

*Recreation NB | Loisirs N.-B. Presents*



REC | CON 2025 SHEDIAC, NB

**ACTIVE COMMUNITIES,  
THRIVING FUTURES**

**MAY 13-15TH, 2025**



**Conference Program**



On behalf of the Municipality of Shediac, it is with great pleasure that I welcome you to REC | CON 2025. We are honored to host dedicated professionals committed to enhancing the quality of life in our communities through sports, leisure, and recreation.

Shediac is a vibrant municipality that offers an exceptional natural setting to its residents and visitors. Located on the shores of the Northumberland Strait, our town is renowned for its beautiful beaches, scenic trails, and welcoming green spaces. Rotary Park, a symbolic site in our community, proudly features our most famous emblem: the Giant Lobster. Pascal Poirier Park, the heart of our community gatherings, serves as a central space for meetings and celebrations throughout the year.

Our community benefits greatly from the invaluable commitment of numerous organizations, including *Association Plein Air Shediac Outdoors Association Inc.* (APASOA), which has contributed to the creation of over 12 km of pedestrian trails, promoting mountain biking and hiking. This network complements our 12 km of municipal trails surrounding the town, and soon, it will be connected to the Shore Line network via a bridge crossing the Scoudouc River. This connection will establish a recreational corridor linking our community to Alma in the stunning Bay of Fundy.

We hope your stay in Shediac will be enriching and inspiring, and that you will have the opportunity to discover everything our town has to offer. Take advantage of this conference to exchange ideas, learn, and share experiences to continue making a difference in our respective communities.

Once again, welcome to Shediac and enjoy the conference!

Roger Caissie  
Mayor of Shediac





REC | CON 2025 SHEDIAC, NB

**ACTIVE COMMUNITIES,  
THRIVING FUTURES**



Recreation is at the heart of active, connected, and healthy communities. REC | CON 2025 is an opportunity to come together, exchange ideas, gain valuable insights on key topics, and celebrate the profound impact that recreation has on individual and community well-being.

Your dedication to delivering quality programs and services makes a difference in the lives of individuals and families every day. You inspire people to move, play, learn, and grow - helping to shape *active communities, and thriving futures*. On behalf of the Board of Directors for Recreation NB | Loisirs N.-B., thank you for your commitment to creating a healthier, happier New Brunswick.

A special thank you to the planning committee, conference speakers, and sponsors for their unwavering dedication and support. Their efforts ensure that this biennial conference remains a dynamic space for collaboration, learning, and growth - reflecting the evolving needs of our sector.

Through thought-provoking plenary sessions, engaging breakouts, invaluable networking opportunities, and exciting evening socials, we know you'll leave REC | CON 2025 feeling inspired, connected, and ready to drive meaningful change in your communities.

Use this opportunity to reunite with familiar faces, build new relationships, expand your network, and immerse yourself in the outstanding content REC | CON 2025 has to offer.

Jen Reed  
President, Recreation NB | Loisirs N.-B.



May 13-15th, 2025

## Shediac Multipurpose Centre

This year's conference theme is **Active Communities, Thriving Futures.**

Sessions will be related to recreation and physical activity, and will focus on technology and data, community and belonging, regulations, infrastructure, social media, marketing, and more!



# Table of Contents

|   |                             |      |                          |
|---|-----------------------------|------|--------------------------|
| 1 | Mayor's Welcome Message     | 6-8  | Plenary Sessions         |
| 2 | President's Welcome Message | 9-12 | Breakout Sessions        |
| 3 | Table of Contents           | 13   | Registration Information |
| 4 | Summary Agenda              | 14   | Thank You Sponsors!      |
| 5 | REC   CON Highlights        | 15   | Accommodations           |



# SUMMARY AGENDA

- Plenary Sessions
- Evening Events
- Get Active! Sessions
- Session Series
- Breaks
- Other

## Tuesday, May 13th, 2025

|                    |   |
|--------------------|---|
| 12:30 PM - 1:30 PM | Conference Check-In and Information Table   |
| 1:30 PM - 3:00 PM  | Opening Plenary (Bobbi Nance) - Say More Without Saying More  |
| 3:00 PM - 3:15 PM  | <b>Nutrition Break</b>  |
| 3:15 PM - 4:15 PM  | Session Series 1:<br>A) Advancing Gender Equity in Recreation: Self-Reflection Toolkit ( Bilingual Speaker)<br>B) Navigating Change: The Updated Cooling Tower Regulatory Program in New Brunswick (Bilingual Speaker)<br>C) Building Child-Friendly Communities: Practical Tools for Inclusive and Sustainable Development (Bilingual Speaker) |
| 4:30 - 5:30 PM     | Get Active! Session - Ball Hockey Tournament  |
| 6:00 - 8:00 PM     | Opening Day Reception sponsored by <i>Jet Ice</i> at Pumphouse Shediac ( <b>with appetizers</b> )   |

## Wednesday, May 14th, 2025

|                     |  |
|---------------------|--|
| 6:30 AM - 7:30 AM   | Get Active! Session - Morning Run to the Beach (Bilingual Guide)   |
| 8:30 AM - 9:00 AM   | Conference Check-In and Information Table  |
| 9:00 AM - 10:30 AM  | World Café - Hot Topics Discussion Tables (Bilingual Tables)   |
| 10:30 AM - 11:00 AM | Fuel & Flash: Free Headshots & <b>Nutrition Break</b>  |
| 11:00 AM - 12:00 PM | Session Series 2:<br>A) No One Cares About Your Data (And What To Do About It)<br>B) Municipal Guide to Promising and Best Practices for Disability Inclusion in Recreation and Physical Activity<br>C) AI at Play: Doing More with Less in Recreation (Presenter will be joining virtually) |
| 12:00 PM - 1:00 PM  | <b>Networking Lunch</b>  |
| 1:00 PM - 2:00 PM   | Session Series 3:<br>A) Codesigning for Belonging in Community Recreation Settings<br>B) Mastering Social Media: Enhancing Skills for a Greater Impact<br>C) Breaking Barriers: The Financial Assistance for Recreation (FAR) Program in Salisbury   |
| 2:00 PM - 2:15 PM   | Bio Break  |
| 2:15 PM - 3:15 PM   | Session Series 4:<br>A) Unspoken Needs: Creating Programs & Services that Sell<br>B) Measuring Impact: Unlocking the Economic and Community Value of Recreation, Physical Activity, and Sport  |
| 3:15 PM - 3:30 PM   | <b>Nutrition Break</b>   |
| 3:30 PM - 4:30 PM   | Walk / Wheel Facility Tour (Bilingual Guide)   |
| 7:00 PM - 9:00 PM   | Seaside Social and Games Night Sponsored by RC Strategies ( <b>with light refreshments and snacks</b> )  |

## Thursday, May 15th, 2025

|                     |  |
|---------------------|--|
| 6:30 AM - 7:30 AM   | Get Active! Session - Morning Bike to the Beach (Bilingual Guide)  |
| 9:00 AM - 10:15 AM  | Panel Discussion - Moving Forward - Active Transportation, Active Communities, and Physical Activity in NB (Bilingual Panelists & Moderator) - <b>With Breakfast</b> |
| 10:30 AM - 12:00 PM | Closing Plenary (Joe A. Doiron) - Beyond Boundaries: Future-Proofing Recreation Through Positioning, Partnership and Policy  |

# REC|CON 2025 Highlights

## Get Active! Sessions

We're excited to introduce Get Active! sessions, offering conference attendees the opportunity to be physically active throughout the event. Whether you're looking to break a sweat or simply enjoy a mindful moment, there's something for you. Sessions include:

- Ball Hockey Tournament (Tuesday, May 13th - 4:30 -5:30 PM)
  - No experience or equipment needed, please wear sneakers.
- Run or Walk / Wheel by the beach (Wednesday , May 14th - 6:30 - 7:30 AM)
- Bike to the Beach (Thursday, May 15th - 6:30 - 7:30 AM)
  - Please bring your own bike. Bikes can be rented from [La Bikery in Moncton](#).

## Opening Day Reception - sponsored by *Jet Ice*



Join us for the Opening Day Reception, **sponsored by Jet Ice**, at Pumphouse Shediac. Enjoy appetizers, a cash bar, and the option to order additional food on your own if you're still feeling hungry. This relaxed, informal gathering is the perfect opportunity to reconnect and network with fellow conference attendees.

## Free Headshots

Need a fresh headshot? Take advantage of this exclusive opportunity to get a high-quality headshot taken. Whether it's for your LinkedIn profile, work website, or personal branding, this is your chance to get a high-quality headshot. When: Wednesday, May 14th - 10:30 - 11:00 AM



## Seaside Social and Games Night - sponsored by *RC Strategies*

Unwind, connect, and have some fun at the Seaside Social and Games Night **sponsored by RC Strategies**. This event is all about good vibes, great company, and a little friendly competition. Join us for an evening of classic games, new challenges, and plenty of laughs. Location to be announced.



# Plenary Sessions

## Opening Plenary - Say More Without Saying More

Tuesday, May 13th - 1:30 - 3:00 PM

### Bobbi Nance - President & Founder *Recreation Results*

One skill that remains as valuable on the first day of your career as it does on your last is communication. And while the number of communication methods are increasing, making it easier than ever to reach out to someone, our audiences' attention spans are shrinking, making effectively sharing the meaning behind your messages a constant challenge. Get an insightful primer into how we process information and see how the ways we typically share information actually work against us. Then, whether it's sharing data, writing a report, creating a presentation, or even just writing an email, discover simple ways to increase the impact of your message without increasing your word count.

### About Bobbi:

Known for her signature mix of passion and practicality. Bobbi Nance doesn't just present big ideas - she helps teams bring them to life by breaking them down and making them relatable, engaging, and most importantly, actually do-able. As the founder of *Recreation Results*, Bobbi has worked with hundreds of park and recreation organizations to help them better understand their customers and operations, uncover hidden insights and opportunities in their data, and set new strategy - all with a focus on creating real-world action and impact.

Whether delivering a keynote or leading a workshop, Bobbi leaves audiences inspired and equipped with practical tools to move forward with clarity, creativity, and confidence. She is a frequent

speaker at conferences and schools across North America, including past appearances at National Recreation & Park Association's (NRPA) Conference and Directors School, Athletic Business, American Camping Association, and Revenue Development & Management School. She also serves on the boards of City Park Alliance and Women in Leisure Services (WILS) and her innovative approach to parks and recreation was recognized with the Havlick Award for Innovation in Local Government.



# Plenary Sessions

## World Café - Hot Topics Discussion Tables (Bilingual Tables)

Wednesday, May 14th - 9:00 - 10:30 AM

Engage in dynamic conversations with fellow attendees in this interactive World Café session! Rotate through themed discussion tables, each focusing on a pressing issue or emerging trends in the industry. Share insights, exchange ideas, and collaborate on solutions in a relaxed and engaging setting.

## Panel Discussion - Moving Forward – Active Transportation, Active Communities, and Physical Activity in New Brunswick

Thursday, May 15th - 9:00 - 10:15 AM

Representatives from the Dept. of Tourism Heritage and Culture Branch (Bilingual Panelists)

Join us for an engaging panel discussion exploring the critical role of active transportation, active communities, and physical activity in shaping healthier, more vibrant municipalities across New Brunswick. Our panelists will share insights on how we can champion these initiatives to foster inclusive, accessible, and sustainable environments. It will highlight successful active transportation projects and demonstrate how well-planned infrastructure can increase community mobility and participation in recreation. They will discuss active living strategies, funding opportunities, and cross-sector collaboration to create communities that encourage movement in everyday life. This discussion will equip attendees with the tools and knowledge to advocate for and implement active living solutions that enhance quality of life in their communities.





# Plenary Sessions

## Closing Plenary - Beyond Boundaries: Future-Proofing Recreation Through Positioning, Partnerships and Policy

Thursday, May 15th - 10:30 - 12:00 PM

**Joe A. Doiron - Specialist, Physical Activity and Population Health**

As community recreation faces rapid shifts in civic priorities, economic pressures, and evolving public expectations, the key to resilience lies in multisectoral partnerships and strong policy alignment. Join Joe A. Doiron as he explores the future of community recreation through the lenses of positioning, partnerships, and programming—highlighting the role of inclusive, equitable, and diverse community engagement. Drawing from local, national, and global frameworks, we will discuss how municipalities must navigate change, secure sustainable partnerships, and embed community recreation in its rightful place within broader social, economic, and health policies. Attendees will leave with actionable insights, trends, tips, and tools to ensure their communities thrive by leveraging collaboration and policy alignment as powerful tools for shaping the future of recreation.

### About Joe:

Joe A. Doiron is a population health specialist with 30 years of experience advancing healthy public policy across the public, private, and not-for-profit sectors. He has led major initiatives, including Let's Get Moving: A Common Vision for Physical Activity in Canada, and spent over two decades in the Federal Health Portfolio, focusing on physical activity, healthy living, and chronic disease prevention.

A recipient of the Chief Public Health Officer Medal for Canada, Joe is also the founder of Active Kids Adventures, a play-based program promoting literacy, leadership, and movement in children. Based in Dartmouth, Nova Scotia, he remains deeply committed to health promotion through both professional and volunteer roles.



### A. Advancing Gender Equity in Recreation: Self-Reflection Toolkit (Bilingual Speaker)

**Meghan Beland, Coordinator Women and Girls, Sport NB**

**Nicole Hebert, Member Services Lead, Recreation NB | Loisirs N.-B.**

Creating and maintaining equitable recreation spaces is essential to fostering belonging. Join Meghan Beland from She Is Active New Brunswick, and Nicole Hebert from Recreation NB | Loisirs N.-B. as they introduce the Gender Equity Self-Assessment Toolkit – a valuable resource designed to help organizations assess and enhance their gender equity practices.

This session will walk participants through the toolkit, offering practical insights on how to identify barriers, implement meaningful change, and create more inclusive environments for women, girls, and gender-diverse individuals. Whether you are just beginning your gender equity journey or looking to refine existing efforts, this session will provide actionable steps to support a more equitable future in recreation.

### B. Navigating Change: The Updated Cooling Tower Regulatory Program in New Brunswick (Bilingual Speaker)

**Denis Chenard, Environmental Health Engineer, Healthy Environment Branch, ELG**

Legionnaires' disease outbreaks in New Brunswick have highlighted the urgent need for better management of water circulation system, particularly cooling towers. In response, the Water Circulation Systems Regulation under the Public Health Act was introduced in 2022, with amendments in 2023, to improve oversight and prevent future outbreaks.

This session will provide an in-depth look at the risks associated with cooling towers, and the regulatory framework designed to mitigate these dangers. Participants will learn about the province's online registry, technical guidelines, and the importance of proactive water management programs. Join Denis Chenard as he explores what these regulations mean for facility operators and how effective water management can help prevent outbreaks.

### C. Building Child-Friendly Communities: Practical Tools for Inclusive and Sustainable Development (Bilingual Speaker)

**Amber Bishop, Executive Director, Centre for Best Practices**

**Amélie Brutinel, Director of Community Outreach, Centre for Best Practices**

Led by the Centre for Best Practices, a new branch of the New Brunswick Advocate, the Child-Friendly Communities Program empowers municipalities to create inclusive, accessible, and engaging environments for children, youth and vulnerable adults. Grounded in principles of democratic participation, transportation access, recreational and cultural opportunities, health and safety, and social inclusion, the program provides practical recommendations and reflection tools tailored to communities of all sizes. With a focus on sustainable development and meaningful youth engagement, this initiative supports local leaders in building communities where every child can thrive.

### **A. No One Cares About Your Data (And What to Do About It)**

#### **Bobbi Nance - President & Founder Recreation Results**

Does your group have the right data processes in place, but is struggling to gain much benefit from them? Maybe you can't figure out what to do with the endless influx of survey results, how to act upon the data sitting in your registration software, or how to make your performance measures more than just an annoying extra task when creating your annual budget. Or maybe you see the value in your data but can't get your staff on board or get your elected officials to care. Whatever the reason, learn how to evaluate and tweak what you collect, measure, and share so that you can decrease the chances that it collects dust sitting on shelves and in your software and instead becomes part of your groups day-to-day. Using real-life examples, see how small shifts in what you measure and how you present it can make a world of difference in how your staff, leaders, and community engage with what your data has to say.

### **B. Municipal Guide to Promising and Best Practices for Disability Inclusion in Recreation and Physical Activity**

#### **Taryn Barry, Project Manager, The Active Living Alliance for Canadians with a Disability (ALACD)**

People living with disabilities are less likely to meet physical activity guidelines than people without disabilities. Yet even low levels of physical activity have significant positive health effects. Moreover, best practices are not readily available for municipalities across Canada to refer to when developing non-structured and structured physical activity and recreation opportunities for persons with disabilities and their caregivers. Therefore, the Active Living Alliance for Canadians with a Disability and the Canadian Disability Participation Project (CDPP) 2.0 are consulting with municipal leaders, persons with disabilities, caregivers, researchers, and reviewing academic and grey literature to identify these promising and best practices. For the first half of this session, the preliminary scope of the municipal guide will be presented to participants, while in the second half, participants will be guided through thoughtful discussion on what challenges they have encountered in disability inclusion at the municipal level and what type of guidance they would like to see in the final guide that will be launched in 2025.

### **C. AI at Play: Doing More With Less in Recreation (Presenter will be joining virtually)**

#### **Toby Nwaguogor, Speaker and Workshop Facilitator on AI for Recreation**

Recreation professionals are being asked to do more with less—balancing tight budgets, growing populations, and aging infrastructure while still delivering high-quality programs. AI isn't just for tech companies; it's a powerful tool that can help streamline operations, enhance decision-making, and free up valuable time for strategic work.

In this session, we'll explore practical ways AI can support recreation professionals, from automating administrative tasks to optimizing scheduling, engaging communities, and future-proofing services. No technical background is needed—just an openness to discovering how AI can become your time-saving, efficiency-boosting ally.

### A. Codesigning for Belonging in Community Recreation Settings

**Julia Frigault - Project Coordinator, Reimagining Access to Sport, Recreation & Leisure**

Designing and delivering community recreation provisions that foster a sense of belonging for equity-owed populations is vital to overall community well-being. While fee assistance and low-cost or no-cost activities help reduce financial barriers, these approaches alone do not always cultivate dignity or meaningful participation for those residents who face significant forms of oppression and exclusion. To address these challenges, Reimagining Access to Sport, Recreation, and Leisure (RASRL)—a three-year, cross-sectoral project that applied relational welfare principles, human-centred design, and community participatory action research—implemented and evaluated a codesign approach to foster dignified access and sense of belonging in community recreation activities. This presentation aims to share key insights from the project and highlight co-design practices and principles that fostered dignified access and a sense of belonging.

### B. Mastering Social Media: Enhancing Skills for a Greater Impact

**Duncan Murray, Digital Communications & Social Media Intern**

In today's digital world, social media is a powerful tool for recreation professionals to engage communities, promote programs, and showcase their value. Join Duncan Murray for this engaging session where you'll learn practical skills to elevate your social media presence. Basic videography techniques, planning, and editing will be discussed and demonstrated. Whether you're looking to refine your current approach or build your skills from the ground up, this session will provide techniques to help you make a bigger impact with your online communication.

### C. Breaking Barriers: The Financial Assistance for Recreation (FAR) Program in Salisbury

**Massimo Caracristi - Regional Director Recreation, Town of Salisbury**

The Town of Salisbury's Financial Assistance for Recreation (FAR) program is designed to ensure that every young resident, regardless of financial circumstances, can actively participate in recreational activities, fostering community engagement and well-being.

The FAR program echoes successful models like JumpStart and KidSport while complementing existing funding avenues to maximize support for families. It comprises two distinct streams: the Registration Assistance Grant (RAG) stream, which covers registration fees, and the Gas, Equipment, and Transportation (GET) stream, addressing additional costs associated with participation in recreational programs.

### A. Unspoken Needs: Creating Programs & Services That Sell

**Bobbi Nance - President & Founder Recreation Results**

When it's time to develop new programs to add to your offerings, how confident are you that they will be successful? Instead of launching new programs and services and waiting to see what sticks, we'll explore some of the driving forces and current trends influencing current consumer preferences. We will also run through several easy, but effective techniques that you can utilize to more thoughtfully brainstorm and design new programs and services, all with the goal of increasing their chance of success.

### B. Measuring Impact: Unlocking the Economic and Community Value of Recreation, Physical Activity, and Sport

**Christine Cameron , PhD (President) - Canadian Fitness and Lifestyle Research Institute**

The sport, physical activity and recreation sector plays a crucial role in fostering healthy individuals, inclusive and healthy communities, and a thriving economy, however, until now, economic assessments of the sector's impact have been limited. The *Measuring Impact* project addresses this gap and helps the sector to make the case for investment, with quantifiable outcome measures assessing the value of investing in these building blocks of the community. This session highlights some of the key findings and brand-new tools developed as a result of this innovative project developed by the Canadian Fitness and Lifestyle Research Institute (CFLRI) and the Canadian Parks and Recreation Association (CPRA).

## Thank you to our Evening Social Sponsors



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# Registration Information

## Full Conference Rates

- **Member Rate: \$419.00 + HST**
- **Non- Member Rate: \$519.00 + HST**
- **Student Full Conference Rate: \$150.00 + HST**

## Single Day Rates

- **Single Day Registration Tuesday: \$150.00 + HST**
- **Single Day Registration Wednesday: \$225.00 + HST**
- **Single Day Registration Thursday \$150.00 + HST**

Please email [nhebert@recreationnb.ca](mailto:nhebert@recreationnb.ca) with any scheduling questions you may have.

**Click [HERE](#) to Register and Pay With Credit Card**

**Click [HERE](#) to Register & Receive an Invoice**

### **Cancellation Policy**

- If you cancel within 10 business days, you will be eligible for a 50% refund.
- If a request is made with less than 5 business days' notice, the individual/organization will forfeit the full fee.
- If need be, you may substitute the registered employee with a different employee at any time to avoid forfeiting the fee.
- Under extenuating circumstances the Executive Director has the authority to consider cases on an individual basis.

# Thank You Sponsors!

The conference planning committee and Recreation NB | Loisirs N.-B wishes to extend a **BIG thank you** to the following sponsors. With their support, events like these are made possible.

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## Supporting Sponsors



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# Accommodations



**Hotel Shediac, 222 Belliveau Ave, Shediac, NB E4P 0M2**

**Standard Room Rate of \$179.00 + HST**

**Executive Single Room Rate of \$199.00 + HST**

**Small Studio (Bay view) Rate of \$239.00 + HST**

**Large Studio (Bay view) Rate of \$249.00 + HST**

**Accessible Studio (City view) Rate of \$239.00 + HST**

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