

# 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.



# 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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## BREAKOUT SESSIONS: Tuesday, November 23<sup>rd</sup>

### 8:00 - 9:00 am

(Prefunction Area)

#### Yoga, Public Parks, & Social Justice

Jessie Scanlon, *Managing Director, Yoga In Our City*

**Category:** PRG, TR/IN (0.1 CEU)

Mental and physical well-being are important aspects of living a happy and healthy life. A great way to accomplish this is through yoga, a practice that teaches compassion, gratitude, and mindfulness. However, there are disparities in accessible and affordable yoga programs across Connecticut. Learn how Yoga in Our City, a non-profit program providing high-quality yoga instruction and wellness education in public parks, is bridging the gap to deliver programming to underserved communities to build happier, healthier communities. We will discuss the connection between yoga and social justice, the role of a yoga instructor as a civic leader, and the value of public parks as a shared space to create community connections.

### 10:00 - 11:00 am

(Exhibit Hall)

#### Latest & Greatest Industry Trends

**Category:** MGT (0.1 CEU)

Learn the latest and greatest trends within the parks and recreation industry from vendors whose products and services may help solve the needs of your department. This session will be a question and answer exchange with five industry vendors moderated by a parks and recreation professional.

stewardship of these parks. Participants will also take a close look at the process of creating their award-winning OurParks marketing campaign and promotional video, "Take Me To The Park". Additionally, attendees will learn about the development of Manchester's Park Ambassador Program to help foster stewardship of parks as well as the different ways they are addressing the needs of a changing community.

#### Equity at the Center: Changing Agency Culture through Diversity, Equity, and Inclusion

Joshua Medeiros, *Superintendent*, Sarah Larson, *Deputy Superintendent*, Kyana Anderson, *Youth & Family Coordinator*, City of Bristol Parks, Recreation, Youth & Community Services

**Category:** MGT (0.1 CEU)

Learn how the City of Bristol placed equity at the center of their work in this dynamic fast-paced session that will explore how to integrate DEI programs, policies, and initiatives into your agency. Department leaders will discuss how they cultivated a DEI mindset with staff, developed a common language, and initiated a staff-driven DEI committee. Participants will also learn about innovative DEI programs including mobile Park Packs, Young People of Color and LGBTQA empowerment groups, and the Pop-Up Parks series which brought recreation and events into underserved neighborhood parks. Discussion will include integration of DEI into park planning, community engagement, and cross-departmental collaboration. Participants will leave with clear strategies on how to incorporate DEI work in their organization regardless of the agency size.



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

#### Reinvigorating Recreation: OurParks Branding Story

Nico Arias, *Recreation Supervisor, Town of Manchester*

**Category:** MKT (0.1 CEU)

Learn how Manchester rebranded and reinvigorated public interest in their parks with an initiative aimed at drawing their large and diverse residency to public spaces, encouraging and promoting personal health and wellness, and fostering community-wide



# BREAKOUT SESSIONS: Tuesday, November 23<sup>rd</sup>

## A Mile Wide and an Inch Deep

Jamie Sabbach, *President & CEO, 110%*

Category: FIN (0.1 CEU)

A perpetual interest in providing something for everyone has resulted in quantity over quality and mediocre service delivery. Premier agencies have embraced the changes necessary to put their agencies on the track to fiscal health, organizational well-being, and a resilient future by understanding their markets and the competition, avoiding practices which spread their staff thin, and finding and staying in their lane.

## Increasing Your "Pool" of Candidates: Aquatics Hiring Roundtable

Rachael Mattioli, *Recreation Supervisor, Wethersfield Parks & Recreation, Sharon*

O'Neil, *Recreation Supervisor, East Hartford Parks and Recreation, Joshua Charette,*

*Recreation Supervisor, Manchester Dept. of Leisure, Family & Recreation, Laurie Albano, Superintendent of Recreation, Stamford Recreation*

Category: AQU (0.1 CEU)

Aquatics professionals were delighted when COVID-19 restrictions eased and swimming pools across the country, as well as here in Connecticut, were allowed to re-open. However, finding enough lifeguards and swim instructors to employ at these facilities has turned out to be difficult. Many community pools did not open last year leading aquatics staff to find other employment opportunities after being furloughed or not rehired. Worse yet, remaining staff were not able to get certified or recertified further exacerbating the situation. Pools nationwide are trying to stay afloat with the staff they currently have as new applicants aren't exactly "diving in". Demand is now higher than ever as people look to get back to normal, but the "pool" of qualified applicants just isn't there. Join us for a roundtable discussion to see what other communities are doing to attract, retain, and re-employ their aquatics staff members. Come prepared to share what's worked or hasn't worked for you and any difficulties you are experiencing when it comes to staffing.

## 12:20 - 1:20 pm

### Funds to the Rescue

Mike Muszynski, *State and Federal Relations Manager, CCM*

Category: FIN, MGT (0.1 CEU)

Interested in learning more about the American Rescue Plan (ARP) funds and what projects and programs qualify? Join Connecticut Conference of Municipalities' (CCM) State and Federal Relations Manager, Mike Muszynski, to learn about the parameters of fund usage, time frames funds can be used, when more funds will likely be released, and more! Mike has been hard at work gathering information from the National League of Cities, Department of Treasury, and the CT Congressional Delegation and their staff. Examples of usage from municipalities around Connecticut will be shared.

### The Wrap Around: Bristol's Person-First Approach to Addressing Homelessness and Addiction in Our Public Parks

Sarah Larson, *Deputy Superintendent, Jenelle*

Howard, *Project Coordinator, Joshua*

Medeiros, *Superintendent, Aubrey Minkler,*

*Community Services Coordinator, City of*

*Bristol Parks, Recreation, Youth and*

*Community Services*

Category: MGT (0.1 CEU)

With limited training, parks and recreation departments are often tasked with addressing the challenges of homelessness and addiction while ensuring parks are safe and welcoming for users. Drawing on practices implemented by the Bristol Parks, Recreation, Youth and Community Services Department in conjunction with local law enforcement and healthcare providers, this panel will explore how municipal parks and recreation departments can implement a wrap-around approach to successfully provide resources to residents experiencing homelessness and/or struggling with addiction. Learn how through empathy, innovation, and a person-first approach, Bristol developed practical strategies that improve the quality of life for all park users.

### (Un)Buried Treasures: Unlocking Hidden Value in Built Environments

Jason Farrell, *Founder/Principal Investigator, Facilitiesmart*

Category: MGT (0.1 CEU)

Human configurations of built environments have a tremendous influence on users' health, productivity, effectiveness, and other key metrics. They also have the power to communicate with space users and observers which can lead to either positive or negative outcomes. Dr. Jason Farrell provides insight and strategy to help leverage built environments to shape the experiences of a wide-range of stakeholders. The key is understanding how discrete elements intertwine to create a facilities' DNA, then identifying ways to orchestrate them toward goals and objectives. Attending to these realities has the power to create differentiation and distinction leading to higher attendance, revenues, and stronger reputations. Dr. Farrell presents concepts and methodologies for assessing effectiveness, and tailoring them to particular industries and their desired outcomes. Research, case studies, and lived experiences inform this journey into creating more effective facilities.

### SEL through Purposeful Play

Cynthia Rauschert, *Owner/Creative Director, CircusMoves*

Category: PRG, TR/IR (0.1 CEU)

Social-emotional learning (SEL) is a hot topic in youth education and recreation these days. It's one thing to understand what SEL is, but how do we know if our program activities are promoting SEL gains? In this session, you will learn how to evaluate whether or not your programs and activities apply best practices for SEL, how to adapt when necessary, and how to innovate programming that guarantees an environment which promotes SEL gains. You will also come away with an understanding of what "purposeful play" is and how it is used to create activities that promote SEL gains. This is an experiential workshop! We begin with a short discussion and move quickly into group activities which demonstrate and reinforce the practices that are being introduced. Be prepared to move and have fun!

## 2021 AWARDS & SCHOLARSHIP PROGRAM

Presented at the Annual Awards Luncheon - Tuesday, November 23<sup>rd</sup>

### NOMINATE SOMEONE TODAY!

CRPA is now accepting nominations for the 2021 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](http://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 9/3/21