

# LATE NIGHT SOCIAL | Monday 8:00 pm



Looking for the perfect way to cap off the evening? Choose from an assortment of beers on tap, enjoy a cocktail with friends at the bar, and relax in this amazing atmosphere. CRPA's late night social is the ideal place to unwind with colleagues and new acquaintances after a long day at conference!

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## 2025 AWARDS & SCHOLARSHIP PROGRAM

Presented at the Annual Awards Luncheon - Tuesday, November 25<sup>th</sup>

### NOMINATE SOMEONE TODAY!

CRPA is now accepting nominations for the 2025 Awards & Scholarship Program. This is your chance to recognize individuals who have made outstanding contributions to the parks and recreation profession!

Please take the time to participate in this worthwhile program and submit a nomination for consideration.

Nomination forms can be found online at:  
[crpa.com/awards/nomination-forms](https://crpa.com/awards/nomination-forms)

Please return completed nomination forms to:  
CRPA

135 Day St. 2nd Floor, 2H,  
Newington, CT 06111

or by email to: [val@crpa.com](mailto:val@crpa.com)

Nominations must be submitted by 9/5/25

## BREAKOUT SESSIONS: Tuesday, November 25<sup>th</sup>

### 10:00 - 11:00 am

(Exhibit Hall)

#### Crack-the-Code Exhibit Hall Team Building Challenge

Dan Jaskot, *President & General Manager*, Empower Leadership

Category: MGT (0.1 CEU)

Attendees will work collaboratively in small teams to solve various puzzle/riddle-style challenges that will be set-up throughout the exhibit hall. Teams must think creatively, communicate effectively, and problem-solve efficiently to complete the challenges!

techniques for their control. Learn how to involve volunteers and why you need them, when to seek professional help, and how all land managers can help restore ecological balance to our open space areas by controlling these plants before they become even more expensive and labor intensive to control and more damaging to our open spaces.

#### Learning Common AI Tools to Improve Everyday Productivity

Jared Moore, *Co-founder & President*, Athletify

Category: MKT/TECH (0.1 CEU)

Unleash the power of AI to transform your productivity and enhance your impact in parks and recreation. This session dives into practical, user-friendly AI tools designed to streamline tasks, optimize workflows, and elevate your daily operations. Learn how to integrate AI solutions into your work to boost efficiency, leaving you more time to focus on what truly matters: creating meaningful experiences for your community. Explore how AI can personalize marketing efforts and refine event planning to attract larger audiences and deliver more engaging community events. From automating repetitive tasks to gaining insights that drive better decisions, this session equips you with actionable strategies to make AI work for you. Whether you're new to AI or looking to expand your toolkit, you'll leave with the knowledge and confidence to integrate these cutting-edge tools into your day-to-day activities.

#### Culture by Design

Annie Frisoli, *Founder & CEO*, Creating Community, LLC

Category: MGT (0.1 CEU)

This interactive session will discuss how intentional strategies to build culture within your organization will make positive impacts on your team members and ultimately the services you deliver to your community. The development of a healthy team does not happen without intention and this session will provide professionals with practical strategies to build or maintain their current team culture.

### 11:10 am - 12:10 pm

#### Seeing Red: Identifying & Tackling Invasive Plant Problems in Town Open Spaces

Margery Winters, *Chair/President*, Simsbury Conservation Commission/Simsbury Land Trust

Category: PARKS (0.1 CEU)

Whether it is the bittersweet vines that are smothering and bringing down trees, the barberry shrubs that harbor higher numbers of Lyme Disease carrying deer ticks along our trails, or the knotweed that can cause infrastructure damage to trails and roadways, invasive plants are an increasing problem in our open spaces. Learn how to identify these problematic plants, what makes these plants so damaging, how they spread, and

#### How to Make Your Adolescent Lifeguards Professionals

Shawn DeRosa, *J.D., AqP, Attorney, Risk Management and Aquatic Specialist*, DeRosa Aquatic Consulting

Category: AQU (0.1 CEU)

No, it's not easy! Because adolescence truly does not end until age 25, there is much to be done when mentoring your teenagers into young professionals. From uniforms to posture, continuing education opportunities to resume building, scanning strategies to emergency response, hear from the professionals who have trained and supervised thousands of lifeguards, how to shape your young staff into true professionals. The tips offered will be practical and achievable and will empower your staff to kick it up a notch.

# BREAKOUT SESSIONS: Tuesday, November 25<sup>th</sup>

## Where Efficiency Meets Engagement: A New Approach to Rec Management

Reed Pelliconi, *Community Partnerships*, Kaizen Labs

**Category: SALES**

At Kaizen, we're on a mission to bring the convenience of an Amazon-style shopping cart experience to Parks and Recreation departments. From facility reservations and memberships to program registration, point-of-sale, and more, we believe the resident experience should be simple, intuitive, and mobile-friendly. During our session, we'll explore the administrative workflows that power a seamless backend experience and dive deep into resident-facing functionality.

**12:20 pm - 1:20 pm**

## Between the Blades: Synthetic Turf Testing & Maintenance

Arthur Eddy, *CEO*, RePlay Maintenance USA

**Category: PARKS (0.1 CEU)**

RePlay Maintenance and Traverse Landscape Architects have conducted a survey of a wide range of Parks Directors, Athletic Directors, Sports Turf Managers, and Facilities Directors who are in charge of the care of synthetic turf fields. The survey indicated that, while sports turf managers are qualified, the practices for keeping a synthetic field at its optimum performance is confusing and unclear. Sports turf managers are well versed in grass fields but are left with limited information on the true care and maintenance of synthetic turf fields and most are told that there is limited to no maintenance required. This session is intended to give Parks and Facilities Directors an understanding of how testing methods and maintenance methodology can be applied to keep quality of play at the highest level and ensure the safest environment for the athlete. We will dive into the science built around synthetic fields to show the impacts that lack of maintenance versus a well-maintained field can have on longevity,

performance, and safety. This will be reinforced through an understanding of the wide range of standards (FIFA/IRB/ASTM/NFL) and how to apply them to their synthetic turf field. Participants will get a thorough understanding of what should be in their testing toolkit, a demonstration on equipment operation, and maintenance best practices to ensure maintenance is proactive and not reactive. Discussion will also include safe record-keeping to provide claim defense as well as to ensure the synthetic turf field is meeting its intended standards.

## Lessons for a Parks & Recreation

**Professional from Walter Elias Disney**

Samantha Charette, *Recreation Lead*, East Windsor Parks & Recreation

**Category: MGT (0.1 CEU)**

The Walt Disney Company has long been a worldwide leader in customer service, innovation and creativity. Its founder and namesake, Walter Elias Disney created a business model which has stood the test of time. As public servants and the face of our communities, parks and recreation professionals can take leadership lessons from the man himself to ensure they are providing exceptional customer service. Join Samantha Charette, Recreation Lead for East Windsor Parks & Recreation (and former Disney CM) on a magical journey as we talk about the man behind the mouse!

## Conflict Unpackaged

Annie Frisoli, *Founder & CEO*, Creating Community, LLC

**Category: MGT (0.1 CEU)**

Conflict is inevitable. When people work together, they bring differing perspectives, opinions and motives that can lead to conflict. This training will recognize that conflict isn't always bad. In fact, many conflicts — when handled properly — can create an atmosphere of creativity and innovation. Most importantly, know that conflict management skills can be learned. While natural ability is helpful, we know

these skills can be effectively developed and improved.

## Managing the Aftermath of a Critical Incident

Shawn DeRosa, *J.D., AqP, Attorney, Risk Management and Aquatic Specialist*, DeRosa Aquatic Consulting

**Category: AQU (0.1 CEU)**

It's the middle of July and a patron found a six-year-old child unconscious at the bottom of your swimming pool. Your 16 - 19-year-old lifeguards performed CPR and the child has been rushed to the hospital. The outcome is not likely to be good. As someone responsible for the aquatics program, how do you go about handling the immediate aftermath of the incident? Who will speak to the press? Who will speak to the police? Who will speak with the lifeguards? When do you reopen? How will you support your lifeguards moving forward and get through the remainder of the summer? Participants of this session will learn priorities for immediate response to a critical incident, understand how to perform an operational review of the incident, and identify resources for assisting with foreseeable stress responses among staff.

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**November 24 & 25, 2025**

**Mohegan Sun Hotel & Convention Center**

**Register by August 31<sup>st</sup>**

**& SAVE \$100!**

## SESSIONS



## EXHIBITS



## NETWORKING

