



RecNet—Networking Leisure Professionals

Our Mission ...

“To support the advancement of park, recreation and environmental conservation opportunities through education, resource tools and advocacy.”

www.iowaparkandrecreation.org

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2006 IPRA PROFESSIONAL AWARDS

Accepting the 2006 Claude Ahrens Community Service award on behalf of Jim Voss were his wife and daughter.



Editor's Note: The May edition of the RecNet reported the names and featured photos of some of the recipients of professional awards that were presented at the 2006 IPRA Spring Conference. At this time, we are proudly announcing additional award winners.

Jim Voss of Cedar Rapids was the 2006 **Claude Ahrens Community Service** award recipient. Mr. Ahrens was instrumental in the building of the NRPA National Headquarters in Ashburn, Virginia as well as the gifting of the IPRA and Iowa ASA state offices in Grinnell, Iowa. His philosophy of “leave it better than you found it” continues today through fine individuals such as Mr. Voss.



Top: Leslie Bartholomew of Wells Blue Bunny accepts the 2006 Corporate Support award from Kevin Shawgo (left). Below: Dick Miller and Larry Harrington, members of the Sertoma Club of Sioux City accept the Service Club Award of Excellence.

Mr. Voss is a well respected community leader who was recently asked to chair an aquatics facilities committee. Once it was determined what the community and surrounding area needs were, he was then asked to chair SPLASH (Save Pools Live and Swim Here) that would seek funding for new/renovate family aquatic centers. For more than seventeen months, he volunteered 15-20 hours per week to help pass a local option sales tax for the renovation and replacement of public swimming pools. Because of his efforts and that of his committee, the citizens of Cedar Rapids passed the local option sales tax. Even after the sales tax passed, he continues his passion on a planning committee which is supportive of a community center which will include an indoor swimming pool.



The **Corporate Support** award is given to recognize a private commercial company which has contributed to enhancing the life of its community, county or state. Wells Blue Bunny of LeMars, Iowa was the 2006 Corporate Support award winner. Wells has donated product in Sioux City for events such as Daddy Daughter Date Night,

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2006 IPRA Professional Awards (Continued from Page 1)

Special Olympics Expo and youth baseball clinic with the local minor baseball team in addition to Breakfast with Santa.

Another new program Wells helped sponsor was the youth tee ball league. Their \$500 contribution paid for t-shirts, baseballs, tees, bats, helmets and bases. Almost 100 children participated. Now, because of the success, the city of Sioux City has added youth soccer and youth basketball. The partnership between Wells and Sioux City Parks and Recreation Department is so positive for both entities that Wells has now become the sole sponsor of all youth sports.

Service Club Award of Excellence was the last of the awards given at the banquet. Two groups stood out because of their commitment to strengthening local parks and recreation agencies. The first group was the Ankeny Rotary Club and the second was the Sertoma Club of Sioux City.

Ankeny Rotary Club was instrumental in building a community bandshell located in Hawkeye Park in Ankeny, Iowa. The project began in 1998 and finished in 2004. Their efforts included leading a community fundraising initiative to procure \$125,000 from private sector donors of which the first \$15,000 was given by the Rotary Club. The city of Ankeny then matched with an additional \$125,000 as this project was considered a public improvement occurring in a city owned park. In-kind design work was provided by Rotarian Arnie Fisher, a registered architect. Reaching out to the community stakeholders was lead by Rotarians as a way to engage local citizens.

Sertoma Club of Sioux City was a key player in building a city-wide community park. The project began in 1997 with a development agreement whereby the club committed to improvements of site preparation, trails, signage, parking and playground equipment. In 2004, the club donated \$35,000 for playground equipment. This was followed up in 2005 by donating \$40,000 for construction of permanent restroom facilities. Future park plans include the construction of a large pavilion. Their efforts did not go unnoticed as other contributors have developed a disc golf course and sledding hill at the same park.

The IPRA membership wishes to congratulate the recipients of the 2006 awards program. Through their efforts, the philosophy of Mr. Ahrens' "leave it better than you found it" is not only demonstrated but achieved as well.

The 2005-2006 committee is Kevin Shawgo (Chair, Ames), Terry Gray (Marshalltown), Gary Scott (West Des Moines) and Steve Grimes (Bettendorf) and Ron Hopp (Council Bluffs).

Faron Van Nostrand Receives National Excellence in Aquatics Award

Coralville Parks and Recreation is the recipient of a National Excellence in Aquatics Award from the National Recreation and Park Association. "Excellence in Aquatics" honors agencies that demonstrate excellence in planning and managing diversified aquatic services. Managing, planning, and programming these diversified aquatic interests is the primary criterion for which the award is presented. The City of Coralville was honored in the category for cities under 20,000.

The award was presented to Faron Van Nostrand, Aquatics Supervisor for the City of Coralville, on March 3 at the National Aquatics Conference in Austin, Texas.

The city of Coralville owns and operates the Coralville Community Aquatic Center and the Coralville Indoor Pool. A partnership agreement with the Iowa City Community School District to build and operate the indoor pool was a critical component in the application showing community commitment and progressive management approaches. Community input was also demonstrated with the master planning and building process of the new Coralville Community Aquatic Center opened in July, 2004.

Commitment to Water Safety Education is not only demonstrated by the number of swim lesson programs offered by Coralville but also evident in a program taught to Coralville Central 2nd graders. *Water Safety Works* introduces all children to water safety around pools, lakes and rivers using both a classroom component and an afternoon of trying out water safety skills at the indoor pool.



Faron Van Nostrand, Aquatics Supervisor for the City of Coralville, accepts "2005 National Excellence in Aquatics Award".

IPRA SCHOLARSHIPS AWARDED

By: Jan Herke, Scholarship Committee Chairperson

Rachel DeKeyser, recipient of the 2006 J. Nevin Nichols Scholarship, is majoring in Therapeutic Recreation at the University of Iowa. She is a member of IPRA, NRPA and ITRA. Her work experience has included working privately since 2003 for a family with a child who has autism (providing educational therapy sessions), working at the Two Rivers YMCA in Moline, IL in the aquatics department where she instructed a variety of swim lessons and aquatic exercise classes, and also on campus as the Risk Manager for her sorority, Delta, Delta, Delta. Rachel indicates that her volunteer experience has probably been the best part of her college career and includes volunteering at Grant Wood Elementary Family Resource Center and Iowa City Rehabilitation, as well as at Oaknoll Retirement Center. This summer she plans to complete an internship in Rockford, Illinois and obtain her B.S. degree in Leisure Studies.



Jan Herke presents the J. Nevin Nichols Scholarship to Rachel DeKeyser.

Rachel aspires to work in the Parks and Recreation profession and wants to be able to bring healthy and enjoyable lifestyles to everyone.

The recipient of the 2006 Iowa Amateur Softball Association scholarship is Jennifer Scheidel. Jennifer is a senior at the University of Northern Iowa, majoring in Leisure, Youth and Human Services. She is a member of IPRA, NRPA, NTRS and is UNI's student representative for Iowa Therapeutic Recreation Association. She has had a variety of work and volunteer experiences in the parks and recreation field, including volunteering at Cedar Falls Lutheran Home, student volunteer coordinator for Special Olympics Iowa, Trip Coordinator and Troop Leader for Conestoga Council for Girl Scouts, Together We Play inclusion program at YMCA, Wall Supervisor and office assistant for UNI Outdoors and Unit Leader for Camp Tahigwa



Jennifer Scheidel accepts the 2006 Iowa Amateur Softball Association Scholarship.

Girl Scout Camp. After completing her internship this summer, Jennifer aspires to work in the therapeutic recreation field with children.

The Kathryn Krieg Membership Scholarship recipient is Meghan Manning. Meghan is a senior at the University of Northern Iowa, majoring in Leisure, Youth and Human Services. With three years of work experience for the City of Carlisle, she served as a summer recreation program attendant, pool attendant and maintenance provider. She has also worked as a lifeguard and cook at Lake Springfield Baptist Camp in Springfield, IL and at multiple childcare centers during her college career. After graduation, Meghan hopes to make a difference in children's lives by becoming a camp director.



The Kathryn Krieg Membership Scholarship was presented to Meghan Manning.

In the May issue of "The RecNet", the names of two individuals who had contributed to the Kathryn Krieg Membership Scholarship Fund Drive were omitted from the list of contributors. Many thanks to Christine Page who contributed at the Gold Medalist level, and Susan Helmick for her donation at the Silver medalist level. We apologize for this oversight.



3—on—3 Basketball Tournament

- Saturday, June 10, 2006
- Sunrise Park—Ankeny
- Ages: 18 years & older
- \$50 entry fee per team
- Contact Ankeny Parks & Recreation before June 2 at 515.963.3570

SIGNS OF THE TIMES

By: Christine Page, Project Administrator, Ames Parks & Recreation

This is the second article in a three-part series which outlines cultural trends and generational differences that impact the way people play and who they choose to play with. This information is intended to assist park and recreation professionals in making informed marketing decisions and in planning values based leisure experiences to achieve the greatest customer satisfaction.

SIGN FOUR: American's Outdoors Love Affair: The decline of growing interest in outdoor recreation

A 2003 Roper Starch poll found that a long-time pattern of increasing participation in outdoor recreation is on the decline, beginning in 2001 and even stronger in 2003. Nationally, families with one or more children under the age of 7 are the most active. In 2003, a drop in frequency of participation by young adults (18-29) was first noted. (www.funoutdoors.com)

The American Recreation Coalition suggests that there is a correlation between continuing growth and ownership and use of cable TV, Internet and the cell phone. Their recommendations are: 1) Link recreation participation with environmental attitudes, because data shows that those who participate in outdoor recreation are the most concerned about the environment. 2) Market fun, family and fitness as the primary motivators for participation in outdoor recreation. 3) Counter the rise of technology by including new technologies, such as geo-caching or use of PDA's for interpretation to enhance outdoor experiences.

SIGN FIVE: The Increasing Waistline: The three-decade trend towards increasing obesity in youth now applies to all ages of Americans

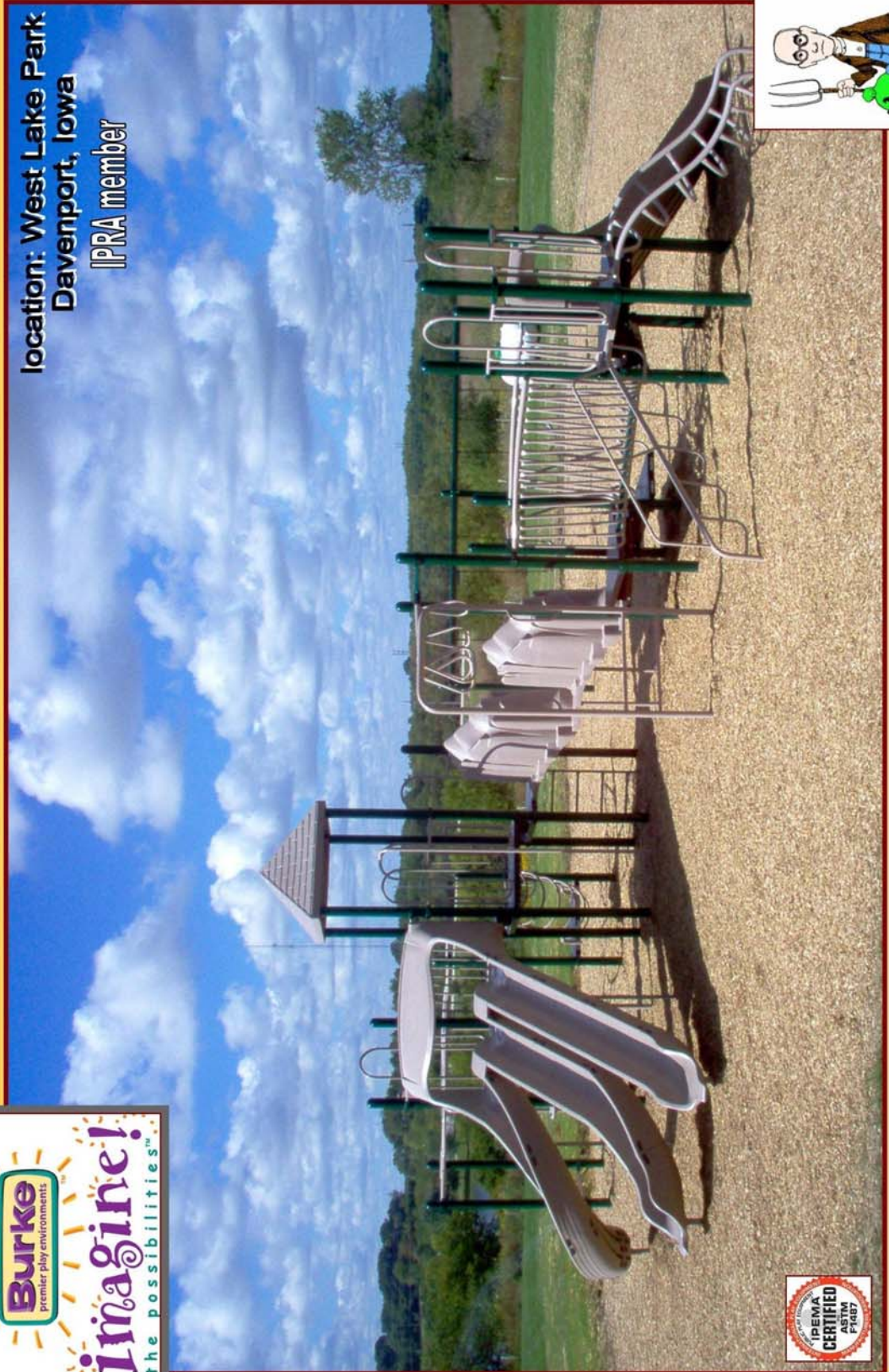
In 2002, 29 percent of the population was obese in Iowa compared to 12.8 percent in 1990. Iowa trends on behavioral risk factors are found at <http://cdc.gov>. The American Council on Exercise predicts these 10 fitness trends for 2006:

- Youth with Personal Trainers (Overtime Sports in Des Moines, Iowa)
- Group workout combined with Personal Trainer
- In-home gyms
- Specialized fitness for older adults
- Keeping it simple
- Balance training continues
- Employee wellness
- Healthier food options
- Brain fitness (Brain Aerobics in Indianola, Iowa)
- Functional fitness – core strengthening

SIGN SIX: Customer Made: The trend towards making the customer an integral part of ALL creative processes

Trendwatching.com considers this trend the most important of today because it has the potential to alter customer expectations for all businesses. Customer made goes beyond customer driven, where we ask for feedback after the experience, then we decide what's best for the customer. It is also more than customization, where a customer adds personalization to a product that is already produced. Customer made is a two-way conversation with customers that involves them in the creation of a new idea, product or service. This is a reflection of the Generation Nexters, born between 1980 and 2003 that want a say and have the creativity and technology literacy to contribute. Examples of customer made are most visible in the media. One South Korean online newspaper gets 80% of its' content from customers. A pioneer of customer made, Jones Soda has customer created labels. Proctor and Gamble has set a business goal of 50% of its new products derived from non-employees as an enhancement to their own research and development staff. Applications in parks and recreation are possible as well. Why not sponsor a contest for a new program idea or for a new name for a tired program or ask customers for day camp themes, or invite them to submit photos of their favorite parks on your website?

("Signs of the Times" will be continued in the July issue of *"The RecNet"*.)



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IPRA Calendar of Events

June

- 7 Board of Directors (teleconference)
- 10 3 on 3 Basket ball Tournament—Ankeny
- 12 CEU/Aquatic Update—Fort Dodge
- 13-14 Certified Pool Operator Course—Fort Dodge
- 14 Flag Day

July

- 4 Office Closed—Independence Day
- 20-22 Great Lakes Regional Council meeting



T-shirt Quilt Brings Top Dollar at Scholarship Auction

A unique contribution to this year’s annual IPRA Scholarship Auction was a t-shirt quilt made by Erin Hoffman, daughter of Terry Hoffman, Manager of the Sioux City Parks and Recreation Division. Shown holding the quilt are Mike Moran, who was the top bidder and purchaser, and Jan Herke, IPRA Scholarship Committee Chairperson. Terry Hoffman got the idea for a quilt while attending the NRPA Congress APRS Awards Banquet. He saw a quilt made with t-shirts from various parks and recreation departments. He made a plea to departments within Iowa and received 20 shirts. His 20-year-old daughter, Erin, had made a similar quilt from High school sports and activities t-shirts. She spent approximately 25 hours during her Christmas break to construct the quilt. Erin is reported to be very pleased and amazed at how much the quilt sold for at the auction. Mike Moran donated the quilt to the IPRA, and it is proudly displayed in the state office in Grinnell.

