



CRPA Winter Quarterly

Tuesday, January 30, 2018

Schedule:

- 9:30 - 10:00 am:** Registration
- 10:00 am - 12:00 pm:** Marketing: Beyond the Basics 0.2 CEU's
- 12:00 - 1:00 pm:** Lunch
- 1:00 - 3:00 pm:** STEM in Recreation Camps & Programs
Includes Tour of Museum 0.2 CEU's

Location:



**250 Columbus Blvd
Hartford, CT 06103**

Parking: is available at the Science Center/Riverfront Garage located at the corner of Bob Steele Street, formerly Grove Street, and Columbus Boulevard, underneath the Science Center building.

Note: If parking anywhere other than this location you will be responsible for parking fee. Attendee must submit parking ticket and free parking pass (received at event) upon exiting the garage.

Session 1: Marketing: Beyond the Basics (0.2 CEU s)

With ever tightening budgets, marketing has become even more important than it has ever been. But, marketing doesn't just stop at Recreation Programs. Effective marketing can put your department in a better position to influence the decisions of your town council and finance boards. See why marketing to these groups is important, especially in today's fiscal climate. Learn easy and effective ways to help your programs and department stand out by effectively marketing to all audiences, including not just your residents, but city or town decision makers as well.

Session 2: STEM in Recreation Camps & Programs (0.2 CEU s)

STEM (science, technology, engineering, and math) is today's ultimate buzz word and is evolving in classrooms state-wide along with the idea of Inquiry Based Learning. Incorporating STEM in your camps can make them more marketable, appealing to your residents, and more fun for the campers! Engaging in hands-on science activities helps campers to develop a greater interest in science and science related fields. Your campers will discover how science can be fun! Through this workshop you will gain a basic understanding of inquiry based learning, learn simple ways to help keep your campers engaged and asking questions, and discover some fun new activities to incorporate in your camp. Come see how EASY it can be to run science activities at your camp!

Registration:

Payments must be received by 1/16/18. No refunds for cancellations after 1/16/18. Registrants that do not show without cancelling prior to this date will be billed the full amount.

Organization: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

E-mail: _____ **Phone:** _____

Attendee 1: _____ **Title:** _____ **Member:** \$35 **Non-Member:** \$45

Attendee 2: _____ **Title:** _____ **Member:** \$35 **Non-Member:** \$45

Attendee 3: _____ **Title:** _____ **Member:** \$35 **Non-Member:** \$45

(If more than 3 attendees, please use a 2nd form)

TOTAL DUE: \$ _____

Payment Information:

Check (payable to: "CRPA," 135 Day St., 2nd Floor, 2H, Newington, CT 06111)

Send Invoice

PO# _____

Credit Card **Card Number:** _____ **Exp Date:** _____ **CVV:** _____



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Session 1: Amanda Mueller, *Senior Vice President*, Cashman & Katz

Amanda Mueller is Senior Vice President at Cashman + Katz Integrated Communications, one of the region's leading communications firms. Amanda currently oversees all of the Agency's accounts, including national brands such as BIC, Kiehl's, Sperry and Iron Mountain, as well as Eastern Connecticut Health Network (ECHN), ConnectiCare, CT Department of Transportation and more. As an integral part of the Cashman + Katz team for the past 13 years, Amanda also oversees the firm's Public Relations department, where she concentrates on obtaining press coverage and generating exposure for her clients through a variety of channels including traditional media, social platforms and influencers. Amanda was a 2016 Hartford Business Journal Women in Business honoree.

Amanda graduated with a BA in Communications and a Minor in Sociology from the University of Massachusetts, Amherst. She lives in Norwich with her husband and two daughters, Grace and Sadie.



Session 2: Andrew Fotta & Bryan Avery, *STEM Educators*, CT Science Center

Andrew Fotta is a STEM educator at the Connecticut Science Center. He holds a B.A. in Art history from the University of Connecticut and an elementary teaching certification from Central Connecticut State University. Prior to working at the Connecticut Science Center, he spent several years in elementary and middle school classrooms, including two years as a middle school science teacher. In addition to education and science, Mr. Fotta is a photographer who enjoys blending science with art.

Bryan Avery began his career in the classroom with certifications in general and Earth Science in both New York and Connecticut. He transitioned to informal education in 2012 and time working at Dinosaur State Park and The Connecticut Audubon Society honed his skills in program delivery and development, for both students and teachers. Now at the Connecticut Science Center he continues his mission to advance science education by helping create engaging, thought provoking, and integrated programs for school age students. He holds a bachelor's degree in Geology and a master's degree in Parks and Natural Resource Management.

