



# CRPA Winter Quarterly

Wednesday, January 24, 2024

## Schedule:

10:00 - 12:00 pm: Macro Economics and Parks & Recreation 0.2 CEU's

1:00 - 3:00 pm: AI: Astonishing Capabilities & Alarming Concerns 0.2 CEU's

## Location:



Macroeconomics and Parks & Recreation (0.2 CEU's) | Presented By: Chris Nunes

**Can the national economy effect your local parks & recreation department?** What happens at the national level such as inflation, price levels, rate of economic growth, national income, gross domestic product (GDP), and changes in unemployment can have a large impact at the local level. Parks and Recreation services and programs are heavily impacted by macroeconomics; **mitigating the impact of economic and consumer changes enhances financial resilience and sustainability.**

Join Chris Nunes to explore how these factors can affect the purchasing decisions your residents (your consumers) make, and the impact program pricing (your commodity) has on them. **Come away with an understanding of economic trends and the impact on your parks & recreation department.**

**Chris Nunes:** 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, 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.

AI: Astonishing Capabilities & Alarming Concerns (0.2 CEU's) | Presented By: Ryan Hegreness

**Dive into the rapidly evolving world of Artificial Intelligence and its impact on jobs, local government, and our future.** This session will showcase current AI tools enhancing productivity, forecast revolutionary workplace changes, and critically examine AI's potential dark side. From programming and communications to customer service and administration, there will be insights for park and recreation professionals in all roles. **Join us as we explore how AI can benefit our communities and understand the challenges it may pose.**

**Ryan Hegreness:** Ryan Hegreness nationally respected marketing strategist, innovator, and local government consultant. He is a second-generation park and recreation professional who has worked in five states across America, serving communities with populations ranging from under 10,000 to nearly 400,000. Ryan is a highly sought speaker and consultant on the subjects of artificial intelligence, marketing, branding and innovation. He has facilitated over 150 education sessions, presentations and keynotes across North America. Ryan's teams are known for a progressive approach to marketing and communication, outstanding branding, creative campaigns, and packed special events. In his last three roles, his teams have exceeded revenue expectations, significantly increased program and event attendance, and consistently outpaced the digital engagement of local and national peers by 300%.

## Registration:

*Payments must be received by 1/9/24. No refunds for cancellations after 1/9/24. 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 (\$40)  Non-Member (\$50)

2: \_\_\_\_\_ Title: \_\_\_\_\_  Member (\$40)  Non-Member (\$50)

3: \_\_\_\_\_ Title: \_\_\_\_\_  Member (\$40)  Non-Member (\$50)

*(If more than 3 attendees, please use a 2<sup>nd</sup> 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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