presence in a boardroom, staff meeting, or a public hearing can lead both you and your organization to greatness. This session is packed with specific methods, both verbal and non-verbal, you can use to enhance your communication game and help you to deliver your message in a meaningful and productive way.

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BREAKOUT SESSIONS: Tuesday, November 24th

8:00 - 9:00 am

(Registration Area)

Run With It: Taking Your Programming to the Streets

Anna Park, Recreation Supervisor,
Glastonbury Parks & Recreation

Category: PRG (0.1 CEU)

RUN (or walk) to the Registration Area Tuesday morning for a session focusing on the basics of starting a run/walk program or road race in your town. As is true with any special event, running events may involve extra challenges and expenses. Join us for this interactive, outdoor session while we walk or run around the beautiful grounds of Mohegan Sun and talk through the process of organizing this event for your community. We will cover topics such as marketing/promotion, registration software, coordination with local public safety and DPW, swag orders, volunteer management, and budgeting. If you're ready to start planning a run/walk event in your community, this session will take you all the way to the finish line!

10:00 - 11:00 am

(Expo Center Modular 1)

Latest & Greatest Industry Trends

Category: MGT (0.1 CEU)

Learn the latest and greatest trends within the parks and recreation industry from vendors whose products and services may help solve the needs of your department. This session will be a question and answer session with five industry vendors moderated by a parks and recreation professional.

11:10 am - 12:10 pm

Technology in Parks: Using Technology in the Programming, Maintenance, and Sanitation of Parks

Colin Drury, Chief Commercial Officer,
MyRec.com Recreation Software

Category: Parks, PRG (0.1 CEU)

Join us for this triple speed session to learn how technology can be used to draw people to your parks and the role it can play in maintaining a safe and fun environment for all to enjoy. Participants will learn about technology that can be injected into your parks system such as free interactive software, preventive maintenance techniques including controlling invasive species and trail maintenance tips, and equipment that can be used to sanitize park facilities.

Moving from a Municipal to an Enterprise Mindset

Chris Nunes, Director of Parks and Recreation, The Woodlands Township, Texas

Category: FIN (0.1 CEU)

Revenue management starts with having a staff with the ability to understand and believe in the various financial aspects of

their department. Having an enterprise approach requires each professional on your team to have sound business principals with the intention of creating profits, which can result in either revenue and/or social benefits. This session will focus on how to create an enterprise mindset culture without forgetting about the social benefit of parks and recreation.

Whack-A-Mole Is Not a Management Strategy

Lisa Paradis, CPRP, Senior Consultant,
BerryDunn

Category: MGT (0.1 CEU)

Whether we've practiced it ourselves or have been a victim of the consequences, we've all been part of the Whack-a Mole approach to managing and leading organizations. In the parks and recreation world, we often use a "duct tape and bailing wire" tactic to put out the fire of the day and satisfy the immediate and consistent demands of the community we serve. Done on the regular, this approach can create a culture of inequity of resource allocation, uncertainty, and complacency and trust issues. This session will use case studies as a backdrop to provide immediately implementable techniques to transition your organization from being consistently reactive to one that better responds to the needs versus wants of the community, using mission, vision, and values as beacons for success. Attendees will be exposed to alternate methods of leadership styles that they can use for problem solving to drive real and important change in their organizations.

Empowered Counselors in Training

Dan Jaskot, President, Empower Leadership

Category: Camp, PRG (0.1 CEU)

Counselors in Training (CIT's) are a valuable part of any summer camp. They provide assistance to lead counselors, support the day-to-day operations, and can "bridge the age gap" between younger campers and their counselors. Often times, CIT's move on to become counselors upon completion of their time "in training". This presentation will teach you how to help Camp Directors and Assistant Directors develop clearly defined goals and roles for their CIT's while helping CIT's develop the important communication, leadership, and group management skills necessary to become a vital part of your camp operation. Intentional and meaningful training and development programs for CIT's can have a profound impact on Parks and Recreation Summer Camps. Instead of CIT's losing interest and transforming into "another camper", CIT's will have a clearly stated purpose and role in your camp operation. Join us in this session to learn how.

12:30 - 1:30 pm

"Novel" Ideas

Joshua Medeiros, Ed.D., CPRP,
Superintendent, City of Bristol Department of Parks, Recreation, Youth and Community Services;

Sarah Larson, Deputy Superintendent, City of Bristol Parks, Recreation, Youth and Community Services

Category: PRG (0.1 CEU)

Novel Coronavirus (COVID-19) has forced many of us to come up with innovative and creative programming ideas for the last few seasons. From virtual fitness classes to drive-in concert series, the list of new and different program offerings this year seems to grow by the day. While at first these programs came about out of necessity, many of these programs and events are earning a permanent spot in your seasonal brochures. Join us for a roundtable discussion focused on the novel programs that were started during this unprecedented time that are sticking around for years to come. Come prepared with descriptions to share from new programs and special events that are here to stay in your town!

Mind your P's, Q's, and KPI's - Key Performance Indicators

Chris Nunes, Director of Parks and Recreation, The Woodlands Township, Texas

Category: FIN (0.1 CEU)

The overall challenge with Key Performance Indicators used in parks and recreation systems is that they were created by the accounting and finance departments. Secondly, many of the KPI's used do not measure outcomes but just tabulate use levels. This session will review the concept of KPI's, how to create meaningful KPI's for parks, recreation, aquatics, and special events, and how to use data that is already collected for KPI's.

From A to Z: Strategic and Master Planning in Your Organization

Lisa Paradis, CPRP, Senior Consultant,
BerryDunn

Category: MGT (0.1 CEU)

Statistics tell us that there is an 87% failure rate in implementing master plans and strategic plans in organizations nationwide. But why is that? We know that creating a strategic plan for an organization provides a shared vision that inspires and motivates a team to fulfill their mission. A great plan establishes direction, sets priorities, and prepares an organization for future success. So the question is: how do we properly transition from planning to implementation in order to make the most of your strategic or master plan? Join us for a discussion on the basic elements of strategic planning, how to write a great RFP, and most importantly, ways to effectively implement the recommendations made so that your organization can rise to new levels of success.