

# IPRA Today

January 2012

Volume XII, Issue 7

## Join Us in Waterloo April 1-4 for IPRA's Annual Spring Conference

The 2012 Iowa Park and Recreation Association Spring Conference will be held at the Five Sullivan Brothers Convention Center in Waterloo on April 1-4. Accommodations are at the Ramada Inn across the street or skywalk from the convention center. The theme this year is "Make Every Day Count!"

The conference starts with a golf event on Sunday, April 1. Pheasant Ridge Golf Course in Cedar Falls is hosting the event.

Educational sessions begin on Monday morning with Tony DiCecco, former UNI Women's Basketball Coach, providing the noon keynote address. Tours and additional education sessions continue on Monday afternoon. Monday evening's activities feature watching at the new Veterans Museum

(Waterloo) the ever-popular NCAA Men's Final Four Basketball Championship game.

Tuesday has a full slate of sessions all day with the Exhibit Hall opening for our delegate friends. Tuesday evening is the annual Awards Banquet and IPRA Scholarship Auction.

Wednesday will feature sessions in the morning and the CEU Aquatic Update. The conference will conclude around noon on Wednesday.

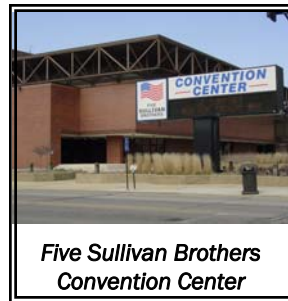
Nearly 30 educational sessions are being planned. They range from specialized aquatic sessions including Ellis & Associates, UV, and Forensics, to OSHA, Labor, IPERS and Tourism for administrators, to EAB, playground safety and bike

programs for parks and many, many more.

Watch for more newsletter articles on the IPRA Spring Conference, especially a new variation on "Where's Waldo".

Exhibitor and delegate brochures will be available on-line on or before February 1. Registration deadline—March 19. Check the IPRA web site for hotel details.

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Five Sullivan Brothers Convention Center

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### CALENDAR OF EVENTS

#### January

- 23 CEU/Aquatic Update—Cedar Falls
- 24-25 Certified Pool Operator's Course—Cedar Falls
- 25 Board Nominations due
- 31 LI7—Grinnell

#### February

- 1 LI7—Grinnell
- 3 Aquatics meeting - Marshalltown
- 6 CEU/Aquatic Update Sioux City
- 7-8 Certified Pool Operator's Course—Sioux City
- 21 State Office closed—Presidents' Day
- 23 IPRA Board meeting—Grinnell
- 24 Award nominations due



# Find Job Opportunities Here

## Director of Human and Leisure Services Cedar Falls, Iowa

The city of Cedar Falls is seeking a Director of Human and Leisure Services to lead, plan, manage and oversee the activities and operations of the Human and Leisure Services Department including park maintenance and development, golf course and cemetery maintenance and operations, recreation, cultural, visitor and tourism and community center programs and services. Individual will coordinate activities with other city departments, outside agencies, boards, commissions, organizations and the general public. Position will provide highly responsible and complex administrative support to the mayor and city council and is appointed by the mayor subject to council approval.

Ideal candidates will have the following successful management experiences: planning, budgeting, resource allocation and goal setting; staffing, training, mentoring, employee evaluation and discipline, policy and procedure development and administration; collective bargaining; service delivery innovation and implementation; effective introduction and implementation of change; strong public speaking and interpersonal skills with the ability to provide sound solutions to sensitive citizen inquiries.

Experience and education requirements include the following: six years of increasingly responsible experience in human and leisure services program development and implementation, including at least three years of administrative and supervisory responsibility; equivalent to a Bachelor's degree from an accredited college/university with major course work in parks and recreation, fine arts, public administration, business administration or related field.

Current salary range: \$84,160–\$125,003. Post offer pre-employment physical and drug screen required.

For consideration, submit completed application form (from Cedar Falls City Hall or [www.cedarfalls.com/jobs](http://www.cedarfalls.com/jobs)), resume and cover letter with salary requirements to: City of Cedar Falls, Administrative Services Department; Attention: HLS Director, 220 Clay Street, Cedar Falls, IA 50613.

**Application deadline: January 27, 2012, 4:30 p.m.**

## Membership and Education Director Chicagoland, Illinois

The Membership and Education Director is responsible for working directly with members to increase involvement and

satisfaction for all aspects of membership. This individual works to develop the educational strategy for the association in conjunction with the Executive Director and the respective volunteer groups. He/she reports directly to the Executive Director and will be an integral part of the association's administrative team.

Salary range: \$65,000 to \$80,000. Relocation costs are not available.

More information is available on the IPRA web site: [www.iapra.org](http://www.iapra.org).

## Senior Recreation Facility Manager Edina, Minnesota

The city of Edina has an exciting opportunity for an experienced Recreation Facility Manager to lead two of its premier facilities: Edinborough Park and Edina Aquatic Center.

Edinborough Park is Minnesota's unique, completely enclosed one-acre indoor public park. In addition to a pool, fitness area, multi-purpose gymnasium, amphitheater, birthday party plateau and recently added concession and guest services area, Edinborough Park features Adventure Peak, one of the largest and busiest indoor play structures in the

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Access association information on your SmartPhone,  
iPhone, iPad, iPod or PC at [www.iapra.org](http://www.iapra.org)



**WE HAVE  
MOVED!**

## The Grinnell Recreation Department Has Re-located to the GARC

The Grinnell Recreation Department made the move to our new location this past October. We are now housed in the Grinnell Athletic and Recreation Center (GARC) located at Ahrens Park on the east side of town. Ahrens Park sits on over 100 acres of land which was donated by the late Claude W. Ahrens in 1993. The park is privately owned and maintained by the Ahrens Park Foundation. The GARC itself has three indoor, full-size basketball courts which can also be used for tennis, volleyball and even pickle ball. A 1/10 walking track surrounds the courts. Two dividers can be lowered to divide up the courts for separate play areas. The GARC was built in 1998 and has offered free walking to all seniors the months of October through April. It was Claude's vision to always provide a free indoor space for the seniors of our community to remain active and maintain a healthy lifestyle.

The city of Grinnell has leased the space for evening and weekend hours during that same time also in years past, but there was also idle time when the gym was not in use.

With the move, the recreation department can host programs all day long. The new Assistant Director, Jamey Gibson, has already started women's 6-on-6 basketball, set up three pickle ball courts and revived a men's basketball league. This new office area is located right between our three field soccer complex and the four baseball and four softball diamonds. Ahrens Park also features a sand volleyball court, two outdoor tennis courts, two outdoor basketball courts, a mile and a half walking path, a sledding hill, a driving range, three shelter houses and lot of playground equipment.

Our new office area has been popular for after school kids to hang out until mom and dad get off work. We offer recreational programs after school and also reserve court space just for kids to run around. Any child age 9 and older is allowed to come and go just like our aquatic center in the summer. A daily admission fee of \$3 per person is charged or monthly and seasonal passes for an individual or family can also be purchased. The gym area is also used for AAU basketball teams to host practices and for our adult volleyball and basketball

leagues to play. The space can be rented to host basketball, volleyball and pickle ball tournaments.

The move for the Recreation Department just makes sense. We have gym space that is never sitting idle, we can offer more programs for the public and we can walk out the front door of our office and be at our program location without having to drive across town. It's a win-win for both Ahrens Park and the Recreation Department.

The Grinnell Recreation Department is no stranger to collaborating with organizations in town to offer top notch programming and facility space. Along with the Ahrens Park Foundation, we currently lease the Grinnell College Natatorium. This brand new pool just opened in the fall of 2010. It features 10-25 yard lanes and a deep end and shallow end. The configuration can also be changed to swim the 50 Meters course. Our Tiger Sharks youth swim team hosts practices and meets at this facility, and the public is able to purchase passes from the Recreation Department to swim laps. Grinnell Regional Medical Center also provides space for us to teach fitness classes to the general public. Without these organizations, we would not be able to offer the programs that we have for our community. We are very lucky to have these great partnerships, and the public truly benefits from our collaborative efforts.

*(Submitted by Kelly M. Johnson Rose,  
Director, Grinnell Parks and Recreation.)*

*(Editor's Note: The state offices of the  
Iowa Park and Recreation Association  
are located directly west of the GARC  
building.)*





## A Message from IPRA President Todd Redenius

Happy New Year!

Representing the IPRA Board of Directors, I hope each of

you had a blessed and safe holiday season filled with great family togetherness, good food and lasting memories. We all have much to be thankful for as we closed out 2011 and rang in 2012. Your professional association has been hard at work. A few updates...

The New/Young Professionals Forum in Hiawatha was a great success. Forty or so professionals attended this day-long workshop which focused on a number of key current topics, trends and issues. Special thanks to Mike Miner and Angie Cole for working to put this quality event together. Also, thanks to the generosity of the Iowa Foundation for Parks and Recreation, this event was free to all attendees. As budgets get tighter, offering free events is so important as we continue to provide networking opportunities for our membership.

The process for nominations for a few board positions that open up this spring will be coming out soon. Vice President Sherri Proud will lead this process. Stay tuned!

The IPRA Board of Directors met at the state office in Grinnell on December 8 and is working on implementation of the Association Action Plan. We also appreciate the great work our Aquatics Committee is doing on the ARC swim lessons issue and the \$5 assessment. The IPRA Board is not pursuing a swim lessons program developed and implemented by IPRA. However, it is working with staff to facilitate information about other existing programs that may be out there should communities want to disassociate from Red Cross.

Photo Directory, and Chad will be launching the Agency Spotlight in 2012.

Remember the Leadership Institute is rapidly approaching. If you are interested in being considered for participation, please contact Angie Cole or Terry Hoffman. Thanks to Angie and Terry for coordinating this professional opportunity.

Again, Happy New Year, and thanks for your continued support of IPPA.

### CORRECTION

The December issue of *IPRA Today* included a thank you from the Iowa ASA to communities that registered adult softball teams during 2011. Unfortunately, Urbandale's registration number was not accurate. The total number of adult teams registered was 143, not 10, as originally printed. The staff regrets this error and apologizes for this oversight.



## American Red Cross 2012 Lifeguarding Program Launch

**FREE Webcast February 1, 2012 3:30-5:00 p.m. EST**

The new 2012 Red Cross Lifeguarding program will be available in late January. Hear first-hand from the experts about key changes to the program, as well as exciting new customer benefits.

The new program features:

- ◆ The latest ECC science
- ◆ Findings from the 2011 U.S. Lifeguard Standards Coalition Report
- ◆ Shorter, more interactive training
- ◆ Web-based blended learning option
- ◆ Easy add-on modules and courses, such as Waterfront Skills and Waterpark Skills
- ◆ Free digital or affordable print materials
- ◆ Superior instructor resources and convenient on-line certification

Don't miss the opportunity to hear from the experts. Registration is FREE. Register now at [www.redcross.org/LGwebcast](http://www.redcross.org/LGwebcast).



## Young/New Professionals Forum Was a Hit!

IPRA last hosted a young professional workshop more than two years ago. With the many new members joining the ranks of IPRA, the demand for such a networking opportunity was there. Special Training and Seminars committee took the bull by the horns by creating a one day forum for young and new IPRA professionals.

Nearly 40 individuals from across the state converged in Hiawatha on December 7, 2011. Educational topics included bids/sealed bids/competitive quotes and sales/marketing/branding. Monticello City Administrator Doug Herman presented the bids topic which was followed by Ken Asta talking about sales/marketing/branding. After lunch, the attendees divided into three separate small groups for a 15-20 minute "speed group discussion". Working with boards and councils, online registration and supervising staff of different ages and career development were the three speed topics. Special thanks to Sherri Proud (Coralville), Duane Randall (Vinton), Angie Cole (Hiawatha), Jessica Lang (Iowa City),

**Ken Asta, Experience Manager,  
Davenport Parks and Recreation,  
a workshop presenter**



Matthew Eckhardt (Iowa City), and Michael Miner (Garner) for serving as both speed topic presenters and facilitators. The day ended on a high note with a large group round table discussion.

One key to the workshop success was it being offered free of charge. Special Training and Seminars Chair Mike Miner approached, on behalf of IPRA, the Iowa Foundation for Parks and Recreation to seek their support through a funding grant. Building upon their desire to elevate the level of knowledge and professionalism of IPRA members and non-members, IFPR graciously stepped forward with funding the forum.

One way to track workshop success was through a participant online survey. Of the 30 or so young/new professionals, we learned 90 percent rated the workshop/forum as excellent or very good; 90 percent said they met someone who could serve as a colleague/source of information; 100 percent would attend a similar forum in the future; 90 percent learned new information which would benefit their current job. How many times should a similar forum be offered in a year: 29 percent said once a year, 50 percent twice a year, and 21 percent indicated four times a year.

IPRA wishes to express its deep appreciation to ST&S chair Mike Miner, ST&S committee members, Angie Cole/Liz Groater for hosting the event and finally, kudos to IFPR for aiding in the project.

"On behalf of IPRA, we are appreciative to the Iowa Foundation for Parks and Recreation for their generous support of this special project. Because of their leadership in



developing the young/new professionals, each local community will have gained a better quality of life," stated Steve Jordison, IPRA Executive Director.

Those participating in the Young/New Professionals Forum included the following: Brad Barker (Vinton), Janna Beau (Dubuque), Jessica Bruns (Glidden), Angie Cole (Hiawatha), Mike Cornelis (Boone), Rick Courcier (Pleasant Hill), Erik Dinusson (Coralville), Josh Eggers (Clinton), Anthony Elskamp (Dubuque), Laurel Gladish (Cedar Rapids), Liz Goater (Hiawatha), Mallary Herring (Pella), Jeff Lauridsen (Des Moines), Sven Leff (Cedar Rapids), Sarah Litwiller (Garner), Katie McKinnon (North Liberty), Joy Middleton (Story City), Randy Miller (Clear Lake), Mike Miner (Garner), Chandler Nunnikhoven (Pella), Mike O'Neill (Cedar Rapids), Beth Padgett (Coralville), Tara Perkins (New Hampton), Alex Schiphoff (Des Moines), Adam Spangler (Tipton), Stewart Timm (Belle Plaine), Nathan Unsworth (Newton), Chad Weir (Marshalltown), Travis Young (Solon) and Todd Redenius (Ankeny).

**February 24, 2012 is the date Award Nominations  
are due to Keith Abraham, Ames Parks & Recreation.**

## Adventureland Park Sales Awards

Adventureland Park would like to announce the following IPRA member agencies which received sales awards in the 2011 consignment ticket program.

- ⌘ Most sales by a group - Marshalltown
- ⌘ Largest percentage increase in sales from 2010—Asbury
- ⌘ Most tickets redeemed between July 1-4 - Dubuque

Each agency received 10 complimentary gate admission tickets (value at \$370) to be used in a manner designated by the agency.

Every member agency that sells Adventureland Park tickets through the IPRA consignment ticket program is eligible to be a sales award recipient.

For more information, please contact Steven Jordison at 515-291-4917 or [steve@iapra.org](mailto:steve@iapra.org).



## IPRA STATE SPOT SHOT COMPETITION ADDS AGE 7!

The IPRA will host a state Spot Shot competition at the Grinnell Athletic and Recreation Center Saturday, March 17. Any agency that is interested in sponsoring a local competition to qualify boys and girls ages 7 to 13 to advance to this competition should notify the state office of its interest a.s.a.p. by calling 641.236.3917 or e-mailing Cathy Shutts at [cshutts@pcpartner.net](mailto:cshutts@pcpartner.net). Ribbons and other materials needed for the local competition will be forwarded at that time.



## Providing Softball to Park and Recreation Departments:

**Founded in 1936 – Iowa ASA Serves over 1,800 Recreational Adult Teams, 7,500 Youth Players and 450 Umpires**

**Provide Standardized Softball Playing Rules and Regulations for your softball league teams.**

**Provide teams with the Official Rule Book, Scorebook, online and membership publications to add to the educational and benefits for league teams. ASA is the National Governing Body of Softball in the United States**

**Provide the best league and tournament umpires. ASA offers local and state-wide umpire training clinics/schools.**

**Iowa ASA supports your local league with sportsmanship in establishing principles for ethical behavior, rule interpretations and protest rulings, player hearings and suspensions.**

**Risk Management with ASA \$5 million dollar Field Owners Policy.**

**ASA is the Leader in Bat Certification and Equipment Testing to set and adhere to standards of safety for bats, balls and playing equipment.**

**85% of all teams registered are local recreational teams. Over 35 Championship Play tournaments are offered for all age groups, levels and divisions of play for more competitive teams.**

**Opportunity for member teams and individually registered players to purchase the best accident, medical and liability insurance in the industry. Youth registration (softball or baseball) includes accident, medical, dental and liability insurance for entire year.**

**Comprehensive general liability coverage in the amount of \$5 million for municipalities, league officers and organizations if 100% of the teams are registered with ASA.**

**Education and Instruction of the proper skills and rules of the game by promoting and developing coaching clinics, seminars and training materials.**

**For more information on the Iowa Amateur Softball Association and its programs,**

**contact us at 641.236.5766 or visit our website at**

**[www.softball.org/iowa](http://www.softball.org/iowa)**

## NRPA Council of State Association Presidents Meets at Congress

During the 2011 NRPA Congress in Atlanta, Sherri Proud, IPRA Vice President, and Mandi Parker, IPRA and IFPR Fellow to Congress, attended the NRPA Council of State Association Presidents. During the business portion of the meeting, the chair asked for the state associations' help in looking for people who are willing to train to teach classes to prepare people to take the CPRP, CPRPP and CPRE exams. If you are interested, contact Sherri Proud for more information.

The majority of the Council meeting was focused on learning more about what our state associations are doing related to several subjects. A round table format was used and information gathered on subjects regarding new revenue stream ideas, advocacy, social networking as an association, improving vendor to delegate contact time, and selling the association message outside the organization. Like Iowa Park and Recreation Association, these topics were timely and at the forefront for most people around the tables. Ideas shared at the Advocacy table included the desire for state association members to have one message to deliver to the legislators and the balance of what the association and members may want vs. what the employee organization may find important. All agreed that we could do a better job of preparing our citizens to be advocates. Ways shared included distribution of talking points to boards and commissions, hosting breakfasts with legislators and including other agencies with like advocacy in those events and to be involved with events such as the REAP Assembly at the capital. All agreed it takes practice and educating members to be comfortable with the process. This topic is included on the 2011-2012 Action Plan for IPRA.

Social media platforms is another topic that associations are discussing across the country. The leader of this round table topic was an association executive director who uses several platforms such as Facebook, Twitter, and Four Square to communicate to her members. Examples of postings shared were events, dates, trainings, member projects that have been completed, photos and facts related to the association or from like groups. Those that use these media formats tended to post two to three times per week and use a pre-population program such as Hostsuite or Tweetdeck which allows individuals to enter the information and set the dates for it to be published. The IPRA Board noted in their May and June board meetings that this may be an area that should be explored as staff or technology committee time, but did not set it as a high priority for the association.

Vendors and Delegates was the final group that Parker and Proud attended. It was apparent that associations, like IPRA, struggle with the right formula for connecting vendors with delegates at exhibit halls. Raffle tickets, bingo cards, dessert stations in booths, lunch with vendors have all been tried. Also discussed was making the connection of young professionals to feel comfortable talking with vendors. One way an association did was to host a "Minute to Win It" games event with mixed up teams of vendors and delegates during a casual dinner event. It got people up mixing and mingling and bonding over their skills (or lack of.) All agreed that making sure vendors get enough contact time with delegates is extremely important to their conferences financial success.

If you would like more information on the council meeting in Atlanta, contact Sherri Proud, IPRA Vice President at [sproud@ci.coralville.ia.us](mailto:sproud@ci.coralville.ia.us). The NRPA State Council of Presidents meets yearly at Congress and works closely with the State Council of Executive Directors. For more information on either of these groups, contact Steve Jordison, IPRA Executive Director.

*(Submitted by IPRA Vice President Sherri Proud.)*



**IPRA Board Nominations due  
January 25, 2012 to Sherri Proud**

1534 Penrose Street  
Grinnell, IA 50112

Phone: 641.236.3917  
FAX: 641.236.6779

Layout design by  
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## IPRA's Annual Spring Conference

(Continued from Page 1)

Come to Waterloo this April to learn, connect, play, eat and have fun.



*(Submitted by Tab Ray, Director, Waverly Leisure Services Department, and IPRA Spring Conference Committee. Co-Chair.)*

Please note change of  
e-mail address for  
Todd Woelber:  
[toddw@cityofhull.org](mailto:toddw@cityofhull.org)

## Senior Recreation Facility Manager

(Continued from Page 2)

country: The Edina Aquatic Center is one of the Twin Cities' best outdoor waterparks. The main attractions are an Olympic-sized pool, waterslide tower, playground, concession stand, cable ride and a child's zero entry pool. Ever-improving, the aquatic center will be adding a FlowRider for the upcoming season.

Requirements include five years of experience managing recreation programs and facilities, including at least two years of managing full-time staff. Required Bachelor's degree; master's degree preferred, in a related field. Experience managing an aquatics facility preferred.

Salary range: \$75,000 to \$90,000, depending on qualifications.

Applications will be accepted until position is filled. More information is available at [www.ci.edina.mn.us](http://www.ci.edina.mn.us).



## MARK YOUR CALENDAR

### Dates and locations for future Spring Conferences:

2013—Des Moines  
April 8 -10

2014—Cedar Rapids  
April 7-9

### Dates and locations for future Fall Workshops:

2012—Mason City  
September 11-13

2013—Bettendorf  
September 23-25

2014—Dubuque  
September 16-18