

SESSIONS AT A GLANCE:

Use this guide to find the sessions that best suit you!

AQUATICS (AQU)

- Keeping Afloat
- Increasing Your "Pool" of Candidates: Hiring Roundtable

FINANCE (FIN)

- The Dollars & Sense of Parks & Recreation
- What Is Wrong with This Field?!
- Beyond Recovery: A Time for Transformation
- A Mile Wide & an Inch Deep
- Funds to the Rescue

MANAGEMENT (MGT)

- Keynote: We Are the Solution
- Risky Business: Cruise-ing Your Way through Risk Management
- But These Are My Work Flip Flops: Reaching & Teaching the Millennial Workforce

- Playing with Fire: Conflict, Communication, & Our True Colors of Leadership
- Latest & Greatest Industry Trends
- Equity at the Center: Changing Agency Culture through DEI
- Funds to the Rescue
- The Wrap Around: Bristol's Person-First Approach to Addressing Homelessness & Addiction in Our Public Parks
- (Un)Buried Treasures: Unlocking Hidden Value in Built Environments

MARKETING (MKT)

- Marketing the Movement: Making the Case for Cause-Related Marketing
- Reinvigorating Recreation: OurParks Branding Story

PARKS

- Sustainable Landscape Design
- What Is Wrong with This Field?!
- Evidence-Based Landscape & Playground Design: Transforming Play into Development

PROGRAMMING (PRG)

- 20 Tools in 60 Minutes: Innovative Resources to Raise Our Game
- Promoting Positive & Productive Performance Post Pandemic
- Yoga, Public Parks, & Social Justice
- SEL through Purposeful Play

THERAPEUTIC/INCLUSIVE (TR/IN)

- Evidence-Based Landscape & Playground Design: Transforming Play into Development
- Promoting Positive & Productive Performance Post Pandemic
- Yoga, Public Parks, & Social Justice
- SEL through Purposeful Play

BREAKOUT SESSIONS: Monday, November 22nd

9:55 - 10:55 am

Sustainable Landscape Design

Vickie Wallace, *Extension Coordinator*, UCONN College of Agriculture, Health & Natural Resources

Category: PARKS (0.1 CEU)
Over the past few decades, interest in improving our environment has increased. There are certain buzzwords associated with environmental initiatives such as "sustainability", but what exactly does "sustainable" mean? How does it translate into park maintenance and planning? Join us as Vickie Wallace, the UCONN Extension Educator responsible for the Sustainable Turf and Landscape Program, provides an insight into what constitutes a "sustainable" landscape. We will discuss the plant selection needed to support a landscape requiring minimal upkeep, the incorporation of native plants into a design, and the ways these selections ultimately protect and enhance the landscape of your park.

20 Tools in 60 Minutes: Innovative Resources to Raise Our Game

Eric Rowles, *President & CEO*, Leading to Change

Category: PRG (0.1 CEU)

Get ready for a LIGHTNING round of proven tools and strategies to raise your youth engagement game. We'll cover the BEST of technology, media, program design, and even microfunding sources. You'll leave with your head spinning, a handout of resources, and NEW ideas to take back to your program!

The Dollars & Sense of Parks & Recreation

Jamie Sabbach, *President & CEO*, 110%

Category: FIN (0.1 CEU)
The recent health, economic, and social crises have created an urgent need for organizations to better understand their financial realities in order to prepare themselves for the uncertainties that lie ahead. What better way to help your organization and ultimately your community than by instilling financial discipline, understanding the cost of providing services in order to make informed decisions moving forward, and adopting financial management practices and policies that will help strengthen your organization for the long haul. This is what cost recovery is all about.

Risky Business: Cruise-ing Your Way through Risk Management

Megan Zanesky, Esq., *Director of Risk Management*, Town of Greenwich

Category: MGT (0.1 CEU)

Parks and recreation activities sometimes come with a helping of inherent risk. Oftentimes in this field, risk management is perceived as a death sentence to fun and creative program opportunities. However, you can mitigate these potential dangers through diligence and planning allowing you to keep employees and customers safe while providing a fun and enjoyable experience for everyone. This presentation will outline and give examples of exposures associated with parks and recreation operations and focus on utilizing risk management practices to control and/or minimize exposures, help prevent losses, and minimize liability.

MyRec.com Recreation Software User Group Session

Tracey Rivera-Cooper, *Director of Marketing* & **Carla Bearup**, *Director of On-Boarding*, MyRec.com

This session is geared towards current MyRec.com users and will cover areas from all modules of the software highlighting our newest features and updates since we saw you last! We will show you tips and tricks of the software that will make your life so much easier. Come with your questions and/or suggestions and let's share how you simplify your recreation management!

BREAKOUT SESSIONS: Monday, November 22nd

11:05 am - 12:05 pm

What Is Wrong with This Field?!

Rich Calarco, *Owner*, L & C Park Consultants, LLC

Category: PARKS, FIN (0.1 CEU)

It's no secret among turf management professionals that there are many challenges associated with properly maintaining a natural grass athletic field. The good news is that through careful planning and a systematic approach, these challenges are not insurmountable. This presentation will discuss the hardships many managers face while repairing and caring for multipurpose fields on both school grounds and town fields. Attendees will learn ways of addressing these challenges, how to develop a park operation budget for repairs, and ways of garnering community support for your plan.

But These Are My Work Flip Flops: Reaching and Teaching the Millennial Workforce

Fred Baker, *Senior Training Associate*, Leading to Change

Category: MGT (0.1 CEU)

They have an average employment length of eight months. They text more than talk. And they're the LARGEST generation to ever hit our workforce. How familiar – and savvy – are you with the MILLENNIAL GENERATION? In this very HANDS-ON session, you'll learn about their career outlooks, work ethic (YES!), and cultural influences, gaining immediately-applicable strategies to attract and retain your Millennial employees.

Beyond Recovery: A Time for Transformation

Jamie Sabbach, *President & CEO*, 110%

Category: FIN (0.1 CEU)

The cloak under which we all once existed and called "normal" has been ripped away; likely gone forever. Looking back, "normal" may have worked for some, but it wasn't all that great for others. Excessive entitlement, greed, political self-interest, unsustainable growth, inequities with growing division between the haves and have nots, poor public health indicators, and more have led us to a place where we might wonder whether "normal" was best.

As we begin to assess the pandemic's path of destruction, it has revealed many weaknesses and fractures in our society and systems. If we are to begin to heal and recondition, it will take a complete and unmitigated commitment to strengthening our communities' social fabric, creating rules and policies that favor the common good, and doing some tough, but necessary, work which will require courage, resolve, determination, and strength of character.

Keeping Afloat

Jaimie Clout, *Aquatics Supervisor*, City of Bristol Parks, Recreation, Youth and Community Services

Category: AQU (0.1 CEU)

For those in the aquatics field, it comes as no surprise that the majority of an aquatics facility's revenue is generated through two means: learn-to-swim programs and competitive swim teams. Unfortunately, this means that the bulk of a facility's cost-recovery rests on the shoulders of a relatively small population. So, how can you make your "rectangle" profitable without depending solely on those two staples? Through the use of creative programming and robust cost-saving efforts! This session will help you to avoid "hot-water" when it comes to your budget by highlighting four key areas: operational cost-saving measures, smarter staffing solutions, creative programming, and identifying your facilities' "Money Makers". We will discuss how to think "outside of the pool" in order to cater to more user-groups, reduce subsidies from tax-payers, and ultimately turn a profit!

2:50 - 3:50 pm

Evidence-Based Landscape and Playground Design: Transforming Play into Development

Ingrid Kanics, *President*, Kanics Inclusive Design Services, LLC

Category: PARKS, TR/IR (0.1 CEU)

At strategically designed sensory playgrounds and sensory gardens, children with developmental disorders benefit from more than just play. A study, completed by the STAR Institute in Denver, CO, evaluated the outcomes of outdoor play by children, therapists, and families experiencing the play space as a natural setting for rich, multisensory occupational therapy interactions. This session will highlight the elements of landscape design that facilitate self-regulation and social participation and how that contributes to increased quality of life. Participants will be able to apply this information along with the study findings to their own project designs to create play environments that are inclusive and beneficial for all users.

Playing with Fire: Conflict, Communication, & Our True Colors of Leadership

Fred Baker, *Senior Training Associate*, Leading to Change

Category: MGT (0.1 CEU)

What is YOUR communication style? How does your style work in conjunction with different leadership approaches?

Furthermore, what are some of the potential conflicts, partnerships, clashes, and compliments that your style can have? Often we immediately assess conflict as an inevitable outcome of the diverse learning styles around us. However, skilled professionals can utilize a tool like True Colors to not only forecast the different approaches used in their work setting (both in person and virtually), but also bridge the divide that often exists between customers and coworkers utilizing their own leadership styles and strategies.

Marketing the Movement: Making the Case for Cause-Related Marketing

Eric Rowles, *President & CEO*, Leading to Change

Category: MKT (0.1 CEU)

Combine the heart of what you do and the hands that make it work. Then capture this story in partnership with another champion in the community. This is Cause-Related Marketing, and it shines a brand-new spotlight on the magic of your agency and the benefits you can offer. In this highly visual and moving presentation, we'll learn about the five stages of Cause-Related Marketing, provide a regional and national example for each, and leave with a tactical plan that can be used to activate your own CRM Campaign. Be ready to be WOWED... this is one of the most moving and inspiring presentations you may ever participate in.

Promoting Positive & Productive Performance Post Pandemic

MaryJo Archambault, *Associate Professor - Recreation, Tourism & Sport Management*, Southern CT State University & **Cynthia Rauschert**, *Owner/Creative Director*, CircusMoves

Category: PRG, TR/IN

(0.1 CEU)

As we emerge from the COVID-19 pandemic there are increasing mental health concerns, and we as park and recreation professionals have a responsibility to understand how we can positively influence our staff and participants. Directors and program coordinators have a unique opportunity to create mindful environments which promote healing and social integration. Join us for an experiential session that will introduce participants to a variety of techniques including gratitude, positive psychology, mindfulness, and social circus skills to promote positive mental health within our work place, our programs, and our communities as a whole.