



# FLASH!

Alaska Recreation & Park Association  
 Newsletter Issue No. 83  
 August 2001

Anchorage, Auke Bay, Barrow, Bethel, Chugiak, Cordova, Craig, Delta Junction, Dillingham, Douglas, Eagle River, Elmendorf AFB, Fairbanks, Fort Richardson, Girdwood, Homer, Hoonah, Houston, Juneau, Kenai, Ketchikan, King Salmon, Kodiak, Naknek, Nikiski, Nome, North Pole, Palmer, Petersburg, Point Hope, Seward, Sitka, Skagway, Soldotna, Tok, Unalaska, Valdez, Wasilla, Wrangell, Yakutat

## President's Message

by Karin Sturdy

As I sit at my laptop with stacks of files on my left and my right, I feel overwhelmed at how our jobs in parks and recreation have changed over the years. I'm sure someone promised me a computer would "make things easier." When I moved to Seward, I brought my own 8086 with me. It was the only computer the whole department used. Now all our parks and recreation sites have at least one computer. Work isn't easier; it's different! There is simply more information! ...More information to track, to analyze, to report and to learn from. There is much discussion about the topic of "Trend Tracking." A great portion of the Summer 2001 issue of NRPA & APRS's "Keeping you Current" magazine discusses trends and our challenge to stay cutting edge, with our fingers on the pulse.

In Alaska, we are unique - yet part of the greater whole, too. Just because some Lower 48 agencies sell bottled water and have interactive registration systems and websites (that almost sounds like a slam, but it is not) doesn't mean we MUST follow suit. However, neither does it mean we should blow off the trendy ideas as such.

Let us make good use of our resources available to us. Email questions to our peers can render a plethora of unusual answers. NRPA publications are presented by folks in the trenches: land managers, aquatics facility operators, programmers, administrators, aging and therapeutic specialists and military recreation professionals, to name a few.

Then, we cannot forget the Alaska connection. We in ARPA are our own dichotomy: diverse, yet the same. We have the same challenges, similar resources, yet geography alone, or populations make us feel worlds apart. But we solve each other's problems through open communication and educational sessions and roundtables. Join me and your peers in Wasilla for ARPA's Alaska Recreation Rendezvous 2001! The program looks tremendously valuable, and may I say... "trendy!" We'll learn about future focuses and discuss the issues of today. Congratulations to Warren and the entire host committee and community for a job very well done!

The ARPA board will also be tasked with reviewing trends and future goals as we continue to click off our Strategic Plan and move forward with new, specific growth ideas. What trends do you see for our tomorrow? For your department or agency? There are fantastic resources available to you, so don't feel alone. And what if it's too overwhelming? What if all these changes are too unpredictable? What if this just isn't the gig you signed up for?

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Deadline for submitting information for the next edition of the **FLASH** is October 1, 2001.

Check out the latest information on the ARPA Conference September 19 - 22, 2001

**ARPA will be 25 this October**

## Boards and Commissions workshop

**Saturday September 22, 2001  
Best Western Lake Lucille Inn**

For current board members and persons going on to boards or commissions.

Contact: Bob Robertson for information at [ror-arpa@alaska.com](mailto:ror-arpa@alaska.com) or 907-274-2402

## Exhibitor Spots Open

There are still openings for exhibitors for the Alaska Recreation and Park Association conference in Wasilla, Sept. 19-22 at the Best Western Lake Lucille Inn.

The exhibitors will be located in an enclosed tent area just outside the main meeting hall. There will be coffee and refreshment breaks and the silent auction display located at the exhibitors area.

Letters and application forms have been sent out to over 40 potential sponsors of exhibits. Returns are coming in but conference officials are still looking for more exhibits of supplies and services of firms or organizations that work with Parks and Recreation people.

With the Rivers Management Society and the State Trails Symposium, more interest has been shown in firms that are in this area of sales.

For information contact Bob Robertson email [ror-arpa@alaska.com](mailto:ror-arpa@alaska.com) or Warren Templin 907-745-9690 email [wtemplin@msb.co.mats-su.ak.us](mailto:wtemplin@msb.co.mats-su.ak.us)

**2002**

## ARPA Conference

Although Homer may be at the end of the road, there is no better place to practice the three Rs: REJUVENATE, RECHARGE, RECREATE. Join us by the Bay at Land's End Resort, September 18-21 for the 2002 conference. For more info and/or to schedule a session contact Daryl at the Homer Community School at (907) 235-6090.

## Annual Award Nominations

Nominations for the annual Alaska Recreation and Park Association will be received through August 27, 2001. ARPA has established an awards program that recognizes individuals and/or groups for their achievements and contributions to the Parks & Recreation field.

A special award, called the Bob Robertson Award, is a service award recognizing outstanding achievement. The candidate for this award is selected by the ARPA Board of Directors. All Board members are asked to contact Bob Robertson before August 27<sup>th</sup> with a nomination at 274-2402.

Award Categories are:

1. Professional
2. Young Professional
3. Distinguished Service

Please take the time to nominate a deserving individual or group for one of these prestigious awards.

## National Playground Safety Institute (NPSI) Safety Inspector Certification Course and Examination

**October 15 & 15, 2001  
Exam October 17, 2001  
Hotel captain Cook  
Anchorage, Alaska**

According to the Consumer Products Safety Commission 2000, children are treated in U.S. hospital emergency rooms each year for injuries associated with playground equipment.

How does your playground equipment measure up? How many preventable injuries occurred in your parks or your school playgrounds.

Sponsored by the Alaska Recreation and Park Association, Municipality of Anchorage and the National Recreation and Park Association Playground Safety Institute, this 10 hour course is the most comprehensive training program on playground hazard identification and risk management methods. Advanced reading of the course materials sent prior to the institute and the training from nationally known playground safety experts will prepare you to sit for the Certified Playground Safety Inspector examination offered at the conclusion of the course on Oct. 17<sup>th</sup>.

### Topics include:

\*\* Identify safety hazards on playgrounds and design a playground that protects children from injury \*\* Review risk management tools and liability problems \*\* Importance of a comprehensive playground safety program from a legal perspective \*\* Test methods of entrapment, protrusion and entanglement \*\*

### Fees:

Registration prior to Sept. 18	\$300.00
Registration prior to Sept. 18	\$365.00
Examination fee	\$100.00

### Contact:

Lori Schanche 907-343-8368, fax 907-343-8088, email [schanchele@ci.anchorage.ak.us](mailto:schanchele@ci.anchorage.ak.us)

## Wildland Section News

With a vision of consolidating a continually growing and diversifying group of outdoor professionals, we are moving on a number of fronts to Form Alliances and Network. We will continue offering topic specific workshops like the recent Aldo Leopold Institute's Recreation Use Estimation and Arthur Carhart's Wilderness Courses. We will also expand partnerships with sister organizations associated with rivers, trails, interpretation, ecotourism, outfitters, off highway vehicles, wilderness and other outdoor disciplines like the upcoming fall conference - Alaska Recreation Rendezvous with the River Management Society, International Mountain Bike Association and State Trails Symposium. Also in the March 2002 we are planning a joint session with the Alaska Wilderness Recreation and Tourism

Association to be announced. In a new initiative, Wildlands is joining forces with the Alaska Sports Show in April 2002 to offer an educational Statewide Summit in conjunction with the 20,000 plus attended sports trade show. The focus of the first spring summit will be on Motorized Recreation and will contract with the National Off-Highway Vehicle Conservation Council to provide leadership and support. We have also begun a monthly electronic news report called Wild E-News to inform professionals of upcoming educational opportunities and available technical resources.

We are hoping to increase the participation in quality and relevant education and training courses to benefit a greater pool of outdoor professionals and increase the networking opportunities to help spread the word on success stories and resources for all professionals. Joining forces with our partners to share the costs and increase dialogue on common issues and goals will further our efforts to maximize the benefits and reduce the dis-benefits of outdoor recreation and tourism.

### Calendar of Events.

9/8-10/01 North American Water Trails Conference, Portland, ME,  
Contact: Al Staats, 202-232-0350.

9/19-22/01 Recreation Rendezvous 2001 - Alaska Recreation & Park Association, River Management Society & State Trails Symposium Lake Lucille Inn in Wasilla, AK.  
Contact: Warren Templin@msb.co.mat-su.ak.us, 907-745-9690, <http://home.gci.net/~arpa>

9/20-27/01 Wilderness Stewardship, Kenai Princess Resort, [www.wilderness.net/carhart](http://www.wilderness.net/carhart)

9/26-29/01 A TrailLink 2001@, 3rd International Trails & Greenways Conference  
St. Louis, MO,  
Contact: Rails-to-Trails Conservancy, 202-331-9696, or <http://www.railtrail.org/>.

10/9-11/01 Alaska Tourism Industry Association Annual Convention & Trade Show,  
Anchorage, AK, <http://www.alaskatja.org/convention/convinfo.html>

10/3-6/01 National Recreation and Park Association Annual Congress and Exposition,  
Denver, CO, <http://www.activeparks.org/>.

11/4-5/01 National Interpreters Workshop, Des Moines, IA,  
Contact: Brook McDonald [brookmcd@ais.net](mailto:brookmcd@ais.net).

11/4-8/01 American Outdoors National Outfitters Meeting, A Confluence 2001 @  
Denver, CO, Contact: <http://www.americaoutdoors.org/>

3/11-13/02 Alaska Wilderness Recreation & Tourism Association Annual Conference,  
Wedgewood Resort, Fairbanks, AK.  
Contact Sarah Leonard at 907-258-3171 or email [sleonard@awrta.org](mailto:sleonard@awrta.org).

4/1-7/02 Alaska Sports Show & ARPA Outdoor Recreation Summit Motorized Recreation  
with the National Off-Highway Vehicle Conservation Council (NOHVCC), Anchorage, AK.  
Contact [Bill\\_Overbaugh@ak.blm.gov](mailto:Bill_Overbaugh@ak.blm.gov) or 907-271-5508.

## FACILITY INVENTORY

### MANAGER

by [NRPA Staff](#)

The National Recreation and Park Association (NRPA) and The Active Network (Active) have introduced this on-line Facility Inventory Manager (FIM) in order to build the first-ever complete inventory of local recreation facilities in the United States.

After two years of field research and valuable feedback from park and recreation professionals, we've released FIM to replace the first version released by NRPA and Active over a year ago. Now, instead of searching for your agency among a list of nearly 6,000, you can simply log in and manage all your agency, parks and facility data from one simple console.

Why is this data being collected? Or better yet, why should you bother adding your agency's facilities?

First and foremost, we'll provide a simple Internet link (button) so that your facility information will be accessible to any citizen searching your agency's web site. In addition, and for those without web sites, your information will be accessible through Active.com and its broad distribution network, including Citysearch.com, Yahoo!, USA Today, 35 regional sports magazines and many daily newspapers.

But certainly most valuable, will be the ability for you to access reporting and benchmarking features that allow you to compare your agency and its facilities and operations through a variety of metrics. You'll be able to compare your agency through key variables such as budget size, population served and agency types.

Some of the reports you'll be able to access, for example, are:

- \* Park acres per 1,000 residents
- \* Percentage of resident and nonresident population served
- \* Number of facilities per 1,000 residents (number of softball fields)
- \* Global Recovery Rate Cost Per Service Hour And much more...

For those who previously had a user name and password in our old system, simply enter that information during the login process and you'll be taken to your agency's management console. If your agency has never used Activeparks.org, then simply click on "add your agency."

## **Jarvis Named NRPA Executive Director**

Ashburn, VA—T. Destry Jarvis, former Presidential Appointee to the U.S. Department of the Interior, has been named Executive Director for the national Recreation and Park Association (NRPA). With more than 28 years experience working in all facets of parks, recreation, wildlife, and open space management through government, nonprofit, and public service positions, Jarvis brings an outstanding level of skill and knowledge to lead NRPA.

“We are delighted to have a person who is not only as qualified as Destry Jarvis to lead our esteemed organization, but a person who also has a strong passion and a heartfelt commitment to the causes of parks and recreation,” said Alice Conkey, NRPA President.

Jarvis most recently served as Senior Advisor to the President of the National Association of Service and Conservation Corps (NASCC) where he helped expand the outreach of the organization’s 100-plus local corps that conduct millions of hours of conservation service work on public lands.

He is a graduate of The College of William and Mary, where he received a Bachelor of Science in Biology, and served his country in the U.S. Army including a tour of duty in Vietnam.

“I am honored to have the opportunity to lead such a dynamic organization as the National Recreation and Park Association,” said T. Destry Jarvis. “I have followed NRPA as an organization from afar. The professional men and women who manage our park and recreation areas for the public, and those citizen-board members who oversee these areas, are often overlooked and undervalued.”

## **Headed to NRPA Congress in Denver?**

I e-mailed our Colorado-connection, Killer Kotowski, for the local scoop on rooms for the NRPA Congress, Oct 1 - 6. Here are some numbers and names to try, if housing through NRPA gets booked between now and then:

Executive Tower 303/571-0300, \$99  
Comfort Inn Downtown 303/496-04008

She also listed Holiday Inn downtown & Marriott Courtyard, and said you don’t want to be at the hotels out by Stapleton.

## **NRPA Aquatics Section Becomes a Branch**

Contact: Walter C. Johnson (800) 677-2236

After a number of years of study, the national Recreation and Park Association Board of Trustees voted unanimously at their recent meeting in Annapolis, MD, to approve the National Aquatic Section’s request to become a Branch.

The aquatic professionals join seven other branches who comprise the infrastructure of NRPA: American Park and Recreation Society Branch, Armed Forces Recreation Society Branch, Citizen Board Member Branch, Student Branch, National Therapeutic Recreation Society Branch, National Society of Park Resources Branch, and the Society for Park and Recreation Educators Branch.

Becoming a Branch gives the Aquatics membership a status within the Association which merits an elected Board of Trustee on the policymaking NRPA Board. It also recognizes the growth and contributions of the Aquatic membership in the area of education, training, publications, conferences, schools, workshops and coalitions.

The national Aquatic Branch had its beginnings when a nucleus of national aquatic leadership approached NRPA in 1988 to become recognized in the infrastructure of the Association. They cited their representation of 205,000 swimming pools and 15,000 beaches managed and operated by NRPA members and involvement in boating, sailing, marinas, fishing, water parks, water exercise and many other water related recreation activities. After study, the Trustees in May of 1988 decided not to make this specialization a Branch, but rather a Section. No representation on the Board was granted.

As the national Aquatic Section grew to more members than four of the seven existing Branches, in 1996 another request was made asking the Section to become a Branch. The response by NRPA was to hold off with this action until the entire governance of the Association could be studied. After dealing with the governance issue, the Board of Trustees felt convinced that the Aquatic Section provided numerous benefits to over 20,000 national aquatic professionals, produced over \$1 million dollars in revenue from non-dues sources, developed many publications, education and training programs and, built coalitions with other national aquatic associations.

The National Aquatic Council, a 21 member Board of Directors of the National Aquatic Branch will now elect a Board of Trustee representative to serve on the Board of Trustees following the conclusion of the National Congress for Recreation and Parks in Denver, Colorado, October 3-6, 2001.

President Ray Morrill, of the newly formed National Aquatic Branch and Superintendent of Recreation for the Wheaton Park District, Illinois, stated, “This is a monumental day for aquatics in our nation and I applaud all the efforts of our aquatic leadership and members in continuing to improve the services we offer to the nation’s swimming pools, water parks, beaches, marinas, boating, sailing and other water recreation related programs. We play a significant role in providing membership services to this specialized component of NRPA. Every community in the United States has need of our services and this new status will propel us forward.”

## **Alaska in NRPA News**

Several Park Superintendents of National Parks in Alaska were highlighted in a photo in this past July’s issue of NRPA’s Parks & Recreation Magazine. Sure, they misspelled “Katmai” National Park, but they got Alaska right. And it was neat to see our peers on page 45. They were sharing a sliver of the spotlight with new NRPA Executive Director, T. Destry Jarvis, who was with them in Katmai.

Didn’t get the magazine? Perhaps you should join NRPA for a fantastic resource of professional development, federal lobbying, on-the-job tips, a great “Law Review” section and many, many other benefits. Check it out! [www.nrpa.org](http://www.nrpa.org) <<http://www.nrpa.org>> or [www.activeparks.com](http://www.activeparks.com). <<http://www.activeparks.com>> Don’t get the impression that the best part of NRPA is a super, monthly magazine. Check out the website (and NRPA) for yourself. NRPA has a partnership program to make NRPA membership easier for you. Get hooked up!

# Alaska Recreation and Park Association

## AWARD NOMINATION FORM

*(Please see other side for Qualifications & Categories)*

Nominee: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Award Category:

1. Professional
2. Young Professional
3. Distinguished Service

Qualifications: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Examples of Leadership & Contributions to Field: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Professional Affiliations: \_\_\_\_\_

\_\_\_\_\_

Please include any additional information that you would like to present about your candidate:

Nominated by: \_\_\_\_\_ Phone #: \_\_\_\_\_

(print)

Address: \_\_\_\_\_

I certify that I am personally aware of and have verified all facts about this nominee.

\_\_\_\_\_  
Signature

### **RETURN THIS FORM TO:**

Alaska Recreation and Park Association  
Awards Committee  
227 Caviar St.  
Kenai, AK 99611

(Return by August 30, 2001)

# **You Don't Have to Sell Your Soul:**

## **Marketing Partnerships, Not Event Sponsorships, Can Turn your Wish List into Reality Without Turning your Parks into Billboards**

By Mick Jackowski, Chief Strategist, GreenPlay, LLC

It's a familiar problem. Your parks and recreation department budget is shrinking or staying the same, yet the number of quality services you are expected to provide is ever increasing. You have that wish list of projects that could make parks and recreation a shining star in your community, but your department is understaffed and overworked just trying to keep up with day-to-day operations. Now, you can actually get your dream projects funded from companies that do business in your area through marketing partnerships. This concept is not to be confused with its better-known cousin, event sponsorship.

A multitude of parks and recreation agencies utilize event sponsorship, which is defined for this article as corporate support for your specific events or programs in return for tangible benefits to the company. Some communities that do not pursue these funding opportunities are afraid that if they enter into sponsorship agreements, they will have to put giant billboards throughout their parks and facilities. This does not have to be the case. In fact, more companies put less value on signage and would prefer less intrusive benefits where they can develop good relationships with citizens in the community. Consequently, fewer and fewer companies are looking for signage when they work with parks and recreation agencies. However, even without the need to erect large corporate placards, event sponsorship is more time consuming and cannot create nearly the amount of cash revenue for your department that cooperative marketing partnerships can.

Cooperative marketing partnerships are one of the fastest growing alternative funding methods being used by municipal parks and recreation agencies across the country. It is defined as partnering your entire parks and recreation department with a company that does business in your area. The negotiating leverage your department creates by bundling all of your facilities and events together into one exclusive package makes the opportunity much more attractive to members of the corporate community. It is for this reason that the revenue sum of marketing partnerships is much greater than all of your event sponsorships combined. Companies want to be exclusively associated with your entire department, and are willing to pay a premium for it. This is also the reason why large, nonprofit athletic organizations, such as the National Collegiate Athletic Association (NCAA), bundle their own sponsorship opportunities.

Here are few of the advantages that marketing partnerships have over traditional event sponsorship:

### **Less Work**

Instead of looking for sponsors for each of your events or programs on an individual basis, a single marketing partnership can provide financial support for all of your events. This lightening of your workload allows you to redirect your staff to handle other responsibilities.

### **Less Commercialization**

Because this comprehensive relationship is more of a partnership instead of a sponsorship, many companies are less interested in placing huge, permanent signs on your grounds. They would rather develop good relationships with citizens who frequent your facilities and events. For example, this can be done through temporary information booths that can be removed after the completion of various events or programs.

### **More Cash, Less Product**

In many small sponsorship arrangements in parks and recreation departments, much of the corporate investment is given as in-kind or trade, such as advertising or product. Although providing these benefits is a nice gesture, your budget needs more cash. By working with a company in a department-wide partnership, you can insist and will receive cash instead of trade.

### **More Revenue Than You Imagined Could Be Possible**

Combine all of the revenue and trade you receive through your current sponsorships and multiply that by four. On average, that is the minimum you can expect your revenue to increase if you change your strategy from using event sponsorships to developing marketing partnerships. Again, this is due to the premium that companies will pay to be one of the recognized exclusive marketing partners for your entire department. However, be careful. If your department does not have ample background in marketing and sponsorship, you may be leaving money on the table. A company's initial offer may be far below its actual worth in the market. Outside expertise can often be helpful during the procurement and negotiation stages to ensure you receive fair market value. These services can often be obtained for little or no cost to your department.

(Continued from page 6)

### Closing Tips

Regardless of whether you utilize event sponsorships or marketing partnerships, it is important to create a policy that details the types of relationships that will be pursued and the benefits that will be provided or excluded. More importantly, the process of creating this policy ensures that everyone, from council members to staff, is on the same page so misunderstandings do not occur later.

It is also important to note that a marketing partnership does not mean that your agency would be required to use the product or service of the partner. If you wish, this exclusive relationship can only be for marketing benefits and does not have to involve your purchasing department. Remember, you call the shots, not the company. You do not have to provide a benefit with which your department does not feel comfortable. Most companies would like marketing exclusivity in their product or service category, and are comfortable working with you to determine what other benefits can be provided. The more benefits you can provide, the more funding you will receive.

Dr. Mick Jackowski is Chief Strategist with GreenPlay, LLC, a parks, recreation and open space management consulting firm. He can be contacted at [mick@greenplayllc.com](mailto:mick@greenplayllc.com) or (303) 439-8369.

### Mike Hecker's New Baby

Well, we are proud parents of our fourth child and third boy!!!

Braedan Ethan Hecker was born on Fathers Day- four weeks early. Both baby and Mom are doing well. We even moved the same week into a larger home only two doors down. We were busy last week with new baby and new home. For a picture, you can check out the web site [www.growingfamily.com](http://www.growingfamily.com) <<http://www.growingfamily.com>> then fill in with Bethesda North Hospital, Montgomery, Ohio with the date June 17. Of course, time waits for nobody when you take time off from work- we are currently two weeks ahead of schedule with the community center construction. Although, the baby and Karla waited just in time for daddy to get back home from the Recreation Facilities School in Colorado.

**So Mike when do we get the photos?**

## Job Postings

### Executive Director Sitka Trail Works, Inc.

Sitka Trail Works, Inc., a nonprofit corporation dedicated to trail planning and construction in the Sitka area, is seeking applicants for the position of Executive Director. Three-quarter time, Exempt. \$25,000 - \$30,000 annually DOE, based on a 30 hour work week. Qualifications: Must have one year in supervisory role. Experienced with nonprofit entities including project and financial management, grant writing, fundraising and volunteer organization. Must be able to deal with staff, volunteers and the general public in a direct and courteous manner. Experience with issues concerning Alaska communities and trails is a plus.

Open until filled. The first deadline for applications is August 31st 5 p.m. AST.

Mail or Fax resume and three references to:

Executive Director Hire  
Sitka Trail Works, Inc.  
801 HPR Sitka AK 99835  
fax: (907) 747-6065

### Cartographic Tech Automated Lands Project GS-9

This is open to anyone. Please pass it along to anyone you might think is interested.

Fred James  
USDA Forest Service, Region 10  
Geometronics Group  
Geospatial/GIS Coordinator  
709 W. 9th, Room 831D, Juneau, AK 99801  
(907) 586-7957 [fjames@fs.fed.us](mailto:fjames@fs.fed.us)

### MATANUSKA-SUSITNA BOROUGH

**Resources Manager at (907) 745-9687.**

**Title: GIS Coordinator PCN: 155 Salary: 26A \$23.12/hr.**

**This is a regular full-time position in the Office of Information Technology.**

**Announcement Posted: 8/13/01 Application Deadline Extended: 9/10/01 5:00 p.m.**

The employee occupying the position of this class is responsible for planning, coordinating, supervising, and administering the Borough Geographic Information System. General Qualifications: Minimum four years of progressively responsible work experience in automated cadastral mapping. Experience with geographic information systems, ArcView, and completion of course work in engineering, computer science, or related areas to the level of Bachelor's Degree is desired. Must have a valid Alaska driver's license and a good driving record.

### City Of Unalaska Job Announcement

We Are An Equal Opportunity Employer  
IN HOUSE POSTING: July 23, 2001  
TO THE PUBLIC: July 23, 2001

The Department of Parks, Culture and Recreation is accepting applications for the position of **Aquatics Manager**. The position is open until filled.

**GENERAL DESCRIPTION:** This supervisory level position plans, organizes and coordinates a community aquatics program for youth and adults, including the safe operation of the pool and the supervision of aquatic programs and personnel.

**Salary: \$41,226 - \$49,608 per year DOE**  
**Regular Full Time position**  
**Excellent benefits**

### CITY OF KENAI PLANNING DEPARTMENT

**TITLE: DEPARTMENT ASSISTANT II**  
**RANGE: 7A, NORMAL HOURS/WK.: 25**  
**ESSENTIAL JOB FUNCTIONS:**

Prepare engineering documents using mapping software.

Download and access AutoCAD/GIS information to prepare and update numerous Planning, Zoning and Public Works graphics and plans.

Organize and maintain as-builts and document inventories using database software.

Prepare graphics for public meetings.

Other duties as necessary including but not limited to data input, filing, copying, and answering telephones.

## Aquatic Section offers Emergency Cardiac Care training

Jennifer Crawford has been an employee of the Mat-Su Branch of the South Central Alaska Chapter of the American Red Cross for just over 2 years. Serving as the Programs Coordinator for the Mat-Su Valley, she is a certified First Aid/ CPR / AED instructor, and oversees all Red Cross Health and Safety related courses offered in the Mat-Su area. Jennifer will share information on the recent Emergency Cardiac Care revisions, and how the ECC recommendations were integrated into Red Cross courses, particularly relating to new defibrillator technology, and Aquatic/Lifeguard programs.

(Presidents Message continued from page 1)

I recommend a nifty little quick-read book “Who Moved My Cheese: An Amazing Way to Deal with Change in Your Work and in Your Life” by Spencer Johnson. No, it won’t get your boss or commission off your back, but it will tear the clouds away so you can see to create your own solutions. Let’s discuss it over lunch in Wasilla. As the song says, “I’ll see you in September.”

### 2001 ALASKA TRAILS SYMPOSIUM

Lake Lucille Inn, Wasilla, Alaska, September 21 & 22.

More information can be found at [www.alaskatrails.org](http://www.alaskatrails.org)


Register now! For 2 days in September, professionals, retailers and users of Alaska’s trails will gather in Wasilla to participate in a state-wide educational conference. Educational tracks will address trail & bridge building, impact mitigation, conflict resolution, organizing, and understanding liability. Special features of the conference include:


- ? A special address to the Trails Symposium by Governor Tony Knowles.
- ? Keynote address by famous Alaska dog musher Dee Dee Jonrowe.
- ? National expert Dr. Theodore Flickinger on effective citizen organizations.
- ? A panel from Idaho presenting a case study on conflict resolution between winter outdoor recreationalists.
- ? Statewide meeting of the Governors TRAAK Board on Sunday, September 23.
- ? Special awards presentation.
- ? Establishment of the Alaska Trails System.
- ? Silent Auction & raffles.

Think this nice playground isn't vandal-resistant? Think Again!

Only CityScapes™ from Playworld Systems® gives you:


- PlayArmour™ coated steel.
- Stainless steel straight slides.
- Vandal-resistant hardware.
- Double-banded clamps.
- One-piece aluminum spiral slides.
- Over 70 themed icons, and
- Prismcoat™ metallic colors to make your playground shine!







Northwest Playground Equipment, Inc.  
120 First Avenue NW  
Issaquah, Washington 98027  
425-313-9161 or 800-726-0031  
fax: 425-313-9194

AUTHORIZED DEALER



Putting The Fun Back Into Playgrounds®

ARPA Board meeting  
Wed, Sept 19 at 7:00 P.M. in Wasilla,  
Lake Lucille Inn, Suite B

### Up Coming Events

Sept 16-20	Marketing & Revenue Mgmt.	San Diego, California
Sept 17	Matanuska River Raft Trip	
Sept 18	Youth Services Little Su Canoe Trip	
Sept 18	IMBA Mt. Bike Trail Design/Const/Maint	
Sept 19-22	Alaska Recreation and Park Association, AK Rivers Management Society, AK Trails Symposium State Conference	Best Western Lake Lucille Inn, Wasilla, AK
Sept 20	Trails Symposium Field Trip	
Sept 20-21	Aquatics CPO Course for Pool Operators	Best Western Lake Lucille Inn, Wasilla, AK
Sept 22	Boards and Commissions Workshop	Best Western Lake Lucille Inn, Wasilla, AK
Sept 23	Traak Board Public meeting	Best Western Lake Lucille Inn, Wasilla, AK
Sept 23-26	Oregon Parks & Recreation Conf.	Seaside, OR
Oct 3-6	National Recreation and Park Association National Congress	Denver, CO
Oct 15-17	Playground Safety Institute	Hotel Captain Cook, Anchorage, AK
Nov 14-17	Executive Development School	Sante Fe, NM
Mar 5-8, 2002	Administrator's Academy	Fort Worden State Park Conference Center, Port Townsend, WA
Mar 11-13, 2002	Alaska Wilderness Recreation & Tourism Association Annual Conference	Wedgewood Resort, Fairbanks, AK
April 1-7, 2002	Alaska Sports Show & ARPA Outdoor Recreation Summit on Motorized Recreation with the National Off-Highway Vehicle Conservation Council (NOHVCC)	Anchorage, AK.

## **Citizen Board Members Needed Here & There: National Goal to Boost Citizen Advocates**

One of ARPA's long-standing goals has been to increase the involvement and participation of the Citizen-Board Member (C-BM) in Alaska. Many communities and agencies meet monthly with one of our profession's strongest resources, but the involvement may end there.

The ARPA board presented changes to allow the FLASH to be sent directly to board members, however, our agencies must forward these names to our Membership Committee Chair, Janie West. We feel this personal touch for the member will increase their connection to other citizens and the needs of the profession around the state, the country and internationally, as well.

As a retired professional, Bob Robertson knows the importance of the Citizen Board member, as a person and the critical role of the Citizen. For this reason, Bob works hard to bring top, national speakers to our ARPA annual conferences. We have wonderful opportunities to motivate, educate and unify our board members, so let's take advantage this year in Wasilla while travel is somewhat easier. Send as many as you can! This is the year to create Alaska's first CBM section!

With Mr. Robertson's election to the officers side of the National Board of the NRPA Citizen-Board Member Branch, this creates a vacancy to serve as ARPA's representative to the National Board. We have received a letter asking this vacancy to be filled. Perhaps YOU have a suggestion; send your C-BM delegate to Wasilla on your budget, then possibly on to NRPA in Denver on ARPA's ticket. What a fantastic networking opportunity for someone from YOUR town!

National C-BM has four other areas of request to each state affiliate to improve our citizen's role:

- \* Make citizen involvement part of our strategic plan. (Done!)
- \* Create a Citizen's Focus Group to discuss ways citizens may become more active supporters of our state's association and parks and recreation efforts in our state. (We have three great sessions in Wasilla's Recreation Rendezvous which invite citizens... Let's build on this.)
- \* Establish at least two sessions at our next state conference... (Done!)
- \* Support the C-BM Awards Program by nominating outstanding citizen advocates from our state. (Let's forward our Award winners on. But first YOU should nominate YOUR local board member to the ARPA Awards!)

Please submit your board members' names and addresses to Janie West ASAP, and sign up your boards for Recreation Rendezvous.

## **Boards And Commission Workshop**

The annual Boards and Commissions workshop will be held on Saturday, September 22, at the Best Western Lake Lucille Inn in Wasilla. This will be a part of the Alaska Recreation and Park Association State Conference held September 19 to 21.

Dr. Theodore Flickinger, Executive Director of the Illinois Association of Park and Districts, will conduct the course.

Dr. Flickinger has conducted a workshop on boards and commissions several times here in Alaska. He is active with the National Recreation and Park Association and was national President in 1998-99. He has authored articles and books on advisory and policy making Boards and Commissions. One book is "Are You on Board." He was co-author of "The Park Commissioners Handbook."

It is noted by the Alaska Recreation and parks Association officials that the sessions are not for just parks and recreation boards but any organization that is forming a board or has a board in operation now.

The course \$75, including lunch.

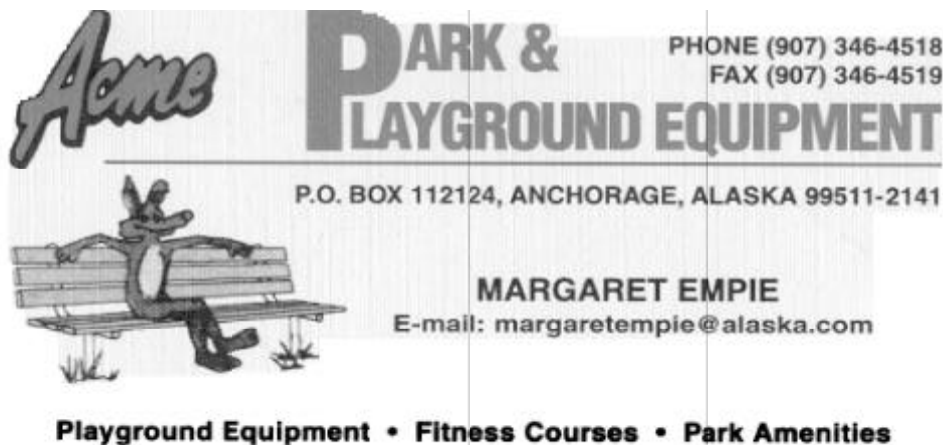
It is the desire of ARPA to form a Boards and Commission Section for ARPA during the conference. Currently there are eight cities that have their parks boards registered with the state association.

## **Certified Pool Operators Workshop**

The Aquatics Section of the Alaska Recreation and Parks Association will hold the two day Certified Pool Operators course on Thursday, Sept 20 and Friday, Sept 21, during the ARPA state conference.

The instructor for the CPO course will be Corey Willis, Registered Sanitarian, Programs Program Coordinator for the State of Alaska. With an ever increasing number of swimming pools in the state, it is essential that the operators of the pools be certified and receive training for pool operation.

The cost for the training program is \$150. The Aquatics Section will also hold several sessions during the conference for lifeguards and instructors.



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### **The Flash Pan!**

The deadline for submission of articles will be October 1, 2001.

Please submit your information on disk or email in text format (txt), or Microsoft Word for windows 2000 or earlier. Graphic are preferred in JPEG or TIFF formats. Submit your items by email as an attachment and as part of the message (in case your program encodes attachments). You can submit articles in pencil, pen, magic marker, crayon, or on napkins (please use a clean napkins!).

“ I gave my cat a bath the other day. He just sat there. Actually, I think he enjoyed it. It wasn't very fun for me, though. The fur kind of stuck to my tongue.” Steve Martin

“ There is nothing you can say in answer to a compliment. I have been complemented myself a great many times, and they always embarrass me and always feel that they have not said enough.” Mark Twain

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