

breakout sessions: Tuesday, November 21st

7:30 - 8:30 am - Prefunction Area

Stretch & De-Stress: Yoga in the Morning

Lauren Bent, Recreation Supervisor, South Windsor Parks & Recreation

Category: PRG (0.1 CEU)

Join us Tuesday morning for a 60 minute vinyasa yoga class focusing on the basics of incorporating a daily yoga practice into your life. This class will involve physical movement in addition to education about how yoga can help relieve stress in your life and in the workplace.

You will learn yoga moves that you can practice in a studio or at home, but also simple movements, adjustments, and practices that you can bring right to your desk at work. There are proven benefits to corporate yoga classes including decline in stress-related sick days, increased happiness and energy with employees, better customer service, and an increase in general well-being which reduces employee turnover.



9:30 - 10:30 am - Exhibit Hall

Latest & Greatest Industry Trends

Various Vendors & Industry Professionals

Category: MGT (0.1 CEU)

Learn the latest and greatest trends within the park and recreation industry from vendors whose products and services may help solve the needs of your department. This session will be a panel discussion and question & answer with five industry vendors, moderated by a prominent Connecticut Parks and Recreation Director.

breakout sessions: Tuesday, November 21st

10:40 - 11:40 am

Cultural Diversity: Developing Cross-Cultural Understanding and Avoiding Culture Clash

Vanessa Avery, Ph.D, Dr., Transcendence Education

Category: CUST (0.1 CEU)

"Culture Clash" is like an iceberg: the biggest crash points lie beneath the surface. How do we access these crash points to build better cross-cultural understanding and communication? In this session, we will examine the three layers of culture and how our culture affects our choices and interactions through case studies and experiential frameworks. Participants will learn the basis of cultural differences, the phenomenon of "culture clash", and develop skills in evaluating and responding to cultural differences.

Data Can Save the Day!!

Maureen Dougherty, Let's Go with Dr. Mo, LLC

Category: MGT (0.1 CEU)

As governing boards, politicians, and tax payers put the spotlight on funding, managers are under increasing pressure to make the right choices for their organization. Make important decisions regarding the viability of existing programs, the prospect of future programs or the need for additional facilities or staff through the use of existing data. By using existing or

archival data from your records as well as other free and available sources, you can determine user trends, valuable demographic information, scheduling preferences and more. Data can help to create the stories that will enhance the budget narrative and annual reports. See how the existing data can help to save the day!

Expense Management:

Reduce Costs but Not Quality

Chris Nunes, Director of Parks & Recreation, The Woodlands Township

Category: FIN (0.1 CEU)

Expense management for our programs and facilities is an essential skill for any parks and recreation agency. Participants will gain knowledge in the various methods by which to reduce costs through a variety of tips, tricks, and techniques ranging from supplies to staff. Specific attention will be paid to programs and facility management and how to ensure that these savings can be sustained over the long term. Most importantly, participants will learn how to reduce the cost of providing a service resulting in an increased profit and the ability to continue offering vital services.

Aquatic Speech Therapy

Rachel Criscuolo, Speech and Language Pathologist, The Speech Pathology Group

Category: AQU/PRG/TR (0.1 CEU)

This presentation includes information on

working with children in water for language and speech development. The presentation discusses what a typical aquatic speech therapy session is comprised of, how it benefits children, and what materials and adaptive equipment can be used.

11:50 am - 12:50 pm

Listening and Laundering: The Keys to Better Communication

Vanessa Avery, Ph.D, Dr., Transcendence Education

Category: CUST (0.1 CEU)

Learn and practice the art and skill of deep listening and language laundering: the key tools for effective communication, facilitation, managing conflict, and life in general. The session will reveal how people normally listen, and will provide exercises to practice a very effective alternative. Participants will learn to identify normal listening patterns and implement new models for listening and communicating in order to increase their ability to resolve conflicts and communicate effectively across different cultures.

Prioritizing Park Improvements

Bobbi Nance, President, Recreation Results

Category: Parks (0.1 CEU)

With competing public interests and dwindling funding for grants, prioritizing and gaining support for park development projects is critical. Learn how to identify the

breakout sessions: Tuesday, November 21st

park infrastructure most in need of attention and examine how well parks are meeting current community needs through tools such as park report cards, equity mapping, and others.

Creating and Ensuring a Relevant Parks and Recreation Agency

Chris Nunes, *Director of Parks & Recreation, The Woodlands Township*

Category: MGT (0.1 CEU)

The challenges of today are multi-faceted and can range from social ills to business models. Do we attempt to solve them all or identify what problems our agency can effectively address? What is most important is to understand how to be relevant, thus making sports and recreation agencies a critical success factor to the success of a community. Along the way, the identification and development of critical advocates is needed to ensure your success. This session will address how to evaluate where you are, the identification of critical advocates, and the implementation a plan for relevance.

How To Create Effective Social Media Marketing Campaigns

Sharon Arena, *Owner, Salty Red Dog Marketing, LLC*

Category: MKT/TEC (0.1 CEU)

With over 1.8 billion users, there's no doubt that you'll find your next customers or target market on Facebook, and that's not even including Instagram and LinkedIn. In today's virtual world, everyone is online, but how can you stand out from the rest? I'll show you different ways to attract clients through Social Media Marketing Campaigns, such as: Facebook ads & live videos, proper hashtags

and keywords use to gain visibility, and using Instagram for business. Learn how to engage your audience and deliver results.

Awards Luncheon

Location: Salon B2

1:00 - 2:30 pm

The CRPA Awards Program provides recreation professionals an opportunity to celebrate those outstanding individuals who deserve public acknowledgement for outstanding service in and around the field of parks and recreation. As an association, this is our chance to recognize individuals who have made outstanding contributions to the parks and recreation profession.

2:40 - 3:40 pm

The Use of Post Tension Concrete for Tennis Courts, Basketball Courts, and Running Tracks

John Eren, *Vice President / Engineer, Classic Turf Company LLC*

Category: Parks (0.1 CEU)

An informational session on the use of post tension concrete in lieu of asphalt for the construction of new or re-building existing tennis courts, basketball courts, and/or running tracks. The presentation will explain

the benefits of post tension concrete compared to asphalt, a step by step installation process, design, and detailed explanation of how the system works.

Meeting the Health & Wellness Needs of Individuals with Disabilities

Jim MacGregor, *Associate Professor/Chairperson, Southern Connecticut State University*, **Deb Risicky**, *Associate Professor, Southern Connecticut State University*, **MaryJo Archambault**, *Assistant Professor, Southern Connecticut State University*

Category: PRG/TR (0.1 CEU)

Results of a survey completed by directors of park and recreation departments throughout the New England states will be discussed. The survey relates to meeting the health and wellness needs of individuals with disabilities through participation in inclusive park and recreation programs and activities. Participants will gain knowledge of the 'best practices' in inclusive recreation programming offered throughout New England.