



American Academy for Park
and Recreation Administration

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Participation in the Academy Foundation



Only 24% so far...

We have a long way to grow!



AAPRA Bulletin - Summer 2009

President's Progress Report

Steve Messerli, MPA



Fresh upon completion of the last Board of Directors meeting prior to the 2009 NRPA Congress and Exposition, it's timely to keep Academy members current with the flurry of committee and board work and accomplishments. The high-quality and level of committee and board activity and professional commitment is simply outstanding—thank you!

Class of 2009 Fellows

First, join me in welcoming and congratulating our newest members who will be inducted as Academy Fellows during our annual general membership meeting in Salt Lake City. The membership committee, under the leadership of Karla Henderson, did an exceptional job in making recommendations that were unanimously approved by the Board. Adding to this were the efforts of the Urban Directors Committee, led by Joe Wynns, whose committee also contributed greatly by proposing new

members for Board consideration and action. The efforts of each member serving on these committees are recognized and appreciated. Our newest members are as follows:

- ▲ Sue Black, Milwaukee County Department of Parks, Recreation and Culture
- ▲ Walt Bratton, City of Green River Department of Parks and Recreation
- ▲ William Hendricks, California Polytechnic State University, San Luis Obispo
- ▲ Michael Kane, NRPA
- ▲ Michael Meadors, Johnson County Park and Recreation District
- ▲ Timothy Mitchell, Chicago Park District
- ▲ Jon Kirk Mukri, City of Los Angeles Department of Recreation and Parks
- ▲ Rafael Payan, Pima County Natural Resources, Park and Recreation
- ▲ Gail Elder White, City of Salisbury Parks and Recreation

Progress on major initiatives for 2009 includes:

Partnering and Leadership

▲ The Board of Directors approved an affiliation agreement with the Council



President's Report - Continued

on Accreditation for Recreation, Park Resources and Leisure Services (COA). COA, sponsored by the National Recreation and Park Association, recognizes the importance of establishing criteria for the assessment of baccalaureate degree granting programs in the field of park and recreation management and administration. The purpose of this collaborative relationship is to pilot, implement and evaluate standards and learning outcomes for higher education preparation in park and recreation management and administration. Historically, AAPRA has been at the forefront in creating professional certification programs and this agreement provides another opportunity for us to once again lead in the development of standards, learning outcomes and criteria consistent with COA standards.

2. Advancement of the Profession and Academy Initiatives through Corporate Support

▲The Pugsley Committee—through the leadership of Vice-chair Vern Hartenburg—was successful in securing a three-year sponsorship with The Davey Tree Expert Company to fund annual operating program costs. This sponsorship value totals \$24,000 for the term of the agreement and effectively eliminates the need for Academy funds to promote and maintain what is acknowledged as America's most distinguished recognition of prominent leadership in parks and conservation.

▲Jeff Ellis & Associates and Jeff Ellis Management have agreed to become the 2009 Annual Banquet Sponsor in the amount of \$10,000—a “first” annual banquet sponsorship of this nature. This new revenue source will ensure the short- and long-term fiscal sustainability and integrity of the Academy budget. It also sets a precedent and challenge to future Presidents to obtain similar sponsorships in upcoming years.

3. Fiscal Stewardship and Long-Term Financial Stability

▲We are still short of the goal of 100% annual participation in contributions to the Academy

Foundation. If you haven't made your 2009 Foundation contribution, please complete that commitment today.

▲The financial impact of the Pugsley and Annual Banquet sponsorships mentioned earlier amounts to a 35% increase to our 2009 budget. Surprisingly, the Academy's annual operating budget is only \$51,500. Recently, one of our Charter members expressed his amazement at this modest amount and that we are able to accomplish so much with so little in actual dollars. This just demonstrates that through our collective, volunteer-based efforts we are a highly efficient and effective organization. As leaders in the field, this is an exemplary accomplishment for which we should all be proud.

4. Celebrate our Achievements!

▲Join us for a unique experience and memorable banquet that Dan Dustin has planned for us at the site of the 2002 Winter Olympics closing ceremonies and University of Utah Stadium Club.

My report closes with a tribute to Terry Trueblood, who passed in July after a courageous battle with cancer. During the past several years, I was fortunate to have spent time with Terry and his wife Waunita through our involvement with the Academy's National Gold Medal Award program. Terry certainly left his signature on the park and recreation movement through his professional and personal contributions and service to the Academy as its only two-term President. His trademark sense of humor, positive outlook on life and devotion should be an inspiration to us all.

Steve Messerli



Committee Reports

Agency Services Committee

Max Ramsey

The Subcommittee has determined that currently there is not a market in the profession sufficient to sustain an online subscription program under today's economy, or to secure the type and diversity of articles we would need to maintain program quality. Joe Bannon reminded us that it took about 12 years for the Journal of Park and Recreation Administration to achieve profitable independence. However, we do not believe the Academy has the financial ability to wait that long. We had been encouraged by many members over the past several years that there was still a strong market for that type of information, however, much has changed. Therefore, we have an excellent alternative approach, NRPA has offered to provide a small section to be published in their monthly magazine on Park Practices / Best Practices on a mutually agreeable schedule. This would allow us to serve the profession and be involved in producing the product. We can then assess the market and determine how best to continue. We are working with Mike Kane, NRPA and Brett Wright, Clemson, our Editor to work out details and possible limited funding sources. We are therefore proposing to drop our current plans and obligations for the Academy to pursue this new approach, and to thank Joe Bannon and Sagamore Publishing for their help and commitment toward those plans. This new approach is the type of Academy / NRPA cooperation that should strengthen our profession. President Messerli sent a letter to the President of the University of Illinois thanking them the services of Dr. Bill McKinney, and university support in producing the original and subsequent updates of the Academy Talent Inventory, the source manual for this program. A program format for marketing Consulting Services has been recently outlined. We will begin an implementation plan soon. Several requests for program services have been received in the last two quarters. We are encouraged about the potential of this program. We are working closely with NRPA,

through Tara Fitzpatrick-Navarro, as part of their team to conduct sessions at Congress, providing expertise from our Talent Inventory for such sessions, and providing on-site help. The sessions will address Park and Recreation operations in today's financial climate and, as planned, will result in a White Paper to be shared with the NRPA membership. Sessions will address issues and solutions at the Urban, Non-Urban and Special District levels. As we proceed, we will be calling on selected Academy Members to participate. They are planned so as to not conflict with Academy functions. If you are contacted about being involved, please try to help. This level of joint cooperation gives us the opportunity to bring the profession closer together.

Gold Medal Committee

Chris Jarvi

The Gold Medal Program is about to enter the second round of judging to determine who the 2009 Grand Plaque Recipients will be! The five judges will gather at NRPA Headquarters in Ashburn, Virginia on July 16th and 17th to evaluate the finalist materials. In addition to the judging, the group will have a meeting to evaluate this year's program and processes and determine if there will be any changes in the 2010 program. Get excited for the Opening General Session of NRPA's Congress where the 2009 Gold Medal Grand Plaque Recipients will be announced!

Legends Committee

Mark Eynatten

The Legends Committee has selected two members as Legends for 2009. They are Pat O'Brien, General Manager of the East Bay Regional Park District, and Ted Flickinger, President/CEO of the Illinois Association of Park Districts. Arrangements and schedules for taping in Salt Lake City are being finalized.

DVDs of all interviews conducted in Baltimore at the 2008 NRPA Congress have been received and distributed.



Committee Reports

Banquet Committee

Dan Dustin

The table is set for the October 15, 2009 AAPRA banquet in Salt Lake City. The venue is Rice-Eccles Stadium on the University of Utah campus. As part of this year's "Green" theme, attendees are encouraged to take the TRAX (University Line) from and to downtown Salt Lake City for the evening's events. Taxis and private cars are also possible. The venue is approximately two miles from downtown Salt Lake City heading east on 400 South. The reception will take place from 6:30 to 7:30 PM in the Visitor Gallery. Attendees can wander through the Winter Olympics photo gallery and view an ongoing film of the highlights of the 2002 Winter Olympics games while enjoying cocktails (cash bar) and hors d'oeuvres. Attendees will then progress a few feet to an elevator that will transport them to the fourth floor of Rice-Eccles Stadium and the Scholarship Reception Room (Note: cash bar will be available on the fourth floor as well from 7:30 to 9:30 PM). Dinner will be served from 7:30 to 8:30 PM. Following dessert, at approximately 8:30 PM, the annual awards ceremony will unfold. The evening concludes at 9:30 PM. Flyers with reservation information will be sent out by early August.

(Visit:http://www.stadium.utah.edu/private_rentals/pano/weddings_scholarship.html for a visual "taste" of the spectacular view of Salt Lake City's skyline from the Scholarship Reception Room.)

Best Paper Committee

Jim Hall

Due to the lack of participation and papers not meeting the necessary criteria of the award, a survey has been created to help this team and AAPRA determine if they should continue with the award or increase incentives, etc. The intent is to send this survey to AAPRA Membership and the universities to which we send the awards.

Re-Positioning Parks and Recreation

Barry Weiss

The two sub-committees of the Positioning Task Force are just completing their work.

Sub-Committees

Gather in one place implementation tools such as how to determine proximate value of real estate, measure a decrease in juvenile crime or an increase in academic performance.

Bill Scalzo - Chair
Susan Trautman
Jim Niskanen
Richard Horton

Format our proposal according to NRPA Board documents (Kathleen Perales has provided template information)

Harvey Feldman - Chair
Max Ramsey
Judy Weiss

The results of their work will be forwarded to President Messerli. He and Academy leadership will then have the tools and formatting needed for a meeting with NRPA to discuss a national effort to re-position our profession as an essential service with all decision makers. Previously approved was the Academy's position paper on re-positioning and the strategic plan for re-positioning. The goal remains for a meeting with NRPA leaders and Academy representatives at the NRPA Congress at Salt Lake City in October.

Note: For a copy of the Position Paper and/or the Re-Positioning Plan please contact Barry Weiss at redtailbw@comcast.net or (925) 600-0621.



Committee Reports

Membership Committee

Karla Henderson

The Membership Committee recommended four practitioners and one educator to the Board. These members were approved at the July 15 Board Meeting:

Bill Hendricks - Professor and Department Head at California Polytechnic State University, San Luis Obispo.

Walt Bratton - Director of Parks and Recreation for the City of Green River, Wyoming.

Gail Elder White - Director of Salisbury, North Carolina Parks and Recreation.

Michael Meadors - Director of Parks and Recreation in Johnson County (MO) Park and Recreation District.

Urban Directors Committee

Joe Wynns

The committee recommended four new members under this category to the Academy Board.

Rafael Payan - County of Pima, Arizona (Tucson area)

Tim Mitchell - Chicago Park District

John Kirk Mukri - Los Angeles County

Sue Black - Milwaukee County

Nominating Committee

Chuck Wilt

Ballots will be distributed on August 7 and election results will be available on September 1, 2009

Candidates for office include:

- ▲ President Elect - Becky Benna and Tony Cisneros
- ▲ Secretary - Mark Eynatten and Tom Lovell
- ▲ Treasurer - Susan Trautman and Judy Weiss
- ▲ Directors (2 elected) - Michael Anne Lord, John McGovern, Michael Shellito, and Joe Wynns

NRPA Program Committee

Ray Ochromowicz

In addition to the standard Congress educational programs, Academy members are working with NRPA to facilitate two or three open forums during the Congress. The forum will provide an avenue to discuss the impact and reaction to today's economic condition. Each forum will open with an overview by a panel of renowned professionals followed by round table discussions facilitated by Academy members. The conversations will be recorded as the information will be used to produce a white paper on the topic. Academy members working with NRPA to develop the open forums are Max Ramsey, James Garges, Bill McKinney and Ray Ochromowicz.

Externship Committee

Michael Anne Lord

Only four (4) applications were received, which I is reflective of the spirit of the country ... cautious and staying close to home for a variety of reasons. The deadline was even extended by a couple of days for individuals who called about applying, with hopes for more applications; but in fact the number of applicants did not increase. The deadline for application evaluations was July 17th.

Promotional efforts included distribution of flyers at NRPA Mid-Year Legislative Forum; sending of flyers to all state associations in March; Inclusion of flyer and information in Academy newsletter; posting of flyer information on the TRAPS website; sending of reminders to state associations' executive directors in late May; and personal recruitment of young professionals and response to individual inquiries. The Academy has up to two standard externships to award and up to two additional diversity externships. None of the applicants, identified themselves as a member of a minority group.



In Memoriam

Terry G. Trueblood August 29, 1947 - July 03, 2009

(The following is a collection from professional friends and staff comments and reflections about Terry – presented at Terry’s Colorado Services and extremely appreciated by his families and friends.)



The Terry, loving husband, father and grandfather, Director Iowa City Parks & Recreation passed away after a courageous battle with pancreatic cancer.

Terry joined the full time ranks of the profession in 1970; he made it a priority to be active in his professional associations. He served in every professional organization at the state and national level.

Terry served on the Board of the American Park and Recreation Society, including President, and again honored in 1992 with the APRS Professional Meritorious Service Award, and in 2008 the APRS Dave Clark Distinguished Professional Award. As an active member of the AAPRA, Terry served as Secretary and President for two years. Under Terry’s leadership the Iowa City Park and Recreation Department received two National Gold Medal Awards.

He was an amazing man and will be greatly missed; he is remembered by his many professional peers, from across the USA - as a great guy and leader, a mentor who really cared about the people with whom he worked and volunteered. Peers see him as a first class professional, a class act, truly warm, sincere and reasoned leader who never missed an opportunity to serve the profession or help someone in need of professional advice. Terry touched nothing that he didn’t brighten and better. He was a committed family man, a dedicated and true professional, a gracious friend, who always brought out the best in people, and set a great example for all of us to follow. It is incredible how many lives he has touched. With Terry it was not about his personal ego, it was about what he could do for the betterment of the profession and those we serve – A true Servant Leader.

Terry had the ability to make you the center of the conversation. He made us all feel a part of his circle. He stood out among his peers not because he sought the spotlight but because he deserved it. He knew why he was put on earth, he was always willing to do the right thing as he saw it, you could depend on Terry getting the job done and providing an outstanding work product. Terry’s great sense of humor, dry sense of humor and quick wit, was active in all situations and infectious, even when faced with a devastating illness – a glass half full guy and a real good person. He was a giant in our noble profession of park & recreation administration – his leadership and contributions will serve as his enduring legacy which will inspire us for years to come.

We are poorer for his passing but richer for having him as part of our lives. Terry will remain very much alive in the memories of those who loved, respected and treasured him. We must now celebrate and be thankful for his life with us. He would be quite embarrassed about all these things his professional friends are saying about him, he would tell us not to fret and make a joke of it – but we believe deep down in side, he would feel proud and grateful that he made such a difference in our lives and profession.

His passion for our field has been a bright light. Waunita has been his constant companion at the Conventions and their “on-site” adventures memorable. His spirit is a beacon for all of us and his generosity a gift that made him a very special person. Thank you all who provided these comments and recollections about Terry so we might collectively remember our friend and dedicated professional – Terry Trueblood.

A life becomes a legacy through donation. The Green Ribbon is the National Symbol for organ, tissue and eye donation. If you have a green pin, the Trueblood family asks that you wear it in remembrance of Terry and in celebration of his life and gift. To honor Terry, you are encouraged to join the Iowa Donor Registry at www.iowadonorregistry.org or one within the state of your choice.



From Our Members

Play is Not Just for Fun!

Fran Mainella

Play is not just for fun. People who play experience benefits including increased physical health, emotional well-being and cognitive abilities. Educators, health professionals, park and recreation providers and policy-makers from across the country met to discuss such benefits during *The Summit on the Value of Play* June 14-16 at the Madren Conference Center at Clemson University.

At the end of the Summit, attendees voted on the Top 10 Calls to Action. Further consideration of the calls to action resulted in some obvious connections and the calls were synthesized into 5 major strategies.

▲ From the list of attendees, create a Coalition for Play to communicate and advocate for a new play movement

- ✓ Strategically grow the Coalition for Play by targeting others from related professions and organizations in areas of needed emphasis
- ✓ Mobilize youth and young adults as key players in developing a play movement

▲ Begin synthesizing existing research on play as it affects a person's lifelong cognitive, physical and affective development

- ✓ Identify the costs to society and individuals that result from lack of play

▲ Develop a robust national communications campaign on promoting a play movement

- ✓ Inspire families to change their perceptions and behaviors regarding the essential value of play

▲ Develop the capacity to Advocate for legislation in support of play

- ✓ Change liability laws to be friendlier to play

▲ Develop national guidelines for healthy play and healthy communities

Interested individuals will find more information, including video presentations of the keynote addresses, at our website:

<http://www.hehd.clemson.edu/PRTM/Play/>.

Committees will be formed from interested individuals to implement steps to carry out the strategies described above. We encourage AAPRA as an organization as well as individual members of the Academy to get involved in this movement. **Please let us know in what way you would be interested in helping us further the cause of play.**

Dale Larsen named Director

The city of Phoenix has announced the appointment of Dale Larsen as Director of the Parks and Recreation Department. Larsen has worked in the public parks and recreation field for 37 years. He has been with the city of Phoenix for 25 years, serving as the assistant parks and recreation director since 1984, and during this time served as acting director during several periods, including most recently until his appointment.

“Prior to coming to Phoenix, Larsen worked for the Milwaukee County Park Commission. He is past-president of the American Academy for Parks and Recreation Administration, past-chairman of the National Parks and Recreation (NRPA) Association Commission on Accreditation for Parks and Recreation Agencies, and a past-president of the Arizona Parks and Recreation Association. He is the current chair of the National Research Committee for NRPA.

In 2007, Dale served as an Executive on Loan to Arizona State University. He also is a co-author of college text books on Parks and Recreation Management and currently serves as a Professor of Practice at ASU, teaching courses on management and leadership. During his career with Phoenix, Dale has been a community steward dedicating his time and expertise to programs such as COMFORT, a reading and recreation program for homeless children and River Rampage, an outdoor adventure river rafting program for disabled teens and teens at risk. In addition, he has invested in the professional development of hundreds of City employees through his presentations on motivation at the City's Supervisory Academy.



From Our Members

Academy Members Crucial to NRPA Directors School

One year ago this month, a new national management training program was initiated for park and recreation directors. The program, co-sponsored by NRPA, the National Training Center at Oglebay Resort-Park, and the Department of Parks, Recreation and Tourism Management at North Carolina State University, is a two-year program designed for directors new to the position, or staff being groomed for the position of director. The curriculum for the Directors School is based on agency accreditation standards administered by CAPRA, the Commission on Accreditation of Park and Recreation Agencies. Reading materials for the School are primarily from *Management of Park and Recreation Agencies* edited by Betty van der Smissen, Merry Moiseichik, and Vern Hartenburg, and published by NRPA in support of the agency accreditation process.

Of the 19 instructors for the Directors School, all but four are members of the Academy for Park and Recreation Administration.

In addition to the formal instructional program, participants will work in groups on case studies based on topics covered in their respective year. In addition, the program includes a panel discussion on how to become a recession-proof director.

Phil Rea, Professor Emeritus at NC State University, serves as the School Director. Bill Koegler, Director of Operations for Oglebay Resort-Park, serves as Program Administrator.

Qualifications for serving as instructor include significant service as director of park and recreation agencies, and documented success in speaking at NRPA conferences and workshops. Preference will be given to directors from CAPRA accredited agencies.

The 2009 Directors School, scheduled for August 22-28, will have its first graduating class. For more information about the Directors School, go to the page on the NRPA website [here](#).

Parks Department Offers its own 'TARP Stimulus Package'

Mecklenburg County Park and Recreation Department in Charlotte, NC used the sagging economy this summer as reason to stress its programs and facilities. It offered "The Active Recreation Plan (TARP), a Recreation Stimulus Package to get our community moving again!"

The department put it this way in a news release: "If your child says, 'Mom, I don't have anything to do,' or your neighbor observes, 'It's going to be a boring weekend,' your answer should be TARP! TARP offers a wide variety of FREE or moderately priced activities for youngsters, individuals and families."

A special section explaining all 20 offerings was displayed on the department's website. Several media used the TARP Recreation Stimulus as a basis for stories about a "recreation recovery."

Army Corps of Engineers to Waive Recreation Fees

As The U.S. Army Corps of Engineers announced today it will waive all day use fees from Aug. 1-9, 2009 at its more than 2,400 Corps-operated recreation sites nationwide. The waiver applies to day use fees collected at boat launches and swimming beach facilities. Fees for camping and camping related services and specialized facilities or special events will not be waived.

"The Corps encourages Americans of all ages to take part in outdoor recreation. Our hope is to encourage increased use during this traditionally low use period, which will help individuals and local communities economically," said Steve Stockton, the Corps' Director of Civil Works.

State and local agencies and private partners who manage recreation facilities on Corps lands are encouraged to comply with the fee waiver.

To find the nearest Corps of Engineers recreation site, please visit www.CorpsLakes.us.