



President's Report

Joseph Wynns, CPRP



As I begin my presidency of the Academy, I would like it to be known that this office will be recognized as one of open communication; therefore, my article will focus on communicating to the Academy Members that which we will be working toward and our accomplishments in 2007.

We now have a signed letter of agreement between the Academy and NRPA to conduct an experimental consulting project. I am encouraging all interested Academy Members to give Max Ramsey a call and volunteer your participation. In addition, we will be working with NRPA as it relates to our relationship with CAPRA.

We are working on reestablishing the park practices program. This is a very important communication tool that assists first-line park and recreation professionals by providing valuable information as they face their daily challenges. Max Ramsey will be heading this initiative.

We will engage in a very aggressive marketing campaign that will not only tell the story of the Academy, but will identify our mission, goals and objectives with the idea of encouraging strong partnerships and alliances with those organizations that are on the same course.

Also, it is critical that we enhance our diversity initiative. As I announced at our annual banquet in Seattle, I would like to see the establishment of the Ernest T. Attwell Scholarship Fund with an outcome of attracting more African American students in pursuing the field of parks and recreation.

Inside This Issue:

- **President's Report**
- **"Positioning Our Profession with Decision Makers" Task Force**
- **NRPA Congress Program Committee**
- **2007 Academy Work Plan**
- **Two NEW books now available!**
- **2007 Academy Dues**
- **Academy Externs**

John Crompton and Charlie Hartsoe have produced two outstanding books for any park and recreation professional library (*Twentieth Century Champions of Parks and Conservation*, Crompton and *Building Better Communities*, Hartsoe). I would encourage each Academy Member to contact Sagamore Publishing Company by phone at (800) 327-5557 or via their website at www.sagamorepub.com to place your order. Also, we should encourage other leisure service agencies within our communities to purchase these great resources.

Lastly, let me say that it is very important that we, the Academy Members, work closely with NRPA, our national office. Through inclusion, our national office will be stronger and better by advocating parks and recreation with one voice focusing on funding for community wellness programs, recreation trails and transportation enhancement, and development of state and local parks through the Land and Water Conservation Fund. By speaking in one voice we will begin to build trust, bond together, and develop strong relationships and alliances, which will enhance our efforts to resolve outstanding issues.

I thank the Academy Members for your trust and support. As your President, I pledge my commitment to the Academy and its continued success!

“Positioning Our Profession with Decision Makers”

Task Force

Barry Weiss

We are happy to have the following new members on the task force: John Crompton, Jim Niskanen, Michelle Park, Max Ramsey, and Bill Scalzo. They join Jane Adams, Ron Dodd, Jim Donahue, Jonathan Korfhage, Bill Nelson, Paul Romero, Kathy Spangler, Bob Stanton and Barry Weiss

Throughout the country professionals are saying we need a comprehensive strategy to position ourselves with decision makers to secure resources to provide needed services to our communities. Our task force has taken on this assignment. Desired outcomes have been identified as:

- Parks and Recreation is identified as an “essential” service by decision makers and community members
- A common interest is developed with a broad perspective by governing bodies, the business community, schools, public safety and community leaders
- We are “At The Table” when critical issues are decided in our communities and our nation
- Resources are secured to provide needed services to our communities
- A re-engagement of stewardship of public spaces occurs
- Sustainability of our profession through leadership development and succession planning is achieved
- Parks and Recreation is not pitted against other relevant community services

It was decided to begin by assisting individual communities in need to help position themselves with their decision makers.

Three communities have been identified located in New York, Michigan and California. What we have to offer to communities is Academy resources for:

- Common Language (done)
- Best Practices
- Measurable Outcomes
- How to Impact Public Policy
- Partnerships
- How to Expand Resources
- Speakers Bureau

Max Ramsey, co-chair of the Academy’s Agency Services and Resources Task Force provided an update on the work of their group that melds nicely with our efforts. These include a new Academy brochure; an Academy consulting service; and re-starting of the “Park Practice” a 3 set series of documents consisting of trends, design, and successful ideas from professionals.

We are currently focused on Best Practices and Measurable Outcomes. For Best Practices position papers may need to be developed while in other cases a bibliography of the information can be provided to agencies needing the information. These would include, but not be limited to, the need for a trained Parks and Recreation professional to lead the agency; NRPA Standards; and the three California benchmarking efforts Playground Safety Inspection, Low Impact Aerobics Instruction for Adults 55+ and Youth Development Staff Training.

We are looking to focus Measurable Outcomes in the three categories of community-wide benefits which Parks and Recreation agencies can potentially deliver – Economic Prosperity, Environmental Sustainability and Alleviating Social Problems. Thanks to John Crompton for development of this information in this format.

If you would like to be part of this important effort please contact Barry Weiss at (650) 802-4286 or bweiss@cityofsancarlos.org.

NRPA Congress Program Committee

Ray Ochromowicz is the Academy representative for the NRPA Congress Program Committee. For 2007, his goal is to obtain a minimum of 30 session proposals from Academy members, and have at least 30 Academy members involved in the Congress as speakers, moderators or chairpersons.

The NRPA Congress Program Committee met in Indiana on January 21 through 23. Ray will inform Academy members how many sessions were approved at a later time.

Academy Work Plan for 2007

Andee Chestnut

President Joe Wynns is in the process of developing committees and task forces for 2007. If you have an interest in serving on any of the following, we would appreciate hearing from you as soon as possible. The descriptions below are very brief, so please get in touch if you have questions.

Agency Services and Resources

Committee involves three areas: (1) Academy Professional Services; (2) Other Agency Relationships; (3) Park Practice Publications. The committee has focused most recently on developing a Consulting Services Program as well as the Ask the Expert Program at NRPA Congress.

Annual Banquet and Social

This committee plans the annual banquet and awards program in Indianapolis.

Best Paper Award

Committee determines the winner of this award, which alternates every three years as follows: (a) Best Doctoral Dissertation; (b) Willard C. Sutherland Best JPRA Paper, and (c) Best Master's Thesis/Undergraduate Paper.

Bylaws

This committee responds to Board requests for any additions or amendments to the bylaws.

Citizen Involvement Task Force

This task force is working to improve citizen involvement in the field.

Diversity Task Force

The task force was set up to develop ways for the Academy to take a leadership role with diversity in the field.

Gold Medal Committee

This committee works with NRPA to administer the Gold Medal Award Program.

Journal Subscription Task Force

This task force is working to increase JPRA subscriptions.

Legends in Parks & Recreation

This committee works on the Legends Program, which consists of taped interviews of distinguished administrators and educators who have made outstanding contributions to the field.

Membership Committee

This is the committee that reviews membership applications and makes recommendations of selection to the Board.

National Park & Recreation Research Institute

This is a partnership with NRPA and others to provide research to support government affairs, advocacy, etc.

Newsletter

The Newsletter Committee produces four newsletters during the year.

Nominating Committee

This committee arranges the slate for the next year's officer & director election. It includes five members, and the majority must be past presidents.

NRPA Congress Program Committee

This committee solicits educational programs for the NRPA Congress.

Positioning our Profession Task Force

This was set up to develop a strategic approach focused on repositioning the profession with decision makers.

Pugsley Awards Committee

This committee oversees the Pugsley Award program. It consists of the chair plus four Academy members who have been Pugsley recipients.

Young Professional Externship

This committee selects four young professionals for externships during the NRPA Congress.

Building Better Communities: The Story of the National Recreation Association

Dear Academy Member:

Arrangements have been made by Academy President Joe Wynns and Executive Secretary / Treasurer John Potts for Academy members to purchase the newly published book *Building Better Communities: The*

BUILDING BETTER COMMUNITIES



The Story of the National Recreation Association (1906-1965)

Created and edited by Charles S. Hartsoe

Story of the National Recreation Association (1906-1965) at half-price, or \$25.00 (plus shipping).

As you may know, this year marks the 100th anniversary of the National Recreation Association, the forerunner of the National Recreation and Park Association. The National Recreation Association helped establish and gave leadership to the public recreation and park movement in America.

Financially, the National Recreation Association began at zero in 1906, operating in donated office space and with a volunteer executive. By 1960, the National Recreation Association owned its own headquarters building in New York City, and had a staff of 94 persons, which included staff in eight regional offices. Over 2,000 recreation agencies were affiliated for service and 4,500 individuals were associated for service. There were 14,000 citizens in over 2,700 communities who contributed financially. The National Recreation Association provided approximately three-fourths of the resources that created the National Recreation and Park Association.

The story of the National Recreation Association which had its beginning during the urbanization of America is told through the writings and articles by board members, staff, and others, as well as through pictures which give meaning to the story.

All of the income from the sale of *Building Better Communities* will be placed in a restricted fund within the American Academy for Park and Recreation Administration for use on projects related to the Joseph Lee Memorial Library and Archives. Approval for the use of such restricted funds is to be made by the Executive Board of the Academy.

You may wish to purchase other copies at full price as gifts to Board members, staff and others with an interest in the recreation and park fields. Remember that every purchase supports the Academy. To order, call Sagamore Publishing at (800) 327-5557 or visit their website at www.sagamorepub.com

Warm wishes,

Charles A. Hartsoe, Editor

Also Available...

Twentieth Century Champions of Parks and Conservation: Volume 1, Pugsley Medal recipients 1928-1964

By now you should have received your complimentary copy of *Twentieth Century Champions of Parks and Conservation: Volume 1, Pugsley Medal recipients 1928-1964*.

If you are interested in purchasing additional copies of this book, you may place an order online at www.sagamorepub.com or via phone at (800) 327-5557.

2007 Academy Dues

Academy due must be received by March 31, 2007 otherwise a \$25 late fee will be assessed. Questions may be directed to John Potts, Executive Secretary/Treasurer at (309) 274-2078.

Membership Category

Active Fellow
Emeritus Fellow

Annual Dues

\$150.00
\$50.00

Send payments to:
AAPRA
PO Box 1040
Mahomet, IL 61853

Credit card information may be faxed to (215) 586-5724 or emailed to achestnut@aol.com

Academy Externs

The 2006 externs are **Adriane Clutter** of Maryland, **Clinton Jones** of Georgia, **Tony Lopez** of Florida and **Mike Phillips** of Ohio.



Externs pictured with Dale Larsen



Externs pictured with Fran Mainella.

Submit Your News

If you have an article, announcement, or committee update you would like to include in the next Bulletin, please send your information to editors, Rich Grodsky and Kim Pugh, at rgrodsky@epd.org.