



PARK & RECREATION ASSOCIATION

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## 2023 IPRA Webinar Series Schedule *(updated 4/10/23)*

Month Dates, Times	Instructor	Webinar Title	Description
<p><b>FEBRUARY</b></p> <p>Wednesday, Feb 8, 10:15 AM CST</p> <p>Thursday, Feb 16, NOON CST</p>	<p><b>Neelay Bhatt</b> Founder and CEO, Next Practice Partners</p>	<p><b>Moving from Best Practice to Next Practice</b></p>	<p>Is your agency prepared for what's next? Transform your organization by motivating learning to identify and proactively prepare, and even create trends. Learn how to better understand your community's needs through inclusion, innovation, and information. Refuse to settle for status quo, learn from failure and become curious. Neelay Bhatt is one of the most prolific and knowledgeable thought leaders in parks and recreation today.</p>
<p><b>MARCH</b></p> <p>Wednesday, March 8, 10:15 AM CST</p> <p>Thursday, March 16, NOON CST</p>	<p><b>Dean Heffta</b> Founder of Clarus Results, LL</p>	<p><b>Leader as Coach: Getting Great Results When You Aren't Around</b></p>	<p>High-performance teams require people closest to the problems to make fast and effective decisions. Developing this capability requires a shift from traditional "command &amp; control" management styles to that of a "coaching leader." This session introduces the fundamentals of coaching to help every person, regardless of their position, apply new skills to grow their influence and effectiveness in a team setting</p>
<p><b>APRIL</b></p> <p>Wednesday, April 12, 10:15 AM CST</p> <p>Thursday, April 20, NOON CST</p>	<p><b>Jodi Rudick</b> Executive Director, La Jolla Village Merchant Association</p>	<p><b>Creating a Customer Care Plan</b></p>	<p>Is the customer always right? Not exactly, but it is 10 times more expensive to bring in a brand-new customer than it is to keep one you already have! Using the <b>Make and Take Customer Retention Plan</b>, you will learn ready-to-use tactics and templates to increase customer value, participation, and profits. By exploring "old-school" and high-tech tools – you'll learn how to transform casual (even disgruntled) customers into raving fans and a powerful secret sales force.</p>
<p><b>MAY</b></p> <p>Wednesday, May 10, 10:15 AM CST</p> <p>Thursday, May 18, NOON CST</p>	<p><b>Lydie Gutfeld</b> Director, Parks and Recreation, City of San Bernardino</p>	<p><b>Proactive vs. Reactive Problem Solving: Making the Most of Change</b></p>	<p>Dealing with transition and change can be difficult. Figuring out how to focus on the transition while understanding the fear of change can create a unity amongst your team. Supervisors, managers, and department heads have been faced with the difficulty of maintaining staff levels and defining new roles with constant change and transition. Work through key steps based on the bestselling book, <i>Managing Transitions</i> you'll develop step for a successful journey and a better understanding how to lead your team through the next big transition!</p>

<p><b>JUNE</b></p> <p>Wednesday, June 14, 10:15 AM CST</p> <p>Thursday, June 15, NOON CST</p>	<p><b>Tracey Crawford</b> Executive Director, Northwest Special Recreation Association</p>	<p><b>Intersectionality: Exploring the Impact of Overlapping Identities and Experiences</b></p>	<p>What exactly is intersectionality and how does it impact your self-perception and how you relate to others? Learn how your intersectionality affects who you are and how you are valued in society today. The concept of Intersectionality was originally coined by Dr. Kimberlé Crenshaw to show how multiple forms of diversity segments can be compounded and create barriers for, especially marginalized groups of people.</p>
<p><b>JULY</b></p> <p>Wednesday, July 12, 10:15 AM CST</p> <p>Thursday, July 20, NOON CST</p>	<p><b>Chris Nunes</b> Director of Parks and Recreation The Woodlands Township</p>	<p><b>Recruitment and Retention: Today and Tomorrow's Challenge</b></p>	<p>In the post pandemic world recruitment and retention for all employees (seasonal, part time and full time) has become a huge challenge for parks and recreation professionals. This session will explore several methods in which to find applicants, develop a streamline approach to interviewing and establishing a culture to retain high quality employees.</p>
<p><b>AUGUST</b></p> <p>Wednesday, Aug 9, 10:15 AM CST</p> <p>Thursday, Aug, 17, NOON CST</p>	<p><b>Lori Hoffner</b> Speaker, Trainer Consultant Supporting CommUnity</p>	<p><b>Professionalism and Why It Matters</b></p>	<p>New and emerging leaders quickly learn that when you have the reputation as a true professional, you will always be in demand. As a valued and respected professional in your industry, you will not only be popular with others, but you will also develop a high sense of purpose and self-worth. Achieving and maintaining that kind of professionalism takes intentional effort and dedication. In this session, we'll discuss the steps you can take using successful staff communication, strong organizational skills and mindful leadership. You will also learn the powerful role that emotional intelligence has for professionals creating an environment of inclusion, cooperation, and a sense of purpose for others.</p>
<p><b>SEPTEMBER</b></p> <p>Wednesday, Sept 13, 10:15 AM CST</p> <p>Thursday, Sept 21, NOON CST</p>	<p><b>Aamir Munshi</b> Founder - The Learning Scape, Mumbai, India</p>	<p><b>Social Media Trends for 2023</b></p>	<p>Internationally acclaimed marketing strategist Aamir Munshi joins us again to bring us the latest from the world of social media. While it might feel more challenging than ever to stay on top of ideas, trends and platforms, Aamir will help us navigate and prioritize the latest tips and tricks to make your social media strategy more effective. Using real examples of best practices and could use some improvement case histories, we'll focus on applications critical to today's marketing and communication success. You'll learn how to better leverage your current media and explore others that may be right for you and your agency. Whether you are directly responsible for marketing your programs, services and facilities or influence these decisions you'll gain insight, ideas and see real-time examples to enhance your outreach.</p>

<p><b>OCTOBER</b></p> <p>Wednesday, Oct 11, 10:15 AM CST</p> <p>Thursday, Oct 19, NOON CST</p>	<p><b>Marie Knight,</b> Owner, Knight Leadership Solutions</p>	<p><b>Generational Strengths and a New Kind of Diversity</b></p>	<p>No one could have imagined that there would be a time when four and even five generations would be sharing the same workplace. Further, parks and recreation agencies have the challenge of serving a public that literally consists of both newborns and centenarians. This unique diversity and perspective offer challenges as well as great opportunity. You'll learn how to better communicate, motivate, and collaborate across generational divides by building bridges rather than walls. Based on the work of Tim Elmore's book, "A New Kind of Diversity," this session will focus on generational distinctions and similarities.</p>
<p><b>NOVEMBER</b></p> <p>Wednesday, Nov 8, 10:15 AM CST</p> <p>Thursday, Nov 16, NOON CST</p>	<p><b>Teresa Penbrooke</b> Senior Manager, BerryDunn</p>	<p><b>Researching What Matters</b></p>	<p>How can you measure the outcomes and benefits of what you do? Learn how to take advantage of tools and research to add value and credibility to your agency's perception and brand. From economic impacts to service assessments, this webinar shares tools and techniques to gather data you need to better tell your story.</p>
<p><b>DECEMBER</b></p> <p>Wednesday, Dec 13, 10:15 AM CST</p> <p>Thursday, Dec 21 NOON CST</p>	<p><b>André Pichly</b> Manager, Cameron Community Service District</p>	<p><b>The Stewardship Approach</b></p>	<p>Often there is a chasm or even opposition between parks AND recreation goals, roles, and responsibilities. However, effectively managing and maintaining your agency's parks, facilities, spaces, and places is everyone's job. Learn how to train recreation staff, volunteers and even customers to become part of the facilities team. Creating a sense of ownership and stewardship is a cultural shift that can save your agency time, money, and resources in the new year.</p>