



CRPA Summer Quarterly

Thursday, May 25, 2023



SCHEDULE:

10:00 - 10:30 am: Registration
10:30 am - 12:30 pm: Marketing - Refreshing Your Brand
Brochure Design (.2 CEU's)
12:30 - 1:30 pm: Lunch
1:30 pm - 2:15 pm: Tour of UConn Student Rec Center
2:30 pm - 3:30 pm: Tour of Toscano Family Ice Forum

LOCATION:

UConn - Storrs Campus
Student Recreation Center
2060 Hillside Road, Unit-1273
Storrs, CT 06269

****See parking info on page 2****

Thank You to Our Generous Sponsor!



REGISTRATION:

Town/Org: _____ **Email:** _____ **Phone:** _____

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

- | | | | |
|----------|---------------------|---|---|
| 1. _____ | Title: _____ | <input type="checkbox"/> Member \$45 | <input type="checkbox"/> Non-Member \$55 |
| 2. _____ | Title: _____ | <input type="checkbox"/> Member \$45 | <input type="checkbox"/> Non-Member \$55 |
| 3. _____ | Title: _____ | <input type="checkbox"/> Member \$45 | <input type="checkbox"/> Non-Member \$55 |

**if more than 3 registrants, please use additional forms*

PAYMENT INFORMATION: *payment must be received by 5/18/23*

Total: \$ _____ ☐ **Invoice** ☐ **Check** ☐ **Credit Card** (CRPA will email you an invoice which is payable online)

CANCELLATIONS, REFUNDS, AND LIABILITY:

CANCELLATIONS/REFUNDS: No refunds will be issued for cancellations made after 5/18/23. Cancellations must be received in writing via email to info@crpa.com or val@crpa.com. Should CRPA cancel the event or the event be canceled due to a government shutdown (force majeure) your choice of either a refund or a credit for the 2024 event will be issued. Please note, all refunds will be issued via check, regardless of initial method of payment.

PHOTO RELEASE: CRPA, Inc. reserves the right to use photos of attendees for marketing purposes including but not limited to: print advertisements, online, and social media.

LIABILITY: CRPA, Inc., UConn, and the State of Connecticut and their employees and volunteers will not be responsible for any injury, illness, exposure to illness, loss or damage that may occur to the attendee, nor to the attendee's employees from any cause whatsoever, prior, during, or subsequent to the period outlined on this registration. The attendee, on submitting this registration to CRPA, expressly releases and agrees to hold harmless the above-mentioned CRPA, Inc. UConn, and the State of Connecticut and their employees and volunteers from any and all claims for such loss, damage, injury, illness, or exposure to illness. Attendee(s) are personally responsible for observing health and safety guidelines and/or laws outlined by the federal, state, and local authorities including but not limited to: wearing face coverings, maintaining social distance, and/or sanitization standards.

Return to: CRPA, 135 Day St., 2nd Floor, 2H, Newington, CT 06111 • **Phone:** 860.721.0384 | **Email:** info@crpa.com



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Thursday, May 25, 2023

Marketing - Refreshing Your Brand/Brochure Design (0.2 CEUs)

Looking for unique ways to **refresh your brand**? Look no further!

Join us at UConn for our Summer Quarterly and learn how to refresh your brand to generate revenue and compete in this digital world. Cassie Schull, Program Supervisor of Darien Parks and Recreation and Marli Hayes, Media Relations Manager with the Town of Darien will share knowledge on marketing and refreshing your brand and brochure designs. Brand identity, logo design, print collateral, newsletters, eblasts, social media, press releases and media coverage will all be discussed. Darien just completed reconfiguring their marketing initiatives [check out their brochure](#) before you join us! **This will be an interactive session so please bring a copy of your brochure(s) to share or other marketing materials you may wish to get feedback from.**

Walking Tours of UConn Student Recreation Center & Toscano Family Ice Forum

After lunch join UCONN Recreation for a walking tour of the Student Recreation Center and new ice arena, the Toscano Family Ice Forum. Learn how they built and operate each of these facilities and bring back valuable information to your town's facilities.

Parking Information:

Parking on the UCONN Campus is paid parking only. Parking is **INCLUDED** in your quarterly registration fee for all attendees that pay prior to attending. **Parking information will be sent to paid attendees the week of the quarterly.** CRPA is not responsible for payment for attendees that do not properly file their parking registration with UCONN's online portal and do not park in the lot specified. Registrations that are received after 5/18/23 may not receive parking portal information and may be required to self pay onsite.

ABOUT THE SPEAKERS:

Cassandra (Cassie) Shull, Program Supervisor, Darien Parks & Recreation

Cassie Schull has been in the Parks and Recreation field for almost 5 years. Cassie started her career working at Mohegan Sun in Events and Consumer Promotions, later moving into a role at TPC River Highlands, a PGA TOUR golf course, assisting the Director of Marketing. Since then, she fills her "spare time" as a Wholesale Manager with The Coldest Water, volunteering as a cub scout Cub Master and is a commissioner for her local soccer organization. Prior to her role in Darien, Cassie worked as a Marketing and Communications Specialist for the City of Milford Recreation and Economic Development Departments. Growing up, Cassie was a "Parks and Rec kid" in her hometown of Killingworth, CT and has been involved with NRPA assisting in the creation of marketing materials for the past several months. Cassie is a graduate of Fitchburg State University with a degree in Communications Media specializing in Video and Professional Communications. Cassie lives in Milford, CT with her fiancé and son.



Marli Hayes, Media Relations Manager, Town of Darien

Marli Hayes has worked for the Town of Darien as the Media Relations Manager since February 2022. Prior to working for the Town, Marli spent 4 years with the YWCA of Darien/Norwalk, initially as the Community Relations Manager where she created and managed Community Wide Parent Education Programs prior to becoming the Executive Director. Marli has worked as a Physician Recruiter, an event planner and Director of Operations in the Sports Medicine Marketing field, and was the Tournament Coordinator for the 1997 PGA Championship Golf Tournament. She has been a Darien Resident for over 10 years with her husband Patrick and two teenage daughters. She was an active parent volunteer with the Darien School PTO's and with the Town of Darien as a member of the Representative Town Committee(RTM).

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