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## President's Message

### "An ending and a beginning..."



*Tony Cisneros,  
2010-11 AAPRA  
President*

It is with great pride that I hand over the reins to Lori Daniel, our new AAPRA President. Lori will make a great president! As most of you by now, Lori is not letting the grass grow under her feet because she has already sent out the membership survey for 2012 AAPRA committee and task force assignments. If you have not yet responded, please do so because I know that Lori is seeking to have those assignments finalized soon. If you do not volunteer, then she will line you up accordingly with an assignment. So don't delay!

It has been an honor and privilege to work with all of you, and I thank you for your support and encouragement. I can truly say that it seems as if it was only yesterday that I started the adventure of serving as your President. Due to the leadership and resourcefulness of many of you, we have realized successes this past year. However, given the time and the world that we live in, there is still so much more to be done. So let's roll up our sleeves and get ready to assist Lori as AAPRA rolls forward in 2012!

As always,

*Tony*

Marco A. (Tony) Cisneros  
AAPRA Past President

I am honored to be the 2012 Academy President and part of the Academy team. My approach to leadership is teamwork and communication. I will communicate but encourage each of you to contact me with suggestions, questions, or information.



*Lori Daniel,  
2011-12 AAPRA  
President*

At our meeting in Atlanta I shared "expectations" some colleagues and I put together as we discussed Academy membership – I believe it is important that we all reaffirm our membership from time to time. With that here are some basic expectations.

- ▲ Pay your dues on time
- ▲ Donate to the AIPE/Foundation
- ▲ Nominate "Externs"
- ▲ Mentor "Externs"
- ▲ Nominate someone for the Pottsie Scholarship
- ▲ Nominate high performance practitioners and educators into the Academy
- ▲ Be an active Academy member
- ▲ Submit congress proposals
- ▲ Contribute to the Newsletter and educate others about the mission and achievements of the Academy!

My goals for the coming year are simple and I believe important for the Academy at this time.

1. Establish intentional outreach and communication with the National Recreation and Park Association (NRPA) to strengthen our relationship and partnership in advancing parks, recreation and conservation.
2. Negotiate and bring to the Board a proposed new Gold Medal Agreement prior to Fall 2012.
3. Review our standards of operation, committees, and processes to ensure they support our mission and objectives of research, knowledge, and education.
4. Update the Academy web page to continue to serve members and educate others.

I am fortunate to have an extremely talented 2012 Academy Board to work with...please feel free to contact any of us at anytime.

Let 2012 Academy activity begin!

*Lori*

Lori Daniel  
AAPRA President

## The Gold Medal

The American Academy for Park and Recreation Administration in partnership with the National Recreation and Park Association is proud to announce the 2011 recipients of the Gold Medal Grand Plaque Awards for Excellence in Park and Recreation Management. The awards were presented November 1st during the Opening General Session of NRPA's Annual Congress & Exposition in Atlanta, GA.

*The 2011 Gold Medal Grand Plaque recipients are:*

*Class I (population over 250,000)*

**City of Portland Parks and Recreation, Oregon**

*Class II (population 100,001 – 250,000)*

**City of Lakewood Department of Community Resources, Colorado**

*Class III (population 50,001 – 100,000)*

**City of Waukesha Parks, Recreation and Forestry, Wisconsin**

*Class IV (population 25,001 – 50,000)*

**Town of Parker Parks and Recreation, Colorado**

*Class V (population less than 25,000)*

**City of Fairfax Parks and Recreation Department, Virginia**

*State Award (for state agencies, given every other year)*

**Michigan Department of Natural Resources**

*Congratulations to all award recipients!*

### 2012 Gold Medal Awards Applications Are Now Available!

It's time again to recognize those communities throughout the United States that skillfully address the needs of their citizens. The [Gold Medal Awards](#) for Excellence in the Field of Park and Recreation Management are now accepting 2012 applications. Founded in 1965, the Gold Medal Awards program honors communities throughout the U.S. that demonstrate excellence in parks and recreation through long-range planning, resource management, volunteerism, environmental stewardship, program development, professional development, and agency recognition. Agencies are judged on their ability to address the needs of those they serve through the collective energies of citizens, staff and elected officials.

We are proud to announce the addition of a Gold Medal Award for the Armed Forces. Armed Forces recreation communities are unique in the populations they serve including service members, their families, retirees, reservists, civilian employees, and local communities. The application process for the Armed Forces Recreation Gold Medal varies from the other Gold Medal Awards to reflect these unique aspects of military recreation programs. For additional information visit [Armed Forces Gold Medal Award](#).

SPECIAL OFFER! For the month of December, NRPA is offering 25% off the [2011 Gold Medal recipient DVDs](#). Check out this year's winners to see how it is done! All award applications must be submitted by Friday, March 2nd, 2011.

For more information visit [Gold Medal Awards](#).

## Congratulations!

Congratulations and welcome to the AAPRA 2011 Class:

**Tom Farrell**, Director, Brunswick (ME) Parks and Recreation Department

**Dr. Deb Jordan**, Professor and Department Chair, East Carolina University

**Gregory Mack**, Director, Ramsey County (MN) Parks and Recreation Department

**Steve Thompson**, Executive Director, Wisconsin Park and Recreation Association

**Mark Young**, Consultant for parks, green space planning, recreation and natural resources

**Bill Zimmerman**, Commissioner, New Rochelle (NY) Parks and Recreation

**Dr. Bertha M. Cato** is the recipient of the Indiana University 2011 Garrett G. Eppley Alumni Recognition Award. The Eppley Award is the highest alumni award presented by the Department of Recreation, Park, and Tourism Studies and honors Garrett G. Eppley, Indiana University's first Recreation and Park Administration Chairman and a key player in the establishment of the National Recreation and Park Association.

Dr. Cato earned her Doctorate Degree in Recreation Administration from Indiana University in 1981 and is an Associate Professor in the Department of Tourism, Recreation, and Sport Management, College of Health and Human Performance at the University of Florida. Dr. Cato joins the exclusive rank of exemplary professionals in the field of recreation and leisure who have received the award since 1965. The award was presented to Dr. Cato at the IU Alumni Breakfast Social held at the NRPA Congress in Atlanta.



American Academy for Park  
and Recreation Administration

## Donation to Milwaukee County Parks a Big Hit

Milwaukee Brewer's All-Star Game MVP first baseman Prince Fielder presented a \$40,000 check to Milwaukee County Parks at the start of the Brewer's game on Saturday, September 24th versus the Florida Marlins.

At the 82nd annual All-Star Game in July, as part of the Chevy Diamond and Dreams Program, Chevrolet announced that as MVP of the game, Prince Fielder would be able to select an organization that could put the \$40,000 donation toward improvement of inner city youth baseball fields. Fielder, while working with the Brewers Community Foundation, selected Milwaukee County Parks as the donation recipient.

Milwaukee County Parks along with the guidance of the Brewers Community Foundation submitted several park locations to Chevrolet where the donation could be used for field improvements. Zablocki Park in Milwaukee, located at 3717 W. Howard Ave., was the site selected by Chevrolet.



Sue Black, Director of Milwaukee County Parks, said, "We are thrilled to be selected by Prince and Chevy for the gracious donation to help improve fields in the inner city. As a park system, we have an opportunity to really make a statement and to further touch the youth of this community."

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## Play Thriving on International Stage

In September, Musco Lighting leadership, Fran P. Mainella, and Chris Jarvi, traveled to Shanghai China to present on the US Play Coalition, the Gold Medal award program, and the idea of a Global Play Partnership. Their message reached leaders, educators, and facilitators of play and sport at the Shanghai American School, Fudan University, Shanghai Lu Wan Sport Center, and more. They were also able to tour sports centers, local parks, and cultural sites.



Shanghai officials with Chris Jarvi and Fran Mainella

Their discussion will continue at the *2012 Conference on the Value of Play*, February 26-29<sup>th</sup>, at Clemson University, South Carolina. Mr. Yang Yi and Mr. Wei Zhiqiang, Deputy Director and Dean respectively, of the Sport Leisure School of Shanghai University will present on the topics of long-term cooperation and exchange programs as well as the status quo of Leisure and Sports in mainland China. Representatives from "Sports for All," a program designed to increase participation in active play will also be attending the conference to share their program ideas, successes, and challenges. These speakers and attendees, in addition to keynote speakers Dr. James Rimmer, Dr. Geoffrey Godbey, and Dr. Bernard Griesemer, will make the 2012 Conference on the Value of Play the best one yet!

We encourage Academy members to get involved by joining the [US Play Coalition](#) (it's free!) and by attending the *2012 Conference on the Value of Play* in February.

More information on the Coalition and Conference are available at the following address: <http://usplaycoalition.clemson.edu/> and specific details on the Conference can be found under the tab Conferences: 2012 Play Conference. By joining as a member, you can save over 10% on [registration](#). Be PLAYful!



American Academy of Park  
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## Academy Member Perspective

### Re-Thinking Certification (CPRP)

Submitted By: Arnie Biondo

Certification is not working well...but it could.

The parks and recreation industry is a *coalition* of professions – recreation programmers, foresters, recreation therapists, financial specialists, aquatic leaders, management specialists, and on and on. It's impossible for one certification size to fit all, unless certification is so watered down as to be irrelevant. Like it or not, that's where we are. The good news is that it is entirely fixable.

Recent improvements to certification are commendable as steps in the right direction. Now let's pursue the next, logical steps. Let's begin to build useful categories and replace the multiple choice test with real world evidence of ability and accomplishment.

The American Occupational Therapy Association (AOTA) may be a model to emulate. It has eight (8) certification specialties. AOTA also recognizes the professional development and education involved in teaching, writing, on-the-job-training, etc. There is not a multiple choice test.

In public parks and recreation, we can easily make certification more enticing by making it more applicable to our diversity of professional pursuits. Allow for special certifications

to reflect our diversity. Allow a person to hold multiple certifications. Allow for increasing levels of mastery.

AOTA's eight specialties are as follows: *Gerontology, Mental Health, Pediatrics, Physical Re-hab, Driving, Environment Modification, Feeding/Swallowing, and Low Vision*. In each of these areas, an Occupational Therapist may pursue a basic level certification or a master's level certification.

Just as an example, the park and recreation industry could have certification paths for *Parks, Recreation Programming, Facility, Fiscal, Agency Leadership, Special Populations Recreation, Natural Resources and Environmental, and Aquatic (which now exists as AFO)*. The newly formed networks within NRPA would be likely vehicles to create the criteria for these special categories.

To further acknowledge the experiential nature of public parks and recreation, we have to put more value on accomplishment over testing and sitting in classrooms. Most education comes on the job – pushing yourself, trying and failing, and networking. It's imperative that we harness the value of experiential learning and growth.

To make parks and recreation certification a true mark of proficiency, we have to change it to match our realities. Let's emulate other professions and vocations that address their diversity, provide tiers of expertise, and measure on-the-job growth. If we are not up to that task, let's just drop the whole thing.

## 2012 Newsletter Calendar

	<u>SPRNG Newsletter</u>	<u>SUMMER Newsletter</u>	<u>FALL Newsletter</u>	<u>WINTER Newsletter</u>
<i>Deadline for articles</i>	March 23	June 22	September 21	December 14
<i>Distribution</i>	March 26	June 25	September 24	December 17

Please email your relevant articles or other contributions to [jsabbach@110percent.net](mailto:jsabbach@110percent.net)



"Every piece of the universe, even the tiniest little snow crystal, matters somehow. I have a place in the pattern, and so do you... Thinking of you this holiday season!"

- T.A. Barron



American Academy of Park and Recreation Administration