



CRPA Winter Quarterly

Tuesday, January 24, 2023

Schedule:

9:30 - 11:30 am: Sustainability - What does it Mean to You? 0.2 CEU's

12:30 - 2:30 pm: All I Really Need to Know about Marketing I Learned on Netflix 0.2 CEU's

Location:



Sustainability - What does it Mean to You? (0.2 CEU's) | Presented By: Ian Lacy & Carl Samuelson

Do you design, build, or manage greenspaces and athletic fields? Natural and synthetic turf? Do you want to develop a sustainability plan where form follows function? Then join Ian Lacey of Tom Irwin Advisors and Carl Samuelson of Newtown Parks and Recreation where their combined 75 years of experience will teach you about: what sustainability is, why it is important and how to achieve it, client needs and usage analysis, labor and equipment needs, budgets, timelines, non-pesticide use and so much more! Come learn about how sustainability is an investment not a cost and how to safeguard and see a return on this investment? And finally how you can implement a succession plan on this important sustainability investment.



Ian Lacy: Having spent over 40 years in the SportsTurf industry, Ian possesses a wealth of experience that touches on nearly every facet of professional turf management. Having started his career in golf course management, he moved over to athletic field management, and has also been a university lecturer. He was the head of professional services for the Institute of Groundsmanship, the largest non-profit organization seeking to improve standards and promote the work of grounds professionals. While there, he was instrumental in developing Performance Quality Standards. On behalf of FIFA, the International Football Association Board, he has consulted on field standards and conditions all over the world.



Carl Samuelson: Carl has been a Park Superintendent for over 20 years for the Town of Newtown and was previously a Golf Course Superintendent for 7. Carl received an Associate's Degree in Business Management from Colorado State University with a minor in Botany before graduating from Rutgers turf program in 1994. Carl's desire to raise facility standards through the adoption of best practices, technology and thinking outside of the box has given him a broad range of experience to share. His achievements, in each of these positions, demonstrate measurable accomplishments in raising standards and sustainably managing growth to accommodate the needs of the Newtown community.



All I Really Need to Know about Marketing I Learned on Netflix (0.2 CEU's) | Presented By: Ann Beck

Stream a little too much tv on quarantine? Good news...it was all research! From Tiger King and the Fyre Festival to Friends, pop culture is full of inspiration (and red flags!) we can use to improve our programs, customer service & marketing. Marketing and customer service can be overwhelming, but the basics of what to (and what NOT to) do are all around us. The session is not only full of must-see-tv ideas & inspiration, it will help users learn to spot those clues the next time they tune in. Stay tuned!



Ann Beck: Ann Beck is the Marketing & Communications Manager for Parks and Recreation in Mansfield, Texas. She has experience in both journalism and marketing, with a heavy emphasis on community engagement, content creation, branding and social media. She is a Certified Public Communicator as well as a Certified Park and Recreation Professional. She has spoken at NRPA (National Recreation and Park Association), 3CMA (City and County Communications and Marketing Association), TML (Texas Municipal League), TRAPS (Texas Recreation and Park Society) and TAMIO (Texas Association of Municipal Information Officers) on all things marketing & social.

Registration:

Payments must be received by 1/10/23. No refunds for cancellations after 1/10/23. 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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