



President's Report

Steve Messerli, CPRP



It was enjoyable seeing many of you in Baltimore and catching up on events from the past year. Once again, I wish to express appreciation on behalf of the entire Academy membership for the Presidential leadership and efforts of Chuck Wilt.

At this time, I'd like to welcome our new "Class of 2009" Academy members:

Carolyn F. McKnight – Bray, Dallas, Texas

Gary Ellis – College Station, Texas

Gerald J. Pagac – Mahomet, Illinois

Jamie S. Sabbach – Broomfield, Colorado

David Scott – College Station, Texas

Stephen A. Wolter – Bloomington, Indiana

Brett Wright – Clemson, South Carolina

We look forward to your valuable contributions as we work together to promote the goals and initiatives of the Academy.

As the Academy nears its 30-year anniversary (1980–2010) of advancing the park, recreation and conservation profession, we must continue to take the lead and serve in an even more active role and voice for the profession.

In leading this effort—in addition to completing and implementing initiatives started during the past several years—major 2009 Academy Initiatives include the following:

1. Partnering and Leadership: Build upon relationships and support board development jointly between the Academy and NRPA through a grant from the National Recreation Foundation. Charlie Hartsoe has taken the lead on this and also is seeking the involvement of the National Alliance of City Parks and Urban Park Association.

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

Contents

- ▲ Rich Grodsky to Train with John Potts as Executive Secretary/Treasurer
- ▲ Academy Foundation
- ▲ Gold Medal Awards
- ▲ By-Laws Committee Report
- ▲ Academy Positioning Task Force Report
- ▲ Agency Services and Resources Report
- ▲ 2009 Academy Banquet
- ▲ Welcome New Academy Members
- ▲ In Celebration of Betty van der Smissen
- ▲ Welcome New Board Members
- ▲ Clemson Professor elected to NPT Board
- ▲ Announcements

Medal corporate sponsor Musco Lighting wishes to further improve and enhance the Academy's National Gold Medal program in partnership with NRPA. Additionally, we need to secure a similar sponsor to fund the Pugsley Award Program—if you have any potential leads, please let me know soon.

3. Academy Transition/Transformation: Provide for a smooth and seamless transition of Academy leadership by being responsive and flexible to change and the maturing of the Academy membership.

4. Board Governance: Have the Board of Directors review the topic of multiple-year terms for officers. This request has been made from Max Ramsey to provide for more continuity of leadership.

5. Fiscal Stability: Evaluate expanded revenue opportunities from the Journal of Park and Recreation Administration (JPRA) and other publications. Additionally, increase annual contributions to the Academy Foundation, starting with a goal of 100% participation in 2009.

6. Have Fun! Plans are already under way for the Salt Lake City annual banquet. Please mark you calendars now to attend on Thursday, October 15, 2009.

Through your professional dedication and commitment, the Academy will continue to realize a greater role in fulfilling our mission of Advancing Knowledge... Encouraging Scholarly Efforts ...and Conducting Research. As such, I'm very excited and enthusiastic to serve as your President during the next year.

Rich Grodsky to Train with John Potts as Executive Secretary/Treasurer



The Board of Directors voted unanimously at the November 19 meeting to appoint Rich Grodsky as Executive Secretary/Treasurer upon John Potts retirement after the 2009 NRPA Congress. Rich stated that he was honored and would work closely with John Potts during the coming year for a smooth transition.

It was also noted at the meeting that Andee Chestnut had expressed a willingness to continue on as the Administrative Liaison, allowing the Academy office to remain in Mahomet, Illinois at the Champaign County Forest Preserve District. The Board highly commended John Potts for the outstanding work and service he has provided in this position. John will be recognized for his service at the Annual Banquet in Salt Lake City.

Rich Grodsky is currently the Executive Director of the Elmhurst Park District, DuPage County, where he has been since 1997. Grodsky received his Bachelor of Science Degree in 1977, in Recreation, Sports and Tourism from the University of Illinois, Urbana. He is a recipient of the University of Illinois Joseph Bannon Professional of the Year Award as well as a recipient of the University's Alumni Association Loyalty Award. He is involved in the Illinois Association of Park Districts and Illinois Park and Recreation Association Joint Legislative Committee. He is the recipient of several state awards including the Robert Artz Professional of the Year. Rich has been a member of the Academy for three years and has served on the newsletter committee, was Treasurer and is currently the Board Secretary. John Potts approached him to consider transitioning into the position of Executive Secretary/Treasurer along with current AAPRA President Steve Messerli. Grodsky is excited to transition into the position over the next year with the guidance of John Potts and Andee Chestnut, who we all know are the glue to the Academy's day-to-day operations.

John Potts has been in the field for more than 30 years and a member of the Academy since 1990. He has also done significant community service work; during Hurricane Katrina, he volunteered with the American Red Cross and spent more than a month working in the Mississippi coastal area. He continues to work with the Red Cross as a Government Liaison during national disasters, and he teaches disaster preparedness classes throughout central Illinois. He is also involved with the NRPA/Oglebay Directors' School.

Andee Chestnut has been the Academy's Administrative Liaison since 2000, and when not serving in that role, she is the Public Information Director for the Champaign County Forest Preserve District, where she has been for 17 years.



Andee Chestnut and John Potts

The Academy Foundation Needs 100% Participation!

Academy members are reminded and encouraged to make a contribution to the Academy Foundation before the end of December. The goal is to reach 100% participation by all Academy members. The Academy Foundation supports worthy projects in the parks and recreation field that would otherwise go unfunded. Checks should be made out to Academy Foundation and sent to PO Box 1040, Mahomet, IL 61853. Thanks for your support!

2008 Gold Medal Award Winners

Congratulations to all winners!

Class I (population 250,000 and over):
Gwinnett County Parks and Recreation
Lawrenceville, GA

Class II (population 100,001 – 250,000):
Grand Prairie Parks and Recreation
Grand Prairie, TX

Class III (population 50,001- 100,000):
Canton Leisure Services
Canton, MI

Class IV (population 25,001 – 50,000):
Carol Stream Park District
Carol Stream, IL

Class V (population 25,000 and less):
Town of Herndon Parks and Recreation Department
Herndon, VA

Note: Academy Member Art Anselene is with the
Town of Herndon

Call For 2009 Gold Medal Award Nominations!

The 2009 Gold Medal Awards have recently launched on the NRPA website. Please make a note of these important dates if you wish to participate this year.

November 7, 2008 - Launch of the 2009 Program Season - Information and materials available online.

March 5, 2009 - Nomination Intent Forms Deadline

March 6, 2009 - Application Deadline

April 13 - 17, 2009 - Participants Notified of Status

July 10, 2009 - Finalist Material Deadline

July 31, 2009 - Finalist Bio & Photos, and Press Information Deadline

For any questions regarding the submission of materials for the 2009 competition please contact Award Programs Manager, Marianne O'Riley at 703-858-2190 or at moriley@nrpa.org for assistance. Remember that 2009 is also a State Park competition year!

By-Laws Committee

Dianne Hoover

The By-Laws Committee has reviewed the proposed by-law change regarding the inclusion of executives from the 25 largest cities in the United States. By-Laws Committee members sent their recommendations to the Executive Committee, who will then send ballots to all the members in December. A big thank you to the By-Laws Committee for their input.

Academy's Positioning Task Force

Barry Weiss

The Academy's Positioning Task Force has begun to take the next steps in achieving a national positioning strategy to position the parks and recreation profession with decision makers to secure resources to provide needed services to our communities. In short, having our profession recognized as the "essential service" it is and always has been.

The NRPA Public Awareness Feasibility Study and the Academy's Positioning Strategy both look to accomplish the same goal. Both wish to position our profession as an essential service. The NRPA effort focuses on a social marketing/public awareness campaign. The Academy's positioning strategy includes public awareness as a strategy but is more comprehensive. Besides a communications strategy it also includes partnerships, demonstrating results, impacting public policy and expanding resources. NRPA has had initiatives on each of these strategy areas.

The Positioning Task Force recently reviewed the NRPA Public Awareness Feasibility Study and developed initial draft recommendations for NRPA consideration on how the Academy's Positioning Plan can support NRPA public awareness and other efforts. Upon finalizing proposed recommendations we will then send them to the Academy Board of Directors for their consideration and action.

Agency Services and Resources Committee Report

Max Ramsey

November 24, 2008

This committee was able to officially inaugurate the Academy's Consulting Services Program, the new Park Practices Publications Program and the major new informational brochure on the Academy itself, at the annual meeting in Baltimore, last month. We wish to recognize that these accomplishments took a long time; in the case of the Consulting Services, more than 12 years. Therefore, about 11 Presidents (Terry Trueblood served a 2 year term), and many dedicated committee members gave their support, their time and their talents to make this happen; and thank goodness Joe Bannon stuck with us for 6-7 years on Park Practices. This is what the Academy is all about!

Consulting Services Program:

The committee wishes to thank those Academy members who helped market our Academy programs and services in Baltimore, using our new brochures. In particular, thanks to Alice Conkey, Dale Larsen, Michelle Park, Susan Trautman, and Barry Weiss, who signed up to represent us at the NRPA Market Place, and to others who may also have participated. It is a boost to our effectiveness to have these personal contacts.

Michelle Park has agreed to be the committee Vice President for 2009, and will be leading our efforts to market the Consulting Service Program. Thanks Michelle! Please give her your help if called on. People won't ask for our services if they don't know about them.

The committee is currently considering a stated policy to guide who we will accept as clients for this program. Should there be any restrictions, or perhaps only a guiding philosophy? At this time, the feeling is requests should at least be judged on a case-by-case basis.

Bill McKinney is sending out one more request for response from those who did not respond to our survey to update our inventory of individual talents for the consulting services. As mentioned, it took a long time to put these in place and we need

knowledgeable people to make it work. We don't expect any of us to be overwhelmed with service requests. If those of you who haven't replied receive a request you can't or don't want to accommodate, just turn it down. Please don't ignore our need or we cannot be effective in this "Give Back" program we pledged to support.

We are working with NRPA staff and others to assist with marketing our consulting services and publication programs. Also we are working with Meredith Bridgers, NRPA Director of Information Services to provide talent for their Ask the Expert Program, now being planned for a "Distance Learning" approach. This will feature on-line lectures for a fee. They hope to have two lectures to offer by the end of February. Let us know if you are interested in involvement, and how.

Park Practice Publications:

The Editors at Clemson University are using a few Steering Committee members and others including NRPA staff, to trace down ideas for articles and authors to go in our first two "free" issues for subscribers. For obvious reasons, these articles need to be high quality, timely, and "hot topics" oriented, particularly for these banner issues aimed at getting initial subscribers. Let us know if you have ideas or comments.

The steering committee is in the process, with the help of Peter Murphy, to produce a policy for consideration of the Academy on Copyright/Trade marking considerations for protection on any of its documented creations, written, filmed or otherwise, and including Park Practices. The committee is also in the process of securing a group of contact persons (Advocates) from agencies and organizations employing large numbers of potential subscribers (NPS, COE, etc.) to act as point persons in their organizations for potential subscribers and authors of articles. Through this, we are also seeking to limit the situation where a regional office, for instance, gets one subscription and makes it available, on line, to all its employees. We are not sure we can actually eliminate this, but we will try.

When the publications program is well underway, we plan to explore any international marketing potential.

2009 Academy Banquet!

The 2009 American Academy for Park and Recreation Administration banquet will be held on Thursday evening, October 15th, from 6:30 to 9:30 PM on the campus of the University of Utah in the Rice-Eccles Stadium Scholarship Reception Room. The venue commands a breathtaking view of Salt Lake City to the west and the interior of Rice-Eccles Stadium to the east (Check it out at <<http://www.stadium.utah.edu>>). A plated dinner will be served at 7:30 PM, preceded by a cocktail hour at the Visitor Gallery adjacent to the stadium commemorating the 2002 Winter Olympic Games. Highlights of the Games will be shown in the Gallery's Theater during the cocktail hour. Attendees will be encouraged to ride share or take the University TRAX line (running every 15 minutes) from downtown Salt Lake City to the Stadium station and back as a gesture of environmental friendliness. The Stadium station is located approximately 100 yards across a level paved parking lot from the Visitor Gallery and Rice-Eccles Stadium.

Welcome New Academy Members!



(Listed from left to right)

Stephen A. Wolter – Bloomington, Indiana
 Carolyn F. McKnight – Bray, Dallas, Texas
 Gerald J. Pagac – Mahomet, Illinois
 Jamie S. Sabbach – Broomfield, Colorado
 Gary Ellis – College Station, Texas
 David Scott – College Station, Texas
 Brett Wright – Clemson, South Carolina

In Celebration of Betty van der Smissen

Dr. Betty van der Smissen, a leader and pioneer in the field of outdoor education and recreation for more than 50 years, died on November 6, 2008 from cancer. Her many contributions and accomplishments influenced outdoor recreation programming, legal liability, and research in the field of parks and recreation. Betty was actively involved in the development of accreditation standards and was one of the founders of the Journal of Leisure Research. She served on the Board of Directors for AAPRA; President of the American Camping Association; NRPA Trustee and a member of the Council on Accreditation. Her commitment to excellence in research and programming helped shape the outdoor education movement. Her accomplishments include:

She was the first research chair on the American Camp Association (ACA) national board and served as president. She conducted research on the ACA camp standards that resulted in the first major revision.

She worked with the American Association for Health Physical Education & Dance (AAHPERD) outdoor programs beginning with the Council on Outdoor Education.

She attended the second meeting, in St. Louis, of what became the Association for Experiential Education (AEE), served on AEE's original bylaws committee, and assisted in the development of the AEE Accreditation Program.

Her university leadership with outdoor programs has helped shape the development of outdoor research and programming.

She was the first director of the outdoor field campus at the University of Iowa, where she conducted outdoor education programs.

Contributions in memory of Dr. van der Smissen can be made to the AEE van der Smissen Research Endowment through the American Association for Experiential Education (AEE). 3775 Iris Avenue, Suite 4 Boulder Colo. 80301-2043

Welcome New Board Members!

President - Steve Messerli

President Elect - Jim Garges

Past President - Chuck Wilt

Secretary - Rich Grodsky

Treasurer - John McGovern

Executive Secretary/Treasurer - John Potts

Board Members - Tony Cisneros,
Becky Benna, Barry Weiss, Kathy Spangler,
Jim Hall, and Kathy Perales

Clemson professor elected to National Park Trust board

Hannah Sykes

CLEMSON – The National Park Trust (NPT) recently announced the election of three new members to its Board of Trustees, including Clemson University’s Fran Mainella.

The NPT governance committee, based in Washington, D.C., elected Mainella. Also elected were Michael DeSantis of Choice Hotels International and Lee Verstandig of Brown University.

Her duties will include conservation activities as well as promoting the NPT mission of ensuring that “everyone will have an American Park Experience.” She is particularly interested in the Children and Nature Network, an organization that promotes reconnecting children with nature.

Mainella has experience in managing both national and state parks. Before coming to Clemson in 2007, she served as the 16th director of the National Park Service for six years. She was the first woman ever to hold the position.

“I am honored to now be joining such a leadership Board as the National Park Trust,” Mainella said.

Mainella is a visiting scholar in the Parks, Recreation, and Tourism Management Department at Clemson. Before leading the National Park Service, she served twelve years as the Florida State Park System director. She currently teaches a

graduate course titled “Nature Deficit Disorder: Implications on Human Well-Being.” NPT is a 501(c)(3) not-for-profit land conservation organization established in 1983 committed to acquiring and preserving parklands and historical monuments. NPT purchases or receives land gifts and entrusts them to organizations that will properly preserve and manage them.

Announcements...

EVEN IN THE TEETH OF WHAT MANY SEE AS AN ONCOMING RECESSION, CHARLOTTE-MECKLENBURG SUPPORTS MORE PARKS AND RECREATION

Voters in Mecklenburg County, NC (which includes Charlotte) passed \$250 million in park and recreation bonds in the November 4 elections. The bonds won an impressive 62% approval, despite the sagging national economy and turmoil in banking, which is Charlotte's largest industry. “This approval means we can make a substantial start on our 10 year master plan to improve recreation facilities to meet the needs of Mecklenburg’s growing population,” said Jim Garges, Director of Mecklenburg County Park and Recreation Department. The bonds will be used to build or improve more than 60 parks, nature preserves, greenways, recreation centers, and swimming pools. Many of the facilities will be developed on property the county already owns, and the bonds will allow the purchase of \$60 million worth of additional land for recreation and preservation. Voters in all parts of Charlotte-Mecklenburg supported the bonds, reflecting a distribution of projects that one county commissioner called “excruciatingly fair.”

RICHARD ROSE

Academy member Richard Rose has resigned his current position with the Town of Orangetown, NY, to assume the job of Commissioner of Parks, Recreation and Conservation for Orange County, NY. If that sounds familiar, it is the same department once overseen by fellow Academy member Graham Skea! The appointment is effective December 1, 2008