



# CRPA Winter Quarterly

## Thursday, January 22, 2026



<b>Schedule:</b>	
<b>10:00 am - 12:00 pm:</b>	Show Up & Show Off: Making Your Agency's Story Stand Out 0.2 CEU's
<b>1:00 - 3:00 pm:</b>	From Vision to Ribbon-Cutting: The Capital Project Playbook 0.2 CEU's

**Location:**



**Show Up & Show Off: Making Your Agency's Story Stand Out (0.2 CEU's)**

**Presented By: Chris Nunes & Molly Keays**

**Note: This session will NOT be recorded & must be viewed in real-time**

Park and recreation professionals traditionally have relied on emotional appeals to justify services and spending, using statements such as, "Look what we do for the community," "Children need a safe place to play," or "The trees need to be saved." While these points are valid and meaningful, the messaging must evolve to address the priorities and needs of decision-makers to ensure continued support for park and recreation initiatives. Effectively telling your agency's story is essential in today's competitive landscape for building strong relationships with stakeholders, participants and the community. This session, "Show Up and Show Off: Making Your Agency's Story Stand Out," will address the critical need for agencies to articulate their mission, values and impact clearly and compellingly. Participants will learn strategies for identifying key messages, utilizing various communication channels, and engaging their audience emotionally and intellectually. This session highlights the importance of storytelling in enhancing agency visibility, fostering trust and securing support. By mastering these techniques, agencies can ensure their stories resonate and drive positive outcomes for their programs, agencies and the communities that they serve.

**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.

**Molly Keays:** has been the South Windsor Parks and Recreation Director since 2021. She came into this position with over ten years of camp, non-profit, and adventure education experience with various YMCAs in New England. Molly has been involved with NRPA YPN as the chair of their REC Talk Committee and currently serves on the CRPA Quarterly Committee.

**From Vision to Ribbon Cutting: The Capital Project Playbook (0.2 CEU's)**

**Presented By: Shane Mize & Tom Venniro**

**Note: This session will NOT be recorded & must be viewed in real-time**

Capital projects don't have to be intimidating or out of reach. Whether you're a small municipal department with limited funding or navigating large-scale community initiatives, this session is designed to help you move projects from idea to implementation. We'll explore the types of capital projects common in parks and recreation, strategies for identifying and prioritizing needs, and real-life examples from different sized agencies. Attendees will learn how to identify funding sources, close financial gaps, leverage partnerships, and use data-driven storytelling to influence decisionmakers. Leave with practical tools to advocate for your project, maximize your resources, and turn community vision into reality.

**Shane Mize:** Shane is the Director of Parks and Recreation in the city of Pflugerville, Texas, where he resides with his wife and children. For every agency he has served, he has excelled in innovation. Most recently, he has led the charge in facilitating Pflugerville's Parks and Recreation Master Plan process which included a "think tank" component, considering not only local trends and data, but information from state and nation-wide leaders and agencies. In addition to a number of volunteer and leadership service, Shane is a national presenter, podcast host, one of the originators and second-ever Chair of the NRPA's Young Professional Network and past recipient of the NRPA Robert W. Crawford Young Professional Award.

**Tom Venniro:** Serving as the Director for Hilton-Parma Parks & Recreation in Hilton, New York since 2014. Tom applies his passion and experience to oversee the operations, budget, programming, and capital planning of the department serving its residents and visitors each year. Tom is dedicated to enhancing the quality of life for his community and the profession, while fostering a culture of excellence, servant leadership, & strong service-driven brand identity. Tom is a recognized speaker, writer, podcast host, mentor, & adjunct lecturer in the field of parks, recreation, & leisure studies. He has presented at national, state, and regional conferences, workshops, and webinars, and has published numerous articles in industry magazines & newsletters. He is a past recipient of the NRPA Robert W. Crawford Young Professional Award and a past president of the NY Recreation & Park Society. Tom lives in Hilton, NY with his wife Melissa, and three children, Jack, Amelia, and Maisie. He is a Disney World Parks enthusiast and loves to experiment with his passion for cooking.

## Registration:

*Payments must be received by 1/7/26. No refunds for cancellations after 1/7/26*

*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. Sessions are not recorded & cannot be viewed at a later time.*

☐ **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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