



CRPA Winter Quarterly

Tuesday, January 25, 2022

Schedule:

9:30 - 11:30 am: Great Customer Service is Not Enough 0.2 CEU's

12:30 - 2:30 pm: Recruitment and Retention: Today and Tomorrow's Challenges 0.2 CEU's

Location:



Great Customer Service is Not Enough (0.2 CEU's) | Presented By: Bobbi Nance

In a world where customized, on-demand, Instagrammable services are quickly becoming the norm, how are park and recreation organizations supposed to compete? We'll have your team stepping into your customers' shoes in order to re-evaluate the way you think about your programs, facilities, and services and show you the moments that really matter in order to increase customer loyalty and why great customer service isn't enough. Participants will recognize the important difference between "service" and "experience" and which one matters the most. You will leave with a new perspective and a to-do list to take back to turn it into action!

ABOUT THE SPEAKER: With over 10 years of experience working as a facilitator, trainer, and consultant, Bobbi Nance is the founder and President of Recreation Results LLC. Recognized as an industry leader in performance measurement and innovation, she partners with parks, open space, recreation, sports, and fitness organizations across the country to use data, trends, and strategy to drive real change within teams. Bobbi spent 15 years working in the field of parks and recreation in the areas of recreation programming, facility management, project management, data & analytics, and innovation. Since then, Bobbi has traveled across North America to provide training, project leadership, and process improvement designed to help teams work smarter, capitalize on trends, implement strategy & innovation efforts, and increase their impact in the communities where they work. Bobbi has a Bachelor's Degree in Leisure Studies from the University of Illinois and a Certificate in Project Management from Northwestern University. Beyond that, she also is trained in GIS, SQL, HTML/CSS, and other techy-skills that give her the opportunity to get her geek on to help people-driven industries.

Recruitment & Retention: Today & Tomorrow's Challenges (0.2 CEU's) | Presented By: Chris Nunes

In the post-pandemic world, recruitment and retention for all employees (seasonal, part-time, and full-time) has become a huge challenge for parks and recreation professionals. This session will explore a number of methods in which to find applicants, develop a streamline approach to interviewing, and establishing a culture to retain high quality employees. Join us as we go beyond the "Help Wanted" advertisement in the local newspaper to explore methods to broaden recruitment strategies, implement a process to streamline the applicant and hiring process, and identify methods in which to become a destination employer or employer of choice for individuals seeking work in the parks and recreation field.

ABOUT THE SPEAKER: Chris Nunes, CPRE is the Director of Parks and Recreation for The Woodlands Township, in The Woodlands, Texas. In that position, a \$38.2 million operational budget and is accountable for the management of 151 parks, 14 swimming pools and aquatic facilities, 220 miles of pathways, and 200 miles of streetscape. He speaks around the country (over 450+ times) on topics including: business plans, contracting, creative programming, marketing, external funding, communication, leadership, and succession planning. In 2012, Chris was elected as a fellow of the American Academy of Parks and Recreation Administrators, and in 2015 he received the National Distinguished Professional Award from NRPA. In 2016-2017, he was the President of the American Academy of Parks and Recreation Administrators and in 2019 The Woodlands Township was recognized by NRPA by winning the Gold Medal Grand Plaque Award for excellence in parks and recreation management. Chris also serves on the GreenPlay Red National Operating Board. Chris holds a Bachelor's Degree in Recreation Management and a Master's Degree in Sports Management from Springfield College in Massachusetts and a Doctorate in Parks and Recreation Administration from the University of New Mexico.

Registration:

*Payments must be received by 1/11/22. No refunds for cancellations after 1/11/22.
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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