

SESSIONS AT A GLANCE:

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

AQUATICS (AQU)

- Equitable Aquatics
- More Than an In-Service: A Layered Approach to Staff Training

FINANCE (FIN)

- Be "Essential" by Tracking Agency Performance Numbers
- "Excel" for Efficiency
- Homerun Ballfields!
- Show Me the Money! Innovative Ideas for Revenue Generation
- Trails That People Want to Visit

MANAGEMENT (MGT)

- Collaborative Advantage
- Construction Management & Master Planning

- Creating Culturally Responsive Agencies
- Parks & Recreation Director's Summit
- Excellent Facility Rental Management
- Keynote: Harnessing the Power
- Managing Multiple Priorities
- Manage Promises not People
- Partnering with Community Groups
- The Latest & Greatest Industry Trends
- What "De-Escalation" Training Can Look Like

MARKETING (MKT)

- Love What You Do In 2022

PARKS

- Athletic Field & Green Space Diagnosis and Solutions
- Homerun Ballfields!
- Trails That People Want to Visit

PROGRAMMING (PRG)

- Community Collaboration in Youth Sports
- Show Me the Money! Innovative Ideas for Revenue Generation
- Strategic Approach to Contract Instructor Classes
- Youth Sports Compliance: Setting Standards & Enforcing Requirements

BREAKOUT SESSIONS: Monday, November 21st

9:55 - 10:55 am

Love What You Do in 2022

Matt Scofield, *Recreation Services Coordinator* & **Megan Dowling**, *Assistant Program Coordinator*, New Britain Parks, Recreation and Community Services Department

Category: MKT (0.1 CEU)

Are you struggling to attract and retain seasonal employees? New Britain Parks and Recreation was struggling with a highly competitive job market and a lack of qualified job applicants. For years, the department had used the traditional marketing strategies of press releases, flyer distribution, and social media, with little success. This session will explore innovative marketing strategies, newly implemented this past spring, in order to not only attract new employees, but also incentivize returning employees to re-apply. One strategy included developing the brand "Love What You Do in 2022" that not only speaks to the fun involved with a job in camp and aquatics, but also brings excitement and fulfillment to a position that other jobs lack. Join this session and learn how you can implement a marketing program like this for your department!

What "De-Escalation" Training Can Look Like

Kate Connell, *Founder*, Equitable Aquatics
Category: MGT (0.1 CEU)

"De-escalation" has become synonymous with conflict resolution but that's only made it harder for us to understand the skills, behavior, and training needed for our team to handle increasingly challenging interpersonal interactions. Together we'll navigate conflict management best practices,

restorative and non-violent alternatives to traditional de-escalation, and outline benchmarks for creating mindful agency policies and hands-on training for your team.

"Excel" for Efficiency

Jerold Lokken, *Director*, East Lyme Parks & Recreation

Category: FIN (0.1 CEU)

Join us for some quick tips and easy to understand instructions for intermediate Excel users. We'll go beyond the basics - but not into the really deep waters - to explore ways to improve your use of Excel for budgeting, program management, and office tasks. Come learn some new tricks that can help streamline your day-to-day tasks!

Homerun Ballfields!

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

Category: FIN/PARKS (0.1 CEU)

Join seasoned certified parks and recreation Professional, Rich Calarco, and Hartford Yard Goats Executive Director of Ballpark Operations, Kyle Calhoun, as they walk attendees through a one-year maintenance plan for baseball fields. Topics covered will include budgeting, equipment needed, estimated labor needs, and how to implement your turf and infield program. Rich and Kyle will also explore various techniques in handling field problems. Attendees will leave with a full understanding of how to develop their own turf maintenance plan.

MyRec.com Recreation Software User Group Session

Tracey Rivera-Cooper, *Director of Marketing* & **Colin Drury**, *Chief Commercial Officer*, 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!

11:05 am - 12:05 pm

Youth Sports Compliance: Setting Standards & Enforcing Requirements

Andy Parker, *Director of Youth Development*, National Alliance for Youth Sports

Category: PRG (0.1 CEU)

A young athlete's experience in sports is directly influenced by their coach. Coaching requirements like background checks, child abuse prevention trainings, concussion certificates, sport skills clinics, and code of ethics pledges exist to create a safe and positive environment for children. Whether your requirements for youth sports coaches come from local, state, and national legislation, or from your agency's policies, tracking compliance with imposed requirements does not have to be a headache.

In this session, we will review industry standards for youth sports coaches, share tools and tactics to maintain compliance with coach-related policies, and we will review examples of successful agencies, including one large agency that set strict coaching standards and oversees thousands of coaches from nearly 60 youth sports user groups. Plus, we will discuss requirements for other youth sports volunteers, staff, officials, and parents.

BREAKOUT SESSIONS: Monday, November 21st

Excellent Facility Rental Management

Mark Honberger, *Director*, Remarkable Recreation Solutions

Category: MGT (0.1 CEU)

Achieve excellence through your agency's Facility Rental Program. We will explore methods to organize your Facility Rental Reservation Process. We will analyze several ways to establish defensible rental fees based on your building's square footage and a procedure called "price-points". In addition, we will examine a dozen different rental policy considerations, some that you may not have thought of before.

Manage Promises not People

Eric Papp, *Professional Speaker*, Agape Leadership, LLC

Category: MGT (0.1 CEU)

A supervisor's primary role is managing the workflow and performance of a department. Day-to-day activities and "firefighting" distract managers from successfully achieving their primary objectives. Many managers put off "coaching" conversations and fail to address performance issues. This contributes to the development of an "Abdication of Accountability" environment, where performing employees have more work and less time and underperforming employees have less work and more time. As a result, team performance, morale, and communication decline.

So, how can you develop and lead a self-managing team? Eric Papp will tell you in this presentation where he will teach supervisors how to be more effective and manage a promise, not a person, so you can focus on what's most important: coaching, strategic planning, and growth.

Construction Management & Master Planning

Erik Barbiari, *Construction Management & Master Planning*, New Britain Parks, Recreation & Community Services

Category: MGT (0.1 CEU)

Parks are an essential part of every community as they are a vital source of recreation for local residents. Over time, Parks and Recreation Departments have to face the challenge of redesigning and/or constructing new parks based on current resident demands and ADA standards. In this session, participants will better understand

the art and science of park design including topics such as schematic design, design development, bidding, and construction management as well as the nuts and bolts of running a construction project through final completion.

Diving Into Better Aquatic Evaluations

Drew Michael McWeeney, *Ed.S., CEO*, McWeeney Aquatic Consulting, LTP, LLC & **Dr. Greg McVerry**, *Associate Professor of Education*, Southern Connecticut State University and *CEO*, ReVIEW Talent Feedback System

Swimmers improve with coaching. Lifeguarding is no different. This session will cover two components: (1) Participants will learn how aquatic directors can improve feedback skills they deliver through a tool designed to make aquatic supervisory practices easier, and (2) learn about one recreation department in Connecticut implementing this tool that is helping their water safety be more effective and compliant.

2:50 - 3:50 pm

Show Me the Money! Innovative Ideas for Revenue Generation

William DeMaio, *Director*, Newington Parks & Recreation, **Matt Scoffield**, *Recreation Services Coordinator*, New Britain Parks, Recreation and Community Services Department, & **Craig Bowman**, *Director*, Rocky Hill Parks & Recreation

Category: FIN/PRG (0.1 CEU)

Feeling the pressure to generate more revenue? Join longtime Director Bill DeMaio to learn how he grew the Newington Parks and Recreation Department's enterprise budget to \$2,083,000 each year! He will review his innovative techniques including: creating or establishing public/private partnerships, utilizing special events as fundraisers, elevating concession stands, renting both indoor and outdoor facilities to private youth sports entities, and maximizing pavilion rentals. Participants will be able to take home examples that can be instantly implemented within their town, including sample PPP letters of agreement.

Partnering with Community Groups

Mark Honberger, *Director*, Remarkable Recreation Solutions

Category: MGT (0.1 CEU)

Partnering with Community Groups is a "Best Practice" that can result in new programs, new facilities, new volunteers, and increased community safety. We will investigate how to negotiate with community groups. We will look at how to set up official Facility Use Agreements to codify the exchange of "equal value" between the two parties. Plus we will look at the pros and cons of dozens of real-life examples.

Equitable Aquatics

Kate Connell, *Founder*, Equitable Aquatics

Category: AQU (0.1 CEU)

Does everyone have an equal experience in your facilities regardless of their ability level, gender, neurodiversity, or income level? Equitable aquatics is about making sure that you are making your pools accessible AND working to get all types of folks to your facilities. Part exercises and part lecture, this session is designed for you to "work-in" your aquatics operations area in real time and leave with ideas to unpack later. We'll explore the implications and implementation of the 3 P's of Inclusive Aquatics: Personnel, Programming, and Policies and discuss outcomes and examples for each of the areas. We'll touch on how to grade your policies and rules for inclusivity, the fundamentals of low-income and scholarship-based offerings, and how to focus on outreach to fill your pool, programs, and payroll list with individuals who represent your diverse community.

Athletic Field & Green Space Diagnosis and Solutions

Ian Lacy, *Lead Project Advisor* & **Scott Vose**, *Technical Advisor*, Tom Irwin Advisors

Category: PARKS (0.1 CEU)

Join Ian Lacy and Scott Vose of Tom Irwin Advisors for a presentation that will examine athletic field and green space challenges and solutions that are common to New England. Ian will identify a range of challenges such as over use, high wear, drainage issues, maintenance challenges, budgets and resources affecting athletic fields and green spaces and how to determine the most suitable solution.

HAPPY HOUR

| Monday 4:00 - 5:00 pm | Exhibit Hall



Join us for happy hour on the exhibit hall floor! Enjoy food and refreshments while networking with the many exhibitors who can provide solutions to your department's needs.

