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President's Message "Academy Happenings"



*Tom Lovell,
2012-13
AAPRA President*

It is an honor to serve as your 2013 Academy President and be a part of the great traditions and services the Academy provides for our profession. I encourage each of you to find areas to engage in and share your leadership skills and expertise.

In the next issue I will share information acquired through a survey many of you participated in last fall. Many of the things we are doing now have been a result of that work effort. As I stated in my banquet comments, essentiality and core values are the drivers and sustainers of great organizations. Many of you have chosen to join in the committee process and have been assigned to committees and task forces for this next year. Thank you for agreeing to serve. Every effort was made to honor your requests but if I missed something please let me know. It is never too late to join in. On page 3 of this newsletter you will see some of the targets I believe are relevant and central to our core values that we will be pursuing this year. The full committee assignment sheet will be out this month.

Now to take a piece out of Past-president Lori Daniel's "playbook" last year. Be a good AAPRA member by...

- ⇒ Paying your dues
- ⇒ Donating to the AIPE/Foundation
- ⇒ Nominating Externs
- ⇒ Mentoring Externs
- ⇒ Nominating someone for the Pottsie Scholarship
- ⇒ Being an active Academy Member
- ⇒ Sharing your expertise through articles and teaching
- ⇒ Contributing to the newsletter

A special welcome to our newest Academy Members: Deborah Bialeschki, Randy Bina, Richard "R.J." Cardin, John Curran, Mark Heirshberg, Rick Herold, and Christopher Nunes.

Congratulations to the Gold Medal Winners from this past year: Mecklenburg County Park and Recreation Department, Charlotte, NC; Rockford Park District, IL; James City County Parks and Recreation Department, Williamsburg, VA; Town of Castle Rock Parks and Recreation Department, CO; Durango Parks and Recreation Department, CO; and Morale, Welfare and Recreation (MWR) Department, Naval Station Great Lakes, IL.

Again, it is overwhelming to work with and follow in the footsteps of our legends or soon to be legends. However, it is comforting to know what a strong Academy Leadership Team we have this year including John McGovern, President-Elect; Jamie Sabbach, Secretary; Michael Blazey, Treasurer; Lori Daniel, Past President; Rich Grodsky, Executive Director; Mark Eynatten, Director; Dirk Richwine, Director; Sue Black, Director; Steve Neu, Director; Ray Ochromowicz, Director; Dr. Karla Henderson; Director; and Andee Chestnut, Executive Secretary/Treasurer.

We have a very talented group of professionals that will do the heavy lifting to get things done, see the greater good in all that we do, and ensure that we have another great year.

I believe in the Academy...

Tom Lovell

**"The world owes you nothing.
It was here first."
-Mark Twain**

AAPRA Foundation

In 2012, 49% of Academy members made contributions to the American Academy Foundation, bringing us nearly halfway to our goal of 100% member participation. Remember to make a donation online by going to the www.aapra.org.

Thank you to these members for their support:

Jane Adams	Linda Kotowski
Jodie Adams	Dale Larsen
Art Anselene	Michal Anne Lord
Robert Armistead	Greg Mack
Richard Ash	Fran Mainella
Bill Beckner	Bill McKinney
Becky Benna	Steve Messerli
Deb Bialeschki	Bill Mitchell
Bob Bierscheid	Connie Newport
Randy Bina	Dan Newport
Mike Blazey	Chris Nunes
Jane Boubel	Joe O'Neill
Jim Busser	Ray Ochromowicz
Katherine Chappellear	Kathy Perales
Tony Cisneros	John Potts
Bill Clevenger	Max Ramsey
Chuck Connington	Phil Rea
Ralph Cryder	Dirk Richwine
Lori Daniel	Paul Romero
John Davis	Richard Rose
Pat Delaney	Bob Rossman
Ron Dodd	Bill Scalzo
Jim Donahue	Rodger Schmitt
Chris Dropinski	Tom Shuster
Skip Dunsmuir	Ken Smithee
Mark Eynatten	Kathy Spangler
Tom Farrell	Bob Stanton
Harvey Feldman	Ritch Stevenson
Jim Garges	Jody Stowers
Bert Gray	Mary Beth Thaman
Rich Grodsky	Steve Thompson
Charlie Hartsoe	Dean Tice
Karla Henderson	Bob Toalson
Rick Herold	Jim Truncer
Jane Hodgkinson	Randy Vessell
Dianne Hoover	Randy Virden
Chris Jarvi	Barry Weiss
Richard Johns	Judy Weiss
Walt Johnson	Joe Wynns
Deb Jordan	Bettie Yahn-Kramer
Mike Judd	Mark Young
Mike Kane	Richard Zavala
Andy Kimmel	
Ray Kisiah	
Bill Koegler	
Jonathan Korfhage	



US Play Coalition's 2013 Conference

The US Play Coalition is hosting the annual *Conference on the Value of Play: Taking Action*, February 17-20, 2013 in Clemson, South Carolina. In addition to three keynote addresses, there will be over 60 educational sessions and new this year, a panel of play experts. To learn more please visit <http://usplaycoalition.clemson.edu/conf2013.php>.

Returning keynote speaker Dr. Michael Suk will speak on "Strategic Action for Good Health – Uniting Communities Around Play." As a leading expert in orthopedic surgery, trained health care attorney, and former White House Fellow, Dr. Suk has developed a wealth of knowledge on getting fit through play.

Keynote speaker Kevin Carroll, author of three highly successful books, and United Nations addressee, believes the spirit of play helps everyone maximize their human potential and to sustain meaningful growth. He will speak on "The Power of Sport & Play – a BALL can change the world!"

Dr. Regina Milteer, well-known pediatrician and our third keynote speaker, co-authored an important study for the American Academy of Pediatrics on the importance of play in promoting healthy child development and will address the question "Is it Just Play or Serious Business?"

The Clemson University Playground Maintenance and Play Facilitator Certificate of Completion training programs will each have a featured session at the conference. This program is an affordable, entry-level training for frontline maintenance professionals and is designed to provide the knowledge required to maintain the play environment. The course will be available to departments and online starting this spring and is designed for adults who supervise children on playgrounds, in camps, or in before or after school programs. Both programs were developed and coordinated in conjunction with the US Play Coalition. You can learn more at: http://www.clemson.edu/hehd/departments/prtm/playground_maintenance/index.html

Action Grants and Research Seed Grants will also be awarded during the closing banquet of the conference. Action Grants are \$1,000 grants to support efforts to create play opportunities in communities, and Research Seed Grants are \$3,000 grants to support research that expands knowledge of the value of play. To compete for either grant, attendees must have a presentation accepted at the conference and submit a supplemental grant application.

Of course, no play conference is complete without play, which will be interspersed between sessions in creative ways. How many other conferences can you say that about?



American Academy of Park
and Recreation Administration

AAPRA Committee & Task Force Efforts by Tom Lovell

Here is an update on the wonderful work that is happening behind the scenes with Academy committees and task forces. Although the update below does not include all of our initiatives, this summary will give you a solid overview of what we have and continue to accomplish as an organization.

Again, look for the full committee assignment sheet that will be coming out this month. Your contributions to any of the efforts below or others that you may find rewarding or appealing are always appreciated.

“Activation” of the Agency Services group

Joe O’Neil and Mike Meadors will lead this initiative. We have partnered with NRPA to see if we can kick-start this opportunity to connect the wealth of expertise that exists within our membership to practitioners and agencies across the nation. Sign up and help or take advantage of the services yourself, it is free.

Solidify our relationship with corporate sponsors/partners

Rich Grodsky will be responsible for reviewing and managing our corporate relationships to ensure consistency of treatment of these important partners while maximizing their value to us and us to them. Sagamore Publishing, Musco Lighting and The Davey Tree Expert Company are examples of our most significant relationships that have enabled us to sustain the many activities of the Academy.

Community Health and Wellness

Mary Beth Thaman and Dirk Richwine have agreed to serve as co chairs to begin the process of identifying successful community health and wellness models. This identification will help the Academy develop its own model to be used as a template for the customization of effective community wellness programs.



Gold Medal Upgrade

Due to the leadership of Lori Daniel and the great work of Ellen O’Sullivan, the Gold Medal Committee and judges, a “retooling” of the Gold Medal Program is being rolled out. Look for a less expensive, user friendly process with more relevant criteria.

Gold Medal Contract with NRPA

Rich Grodsky will be heading up this effort to renew our partnership with NRPA to ensure a smooth, consistent Gold Medal process, and improved connection to our national association and its members.

Proragis. Barry Weiss will be working on two important initiatives this year. The first is to work with NRPA to get 100% of our membership engaged in Proragis. Growing up in Alabama we had a saying that “if you don’t know what you’ve got it’s hard to tell what you’re missing.” Proragis data will be invaluable to our profession in making our case for essentiality and to quantitatively identify needs. Which leads us to Barry’s second assignment and one I will join him on - essentiality and repositioning.



PRORAGIS
your data. compare and improve.

Essentiality/Repositioning. Many of us believe that our ability to truly fulfill the “promise” of parks and recreation is closely aligned with our ability to share the specific metric based benefits of parks and recreation at a grass roots level. We are an essential part of the solutions for the myriad of problems shared by our citizens, their families, communities, and our nation. It is my hope Barry and I can find other “advocates” to build a network of “friends of the parks”, community by community. Not for fundraising, not for advertising, but for ADVOCACY. Just think what 1000 knowledgeable citizen advocates of parks and recreation would do for your community. Now multiply that by all the communities in your state, and our nation. It is time for parks and recreation to take its rightful place at the table to begin to solve our immediate problems for the long term and create environments of living that are healthy, enriching and safe.

Now for a not so glamorous target for me: “Codification”, sounds exciting doesn’t it? Since we are an organization based on administrative excellence we need to reflect that in our own internal operations. With effort from Andee Chestnut, Rich Grodsky, John McGovern, Jan Geden, and Lori Daniel, we will develop an operation manual for the Academy to insure smooth transitions from board to board, and add consistency in how we conduct business. Much of the work has been done it just needs codifying.

NRPA Relationship Task Force. This group started last year and has already discovered new ways that the Academy can support our national organization and vice versa. Examples include the Gold Medal Program, Agency Services, Proragis, repositioning and many more to come.



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“I believe...” an excerpt from the 2012 AAPRA dinner presentation by Tom Lovell

What makes the difference between good and great in associations, departments, businesses and just life in general?

I believe it is about our essentiality and relevancy of purpose but also and maybe more importantly the core values and beliefs held by our members or employees and, of course, our leaders.

While what I believe may be irrelevant to you, it may cause you to examine your own beliefs.

What we believe is as much a part of who we are as what we know and what we do.

Here is what I believe. . . .

I believe in magic. I believe in the power of the human mind and the potential of the human spirit. I believe in Santa Claus, the Tooth Fairy, and the Easter Bunny. I believe in God, the United States of America, and freedom. I believe in “we” instead of me and that compromise is the mother of solution. I believe in the power of passion. I believe in play and the energy it brings to everything you do. I believe in ideas, good and bad. I believe in continuous learning. I believe in the value of failure but I love to succeed. I believe anything is possible if you try, while nothing is possible if you don’t. I believe in telling the truth. I believe in being happy and that you get to choose your attitude.

I believe what you believe is more important than what you know **but** I believe what you know is important. I believe in the wisdom of children and old people. I believe old is a state of mind. I believe in **can** versus **can’t**. I believe you should be all that you can be. I believe in forgiveness. I believe in pushing those around us to their greatest potential. I believe in the power of friendships. I believe in the power of motherhood and fatherhood and the critical responsibilities that go with them.

I believe we should do the things we love to do most with the people we love most and as much as possible. I believe in the power of love. I believe in playing hard and working hard. I believe everyone should ride a bicycle and be very careful of others that do. I believe in telling stories. I believe in laughing – especially at yourself. I believe you are the company you keep. I believe you are what you read. I believe good people finish first. . . eventually. . . sometimes. I believe the love of money is bad but having money is not all bad. . . . I believe dogs are special creatures that can teach us unconditional love and lots of other things. I believe that our spouses are smarter than we think and we need to listen more. I believe that marriage is a powerful fabric in our lives that takes lots of washing and ironing.

I believe in trees, grass and clean water. They refresh and sustain us. I believe in artistry. I believe in beauty. . . . I believe in doing a day’s work. I believe in playing fair. I believe

in trees, grass and clean water. They refresh and sustain us. I believe in artistry. I believe in beauty. . . . I believe in doing a day’s work. I believe in playing fair. I believe that being respected is more important than being liked. But being liked is nice too. I believe honesty and integrity are your most valuable possessions. I believe in being on time but usually am late. I believe stress keeps you on your toes. I believe too much stress is bad for you – really bad. . . . I believe in leaving a mark and in doing something that matters. I believe in the essentiality of parks and recreation, it makes us better individually, as a community, and as a nation. I believe in NRPA and the Academy. I believe we better tell the story of our benefits, continuously, or we will lose our opportunity to serve.

I believe we are what we believe. I believe what we believe is what makes us different, unique, and valuable. I believe what we believe is worth fighting for, worth protecting at all cost. I believe every once in a while each of us should think about what we believe. I believe it’s your turn. What do you believe?

Think about what you believe, what makes your life relevant and how we can advance the relevancy of this wonderful profession. Be a part of the solution and get involved. We need you to be engaged.

2013 AAPRA Newsletter Editorial Calendar

SPRING NEWSLETTER - MARCH

Deadline for Articles: 3/22/13

Distribution: 3/27/13

SUMMER NEWSLETTER - JUNE

Deadline for Articles: 6/14/13

Distribution: 6/19/13

FALL NEWSLETTER - SEPTEMBER

Deadline for Articles: 9/20/13

Distribution: 9/25/13

WINTER NEWSLETTER - DECEMBER

Deadline for Articles: 12/13/13

Distribution: 12/18/13



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