



**National Recreation
and Park Association**

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PACIFIC SOUTHWEST DISPATCH *May 2007*

Greetings from the Western Services Coordinator

In the last couple of months, I have had the opportunity to attend the Utah and Nevada state conferences, the California Pacific Southwest Conference and the SLO Cal Poly Advisory Council. The following observations were made reflective of these visits:

- ⇒ There is a great deal of energy, enthusiasm, and dedication for parks and recreation and public service prevalent with the professionals and the citizens.
- ⇒ There is a thirst for learning and information.
- ⇒ These three state organizations are very dynamic and well-run. Their goals and directions are clear and concise and achievable.
- ⇒ The professionals are very supportive of the students with scholarships and experiential training programs.
- ⇒ The students are very excited about the potentials that lay before them and are being well-educated.
- ⇒ There is a continuing need for strong public relations programs that support our efforts.
- ⇒ The National Recreation & Park Association is well respected and valued.
- ⇒ There are many talented, creative, and thoughtful people in this profession.

We recently had the opportunity to attend The Asparagus Festival in Stockton, CA. The primary observation that we made had nothing to do with asparagus! Looking at thousands of people for several hours, we concluded once again that folks in the United States are in trouble – people of all ages are seriously overweight! Park and recreation agencies MUST work harder to help these people with their quality of life!

NRPA is trying to help lead the way, but it's up to every agency to tackle this increasingly serious problem. NRPA just finished the inaugural National Health and Livability Summit in Atlanta. Hundreds of national, state and local leaders--including public park and recreation professionals, municipal decision-makers, public health officials, and other met for over three days to address our nation's obesity epidemic, network with colleagues, and learn from some of the brightest in the business, including top-notch speakers from the Centers for Disease Control and Prevention.

You are encouraged to focus and emphasize your efforts to help your constituency. More information is available on the www.nrpa.org website.

A Message from the PSW Council Chair

Each of us is busy getting ready for the hectic summer season, and some of us are making final preparations on our budgets. Whatever the case may be, remember to take

time out for yourself. Whether it is just stopping for a moment to take a deep breath and smell the roses in the park, or to call a faraway friend; those moments are what we can fall back on when times are difficult.

If you have the chance, pick up the book called "Last Child in the Woods" by Richard Louv. The book speaks to our profession, and gives solid information on the importance of getting kids outdoors again. Kids who play outdoors today are so programmed, they have lost the ability to be creative and invent their own fun. We as professionals and board members in the field of recreation and parks have a strong role to play in getting kids outdoors again. We would cringe if kids just wanted to climb a tree on our parks, due to the risk and liability, but climbing trees, wading in streams and wandering through the woods is what kids desperately need to do.

NRPA is teaming up with other agencies who share our concern about kids and the outdoors, and this book has been the catalyst to a healthy start. It is no question that kids who play outdoors, especially in green environments, pay attention more in school, appear to be more creative and have fewer social problems. While sports such as soccer and baseball/softball gets kids outdoors, the time spent is heavily regimented and leaves little to the imagination.

Our most popular park in Bakersfield is one that has two lakes, a stream, and lots of boulders. It does include a playground with all the climbing and swinging apparatus, but the kids gravitate to the water and the rocks. While the risk is there, the benefits of the open, free play space is wonderful to those who may never take a trip to a national or state park.

Once you read this book, you will begin to make changes in your own programs and park designs, and thus make a difference in the health of children and our nation's future.

Dianne Hoover, Director, Recreation & Parks -- Bakersfield, CA 93301
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Education and Training Opportunities

[National Park Maintenance and Resource Management School](#)

Registration and Housing Open

July 29-Aug. 1 – Colorado Springs, Colo.

The National Park Maintenance and Resource Management School (PMRMS) is a three-year educational program designed specifically for park and recreation management, staff, facility and grounds managers, and entry level park staff. The school is focused on maintenance management of parks and public facilities, and is geared toward public and private organizations.

[2007 NRPA Congress & Exposition](#)

Registration and Housing Open

Sept. 25-29 – Indianapolis, Ind.

Join thousands of park and recreation professionals, citizen advocates, industry suppliers and others in Indianapolis for the 2007 NRPA Congress & Exposition, Sept. 25-29. Don't miss an exciting keynote address from tennis great Billie Jean King,

hundreds of education sessions, endless networking opportunities, and the latest products and services from more than 500 exhibitors.

[National Institute on Recreation Inclusion](#)

Registration and Housing Open

Oct. 25-28 – Reston, Va.

For those seeking knowledge about the inclusion process, this event provides hands-on learning through education sessions and off-site institutes. Attendees will learn valuable strategies and techniques necessary to design, implement and evaluate recreation programs.

[New Accessible Playgrounds Course](#)

NRPA has introduced a new training workshop, Accessibility Guidelines for Play Areas, designed in partnership with the U.S. Access Board, to provide education about accessibility guidelines for play areas. The guidelines, which establish a minimum level of accessibility, are awaiting adoption under the ADA as the enforceable standard for newly constructed and altered play areas.

[More](#)

For a complete listing of upcoming NRPA education and training opportunities, please visit www.nrpa.org.

[Two Youth Sports Events Back-to-Back](#)

- Academy for Youth Sports Administrators -- November 26-28, 2007
- International Youth Sports Congress -- November 29 - December 1, 2007
Orlando, Florida 800/688-KIDS, www.nays.org

Around the Pacific Southwest

The 2007 APRA Conference and Trade Show will be at the JW Marriott Starr Pass Resort in Tucson, August 27 - 31.

Upcoming HRP State Training Conference, May 10-11, 2007. The most affordable conference in years! And it will have the intimate ambiance of McCoy Pavilion at Ala Moana Beach Park. The registration fee for members will be \$50.00 for two days of training, 8am – 4pm. The fee includes meals, conference materials and sessions. Make your plans now to attend! And don't forget the Pre-conference, Wed., May 9. Golf at Ala Wai, snorkel at Hanauma Bay or learn the recreational benefits of shopping at Aloha Stadium/ Waialeke.

Walter Ozawa Keynote speaker Jan 26, 2007 in Hawaii -- By Alisa Michener

Our recreation directors were blown away by a gentle hurricane of ideas that stormed our staff training when Walter Ozawa joined us as the guest speaker in our first workshop of the year. Several participants said it was the best training they've had in a long time. Mr. Ozawa highlighted best practices that have worked for him over time. It was not a prescriptive session; he emphasized our answers rest with us, adding we need change and fresh ways to solve problems.

If we do what we've always done we get what we always get! People need time to reinvent, renew, refresh. (Yes, even recreation professionals need vacations!) He acknowledged our shifting workforce and encouraged us to challenge our comfort zones. He shared his thinking behind creating a mission statement, increasing pride and professionalism in staffing, and emphasized leadership training. He said to become "imagineers" with a vision that extends past the boundaries of our jobs. He encouraged mentoring the next generation of directors, creating partnerships, and strategic planning. He recommended two books by **Malcolm Gladwell**. "Blink" redefines how we understand the world around us, how we think about thinking, and why some people are brilliant decision makers. "The Tipping Point... How Little Things Can Make a Difference" identifies ways trends become social epidemics. An excerpt from the back cover describes it as the "power and joy of new ideas, a road map to change, with a profound hopeful message- that one imaginative person applying a well-placed lever can move the world."

Mr. Ozawa encouraged us to become more politically and professionally aware by joining HRP and its affiliation with the National Recreation and Park Association. He concluded with his understanding of the importance of the service we perform. Our daily contact with those we serve increases the quality of life in our communities. Park employees and recreation directors are the only county leaders who are perfectly placed in the community to truly know its values and priorities, how the young people are doing, how the elderly are cared for, and all the special qualities that make their community unique. Our contribution to health, safety, and emergency preparedness is as important as police, fire, and waste and water management. He asked us to think about what we can do to add to the quality of life of our community, to think about what we leave behind, who we have trained to become leaders, and why this is important. Then, don't just think about it. Do it!

Sept. 9-13, 2007 -- NRPA Reitz Marketing and Revenue Sources Management School Site: San Diego, Calif.

Nov. 12-17, 2007 -- NRPA Pacific Southwest Maintenance Management School -- Site: Lake Arrowhead, Calif.

Nov. 29-Dec. 2, 2007 -- NRPA National Executive Development School -- Site: Albuquerque, NM

California & Pacific Southwest Recreation & Park Training Conference will be in Long Beach – February 26-29, 2008. The Call for Sessions is open! You may apply to secure a speaking opportunity for yourself by answering the 2008 Call for Sessions through **May 31, 2007**. Please visit here www.cprs.org/conference-education.htm for a "Call for Sessions Proposal Form" and other conference information.

More than 2000 industry professionals come to this conference to learn, connect, renew and become equipped community change leaders. This conference is the showcase for knowledgeable representatives and consultants who discuss difficult situations and share creative solutions.

For more information, contact:

Leslie Fritz, CPRP, Director of Education, CA Park & Recreation Society, 916.665.2777 or leslie@cprs.org.

ISES Eventworld® 2007 – August 16-18 in Montreal. An Institute for Professional Development is the premier continuing education event for the special events industry. You will improve your skills and knowledge at this international conference. You will be inspired and motivated by new, fresh ideas. You will meet other event professionals from around the world who share your passion for excellence. www.ises.com

Programs and Practices

Hershey's Track & Field Games

Since 1978, the Hershey's Youth Track and Field Games has engaged over 4 million youth ages 9-14 to become more physically active by participating in the great sport of track and field. The Hershey's Track and Field Games is a perfect opportunity to engage young people in recreational activities offered through your department this summer. The state/provincial meet deadline is July 2, so sign up today!

Visit www.nrpa.org/hershey to get all of the details.

NEW THIS YEAR! NRPA and Hershey's are looking for agencies to pilot the new Hershey's FastTrack to Sports program in their after school or summer programs.

NRPA will be seeking 100 agencies to participate in a new after school initiative to get youth physically active! The Hershey's Track and Field Games has put fun into fitness for more than 30 years and will soon be unveiling an after school initiative designed to make every participant feel like a winner! To get involved, visit www.nrpa.org/hershey, or email programs@nrpa.org.

To review all program resources available through NRPA and partners, visit www.nrpa.org/partnerprograms.

Golf – A Game in the “rough”

With apologies to golf fans everywhere for the “title” assigned this information, but it is true that the game of golf has been and continues to be going through a “rough” patch. The real core of the issue is whether or not the game can make a comeback in today's world that is quite different than life in the past.

Some stats and facts regarding the game:

- Each year, 3 million people are newcomers to the game of golf.
- Each year, approximately the same number of people drop out of the game
- The total number of rounds played decreased in 2002 and 2003 and haven't exhibited much in the way of improvement since that time
- Bad News: Last year for the very first time in the United States, more golf courses closed than were opened.

Even the “Tiger” effect has not been sufficient to produce sufficient gains in the industry. The industry is currently attempting to regain ground. Some of the strategies for recovery may be of interest to leisure service providers in a variety of activities. Strategies include:

- Attract new players to the game with free golf lessons and training for golf pros as to how to make the game more accessible to more people
- Devise ways to encourage the “core players” to spend more money on golf by purchasing more equipment, playing more rounds, etc.
- Make the game easier to play. Tennis made changes to accommodate beginners and older players so golf may be able to do so as well

- Make it faster. Time is a shrinking commodity. The goal is to provide a meaningful experience within one or two hours by making changes such as a six-hole loop and time marshals
- Devise ways to attract and retain women to the game

Many of these strategies reflect solid marketing principles such as manipulating the marketing mix variables or alter target marketing strategies. Strategies that could be applied in a multitude of situations.

(Source: *The Wall Street Journal*, as featured in the Sarasota Herald Tribune, April 8, 2007)

For additional programs and resources focused on golf, visit www.nrpa.org/pgg.

Skatepark Projects: Power to the People

Every successful community-build project is based on two very important notions: the need for vision and the need for leadership. When it comes to planning a skatepark for your town, leadership can take many different forms and come from unexpected places.

[More](#)

Host a FREE JR. OLYMPIC SKILLS COMPETITION for 8 - 13 year olds in your community!!

The Jr. Olympic Skills Competition is the official youth skills competition of the U.S. Olympic Team. You can host any or all four (4) of the sporting events - ***basketball, soccer, tennis and track & field***. Sign up today while supplies last as we have a limited inventory of athletic equipment to provide you in your FREE administrative kit along with all the necessary materials needed to host a sport competition!! To sign up, view the official press release from the United States Olympic Committee, or receive more details on the program, visit www.jrolympicskills.com or contact joskills@usoc.org.

The Jr. Olympic Skills Competition is FREE for all kids participating and FREE for organizations to host. All you need is an open wall for tennis, a basketball hoop for basketball and an open field for soccer and track & field competitions. Competitions are currently taking place across the country. Don't let the kids in your area miss their chance of making it to the 2007 Jr. Olympic Skills National Finals in Colorado Springs, Colorado!!

Reaching beyond the buzz of high design, libraries are redefining themselves as community centers for the 21st Century. By Cynthia Nikitin and Josh Jackson
Libraries are perhaps our most enduring public institutions--priceless repositories of history, language, and culture. The dawn of the "information superhighway" threatened to make them less relevant, even obsolete. Yet now, these institutions are as prominent as ever, with a wave of innovation as the next generation of libraries extend their mission well beyond the storage of knowledge.

At their best, these new libraries serve as centers of discovery and communication--places where people gather and where information comes alive through teaching and personal interaction. Indeed, to distinguish themselves in a world where Google is well on its way to digitally scanning most of the books ever written, libraries are learning to take advantage of the simple fact that they are centrally located in almost every

community. In other words, libraries now see success being linked to their role as public places and destinations.

The rest of this interesting article can be found at --
http://www.pps.org/info/newsletter/april2007/libraries_that_matter

The Emerging Culture of Place -- By Fred Kent and Benjamin Fried

The year 2006 marks the tipping of the scales between the planet's urban and rural populations. At some point in the very near future, more people will be living in cities and suburbs than in the countryside for the first time in history.

North American communities are not as far removed from global trends as we may imagine. Our rural populations continue to decline while urban and suburban areas multiply in size. All the while, the psychological distance between us keeps shrinking. With these shifts come new challenges to human environments. How have our cities responded? In the words of Toronto Poet Laureate Pier Giorgio Di Cicco:

"Those of us who have been on the planet for a while know that the instinct for human encounter is under siege... The global citizen... has responded with boundary laws, privacy regulations, and gated communities. A civic distrust has permeated our cities..."

The rest of this interesting article can be found at --
http://www.pps.org/info/newsletter/april2007/emerging_culture_of_place

Additional Resources

Celebrate Older Americans Month With A Ready-To-Use Health Promotion Event!

National Senior Health & Fitness Day is set for Wednesday, May 30. Agencies are encouraged to use this day for a special Senior Day event. The Mature Market Resource Center has created a Senior Day registration packet to help agencies host an event. For more information, call Tina Godin, 800/828-8225, info@fitnessday.com or visit www.fitnessday.com

Multi-Cultural Youth Leadership Curriculum

SOAR recently made their Multicultural Youth Leadership curriculum available online or via mail. The curriculum is designed for youth (ages 14-18 years of age) leadership programs to help youth explore their own experiences of culture and leadership. To learn more about SOAR and to view or download the curriculum resource visit:

<http://www.childrenandyouth.org/youthleadership/>

Top Ten Trends of 2007 from the Natural Marketing Institute

The Natural Marketing Institute (NMI) announced its annual Top Ten Trends for the coming year. The over-riding theme for the coming theme is control – consumer's desire for control of everything – healthy lifestyle, finances, etc. NMI's Specific Top Ten Trends of 2007:

- **The Age of the Individual:** The backlash to mass marketing and a declining trust in the traditional authorities of church, government and the corporation, adding to a desire on the part of consumers for content, products and services that are "made just for me." Think Puma's custom-designed sneakers and Toyota's customizable Scion. This trend carries over to health decisions making process and increases in "condition specific" supplements reflect further expansion in the "made for me" culture.
- **Seize the Moment:** Life is short so why wait. This trend radiates from Gen Next who are always moving on to the "next" thing and maturing baby boomers who

- hear the refrain “if not now, when” internally. Faster product lifecycles will result as consumers seek the thrill of discovering something new and special.
- **A Deeper Values Experience:** The previous trend cited reflects people’s desire for a high level of experience but that desire for experiences is moving beyond materialism to include fundamental core values. Examples include: ecotourism, cause marketing programs, and the growing importance of social marketing among others.
 - **Back to the Future:** The pendulum swings and over-massification results in people longing for the back-to-the-future simplicity, authenticity, and a belief that quality is better than quantity. “Small and authentic” are the watch words of the future.
 - **The New Fear Factor:** Who can you trust? The scandals just keep coming, religious, government and corporate institutions. When coupled with the practices and technology of a post 9/11 world, we are becoming a fear-based society with consumers attempting to take ever-greater control of their environment, property, time and safety.
 - **It’s Reigning Men:** What’s the fastest growing category in the bath and body care market? Men’s personal care products. The proliferation of these products will cut across all generations and will move into mainstream retail venues such as grocery stores, drug stores, and specialty shops.
 - **The New Consumer-Centric Media:** The advent of new media outlets puts people in much greater control of the communication world. Websites make so many things happen such as customization of products and tight-knit, virtual communities. The Internet is a significant source of shopping for health and natural products.
 - **Memory Fast Lane:** Today’s world includes so much information, many distractions, and an insatiable demand for knowledge and learning as keys to self-actualization on the part of consumers. The result is an emphasis upon optimizing and maintaining brain power. This is not just a boomer problem as all age groups report problems with concentration and memory.
 - **Working Women Revisited:** The pendulum swings back after years of heavy duty lifting by women in the work force. Flex time and dinner time are rushing to the forefront. The study that linked women entering the workforce with the onset of diabetes among children is just the tip of the iceberg. More Americans are committing to eating dinner at home together at least three times a week.
 - **The Centenarian Century:** People over 100 years of age are the fastest-growing demographic group. As the baby boomers become the first large wave of older adults with such potential it raises all types of concerns related to healthcare, insurance, social services, and of course, financial resources required to maintain this trend.

NMI identifies these trends as a result of various NMI research sources including the Health & Wellness Trends Database™ (HWTD), the LOHAS Consumer Trends Database™ (LCTD), the Evolution of Personal Care Database™ (EPC), Healthy Aging/Boomer Database, HealthBeat Interactive™, ESP™ (e-Screener Panel) and Immerzions™ as well as analysis of current activities in the marketplace. NMI databases, now including 400,000+ U.S. consumers, provide comprehensive information across more than 150 product categories.

(Source: NMI is a strategic consulting, market research and business development company specializing in the health, wellness and sustainable marketplace. For more

information on NMI's trends reports, proprietary databases and other services, visit NMI's website at www.NMIsolutions.com.)

By the Numbers: Patterns and Preferences

- No need for the post office? Email has not decreased the volume of “snail mail” as the US Postal Service reports that the number of pieces of mail has increased by 10 billion between 2002 and 2006.
- Latest available data from the American Gaming Association (2005) places gambling revenues across the United States reaching \$20.5 billion
- Researchers from the Centers for Medicare and Medicaid Services indicate that healthcare spending now represents 16% of the GDP with predictions that this amount will double over the next decade reaching \$4.1 trillion in 2016; nearly 20 cents of every dollar spent in the United States.
- Drug use down. Alcohol use up. A nation-wide study conducted by the Substance Abuse and Mental Health Services Administration found that use of illicit drug dropped slightly over the time period study while use of alcohol showed signs of growth. While California is “above the national average” on illicit drug use, it is NOT among the top 11 states for highest levels of such behavior.

Thanks to CPRS, APRA, & Dr. Ellen O’Sullivan for some of the information. Feel free to share this Dispatch with your constituents and colleagues.

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Membership in NRPA brings with it an array of benefits. Discounts on education and training opportunities, products, and services just to name a few. If you are currently an NRPA member, consider becoming more active in the organization—your expertise and ideas truly make NRPA the place for parks and recreation. Not an NRPA member? Join today to experience what we have to offer. Visit www.nrpa.org/membership or contact membership@nrpa.org or 800.626.NRPA for more information.

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