Wisconsin Park & Recreation Association

Board of Directors Organizational Handbook

WPRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

2020

55th Anniversary
1965-2020

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Welcome Message

Welcome to the Board of Directors (BOD) of the Wisconsin Park & Recreation Association (WPRA). As a new board member, you join a distinguished group of outstanding citizen and professional leaders interested in and concerned with the advancement of recreation, parks and environmental conservation in Wisconsin life. This handbook is a summary of legal responsibilities and operating policies and procedures pertaining to the WPRA Board of Directors. Thank you for your volunteer service on the Board of Directors.

WPRA – The Wisconsin Park & Recreation Association

The Wisconsin Park & Recreation Association is a statewide not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance the quality of life for all people. WPRA serves as the one, united voice in Wisconsin speaking statewide for all segments of park and recreation. Through its network of some 1,200 recreation and park professionals and citizens, WPRA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources.

Diversity Statement

“We believe that WPRA’s Board of Directors should be reflective of the WPRA membership and Wisconsin’s diverse population. Our intention is to be as inclusive as possible. Every effort should be made to ensure representation of historically underrepresented groups such as women and racial and ethnic minorities on the Board of Directors and its Executive Committee.”

Overview of Purpose/Intent of the Organizational Handbook

The purpose of the "WPRA Organizational Handbook" is to provide the elected and appointed leaders of WPRA who are currently serving or interested in furthering the goals of WPRA with the necessary information to carry out their tasks.

All volunteers should become familiar with and use the information contained within the handbook. It is through the use of this information that members become influential and knowledgeable leaders of the WPRA. Collectively the Board and membership of the WPRA strives towards supporting quality park, recreation, aquatic and commercial organizations in every community throughout the State of Wisconsin.

Mission Vision & Core Values

Mission Statement

WPRA provides professionals and agencies with leadership, engaged communities, advocacy and development opportunities to promote the benefits of park, recreation, environmental and cultural services throughout Wisconsin.

Vision Statement

WPRA strives to improve the quality of life for all of Wisconsin by demonstrating and supporting the critical services provided by the Park and Recreation profession related to wellness, conservation and social equity.

Values – LEAD

1. Leadership

WPRA is committed to providing leadership through sustainable governance, professional education, membership diversity, public policy and effective communication resources.

2. Enhance Community

WPRA promotes healthy living, social equity, conservation and economic development through sustainable facilities, programs and services which foster quality of life throughout communities.

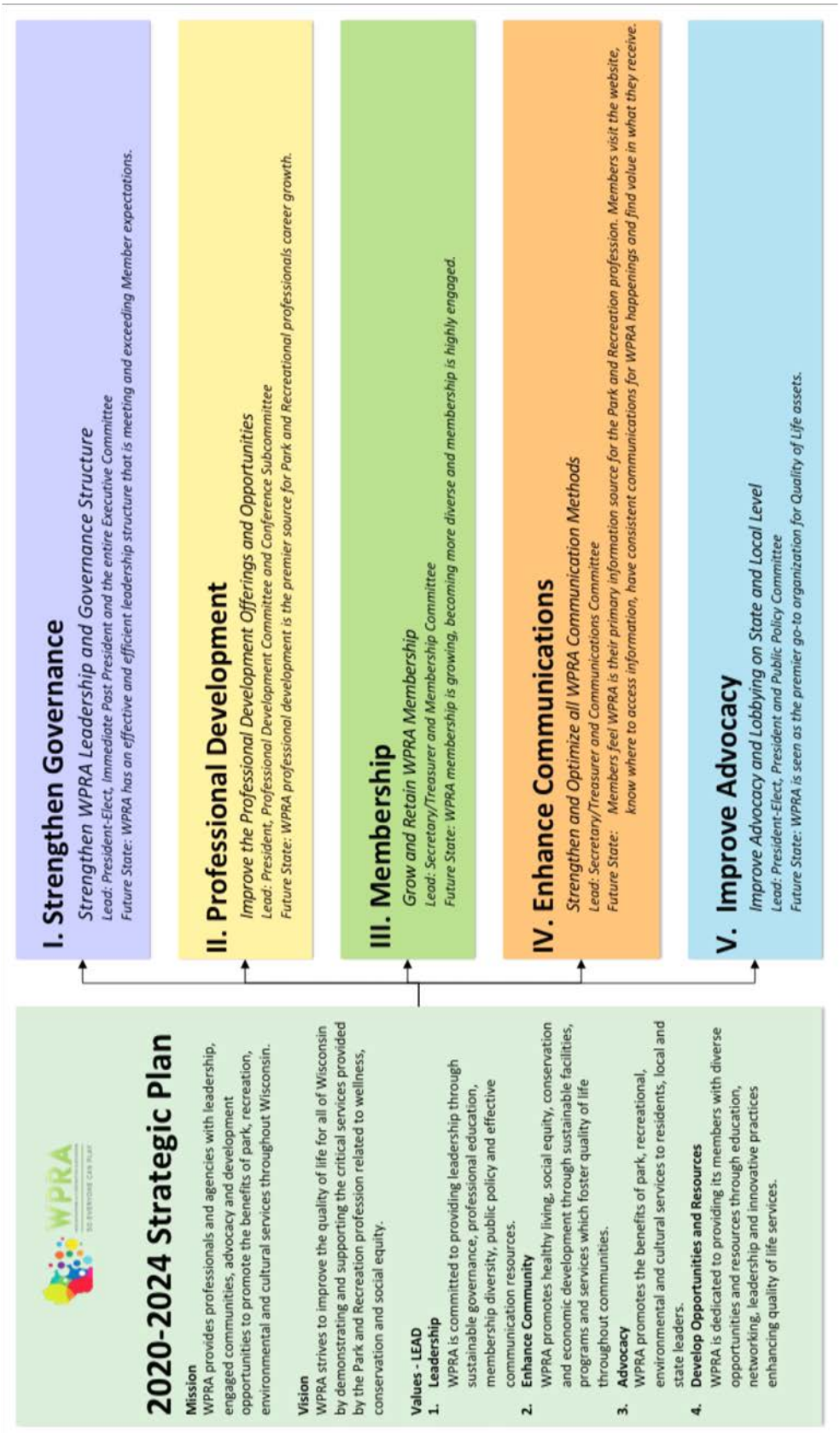
3. Advocacy

WPRA promotes the benefits of park, recreational, environmental and cultural services to residents, local and state leaders.

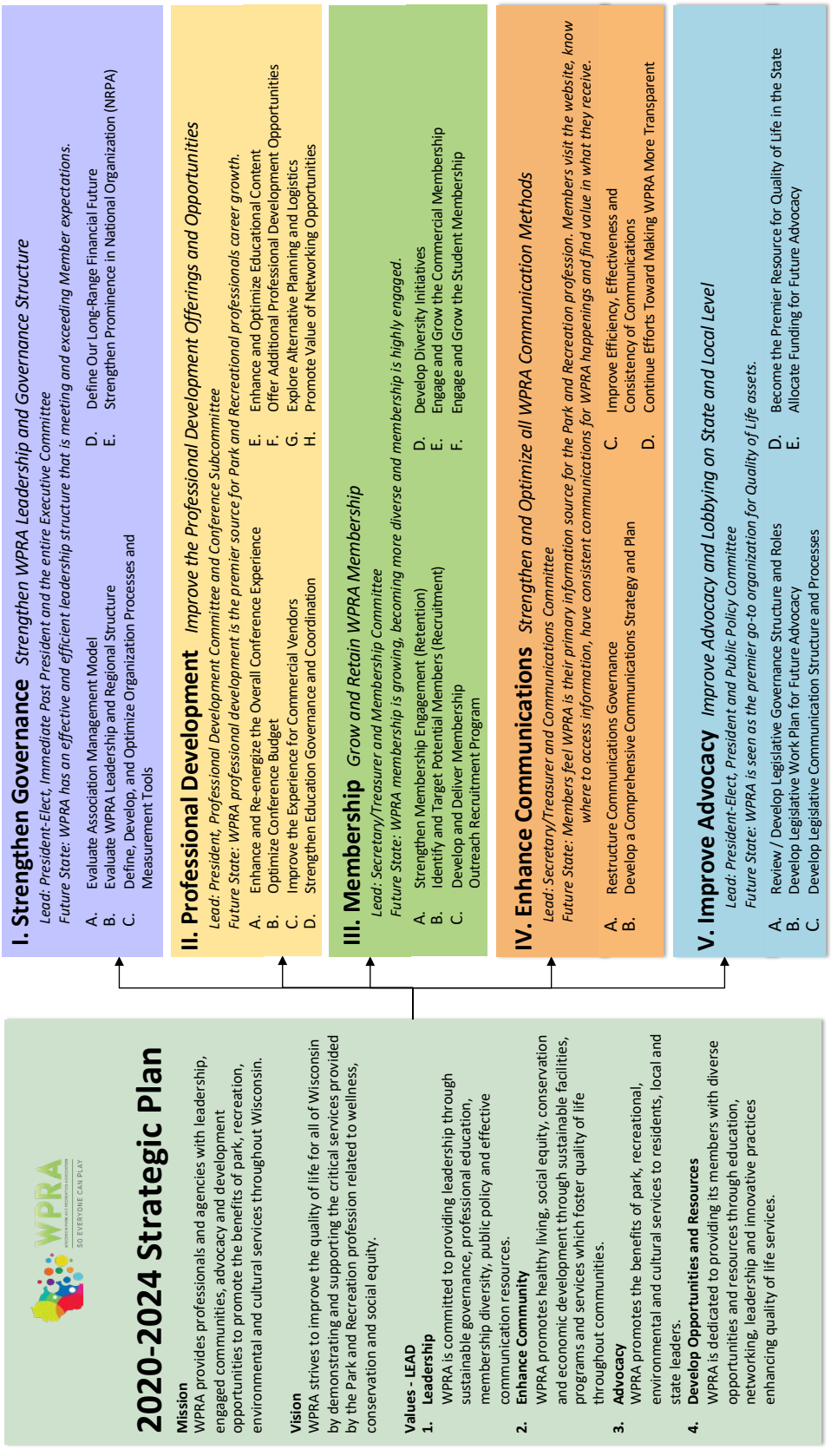
4. Develop Opportunities and Resources

WPRA is dedicated to providing its members with diverse opportunities and resources through education, networking, leadership and innovative practices enhancing quality of life services.

Strategic Plan Summary



Strategic Plan Summary with Bullet Point Detail



Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
I. STRENGTHEN GOVERNANCE ***Strengthen WPRA Leadership and Governance Structure*** ***Lead:*** *President-Elect, Immediate Past President and the entire Executive Committee* ***Issue:*** *WPRA needs to decide on a leadership structure for the future and develop a complete organizational manual that encompasses all leadership roles within the association including all sections, regions and committees. Encourage involvement and engagement of diverse community of P&R professionals.* *We need to address diversity and inclusion to better represent our communities.* ***Future State:*** *WPRA has an effective and efficient leadership structure that is meeting and exceeding Member expectations.*	**A. Evaluate Association Management Model**	1. Determine direction with Management Firm and Executive Director a. Explore different leadership models b. Determine financial impact of leadership options. 2. Define roles of WPRA Office/Exec Director and WPRA leadership positions a. Outline roles and responsibilities of Management company b. Formalize and publicize roles, responsibilities, and job descriptions 3. Explore expansion of role of Management Company in event planning
	B. Evaluate WPRA Leadership and Regional Structure	1. Review current model - evaluate current leadership structure, effectiveness, efficiency and gaps 2. Review region structure and determine if restructuring is beneficial to members (boundaries) 3. Explore the diversity of positions within our: a. Regions b. Sections c. Committees d. Executive Board / Board of Directors 4. Develop consistency in section roles and duties
	C. Define, Develop, and Optimize Organization Processes and Measurement Tools	Define Brand 1. Finalize Mission, Vision, Values 2. Develop standard elevator speech 3. Define Association value proposition (*for what you pay, here is your value of membership*) Operations and Policies 1. Develop annual calendar 2. Develop comprehensive communications strategy and plan 3. Finalize Association Operations Manual and Policies 4. Complete operations manual for each operating body (w/ timeline) Measures 1. Identify and prioritize Association performance measurements 2. Establish benchmarks
	D. Define Our Long-Range Financial Future	1. Establish financial priorities that assist the association in meeting our mission. 2. Transition to a Bi-Annual budget process to assist leadership in planning for the future. 3. Monitor and continue to make prudent investments with reserve funds. 4. Develop contingency strategies to brace WPRA for fiscally significant events/decisions.
	E. Strengthen Prominence in National Organization (NRPA)	1. Compare WPRA's involvement in NRPA with other states 2. Engage with NRPA to see how WPRA can be more involved in the National Organization. 3. Encourage Executive Director to be fully engaged in the Council of State Executive Directors (CSED) Leadership Council.

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
II. PROFESSIONAL DEVELOPMENT ***Improve the Professional Development Offerings and Opportunities*** ***Lead:*** *President, Professional Development Committee and Conference Subcommittee* ***Issue:*** *We need to revitalize the delivery and array of professional development opportunities, especially through our events including our Annual Conference, Spring Workshop; Leadership Academy; Office Support Workshop; Aquatics Seminars and Aquatic Technician Workshops; Playground Workshops; CEUs at Regional Meetings* ***Future State:*** *WPRA professional development is the premier source for Park and Recreational professionals career growth.*	**A. Enhance and Re-energize the Overall Conference Experience**	1. Improve the experience outside of educational opportunities 2. Research and implement the gamification of conference 3. Promote and enhance the awards banquet 4. Explore use of technology and how to better deploy: (apps, twitter, etc.)
	B. Optimize Conference Budget	1. Review overall conference budget and review all allocations 2. Optimize financial allocation toward educational speakers while maintaining number of diverse sessions 3. Annually review conference budget with incoming committee 4. Determine impact of annual investment increases in future conference budgets
	C. Improve the Experience for Commercial Vendors	1. Put together commercial member focus group to enhance trade shows 2. Develop opportunities for commercial members to engage attendees 3. Implement Sponsorship Program
	D. Strengthen Education Governance and Coordination	1. Create Professional Development Committee - get into place before any chair is named 2. Define & expand the role of Management Company in professional development events – Registrations, Flyers, Conference speaker organization, Coordination of spring workshops, webinars, etc.
	E. Enhance and Optimize Educational Content	1. Repurpose conference sub-committee control of educational content 2. Maximize full conference educational schedule to meet the needs of all conference attendees 3. Develop a speaker database 4. Improve diversity of tracks
	F. Offer Additional Professional Development Opportunities	1. Roll out leadership orientation at annual conference and review annually 2. Implement regional training programs 3. Offer webinars 4. Encourage CAPRA Accreditation
	G. Explore Alternative Planning and Logistics	1. Explore alternative locations and time of year for the Annual Conference 2. Streamline negotiations and logistics by office 3. Develop database of operations 4. Evaluate various educational offering formats and channels (webinars, etc.)
	H. Promote Value of Networking Opportunities	1. Encourage committee to explore opportunities to welcome new members/1st time attendees, students and diverse members 2. Develop more pre-, during, and post- member engagement activities 3. Explore future networking events 4. Develop speed networking

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
III. MEMBERSHIP ***Grow and Retain WPRA Membership*** ***Lead:*** *Secretary/Treasurer and Membership Committee* ***Issue:*** *There is desire to grow Membership, both in number and in diversity of specific membership categories, and to make that membership experience valuable and rewarding.* ***Future State:*** *WPRA membership is growing, becoming more diverse and membership is highly engaged.*	**A. Strengthen Membership Engagement (Retention)**	1. Develop and deliver Membership satisfaction survey 2. Improve engagement and awareness among current WPRA members 3. Streamline member services through event calendar and bi-annual budget 4. Develop mentorship programs 5. Engage Emeritus members – create "roles," special assignments and mentorship
	B. Identify and Target Potential Members (Recruitment)	1. Access statewide membership data 2. Identify non-member agencies 3. Develop potential member database / target list 4. Identify potential commercial membership 5. Reach deeper into an organization for potential members
	C. Develop and Deliver Membership Outreach Recruitment Program	1. Create partnerships with organizations and create outreach opportunities for prospective members such as: a. Universities b. Students c. Industry affiliate d. Industry professionals e. Commercial f. Community Education 2. Young Professional Section to promote memberships to universities and students. 3. Develop relationships with other similar associations 4. Target Commercial members 5. Review membership benefits and marketing materials 6. Evaluate and repackage materials to better target current and prospective members 7. Develop marketing tools 8. Develop benefits of membership packet 9. Send marketing materials to non-members
	D. Develop Diversity Initiatives	1. Access data and analyze WPRA diversity demographics 2. Gather feedback/input from a diverse population 3. Develop a work team based on findings 4. Create initiatives to improve inclusion
	E. Engage and Grow Commercial Membership	1. Develop sponsorship program 2. Develop benefits to commercial membership (reciprocal branding, group discount programs, etc.) 3. Develop Commercial contact plan
	F. Engage and Grow Student Membership	1. Develop relationships through Universities 2. Hold more Young Professional Section networking events 3. Conduct events onsite at Universities to encourage more student participation 4. Consider ways to provide additional scholarship opportunities for students

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
IV. ENHANCE COMMUNICATIONS ***Strengthen and Optimize all WPRA Communication Methods*** ***Lead:*** *Secretary/Treasurer and Communications Committee* ***Issue:*** *WPRA needs to improve consistency and methodology of communicating with members. Members aren't receiving enough relevant, consistent and timely information from WPRA, nor looking to the website as a resource.* ***Future State:*** *Members feel WPRA is their primary information source for the Park and Recreation profession. Members visit the website, know where to access information, have consistent communications for WPRA happenings and find value in what they receive.*	**A. Restructure Communications Governance**	1. Rename and Restructure *IMPACT Committee* to *Communications Committee* a. Composition: i. Chair: Secretary (concurrently serves as Board Liaison) ii. Members: a minimum one member from each Section and each Region plus a Student Representative iii. Term: Two (2) years on a staggered and rotating basis. b. Purpose: Develop, oversee and work with the office to provide members with the most current, relevant information to aid in their continued professional development. c. Expand their role within the association
	B. Develop a Comprehensive Communications Strategy and Plan	1. Develop comprehensive Annual Communications Plan with a goal of publishing/posting at least once per weekday. a. The Annual Communications Plan will incorporate all correspondence channels: i. IMPACT ii. PRMonthly iii. All Social Media accounts iv. Direct e-mail v. Website content; etc. b. Times near events may warrant additional posts/messages/materials 2. Define the intent of each communication channel and develop the calendar of recurring content for each. a. IMPACT Magazine i. Provide more technical and leading-edge content from a wider variety of contributors. 1. Annual Master Call for Content to all workgroups provided. 2. Create content outline for each of 4 seasonal issues of IMPACT ii. Prepare data for Executive Committee review of projected IMPACT income 1. Assess current contract with publisher, understand impact of Sponsorship Program. 2. Audit recent advertiser spend, examine potential income post-contract without publisher. 3. At time of contract renewal, propose multiple options for continued production. Prepare proposal for alternative publishing method for IMPACT post-contract b. PRMonthly i. Create content outline for each of 12 monthly issues of PRMonthly ii. Provide more strategic information in a consistent fashion. iii. Implement a way for members to easily and regularly share their news. iv. Increase readership and engagement. c. Social Media i. Audit current social media channels and their individual purposes. ii. Create a "Social Media Influencer" (not "ambassador") program. iii. Gamify social media for events and activities throughout the year. iv. Create policy on what information is shared by and on behalf of the office. d. Website i. Comprehensive updates to all content now that revised appearance has been implemented. ii. Office to lead effort and work with each workgroup to review and revise their content. iii. Schedule regular appearance updates to keep a fresh, seasonal look to the home page. iv. Ensure calendar of events is maintained, decide what will/won't be posted to calendar. v. Convert text-centric pages to be more graphically appealing; include more member photos. vi. Enhance the information about each individual volunteer (bigger photos, more background info). vii. Create an actionable item for each primary page. viii. Create new Sponsorship Program page/section. ix. Consider implementation of paid advertising by sponsors. x. Educate members on use and value of Community forums for online, retained discussions xi. Educate members on how to navigate the site and maintain their profile.

Strategic Plan Goal IV: Enhance Communications *(continued)*

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
IV. Enhance Communications ***Strengthen and Optimize all WPRA Communication Methods*** ***Lead:*** *Secretary/Treasurer and Communications Committee* ***Issue:*** *WPRA needs to improve consistency and methodology of communicating with members. Members aren't receiving enough relevant, consistent and timely information from WPRA, nor looking to the website as a resource.* ***Future State:*** *Members feel WPRA is their primary information source for the Park and Recreation profession. Members visit the website, know where to access information, have consistent communications for WPRA happenings and find value in what they receive.*	**C. Improve Efficiency, Effectiveness and Consistency of Communications**	1. Develop tools and procedure for external communications to include: a. General statewide media contact list b. Procedure for obtaining local media contacts from members c. Procedure for contacting media regarding an event or situation d. Series of Press Releases for recurring WPRA news (board election notices; award solicitation, invitations to allied entities, upcoming events, etc.) e. Regular notices of WPRA activity to NRPA. f. Create stronger relationships with Universities. g. Specific messages for targeted audiences (ie: State Parks; Government officials; Commercial; Travel/Tourism Industry; non-members; other State PRAs, etc.) 2. Better disseminate information from the office to WPRA leadership and workgroups: a. Format the messaging style and delivery method for consistent updates from the office to the workgroups monthly; inclusion of these in PRMonthly, and additional bi-weekly report to the Board. b. Follow timeline set in Annual Operations Calendar c. Pre-set calendar alert notices for all workgroup meetings to include date/time/call details; with 1-month; 1-week; 1-day reminders. d. Pre-set calendar alert notices for all Executive Meetings and Board of Director meetings to include date/time/call details; with 1-month; 1-week; 1-day reminders. e. Send invitations to Open Forum events to all Commercial Members and legislators; with 1-month; 1-week; 1-day reminders. f. Examine branding consistency of materials produced/published; follow marketing guidelines for logo. 3. Enable individuals to receive targeted information: a. Create checkbox style options for members to decide how they prefer to receive notices. b. Utilize features in Constant Contact to include Section-specific information in PRMonthly. c. Create online forms tied to member records to "Sign up here for more information on _____". d. Survey membership to identify desired content 4. Improve and Streamline Our Conference Communications a. Confirm Conference email receipt to members b. Develop social media plan for annual conference.
	D. Continue Efforts Toward Making WPRA More Transparent	1. Provide consistent, monthly Office Reports for WPRA Leaders to share with workgroups and membership 2. Enhance Annual Report 3. Provide customized reports for examination at Board meetings 4. Educate Leadership on overall operations during annual Leadership Orientation 5. Continue to develop more accessible documents for Leadership (utilize online files and storage areas) 6. Create an annual dashboard reporting tool to provide summary data reports and examine trends

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
V. Improve Advocacy ***Improve Advocacy and Lobbying on State and Local Level*** ***Lead:*** *President-Elect, President and Public Policy Committee* ***Issue:*** *WPRA does not have an experienced individual in the profession as a paid professional representing the interests of membership in regulatory and legislative matters affecting WPRA.* ***Future State:*** *WPRA is seen as the premier go-to organization for Quality of Life assets.*	**A. Review / Develop Legislative Governance Structure and Roles**	1. Evaluate capacity of current Public Policy Committee structure 2. Add Section Representatives to Public Policy Committee 3. Revamp Public Policy Committee if needed 4. Consider contracting professional lobbyist/firm
	B. Allocate Funding for Future Advocacy	1. If contracting a professional lobbyist/firm, develop and issue RFP 2. Build expected costs into budget and decide if necessary to draw from reserves 3. Set aside funding for ongoing support of legislative and regulatory matters 4. Examine whether a Political Action Committee (PAC) would be prudent/effective
	C. Develop Legislative Work Plan for Future Advocacy	1. Develop inventory of initiatives and expectations 2. Establish priorities and position statements 3. Develop legislative platform 4. Develop WPRA legislative talking points 5. Legislator presence at all region meetings 6. Host or partner with allied organizations to conduct a Legislative Advocacy Day at the State Capitol
	D. Develop Legislative Communication Structure, Media Kit and Processes	1. Develop process for members to request assistance from WPRA "advocate" 2. Develop Membership form letter process about legislative initiatives 3. Develop Legislative Reports online - regular 4. Communicate public policy initiatives to members regularly 5. Conference session on how to talk to legislators 6. Member presence at listening sessions
	E. Become the Premier Resource for Quality of Life in the State of Wisconsin	1. Collect statistical data to support advocacy 2. Provide legislative support at state and local levels 3. WPRA to serve as subject matter experts 4. Maintain a list of allies and liaison positions 5. Poll membership to identify current and pending legislation impacting WPRA

Historical Information

WPRA dates back to predecessor organizations as early as 1898, and was established in its present form in 1965 through a merger of several leading professional and service organizations. WPRA works closely with local, state, and national recreation and park agencies, citizen groups and corporations to carry out its objectives. Priorities include advocating favorable legislation and public policy; continuing education for park and recreation professionals and citizens; providing professional certification, promoting university accreditation, agency accreditation, research and technical assistance; and increasing public awareness of the importance of parks and recreation. For more information, visit www.wpraweb.org

Past Presidents

1966 – Bill Anderson
1967 – Bob Espeseth
1968 – Don Brick
1969 – Chet Miller
1970 – Wayne LaBorde
1971 – George Wilson
1972 – Charles Drayna
1973 – Ruth James
1974 – Alan Domer
1975 – Forrest Bradley
1976 – Larry Lenox
1977 – August Revoy
1978 – Tony Bruno
1979 – Bill Houtz
1980 – Gene Park
1981 – Gary Anderson
1982 – Fred Zimdars
1983 – Steve Stauber
1984 – Jim Kavemeier
1985 – Stan Dorff
1986 – Charles Newby
1987 – Steve Thompson
1988 – Don Campbell/ Bob Rundle
1989 – Bob Rundle
1990 – Jackie Schweitzer
1991 – Ken Van Es
1992 – Bill Landvatter
1993 – Bob Lang
1994 – Cindy Busch
1995 – Bill Anderst
1996 – Bill Faherty
1997 – Marianne Pigeon
1998 – Bob Holling
1999 – Paul Leuthold
2000 – Ken LePine
2001 – Roger Kist
2002 – Al Schaefer
2003 – Rick Beattie
2004 – Kelly Valentino
2005 – Ron Grall
2006 – Cyndi Keller
2007 – Roger Kist
2008 – Joe McLafferty
2009 – Marty Kosobucki
2010 – Bill Lecker
2011 – Ed Englehart
2012 – Dan Fiorenza
2013 – Joel Gregozeski
2014 – Roger Kist
2015 – Sue McDade
2016 – Craig Hoeppner
2017 – Tom Flick
2018 – Jeff Skoug
2019 – Chad Dallman
2020 – Jake Anderson

Past Conference Dates & Locations

1966 – Eau Claire & Milwaukee – 2 Conferences
1967 – Oshkosh
1968 – Madison
1969 – Racine
1970 – Delavan
1971 – Marinette
1972 – Green Bay
1973 – Milwaukee
1974 – La Crosse
1975 – Oconomowoc
1976 – Eau Claire
1977 – Lake Geneva
1978-1993 – No Conference
1994 – Green Bay-Embassy Suites
1995 – No Conference
1996 – Lake Geneva-Grand Geneva Resort
1997 – Middleton-Holiday Inn Madison West
1998 – Steven Point-Holiday Inn
1999 – Appleton-Paper Valley Hotel
2000 – Green Bay-Regency Suites
2001 – Lake Geneva-Grand Geneva Resort
2002 – Green Bay-Embassy Suites
2003 – La Crosse-Radisson Hotel & La Crosse Arena
2004 – Green Bay-Regency Suites & KI Convention Center
2005 – Lake Geneva-Grand Geneva Resort
2006 – Green Bay-Regency Suites & KI Convention Center
2007 – Wisconsin Dells-Kalahari Resort & Convention Center
2008 – La Crosse-Radisson Hotel & La Crosse Arena
2009 – Wisconsin Dells-Kalahari Resort & Convention Center
2010 – La Crosse-Radisson Hotel & La Crosse Arena
2011 – Green Bay-Regency Suites & KI Convention Center
2012 – Wisconsin Dells-Chula Vista Resort & Convention Center
2013 – Green Bay-Regency Suites & KI Convention Center
2014 – Wisconsin Dells-Chula Vista Resort & Convention Center
2015 – Wisconsin Dells-Kalahari Resort & Convention Center
2016 – Wisconsin Dells-Chula Vista Resort & Convention Center
2017 – Wisconsin Dells-Kalahari Resort & Convention Center
2018 – Green Bay-Hyatt Hotel & KI Convention Center
2019 – Wisconsin Dells-Kalahari Resort & Convention Center
2020 – Green Bay-Hyatt Hotel & KI Convention Center
2021 – Wisconsin Dells-Kalahari Resort & Convention Center
2022 – Green Bay-Hyatt Hotel & KI Convention Center
2023 – Wisconsin Dells-Kalahari Resort & Convention Center

Membership

WPRA has a broad, diverse scope of membership but primarily focuses on professionals in the areas of parks, recreation, forestry, conservation, aquatics, or a related field, and those who support the profession.

See Article II, Section 1 in bylaws for descriptions of membership categories.

As of 1/28/20	Year-End 2019	Current Renewed 2020	Difference
Total Members	1271	865	-406
Individual Memberships			
Individual Professional	**112**	**157**	45
Emeritus	**19**	**19**	0
Citizen/Advocate	**1**	**1**	0
Student	**34**	**36**	2
Premier Student	**0**	**0**	0
Office/Admin Support	**17**	**5**	-12
Group Memberships			
Departmental	**69**	**0**	-69
Group Agency	**142**	**0**	-142
Premier*	**782**	**547**	-235
Non-Profit	**2**	**0**	-2
University/Faculty	**4**	**8**	4
Board/Commissions	**16**	**44**	28
Commercial	**73**	**48**	-25
*Premier Agencies			
Total Premier Agencies	**33**	**25**	8
Tier 1	17	NA	
Tier 2	11	NA	
Tier 3	3	0	
Tier 4	2	0	

2020 Annual Events Calendar

All events are kept up-to-date online: www.wpraweb.org/events

2020 Annual Operations Calendar

- WPRA Executive Committee meets every other week

DECEMBER

- WPRA Board of Directors Holiday Party
- PRMonthly Submissions – 1st Friday
- Acknowledgement and Disclosure Form due – year-end

JANUARY

- Membership Renewal Reminder to non-renewing members – 1st week
- Officers & Directors Commence Positions – 1st
- PRMonthly Submissions – 1st Friday
- WPRA Board of Directors/Open Forum – 22nd
- Ticket Program Attraction Agreements Due – 31st

FEBRUARY

- Quarter 2: Spring IMPACT Submissions – 3rd
- PRMonthly Submissions – 1st Friday
- WPRA Quarter 1 Workgroup meeting – 19th
- Membership Services cut-off for non-renewing members – month-end

MARCH

- Ticket Program Participating Member Agreement Due – 1st
- PRMonthly Submissions – 1st Friday
- WPRA Board of Directors/Open Forum – 25th
- Ticket Program Online Orders for Tickets Due – month-end

APRIL

- Quarter 3: Summer IMPACT Submissions – 1st
- PRMonthly Submissions – 1st Friday
- WPRA Quarter 2 Workgroup meeting – 22nd

MAY

- All WPRA Awards Due – 1st Friday
- Ticket Program Orders shipped by Attractions – 1st week
- PRMonthly Submissions – 1st Friday
- Tax filing due – 15th
- WPRA Board of Directors/Open Forum – 27th

JUNE

- PRMonthly Submissions – 1st Friday

JULY

- PRMonthly Submissions – 1st Friday
- WPRA Week Ticket Program Sales Reporting Due – month-end

AUGUST

- Ballot names due to office – 1st
- Quarter 4: Fall IMPACT Submissions – 3rd
- PRMonthly Submissions – 1st Friday *(include ballot for September PRMonthly)*
- Notification to Board of Budget deadline (9/30) – 15th
- WPRA Board of Directors Retreat/Strategic Plan Review – 25-26th
- Section Awards Due Date – month-end

SEPTEMBER

- Ticket Program Sales Reporting Due – Labor Day
- Ballots disseminated – 1st
- PRMonthly Submissions – 1st Friday *(include ballot with reminder)*
- WPRA Quarter 3 Workgroup meeting – 16th
- Ticket Program Payments due from Participating Members – 3rd week
- Dates for Board of Directors meetings for following-year finalized – 30th
- Dates for all WPRA events for following-year finalized – 30th
- Budget deadline – 30th

OCTOBER

- Ballots due – 1st
- PRMonthly Submissions – 1st Friday
- WPRA Board of Directors/Open Forum – 7th
- Organizational Handbook, Section Handbooks and Annual Work Plans for Committees are finalized for coming year – mid-month, prior to candidate notification
- Candidates notified of election and future year's Conference Co-Chair appointment results – by 3rd week *(provide handbooks)*
- Dates for all WPRA Committee and Subcommittee Meetings for following-year finalized – 31st
- Dates for all WPRA Region Meetings for following-year finalized – 31st
- Dates for all WPRA Section Meetings for following-year finalized – 31st
- Dates for all WPRA Events for following-year finalized – 31st

NOVEMBER

- Annual Conference – 3rd-6th
- PRMonthly Submissions – 1st Friday
- Approved budget and legislative agenda presented at Annual Conference
- Board Orientation to be held by Executive Director at Annual Conference
- Sponsorship Opportunities for future year distributed at Annual Conference
- Membership Renewal Process Begins – mid-month
- IMPACT Submissions – 3rd week

DECEMBER

- PRMonthly Submissions – 1st Friday
- WPRA Quarter 4 Workgroup meeting – 9th
- Quarter 1: Winter 2021 IMPACT Submissions – 9th

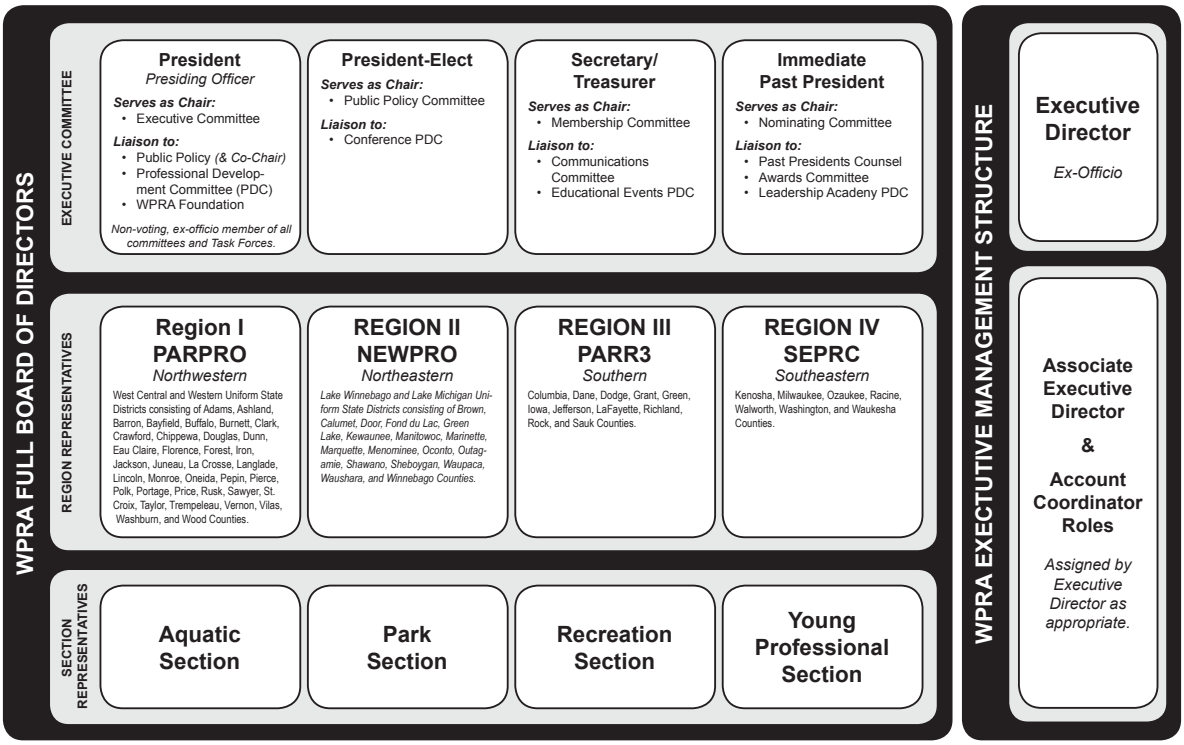
Organizational Structure Summary

The WPRA Board of Directors is comprised of professional WPRA members as per the association's bylaws, Article II, Section 1.

The Board of Directors is governed by a thirteen member Board of Directors, twelve elected, voting members and the Executive Director as an Ex-Officio. The Executive Committee is comprised of five total members, the President, President-Elect, Secretary/Treasurer and Past-President and the Executive Director as an Ex-Officio.

Wisconsin Park and Recreation Association
Organizational Leadership

Board of Directors: *12 Voting; 1 Ex-Officio /* ***Executive Committee:*** *4 Voting; 1 Ex-Officio*



WPRA Office/Staff

WPRA Office Location

6737 W Washington St Ste 4210
Milwaukee, WI 53214
414-423-1210 / Fax: 414-423-1296

Executive Director

Jennifer Rzepka, CAE, Executive Director
jennifer@wpraweb.org & exec@wpraweb.org

Associate Executive Director

Sandy Schueller, Associate Executive Director
sandy@wpraweb.org & wpra@wpraweb.org

Account Coordinators

Holly Bloom, Account Coordinator
holly@wpraweb.org
&
Alison Wintheiser, Account Coordinator
office@wpraweb.org

NRPA – National Recreation & Park Association Representatives

President and CEO

Kristine Stratton
703-858-0784
kstratton@nrpa.org

Vice President Membership & Certification

Julie Boland
703-858-4732
jboland@nrpa.org

Vice President of Government Affairs

Jim Bradley
703-858-2157
jbradley@nrpa.org

2020 NRPA State Affiliate Agreement

Overview

The State Affiliate agreement is between a park and recreation association operating as a non-profit organization for the benefit of the park and recreation field in a given state (State Affiliate) and the National Recreation and Park Association (NRPA). The agreement will help create a unified foundation upon which the organizations can build for the future cause of the park and recreation field. The agreement focuses in the areas of membership and delivery of services.

Membership

- State Affiliate has two options for membership. State Affiliate membership cycles run with the calendar year. To change membership type, contact NRPA before submitting your invoice and payment. Each membership is intended to acknowledge a mutually beneficial relationship and corresponding partnership between NRPA and State Affiliate, designed to promote, support and advance the parks and recreation field overall.
    - State Affiliate can join NRPA as a Standard State Affiliate with annual dues of $250. The Executive Director (or an identified board member in cases where there is no State Executive Director) shall receive an NRPA individual professional membership.
    - State Affiliate can also join NRPA as a Premier State Affiliate with annual dues of $400. The State Affiliate Premier membership covers up to 5 State Affiliate full-time or part-time employees, including the Executive Director (who will be listed as the Primary Contact). State Affiliate Premier memberships receive two copies of the *Parks & Recreation* magazine, one sent to the Primary Contact and one magazine sent to the State Affiliate as a whole. State Affiliate Premier memberships include access to our Premier Webinar Series.

Delivery of Services

- **Advocacy**
    - NRPA will inform states of national policy and legislative actions to be undertaken by NRPA that are likely to have an impact on the respective state's local parks and recreation activities.
- **Career Center**
    - NRPA will provide State Affiliate with one free posting in the NRPA Career Center for a job opening within their association annually.
- **Communication and Information Sharing**
    - NRPA will attend monthly conference calls with members of the Council on State Executive Directors (CSED) for purposes of promoting information sharing and collaboration between NRPA and State Affiliate. NRPA will host meetings of the staff and governing leadership of State Affiliate at the annual NRPA conference and will participate in the annual CSED retreat to further advance information sharing and collaboration.
    - State Affiliate and the respective state NRPA membership data, defined as names, agency, and mailing addresses, may be mutually shared for the purpose of membership promotion, association educational programs, and/or research programs only. This data will not be given, sold, rented or distributed to other entities without the express written permission of the State Affiliate or NRPA.
    - NRPA will provide the following information to State Affiliate for use in their communications, such as state magazines and newsletters.

- Communication toolkits for NRPA-sponsored initiatives, such as Family Health & Fitness Day and Park and Recreation Month
- Articles or information on issues of special interest
- Grant announcements, articles and resources
- Announcements of education seminars, workshops and conferences
- Other information as identified by mutual agreement by the CSED and NRPA

- State Affiliate in good standing may identify as "An Affiliate member of NRPA" by displaying NRPA's approved affiliate logo on membership communications including but not limited to; publications, website, newsletters, and membership directories.

- NRPA will provide a primary point of contact to coordinate State Affiliate communications and inquiries.

- NRPA will provide a list of general contacts for specific program-related questions.

- **Education/Conferences**
  - NRPA will maintain a calendar of events on the NRPA Web site to promote joint NRPA and State Affiliate partnered educational events (i.e. CPSI, AFO).
  - NRPA will create room blocks for State Affiliate at the NRPA Annual Conference. State Affiliate is required to follow NRPA room block guidelines to receive this service.
  - Registration for all events will be at a member rate for individuals identified within the State Affiliate roster.
- **Research**
  - State Affiliate and NRPA will collaborate on initiatives such as completion of the Agency Performance Survey (previously known as PRORAGIS) on an annual basis. In return, State Affiliate will have access to reporting features of the Agency Performance Resources.
  - NRPA will share research findings with State Affiliate, offering them the opportunity to communicate results with members and local media.

Signed and acknowledged on behalf of NRPA: _____
Julie Boland, VP of Membership

I agree to the terms outlined above.

State Affiliate Name: Wisconsin Park + Recreation Association WPRA

Contact Name: Jennifer Rzepka

Title: Executive Director

Signature: Jennifer Rzepka

Date: 11-14-19

SAMI Services Provided to WPRA

1. General Office

Provide a physical office headquarters staffed from 8:00am to 4:00pm (CST), Monday-Friday for phone, fax, email and mail contact by members, prospective members and others. Answer or refer all inquiries. Response rate of 48 hours from contact will be the standard.
Maintain central files and provide secure storage of physical materials (up to 20 boxes).
Maintain the confidentiality of all records, files, rosters and statistical data. Material will not be distributed without prior approval of the Board.
Maintain/monitor supply of letterhead, envelopes, literature and other supplies and distribute as requested.
Maintain bylaws and policy and procedure documents, other governing documents and operational procedures. Administer, review and update as necessary.
Ensure proper General Liability and Directors & Officers Liability insurance policies are obtained.
Negotiate and execute event contracts and other legal documents on behalf of the organization.
Aid and equip President and other volunteer leaders to serve as the official spokespersons for the association. Respond to or route media inquiries appropriate.
Act as liaison with relevant external organizations and associations on a state and national level as directed by Board. (i.e.: NRPA)
Oversee maintenance and timely filing of all local, state and federal forms and corporate documents.

2. Financial Management

Assist the Board with creation and maintenance of the annual operating budget.
Manage WPRA finances, accounts receivable and accounts payable using accrual accounting system on QuickBooks accounting software.
Monitor and control all expenses; manage accounts receivable.
Provide monthly financial reports to the Treasurer and President monthly (and other Board members as requested), including budget reports and copies of the bank/investment reconciliation reports.
Track all income using a 'cash recap' system, each check or credit card is recorded on a database and tied back to a specific deposit. Deposits are posted to QuickBooks.
Provide documentation and accounting for all online and credit card payments.
Prepare disbursements (checks) at the SAMI office and distribute to the appropriate persons according to the WPRA policies.
Oversee the compliance with state and federal laws, prepare the information and arrange for the preparation of annual federal and state tax forms by a CPA.
Assist with the audits of financial records as required by WPRA policy.
Make recommendations for the prudent investment of WPRA reserve funds.

3. Board, Section, Committee and Foundation Support

Arrange for and participate in Strategic Planning event every 2-5 years.
Assist organization in organizing Board, Region, Section and Committee initiatives to execute Strategic Plan, monitor achievements and report on status.
Organize and assist President in conducting up to six (6) WPRA Board meetings (one to be held at the Annual Conference).
Assist in Board meeting agenda development and distribute notices and support materials one week prior including agenda, financial reports, minutes from previous meeting, phone call log, etc.
Prepare and distribute minutes of Board meetings as directed.
Provide additional meeting support for separate Region, Section and Committee meetings to including scheduling, notifications, minutes and follow-up as directed by the Board. In 2017-18 estimated between 15-20 meetings.
Serve as ex-officio member to the WPRA Foundation through participation in up to six (6) meetings.

SAMI Services Provided to WPRA *(continued)*

5. Lobbying/Legislative/Regulatory/Public Policy

IMPORTANT NOTE: SAMI does not have a lobbyist on staff, but SAMI does have extensive experience working with many lobbyists/firms in Wisconsin to assist in representation of issues on behalf of clients. SAMI staff members work in tandem with external representatives and internal (Board and Committee) volunteers to communicate an organization's legislative platform and updates to its members on a continual basis through Board/Committee, website posts, electronic communications and through publications. SAMI does not attend hearings nor provide testimony on any client's behalf.

In conjunction with external Lobbyist, Legislative/Regulatory monitoring representative or firm, and/or Public Policy Committee, SAMI will assist WPRA in monitoring its legislative agenda on a consistent basis, and reporting to the organization through a variety of communication channels approved by the Board.

SAMI will develop and disseminate "calls for action" as approved by the Public Policy Committee on initiatives as needed.

SAMI will procure reports and information from NRPA as identified by the Public Policy Committee and Board as directed. SAMI will aid NRPA with state information as required for Board approved initiatives.

5. Membership Support Services

Annually assist Board in assessing membership categories, benefits and fees to ensure fiscally responsible and mutually beneficial rates and structure between members and WPRA.

Execute annual dues renewal cycle and process current, new and potential member registrations, invoices and payments.

Assist Board and/or Membership Committee with regular solicitation of potential members.

Maintain a comprehensive membership database that functions with the back-end of the website.

Provide customized reports on membership for each Board meeting and as requested.

Manage separate Premiere Member category benefits.

Manage Corporate Sponsorship levels, agreements, payments, visibility and relations with oversight from the Board.

Assemble and post an electronic Membership Directory/Buyer's Guide with quarterly updates.

Continue communication will all companies and individuals who have advertised, sponsored, exhibited, attended or in any other way been involved with the activities in the past.

6. Awards/Scholarships

Assist Board and Awards Committee in preparation of annual award program to include development of promotional material, notification and reminders to potential applicants, processing applications for review, award and follow-up communications, execution of award details.

Assist Board and Awards Committee in development of program and necessary onsite materials for presentation of award during Annual Conference to include (but is not limited to) Point program, printed program and ordering of award(s).

Coordinate and order Annual Conference Sponsor, Board, Region, Section and any other recognition materials for presentation during Annual Conference to include (but is not limited to) visibility in PowerPoint program, printed program and ordering of award(s).

Provide support to WPRA Foundation for promotion and coordination of Student Conference Scholarship Grants.

SAMI Services Provided to WPRA *(continued)*

7. Consignment Ticket Program

Administer and oversee the Consignment Ticket Program, provide reports and make prudent recommendations to Board for optimal program effectiveness.
Coordinate contracts and agreements from participating attractions including price negotiation.
Manage department agreements to participate in the program.
Process orders and payments.
Manage unsold tickets returned to office.
Return any unsold tickets and payments to participating attractions by their due date.

8. Communications

SAMI will lead content development for both the PRMonthly and IMPACT Magazine, drawing information from customary association activity as well as industry content from related organizations publicized in their listservs and other communication. A council/taskforce/subcommittee with a representative from each of the Sections will be involved in development and review of each publication.

Quarterly IMPACT Magazine

Develop content for each issue in conjunction with Board and identified Region/Section/Committee(s).
Solicit and review content from contributors including NRPA, Corporate Sponsors, Committee Chairs, Region and Section Chairs, other volunteer contributors, members (regarding congratulatory or notable items), etc.
Manage advertising agreements, rates, payments and other communications as necessary, provide advertising reports to Board and materials to publisher as needed.
NOTE: SAMI does not accept advertising commissions/rebates/kick-backs, any monetary benefit would be directed back to WPRA.
Proofread each publication in conjunction with Board and identified Committee(s).
Submit materials and mailing list to publisher.
Provide to WPRA Premier members electronically and post online.

PRMonthly

Develop content for each issue in conjunction with Board and identified Region/Section/Committee(s).
Solicit and review content from contributors including NRPA, Corporate Sponsors, Committee Chairs, Region and Section Chairs, other volunteer contributors, members (regarding congratulatory or notable items), etc.
Proofread each publication in conjunction with Board and identified Committee(s).
Distribute final approved version to recipients and post online.

9. Website/Social Media

Update the content and functionality of the WPRA website on a continual basis with input from the Board, Sections and Committees.
Post Board, Section and Committee agendas and minutes, notices, events, registration forms and other materials in a timely fashion.
Manage award and scholarships submissions process online.
Promptly process and collect payment for job postings and job eBlasts.
Manage WPRA's presence on LinkedIn, Facebook and Twitter using material identified by the Board, Sections and Committees along with information distributed by NRPA and published in WPRA publications.

SAMI Services Provided to WPRA *(continued)*

10. Event/Conference/Golf Outing Support

NOTE: SAMI does not accept hotel or other venue commissions/rebates/kick-backs, any monetary benefit would be directed back to WPRA.

All Events

With oversight and/or involvement from Board and identified Regions/Sections/Committees:

Negotiate and execute all necessary contracts for venues, speakers, exhibition services, offsite events and any other event needs.

Coordinate event logistics and convey details to venues and contracted providers as appropriate.

Develop and process attendee and exhibitor registrations, invoices and payments for meetings to include: annual conference and trade show; spring workshop; leadership academy; aquatic seminar; aquatic technician workshop; office support workshop; playground workshop and CSPI course/exam when offered.

Speaker relations to include solicitation for contact information, presentation title, session description, biography, handout materials, and other logistical information. Post event follow-up to include collection of W-9 form and receipts for any honorarium and/or reimbursement.

Prepare and distribute post-event electronic surveys and evaluations.

WPRA Foundation Golf Outing

Assist WPRA Foundation in venue contract negotiation and organization of event logistics as needed.

Annual Conference and Trade Show

Working in tandem with Conference Committee and with oversight from Board of Directors:

Coordinate and update Annual Conference Committee Manual and Job Descriptions.

Execute sponsor program to include solicitation, advertisements collection, booth assignments, invoicing and payment processing.

Produce and disseminate 4-8 page exhibitor registration and 20-28 page attendee registration materials.

Produce printed onsite book to include 24-32 page tradeshow booklet (includes advertising).

Maintain up-to-date map/listing of vendor booth assignments.

Prepare attendee, speaker and vendor name badges and other onsite handout materials and packets.

Attend Annual Conference and Trade Show, provide registration assistance including processing of onsite registrations.

Procure supplies and materials as needed for event including giveaways/favors, etc.

Handle post-event invoicing and CEU tracking process.

Legal Duties of Board Members Volunteers

The Board of Directors is the governing body of the association, responsible for the ultimate direction of the management of the affairs of the organization. Board members are obliged to become familiar with WPRA's Bylaws, Operations Handbook which contains policies and procedures, and other governing documents related to the operation of WPRA.

The board is responsible for policymaking, while employees (and to a certain extent, officers) are responsible for executing day-to-day management to implement board-made policy. However, the ultimate legal responsibility for the actions (and inactions) of the association rests with the board.

The board can act legally only by consensus (majority vote of a quorum) and only at a duly constituted and conducted meeting, or by unanimous written consent. The board may delegate authority to act on its behalf to others (Executive Committee), but, in such cases, the board is still legally responsible for any actions taken by Board committees or persons to whom it delegates authority. An individual board member has no individual management authority simply by virtue of being a member of the board. However, the board may delegate additional authority to a board member such as when it appoints board members to committees. In a similar fashion, an officer has only the management authority specifically delegated in the bylaws or by the board (although the delegated authority can be general and broad.

The Executive Committee shall have all the authority of the Board of Directors, except for the following matters which are reserved to the full Board of Directors:

- Submission of action requiring Board of Directors approval under the Not-for-Profit Law of Wisconsin
- Filling of vacancies on the Executive Committee or Board of Directors other than those appointments delegated to the Executive Committee
- Amendment or repeal of the bylaws
- Amendment or repeal of any resolution of the Board of Directors
- Members have no management authority, as such authority is held by the Board of Directors.

Employees have no management authority except that specifically delegated to them in the bylaws or by the board. The Executive Director shall have responsibility for and control of administrative staff, including the hiring and dismissal of staff. The Executive Director shall initiate and participate in the formation of new policies and make decisions within existing policies approved by the Board, assure that organizational objectives are attained and member needs addressed, and provide management and leadership to complement constructive growth and function of WPRA.

Fiduciary Duty

Those in positions of responsibility and authority in the governance structure of an association - both volunteers who serve without compensation and employed staff - have a fiduciary duty to the organization, including duties of care, loyalty and obedience. In short, this means they are required to act reasonably, prudently and in the best interests of the organization, to avoid negligence and fraud, and to avoid conflicts of interest. In the event that the fiduciary duties of care, loyalty or obedience are breached, the individual breaching the duty is potentially liable to the association for any damages caused to the association as a result of the breach. This fiduciary duty is a duty to the association as a whole; even those who only serve on a particular committee or task force owe the fiduciary obligation to the entire association.

1. **Duty of Care** This duty is very broad, requiring officers and board members to exercise ordinary and reasonable care in the performance of their duties, exhibiting honesty and good faith. Board members must act in a manner which they believe to be in the best interests of the association, and with such care, including reasonable inquiry, as an ordinarily prudent person in a like position would use under similar circumstances. The "business judgment rule" protects board members from personal liability for actions made in poor judgment as long as there is a reasonable basis to indicate that the action was undertaken with due care and in good faith.

2. **Duty of Loyalty** This is a duty of faithfulness to the association. This means that officers and board members must give undivided allegiance to the association when making decisions affecting the association. In other words, board members cannot put personal interests above the interests of the association. Personal interests may include outside business, professional or financial interests, interests arising from involvement in other organizations, and the interests of family members, among others. Board members should be careful to disclose even potential conflicts of interest to the board of directors, and should recuse themselves from deliberation and voting on matters in which they have personal interests. For pervasive and continuing conflicts - such as a WPRA board member concurrently serving on the board of a competing association - resignation from the individual's association leadership post or from the outside conflicting responsibility may be required. Officers and directors can have business dealings with the association, but such transactions must be subject to considerable scrutiny. In such event, board members must fully disclose any personal interests to the board of directors, and the terms of any transaction must be fair to the association. In addition, state nonprofit corporation statutes frequently provide specific procedures for dealing with transactions in which board members have conflicts of interest

3. **Duty of Obedience** This duty requires board members to act in accordance with the organization's articles of incorporation, bylaws and other governing documents, as well as all applicable laws and regulations.

Reliance on Experts

Unless a board member has knowledge that makes reliance unwarranted, a board member, in performing his or her duties to the organization, may rely on written or oral information, opinions, reports, or statements prepared or presented by: (i) officers or employees of the association whom the officer or director believes in good faith to be reliable and competent in the matters presented; (ii) legal counsel, public accountants, or other persons as to matters which the officer or director believes in good faith to be within the person's professional or expert competence; or (iii) in the case of reliance by directors, a committee of the board on which the director does not serve if the director believes in good faith that the committee merits confidence.

Willful Ignorance and Intentional Wrongdoing

Board members cannot remain willfully ignorant of the affairs of the association. A director appointed as treasurer, for example, with limited knowledge of finance cannot simply rely on the representations and reports of staff or auditors that "all is well" with the association's finances. Moreover, board members acting outside of or abusing their authority as board members may be subject to personal liability arising from such actions. Furthermore, board members who, in the course of the association's work, intentionally cause injury or damage to persons or property may be personally liable, even though the activity was carried out on behalf of the association.

Reducing Personal Liability Risk

Board members can help minimize their risk of personal liability by doing the following

- Being thoroughly and completely prepared before making decisions.
- Becoming actively involved in deliberations during board meetings, commenting as appropriate, and making inquiries and asking questions where prudent and when such a need is indicated by the circumstances.
- Making decisions deliberately and without undue haste or pressure.
- Insisting that meeting minutes accurately reflect the vote counts (including dissenting votes and abstentions) on actions taken at meetings.
- Requesting that legal consultation be sought on any matter that has unclear legal ramifications.
- Requesting that the association's accountants assess and evaluate any matter that has significant financial ramifications.
- Obtaining and carefully reviewing both audited and unaudited periodic financial reports of the association.
- Attending the association's meetings and reading the association's publications carefully to keep fully apprised of the organization's policies and activities.
- Reviewing from time to time the association's bylaws and other governing documents.
- Avoiding completely any conflicts of interest in dealing with the association and fully disclosing any potential conflicts.

Liability Protection

If preventive risk management fails, the liability of association board members can be limited through indemnification by the association, insurance purchased by the association, and state volunteer protection laws.

WPRA Non-Profit Organization Directors and Officers Liability Insurance

WPRA provides liability insurance for Directors, officers, employees, volunteers, the organization and its committee members. The types of liability covered by the policy exist not only for the organization, but also for those who run it. It is very important to recognize that the Board of Directors, officers and employees of the organization may have personal liability for many of the covered actions and that personal assets may be attached as a result of an adverse judgment. It will also pay costs to defend the individual(s) and or the organization for covered “wrongful acts”. Coverage is for wrongful acts committed by a covered party or group of covered parties while acting within the scope of their duties to the organization. A wrongful act is an act, error, omission, misstatement or misleading statement, neglect or breach of duty. Typical examples are management of funds (not benefit plans), management of the affairs of the organization, employment practices, publishers liability (copyright, plagiarism), libel, slander or defamation. Examples of items NOT covered are bodily injury or property damage, insured gaining profit or advantage not legally entitled to, willful violation of a statute, claim brought by one insured against another except wrongful termination, fiduciary liability as regards employee benefit or pension plans.

Apparent Authority

In the landmark 1982 case, American Society of Mechanical Engineers v. Hydrolevel, the U.S. Supreme Court determined that an association can be held liable for the actions of its officers, directors and other volunteers (including actions which bind the association financially), even when the association does not know about, approve of, or benefit from those actions, as long as the volunteer reasonably appears to outsiders to be acting with the association's approval (i.e., with its "apparent authority"). The Supreme Court made clear that associations are to be held strictly liable for the activities of volunteers that have even the apparent authority of the association. Even if an association volunteer does not in fact have authority to act in a particular manner on behalf of the association, the law will nevertheless hold the association liable if third parties reasonably believe that the volunteer had such authority. The law thus requires an association to take reasonable steps to ensure that the scope of its agents' (e.g., officers, directors and committee members') authority is clear to third parties, and that agents are not able to hold themselves out to third parties as having authority beyond that which has been vested in them by the association - for example, by regulating access to association letterhead stationery.

Association tax status:

An association's tax-exempt status impacts everything from its dues statements to its internal accounting procedures to its membership promotional materials to the structure of a trade show and annual meetings. Although association's board members need not, and will not, understand the particulars of these requirements, they should appreciate the fact that they exist and that staff is, to a certain degree, bound by those requirements. Non-profit associations can risk their exempt status by

- Focusing on providing services to members rather than on promoting the industry in general
- Providing benefits to individual members that are not available to others,
- Engaging primarily in for-profit activities.

WPRA is under section 501(c)6 of the Internal Revenue Service Code and must pay sales tax.

Antitrust Information

Associations are subject to strict scrutiny under both federal and state antitrust laws. The Sherman Act, the principal federal antitrust statute, prohibits "contracts, combinations, or conspiracies ... in restraint of trade." By their very nature, associations are a "combination" of competitors, so one element of a possible antitrust violation is always present, and only some action by the association that unreasonably restrains trade needs to occur for there to be an antitrust violation. Consequently, associations are common targets of antitrust plaintiffs and prosecutors.

The consequences for violating the antitrust laws can be severe. A conviction can carry stiff fines for the association and its offending leaders, jail sentences for individuals who participated in the violation, and a court order dissolving the association or seriously curtailing its activities. The antitrust laws can be enforced against associations, association members, and the association's employees by both government agencies and private parties (such as competitors and consumers) through treble (triple) damage actions. As the Sherman Act is a criminal conspiracy statute, an executive who attends a meeting at which competitors engage in illegal discussions may be held criminally responsible, even if he or she says nothing at the meeting. The executive's attendance at the meeting may be sufficient to imply acquiescence in the discussion, making him or her liable to as great a penalty as those who actively participated in the illegal agreement.

Common antitrust claims against associations include price-fixing (any explicit or implicit understanding affecting the price of a member's product or service is prohibited, even if the understanding would benefit consumers), group boycotts / concerted refusals to deal, customer allocation or territorial division, bid-rigging, and illegal tying arrangements. Antitrust-sensitive areas of association activity include membership restrictions, standard setting, certification and self-regulation, statistical surveys, and information exchange programs, among others.

To avoid antitrust liability, associations should adopt a formal antitrust compliance program, and this policy should be distributed regularly to all association officers, directors, committee members, and employees. The policy should require, among other conditions, that all association meetings be regularly scheduled - with agendas prepared in advance and reviewed by legal counsel - and that members be prohibited from holding "rump" meetings. Above all else, members should be free to make business decisions based on the dictates of the market - not the dictates of the association. Any deviation from this general principle, such as adoption of a Code of Ethics that infringes on members' ability to make fully independent business decisions, should be approved by legal counsel.

Confidentiality Information

Board members must not disclose to others, information that a board has determined to be confidential, such as communication between the association board, any individual providing a services to the association including legal counsel and the management firm, information specific to individual member companies, and minutes of executive sessions of the Board. The obligation to maintain confidentiality continues indefinitely.

Professional Code of Conduct

The Wisconsin Park & Recreation Association (WPRA) has provided leadership to the state and the nation in fostering the expansion of recreation and parks. WPRA has stressed the value of recreation, both active and passive, for individual growth and development. Its members are dedicated to the common cause of assuring that people of all ages and abilities have the opportunity to find the most satisfying use of their leisure time and enjoy an improved quality of life.

The State Association has consistently affirmed the importance of well-informed and professionally trained personnel to continually improve the administration of recreation and park programs. Members of WPRA are encouraged to support the efforts of the State Association and profession by supporting state affiliate and national activities and participating in continuing education opportunities, certification, and accreditation.

Membership in WPRA carries with it special responsibilities to the public at large, and to the specific communities and agencies in which recreation and park services are offered. As a member of the Wisconsin Park & Recreation Association,

All leaders on the WPRA Board of Directors accept and agree to abide by this Code of Ethics and pledge to:

- Adhere to the highest standards of integrity and honesty in all public and personal activities to inspire public confidence and trust.
- Strive for personal and professional excellence and encourage the professional development of associates and students.
- Strive for the highest standards of professional competence, fairness, impartiality, efficiency, effectiveness, and fiscal responsibility.
- Avoid any interest or activity which is in conflict with the performance of job responsibilities.
- Promote the public interest and avoid personal gain or profit from the performance of job duties and responsibilities.
- Support equal employment opportunities.

Board of Directors Contact List

President

Jake Anderson, AFO, Parks & Recreation Director
Monona Parks & Recreation
1011 Nichols Rd; Monona, WI 53716
608-216-7469
janderson@ci.monona.wi.us

President-Elect

Dawn Comte, CPRP, Recreation Manager
Eau Claire Parks, Recreation, and Forestry
915 Menomonie St; Eau Claire, WI 54703
715-839-3894
dawn.comte@eauclairewi.gov

Immediate Past President

Chad Dallman, Assistant Parks Director
City of Oshkosh Parks Department
805 Witzel Ave; Oshkosh, WI 54902
920-232-5313

Secretary/Treasurer

Shelly Strasser, Director of Recreation and Community Services
West Allis-West Milwaukee Recreation & Community Services Department
1205 S 70th St, Suite 100, West Allis, WI 53214
414-604-4937
stram@wawmsd.org

Region I: PARPRO

Kale Proksch, Director of Community Education & Recreational Services
School District of the Menomonie Area
1715 5th St West; Menomonie, WI 54751
715-233-7086
kale_proksch@msd.k12.wi.us

Region II: NEWPRO

Jen McCollian, Revenue Facilities Manager, Parks Department
City of Oshkosh Parks Department
805 Witzel Ave; Oshkosh, WI 54902
920-232-5319
jmccollian@ci.oshkosh.wi.us

Region III: PARR3

Brandon Millner, AFO, Parks & Recreation Director
Village of Marshall Parks & Recreation
120 S Pardee St; Marshall, WI 53559
608-655-4017
recdirector@marshall-wi.com

Region IV: SEPRC

Derek Donlevy, CPRP, Recreation Supervisor
Greendale Park and Recreation
5647 Broad Street
Greendale, WI 53129
414-423-2790 press 2
derek.donlevy@greendale.k12.wi.us

Aquatic Section

Ann Moeller, Recreation Supervisor
Green Bay Parks, Recreation and Forestry Department
100 N. Jefferson St Room 510; Green Bay, WI 54301
920-448-3385
annmo@greenbaywi.gov

Park Section

Stephanie Schlag, CPRP, Parks & Recreation Director
Town of Ledgeview
3700 Dickinson Rd, De Pere, WI 54115
920-336-3360 ext. 117
sschlag@ledgeviewwisconsin.com

Recreation Section

Megan James, Recreation Assistant
Mount Horeb
222 East Front St; Mount Horeb, WI 53572
608-437-340
mhrec@mounthorebwi.info

Young Professionals Section

John McDonald, Recreation Supervisor
City of De Pere Parks, Recreation and Forestry
600 Grant St, De Pere, WI 54115
920-339-4066
jmcdonald@mail.de-pere.org

Executive Director *(Ex-officio)*

Jennifer Rzepka, CAE / Executive Director
Wisconsin Park and Recreation Department
6737 W Washington St, Suite 4210; Milwaukee, WI 53214
414-423-1210
jennifer@wpraweb.org & exec@wpraweb.org

Board of Directors & Executive Committee Description

Speaking With One Voice

A responsibility of each Board member is to ensure that their opinions and concerns are presented and understood when an issue is discussed and/or voted on. The Board will try to reach consensus, however, there will be times when consensus is not reached. These debates and disagreements should be conducted with due respect of other board members. Each director should agree to support the Board decision for what they are – Board decisions reached through a deliberative process. Board members should agree to support Board decisions and not actively speak against or act counter to the decisions.

Who Does What on the Board of Directors?

The Board of Directors carries out the purpose of WPRA and controls its affairs, pursuant to the Not-for-Profit Corporation Law of Wisconsin (where WPRA is incorporated). The Board is responsible for filling vacancies on the Board of Directors or the Executive Committee other than those appointments delegated to the Executive Committee. In addition, they can amend or repeal both the bylaws and any resolutions. The Executive Committee reports to the Board.

Board of Directors Member Criteria

- All Directors shall be members in good standing of WPRA during their term of office.
- Elected officers of the BOD must hold and maintain a recognized professional certification per the WPRA Bylaws.
- No Director shall receive any compensation for serving on the BOD or any committee thereof.
- Terms commence January 1 and terminate per their position tenure.

Executive Committee

The Executive Committee has the same authority as the Board of Directors, except for the specific items mentioned above. In addition, they are responsible for the annual review of Association personnel policies and any recommendations for change.

The Executive Committee will coordinate work of Board, committees and component groups and monitor WPRA operations. The Executive Committee will keep the BOD informed of programmatic actions and bring policy issues to the BOD for action. The Executive Director reports to the President and Executive Committee.

What the BOD can expect of the Executive Committee

Timely and informed communication through the following:

- Draft Executive Committee minutes will be distributed to Executive Committee members, WPRA Chief Executive Officer and BOD liaison prior to the next meeting.
- Approved Executive Committee minutes will be available on a member's only section of the WPRA website.
- The Executive Committee will meet at least on an as needed basis, and may conduct online meetings to conduct their business.

Basic Responsibilities of the Board of Directors

- Ensure effective organizational planning (Strategic Plan) and assist in implementing the plan's goals.
- Ensure fiduciary responsibility - The board, in order to remain accountable to its donors, supporters, the public, and to safeguard its non-profit status must ensure that proper financial controls are in place.
- Ensure adequate resources – One of the board's foremost responsibilities is to provide adequate resources for the organization to fulfill its mission. This includes fundraising, support development, giving personal time and resources, developing donors, members, and supporters, leading and supporting fundraising campaigns and events.
- Enhance the organization's public standing – An organization's primary link to members, the public, and the media, is the board. Clearly articulating the organization's mission, accomplishments, and goals, as well as garnering support from important members of the community, are important elements of a comprehensive public relations strategy.
- Ensure legal and ethical integrity and maintain accountability – The board is ultimately responsible for ensuring adherence to legal and ethical standards. The board must adhere to provisions of the organization's bylaws, all local, state and federal laws.
- Adopts positions on critical issues and state and national legislation.
- Recruit new board members – All board members have a responsibility to articulate and make known their needs in terms of member experience, skills and many other considerations that define a "balanced" board composition.
- Assess board performance - By evaluating its performance in fulfilling its responsibilities, the board can recognize its achievement and reach consensus on which areas need to be improved.
- Support the national association's mission and purposes.

General Responsibilities of Each Board Member:

As a Director serving on the Board of Directors, it is your responsibility to:

- Promote membership in WPRA. Recruitment and retention of membership is critical to the vitality of WPRA.
- Represent WPRA by speaking at local and state conferences, schools, institutes and the like. Directors will be trained to fulfill this responsibility.
- Inform individuals, components and affiliate groups of BOD actions and activities.
- Help identify national issues that would be of significant interest and concern to the membership and to recommend appropriate policy positions. The WPRA public policy, through the Legislative Committee will bring forth issues and assist in policy development.
- Promote WPRA Foundation activities.

What Does the Board of Directors Do?

The Board has four broad areas of responsibility: fiduciary (budget, audit, fundraising and support development); strategic planning; policy development; and community and organizational development. The Board of Directors is the policy making governing body of WPRA and makes important decisions and plays a leading role in the development of:

- Public Policy
- Advocacy
- Fundraising

Board of Directors Meetings

The Board of Directors has four official meetings each year. The annual meeting is held in conjunction with the WPRA Annual Conference & Trade Show.

Process to Get an Item Before the Board of Directors

Members often ask, "How does a WPRA member get an item before the Board of Directors?" The following alternatives may prove useful:

1. Before bringing an issue to the BOD make sure the BOD is the appropriate group to address your concern. Is this really an issue that relates more to one of the component groups?
2. If the issue is appropriate for the BOD, contact the appropriate section and/or region.
3. Contact a member of the appropriate BOD for action.
4. Contact a Director to bring the item before the Board.

Basic Steps in Board Decision Making

The WPRA Board of Directors follows the latest version of Robert's Rules of Order. All Board of Directors actions should take advantage of the expertise of all board members; make clear, well-thought out decisions; record decisions in meeting minutes; and communicate decisions to the appropriate parties. All decisions should be based on the WPRA mission and strategic plan and make the best decision for WPRA as a whole rather than a segmented area. Following are some of the basic steps in decision making.

1. Recognize and define the issue. Everyone should understand the issue. This may take time to articulate and define. Action Item background preparation is helpful.
2. Examine the issue. Most groups make better decisions if they have choices rather than having to select or reject one idea. Ideas and options can be generated beforehand or can be developed during a board meeting. Once alternatives have been identified, the board needs to consider the implications and consequences of each idea.
3. Make the decision. Following a thorough discussion of the issue and options, a formal motion is presented. A vote is taken on the motion. How the motion is framed shapes the scope of the discussion and can narrow the options. Issues can be approached in several different ways. A motion reduces these options to one, and limits the response to "yes" or "no". This may eliminate many important alternatives. The process of framing the question and the options is as important as the vote itself. Board members should not propose motions too early in the discussion before reviewing all the alternatives. Motions should be written and provided to the BOD Secretary. Consensus building is a less formal than voting procedure and allows a decision to encompass the views of all board members. A consensus process is designed to generate a wider range of ideas and options. The issue is framed as a question or problem with supporting information. Discussion centers on finding the best approach to the issue. In the course of discussion, the question may be reframed with various options developed, altered and combined.

4. Implement the decision. Plans for implementation need to consider what resources are required, the responsible party, time frame and action steps.
5. Evaluate the decision. Specifying what worked well and what could be done better will improve the capacity of the association to make decisions and the quality of the decisions made.
6. Recognize and define the issue. Everyone should understand the issue. This may take time to articulate and define. Action Item background preparation is helpful.
7. Examine the issue. Most groups make better decisions if they have choices rather than having to select or reject one idea. Ideas and options can be generated beforehand or can be developed during a board meeting. Once alternatives have been identified, the board needs to consider the implications and consequences of each idea.
8. Make the decision. Following a thorough discussion of the issue and options, a formal motion is presented. A vote is taken on the motion. How the motion is framed shapes the scope of the discussion and can narrow the options. Issues can be approached in several different ways. A motion reduces these options to one, and limits the response to “yes” or “no”. This may eliminate many important alternatives. The process of framing the question and the options is as important as the vote itself. Board members should not propose motions too early in the discussion before reviewing all the alternatives. Motions should be written and provided to the BOD Secretary. Consensus building is a less formal than voting procedure and allows a decision to encompass the views of all board members. A consensus process is designed to generate a wider range of ideas and options. The issue is framed as a question or problem with supporting information. Discussion centers on finding the best approach to the issue. In the course of discussion, the question may be reframed with various options developed, altered and combined.
9. Implement the decision. Plans for implementation need to consider what resources are required, the responsible party, time frame and action steps.
10. Evaluate the decision. Specifying what worked well and what could be done better will improve the capacity of the association to make decisions and the quality of the decisions made.

Board of Directors Meeting Ground Rules

- Remain faithful and loyal to the WPRA mission
- Start and end meetings and breaks on time
- Be prepared for meetings
- Be respectful of others
- Be open, honest and ethical
- One person speaks at a time. WPRA follows Robert's Rules of Order
- Everyone engages and participates
- Debate the issue, not the person
- Be courageous, not fearful
- All discussions should have an identified purpose and outcome
- Decisions and outcomes must benefit the organization without personal interests
- Conduct business and make decisions based upon knowledge – not assumptions
- When leaving the board meeting, speak with a unified voice
- Value humor

General Procedures

Quorum

A quorum for purposes of transacting business for the Board of Directors shall be fifty percent plus one. In the absence of a quorum, the President may adjourn the meeting until a quorum is obtained. Proxy voting is not allowed at any BOD meeting unless previously submitted and approved.

Work Plans

Within the guidelines established by the WPRA Bylaws and in support of the WPRA Strategic Plan, the BOD, section chairs and committee chairs will develop operational guidelines for carrying out board and committees' assigned responsibilities.

Board Member and Delegate Expenses

Members cover all of their own expenses associated with being a board member. WPRA generally has beverage breaks and on occasion will have snacks or lunch provided for a working board meeting or retreat. Conference calls are being used more frequently to conduct business. Expenses are covered by WPRA for authorized calls.

Mentor Program

The Nominating Board Development Committee assigns a BOD Mentor to each incoming Director prior to the WPRA Conference. Director mentors and incoming Directors will meet at a time convenient to both parties.

Reimbursement Requests

For a member to receive reimbursement from the WPRA for purchases within the allotted budget amounts that they were approved to personally make on behalf of the organization, a completed voucher must be approved then submitted to the WPRA office identifying which category or categories the expenses apply to.

All amounts MUST have sales tax included as WPRA is **not** sales tax exempt.

Send the completed form with all supporting documentation to the WPRA Office:
Wisconsin Park and Recreation Association (WPRA)
6737 W Washington St Ste 4210,
Milwaukee, WI 53214
Email: wpra@wpraweb.org
or Fax: 414-423-1296

Reimbursement Request form is included on the next page.

Expense Reimbursement Request Form

I certify that the attached statement is a legitimate claim against WPRA and that the specified goods and services have been received.

Name of person submitting request:_____

Phone: _____Email: _____

Signature: _____ Date: _____

Reimbursement Request:

Reimbursement Amount: $_____ Payable to: _____

Mailing Address:_____

City/State/Zip:_____

Reimbursement is requested for:

Item/Service purchased:_____

Purpose:_____

Select one:

- ❑ Event: _____ Date:_____
- ❑ Committee/Taskforce:_____ Date:_____
- ❑ Section/Region: _____ Date:_____
- ❑ Board of Directors:_____ Date:_____
- ❑ Other:_____ Date:_____

Payment authorized by: _____

Committee/Section/Board Position: _____

***Note**: Reimbursement request must include any invoice, receipt and all other supporting documentation for consideration.*

Send completed form to the WPRA Office: office@wpraweb.org or mail to address below.

6737 W. Washington St. • Suite 4210 • Milwaukee, WI 53214
Phone: 414-423-1210 • Fax: 414-423-1296 • E-mail: wpra@wpraweb.org • www.wpraweb.org

Board of Director Position Description

Composition: Officers: President, President-Elect, Secretary/Treasurer, Immediate Past President. **Directors:** one (1) representative from each of the Regions and Sections identified within these Bylaws.

Officer Terms: Officers commence their responsibilities on January 1 following their election or appointment. They shall serve a one-year term, with the Secretary/Treasurer serving two years.

Director Terms: Regional and Section representatives shall serve two-year terms. Region and Section representatives shall serve for no more than two consecutive terms. The terms of the Regional Representatives shall be staggered so that two representatives shall assume their offices on January 1 following their election.

Purpose: The Board of Directors shall manage the affairs of the Association including the approval of actions by its Regions, Sections, Committees and Task Forces.

Responsibilities:

1. Attend Orientation for Board and Committee Leaders at Annual Conference.
2. Attend and participate in Board meetings throughout the year (minimum of four).
3. Submit budget requests before September 30 for following year's activity.
4. Operate within assigned Budget and oversee all Regions, Sections, Committees and Taskforces do the same. If changes are needed, present facts and figures to the Board.
5. Approve the establishment of all Sections.
6. Approve and monitor Work Plans of all Committees and taskforces.
7. Receive gifts to the Association in the form of donations, contributions, bequests and devisements.
8. Negotiate arrangements for affiliating with external organizations.
9. Approve Presidential appointments.
10. Submit documentation for reimbursable expenses as per policy.

President Position Description

Term: One year (January 1 - December 31)

Presidential Cycle: President term falls in the middle of a three (3) year cycle. The first year serving as President-Elect; the second year as President, the third year as Immediate Past President. Afterward moving onto the Past President's Counsel.

Serves as Board Liaison to: WPRA Foundation & Professional Development Committee

Serves as Chairperson of: Executive Committee

Serves as Co-Chair of: Public Policy Committee

Additional Responsibilities:

1. Act as presiding officer at all meetings of the Association, the Executive Committee and the Board of Directors including the Annual Business Meeting.

2. May establish Committees and Task Forces as necessary, with approval of the Board of Directors.

3. In accordance with bylaws, the President appoints the following:
   A. Committee, Subcommittee and Task Force Chairs and Co-Chairs, with approval of the Board of Directors.
   B. Members of the Committees, Subcommittees and Task Force, with approval of the Board of Directors.
   C. Delegates and representatives of the Association

   D. Members to the Awards and Nomination Committees and the Certification Board. Chairpersons are selected per WPRA policy.
   E. Chairs and members of all other committees and Task Forces as structured within WPRA policies.
   F. Association delegates (ie National Fitness Coalition, etc.).

4. The President and/or the Executive Director shall be the official spokesperson for the Association. The President may authorize a qualified alternate spokesperson if needed for a specific issue and timeframe.

5. Work closely with the Executive Director throughout the term to accomplish the goals and directives of the Board of Directors.

6. Lead the development of the long-range Strategic Plan with input and approval by the Board and assistance by the Executive Director every five years.

7. Monitor the Strategic Plan and goals for implementation of the Strategic Plan

8. Advise Committees, Subcommittees and Task Forces of specific directives outside of the Strategic Plan.

9. Submit updates for each quarterly IMPACT Magazine, and articles to WPRA publications as appropriate to keep members informed about the activities and progress of WPRA.

10. Monitor the activity and communication of the Committees, Subcommittees, Task Forces and any delegates and representatives.

11. Submit an Annual Report and solicit the submission of Annual Reports from each Officer, Section, Region, Committee, Subcommittee and Task Force.

12. Determine the dates, locations and agenda items for Board and Executive Committee meetings for the following year in accordance with the Annual Operations Calendar

13. Form alliances with external organizations related to the park and recreation profession as identified by and agreed to by the Board of Directors.

14. Provide an update on Association activities at Region, Section, or other meetings and events when in attendance.

15. The President is responsible for the review and contract recommendation for the Executive Director position and other management contracts.

President-Elect Position Description

Term: One year (January 1 - December 31)

Presidential Cycle: President-Elect term falls at the start of a three (3) year cycle. The first year serving as President-Elect; the second year as President, the third year as Immediate Past President. Afterward moving onto the Past President's Counsel.

Serves as Board Liaison to: Conference Subcommittee

Serves as Chairperson of: Public Policy Committee

Additional Responsibilities:

1. Serve as the President in the absence of the President.
2. Succeed to the Presidency upon expiration of the incumbent's term.
3. Make recommendations for nominations of open leadership positions to President, including Chair and Co-Chair positions.
4. Develop and conduct an Orientation Session with the Executive Director for current, incoming and interested leadership.
5. Review Organizational Handbook to make recommended changes and present for approval in accordance with Annual Operations Calendar.
6. Handle additional responsibilities and tasks as assigned by the Board of Directors.

Immediate Past President Position Description

Term: One (1) year, commencing on January 1 following election cycle.

Presidential Cycle: President term falls at the end of a three (3) year cycle. The first year serving as President-Elect; the second year as President, the third year as Immediate Past President. Afterward moving onto the Past President's Counsel.

Serves as Board Liaison to: Leadership Academy Subcommittee, Awards Committee and Past Presidents Counsel

Serves as Chairperson of: Nominating Committee

Additional Responsibilities:

1. Assist and advise the President on matters relating to the Presidency, Board operation or Association.

Secretary/Treasurer Position Description

Term: Two (2) year, commencing on January 1 following election cycle.

Serves as Board Liaison to: Communications Subcommittee and Educational Events Subcommittee

Serves as Chairperson of: Membership Committee

Additional Responsibilities:

1. Solicit budget requests from Officers, Regions, Sections, Committees and Task Forces in accordance with the Annual Operations Calendar to draft the Annual Budget for approval and implementation.

2. Oversee all revenue and expenditures to ensure compliance with the approved Annual Budget and other fiscal policies.

3. Oversee all association investments and propose changes to the Executive Committee on an as needed basis.

4. Ensure office and all volunteers are operating within fiscal policies by conducting an Annual Financial Review with no fewer than two additional members to be approved by the Board of Directors.

5. Conduct an external audit at five-year intervals, or upon change in management structure.

6. Monitor monthly association financial activity by review of materials provided by the office.

7. Provide a financial report at each Board meeting.

8. Serve as Parliamentarian at all WPRA Board meetings and the Annual Meeting.

2020 Region Directors

Region I: PARPRO

Kale Proksch, Director of Community Education & Recreational Services
School District of the Menomonie Area
1715 5th St West; Menomonie, WI 54751
715-233-7086
kale_proksch@msd.k12.wi.us

Region II: NEWPRO

Jen McCollian, Revenue Facilities Manager, Parks Department
City of Oshkosh Parks Department
805 Witzel Ave; Oshkosh, WI 54902
920-232-5319
jmccollian@ci.oshkosh.wi.us

Region III: PARR3

Brandon Millner, AFO, Parks & Recreation Director
Village of Marshall Parks & Recreation
120 S Pardee St; Marshall, WI 53559
608-655-4017
recdirector@marshall-wi.com

Region IV: SEPRC

Derek Donlevy, CPRP, Recreation Supervisor
Greendale Park and Recreation
5647 Broad Street
Greendale, WI 53129
414-423-2790 press 2
derek.donlevy@greendale.k12.wi.us

Region Representative Position Description

Structure: One elected from each of four regions by entire membership as stated in bylaws.

Term: Two years on a staggered basis. *(1 & 3 elected in odd years, 2 & 4 in even years)*

Region Representative Purpose: Serve as a liaison between the Board of Directors and the Membership-at-large to ensure cohesiveness throughout the Association by representing the collective voice of their Region at Board of Director meetings, and working to recruit, retain and engage members on a regional basis.

Region Representative Responsibilities:

1. Attend Orientation for Board and Committee Leaders at Annual Conference.
2. Serve on the Membership Committee as a Regional Representative.
3. Submit budget requests before September 30 for following year's Region activity.
4. Operate within assigned Budget. If changes are needed, present facts and figures to the Board.
5. Prepare a written Region Update in advance of every Board of Directors meeting and for inclusion in the Annual Report.
6. Submit Region updates for each quarterly IMPACT Magazine, and articles to WPRA publications as appropriate to inform membership of Region activities.
7. Submit full roster of Region leadership to WPRA Office for posting on website.
8. Responsible for orienting the incoming Regional Representative and providing information and guidance as necessary for continuity of the Region.

Region Representative Meetings:

1. Schedule Region meetings for the following year by October 31, in conjunction with other Regional Representatives to avoid conflicting dates with WPRA events, Board of Directors meetings and other Regional meetings.
2. Regional Representative is responsible for executing Regional Meetings by securing site/host, planning all logistics, agenda development, educational content, inviting members in the Region, etc.
3. At each Regional Meeting, provide an update on current WPRA activity.
4. Regions may have their own structured leadership positions as needed to carry out the activities of the Region.
5. To obtain CEUs Regions must submit event details to the WPRA Office in advance for approval.

6. Regional Representatives are responsible for keeping their Regional members informed of Region activity, and notifying the Board and WPRA Office by sending copies of agendas, minutes, reports, etc.

7. Regional Representatives serve as a resource for Regional member questions, and properly and effectively conveying those to the Board of Directors, WPRA Office and Membership-at-large, as appropriate. They are further responsible for conveying Region-specific information back to the Regional members.

8. Regional Representatives work with the President-Elect to develop best practices among the Regions for cohesiveness throughout WPRA.

WPRA Regions:

Region I: PARPRO *Northwestern*

West Central and Western Uniform State Districts consisting of Adams, Ashland, Barron, Bayfield, Buffalo, Burnett, Clark, Crawford, Chippewa, Douglas, Dunn, Eau Claire, Florence, Forest, Iron, Jackson, Juneau, La Crosse, Langlade, Lincoln, Monroe, Oneida, Pepin, Pierce, Polk, Portage, Price, Rusk, Sawyer, St. Croix, Taylor, Trempeleau, Vernon, Vilas, Washburn, and Wood Counties.

Region II: NEWPRO *Northeastern*

Lake Winnebago and Lake Michigan Uniform State Districts consisting of Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara, and Winnebago Counties.

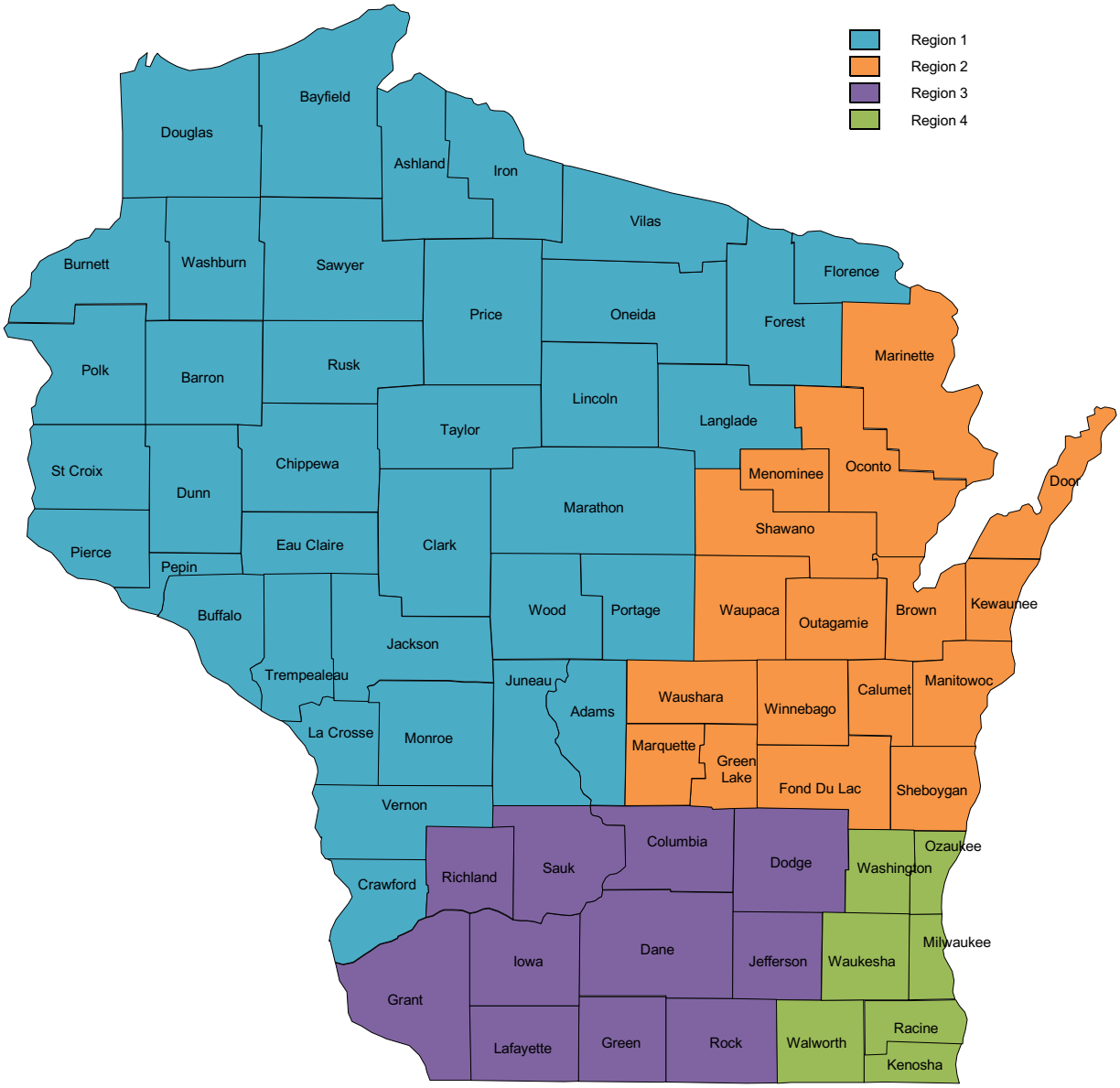
Region III: PARR3 *Southern*

Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, LaFayette, Richland, Rock, and Sauk Counties.

Region IV: SEPRC *Southeastern*

Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

Map of Regions



2020 Section Directors

Aquatic Section

Ann Moeller, Recreation Supervisor
Green Bay Parks, Recreation and Forestry Department
100 N. Jefferson St Room 510; Green Bay, WI 54301
920-448-3385
annmo@greenbaywi.gov

Park Section

Stephanie Schlag, CPRP, Parks & Recreation Director
Town of Ledgeview
3700 Dickinson Rd, De Pere, WI 54115
920-336-3360 ext. 117
sschlag@ledgeviewwisconsin.com

Recreation Section

Megan James, Recreation Assistant
Mount Horeb
222 East Front St; Mount Horeb, WI 53572
608-437-340
mhrec@mounthorebwi.info

Young Professionals Section

John McDonald, Recreation Supervisor
City of De Pere Parks, Recreation and Forestry
600 Grant St, De Pere, WI 54115
920-339-4066
jmcdonald@mail.de-pere.org

Section Representative Position Description

Term: Two (2) year position as defined within Section Manual. Section manual must clearly define a two-year position.

Aquatics: Section Chair

Park: Section Secretary/Treasurer

Recreation: Section Secretary/Treasurer

Young Professionals: Section Chair

Section Purpose: Serve as a liaison between the Board of Directors and the Membership-at-large to ensure that the specific needs of each Section is appropriately represented within WPRA.

Section Responsibilities:

1. Attend Orientation for Board and Committee Leaders at Annual Conference.
2. Create, update and maintain Section Manual.
3. Work collaboratively with other Sections, Committees and the WPRA Office to plan all WPRA events, including, but not limited to, budget development, registration needs, solicitation of educational content, promotion, etc.
4. Section Manual and Calendar of WPRA events for the following year are presented to the Board of Directors in October for approval.
5. Schedule Section meetings as necessary to adequately execute WPRA events and other Section objectives.
6. Section meetings should be scheduled for the following year before October 31.
7. Section meetings should not conflict with Board of Director, Regional or Committee meetings or WPRA events.
8. Keep Board of Directors and WPRA Office informed of Section activity by sending copies of agendas, minutes, reports, etc.
9. Submit budget requests before September 30 for following year's Section and WPRA event activity.
10. Operate within assigned budget for Section and events. If changes are needed, present facts and figures to the Board Liaison to bring to the Board.
11. Prepare a written Section Update in advance of every Board of Directors meeting and for inclusion in the Annual Report.
12. Submit Section updates for each quarterly IMPACT Magazine, and articles to WPRA publications as appropriate to inform membership of Committee activities.

13. Submit full roster of Region leadership to WPRA Office for posting on website.
14. Responsible for orienting the incoming Section Representative and providing information and guidance as necessary for continuity of the Section.

Section Meetings:

1. Schedule Section meetings for the following year by October 31, in conjunction with other Section Representatives and Committee Chairpersons to avoid conflicting dates with WPRA events, Board of Directors meetings and other Section and Regional meetings.
2. Sections may have their own Subsection positions as needed to carry out the activities of the Sections.
3. Section Representative is responsible for executing Section Meetings and Section related WPRA events by securing site/host, planning all logistics, agenda development, educational content, inviting members, etc.
4. To obtain CEUs Sections must submit event details to the WPRA Office in advance for approval.
5. Section Representatives are responsible for keeping their Section members informed of Section related news and activity, and notifying the Board and WPRA Office by sending copies of agendas, minutes, reports, etc.
6. Section Representatives serve as a resource for Section member questions, and properly and effectively conveying those to the Board of Directors, WPRA Office and Membership-at-large as appropriate. They're further responsible for conveying Section related information back to the Section members.

Section Descriptions

Aquatics

The goals of the Aquatics Section is to provide educational opportunities, foster communication and stay up-to-date on current code changes, trends and other aquatic-related news. It is imperative for aquatic professionals to stay up to do on codes, regulations and trends in the industry. The goal of the Aquatics Section is to be able to provide educational opportunities and to foster communication to allow aquatic professionals to stay current in their field. Dissemination of information regarding the American Red Cross, codes and newsworthy incidents is a main focus of this group. Tech Workshops, Seminars and Conference Sessions, along with publications in the Impact magazine and PR Monthly are all the ways we are consistently meeting our goals of keeping the WPRA membership informed.

Park

The Park Section of the Wisconsin Park and Recreation Association has the task of representing the Park members and the issues related the Parks Industry. The section is made up of four Regional Representatives, (one from each region) a Chariman, Past Chair and Chair Elect, Secretary/treasurer, State Parks/DNR representative, WIAA/Urban Forestry representative, and two representatives at large. The sections is charged with providing educational opportunities which includes, but limited to, a Spring Workshop, and educational sessions at the Annual Convention and Tradeshow. The section is an advocate of all parks related state and federal legislative issues, and gathering & disseminating information for all parks related subjects to all WPRA members.

Recreation

Recreation Section board consists of Chair, Chair-Elect, Past Chair, Secretary/Treasurer, Regional representatives, and a WPRA Board Liaison. Together, the Recreation Section Board strives to offer quality educational opportunities at the Annual Conference and Spring Workshop, while working alongside with the Parks, Aquatics and Young Professional sections. Furthermore, the board addresses updates, changes or concerns pertaining to budget, awards, youth leadership, workshops and conferences.

Young Professionals

The Young Professional Network (YPN) is a section of the WRPA that is responsible for providing and facilitating educational and networking opportunities to students and young professionals within the WPRA. The YPN isn't just for young professionals that have just graduated from college. A young professional can be a student, an individual who just graduated college or a professional that has switched careers and is new to the Parks & Recreation profession. The section provides educational opportunities at the annual conference, networking conference calls a few times a year, mentoring opportunities, relationship building with the Universities, and resume and cover letter reviews.

For more detail on the operations of a specific Section, see handbooks online.

List of all 2020 Committee Members

Awards	2020
Board Liaison Immediate Past President	Chad Dallman
CHAIR: Professional Award of Merit Recipient	Scott Jaquish ('18)
Professional Award of Merit Recipient	Kathy Gruentzel ('15)
Professional Award of Merit Recipient	Craig Hoeppner ('16)
Professional Award of Merit Recipient	Holly Glainyk ('17)
Professional Award of Merit Recipient	Marge Klinzing ('19)

Executive	2020
Board Liaison N/A	
CHAIR: President	Jacob Anderson
President-Elect	Dawn Comte
Secretary/Treasurer	Shelly Strasser
Immediate Past President	Chad Dallman

Communications Committee	2020
Board Liaison Secretary/Treasurer	Shelly Strasser
CHAIR: Member	OPEN
Member	Vicky Redlin
Member	Dave Burch
Member	Brian Foley
Member/Commercial Member	OPEN

Public Policy	2020
Board Liaison & **CO-CHAIR** President	Jacob Anderson
CHAIR: President-Elect	Dawn Comte
Region I Representative	Jamie Polley
Region II Representative	Marty Kosobucki
Region III Representative	Matt Amundson
Region IV Representative	Anthony Iracki
Member/Commercial Member	OPEN

Membership	2020
Board Liaison N/A	
CHAIR: Secretary/Treasurer	Shelly Strasser
Region I Representative on the Board	Kale Proksch
Region II Representative on the Board	Jen McCollian
Region III Representative on the Board	Brandon Millner
Region IV Representative on the Board	Derek Donlevy
Member	OPEN
Member/Commercial Member	OPEN

Nominations	2020
Board Liaison N/A	
CHAIR: Immediate Past President	Chad Dallman
Member-at-Large	OPEN
Member-at-Large	OPEN
Member-at-Large	OPEN

List of 2020 Professional Development Committee and Subcommittee Members

Professional Development (PDC)	2020
Board Liaison President	Jacob Anderson
PRE-CHAIR:	Rebecca Price
CHAIR:	Andrew Rossa
Subcmte Mbr: Educational Events Chair	OPEN
Subcmte Mbr: Leadership Academy Chair	Ron Grall
Subcmte Mbr: Conference Pre-Chair	Erin Cross
Subcmte Mbr: Conference Past-Chair	Abby Schultz
Educational Events PDC Sub-Committee	**2020**
Board Liaison Secretary/Treasurer	Shelly Strasser
PRE-CHAIR:	OPEN
CHAIR: *(serves on PDC)*	OPEN
Aquatics Section Representative	OPEN
Park Section Representative	OPEN
Recreation Section Representative	OPEN
Young Professional Section Representative	OPEN
Leadership Academy PDC Sub-Committee	**2020**
Board Liaison Immediate Past President	Chad Dallman
PRE-CHAIR:	OPEN
CHAIR: *(Serves on PDC)*	Ron Grall
Member	Don Melichar
Member	Elizabeth Breitenfeldt
Member	Kristin Grissom
Member	Scott Jaquish
Member	OPEN
Member	OPEN
Conference PDC Subcommittee	**2020**
Board Liaison President-Elect	Dawn Comte
PRE-CHAIR: *(Serves on PDC)*	Erin Cross
CHAIR:	Matt Hahn / Nikki Hilker
PAST CHAIR: *(Serves on PDC)*	Abby Schultz / Erin Cross
Speakers/Keynotes/Main	James Anderson
Speakers/Executive Sessions	Adam Breest
Speakers/Executive Sessions	Holly Femal
Speakers/PreConference Workshops	**Aquatics:** Melody Escoto
Speakers/PreConference Workshops	**Parks:** Amanda Geiser
Speakers/PreConference Workshops	**Rec:** Stephanie Schott
Tradeshow	Sean Brusegar
Tradeshow	Lindsay Hansen
Tradeshow	Katie Rodger
Local Arrangements/Onsite Logistics	Jeremy Crees
Local Arrangements/Onsite Logistics	Adam Waszak
Publicity/Marketing	Reese MacAskill
Publicity/Marketing	Laura Mooney
Socials/Networking	David Roehrig
Socials/Networking	Gavin Scray

Committee and Subcommittee Chair/Co-Chair Position Description

Responsibilities:

1. Attend Orientation for Board and Committee Leaders at Annual Conference.
2. Recommend names for Committee Member appointment to President.
3. Create, update and maintain Committee Manual to define the role of the Committee.
4. Develop an Annual Work Plan to outline the specific objectives of the Committee based on direction within the Strategic Plan and additional duties as designated by the President.
5. Committee Manual and Annual Work Plan for the following year are presented to the Board of Directors in October for approval.
6. Work collaboratively with other Committees, Section and the WPRA Office to plan all WPRA events, including, but not limited to, budget development, registration needs, solicitation of educational content, promotion, etc.
7. To obtain CEUs Committees must submit event details to the WPRA Office in advance for approval.
8. Schedule Committee meetings as outlined in the Committee Description to adequately complete the Annual Work Plan.
9. Committee meetings should be scheduled for the following year before current year-end.
10. Committee meetings should not conflict with Board of Director, Regional or Section meetings or WPRA events.
11. Keep Board of Directors and WPRA Office informed of Committee activity by sending copies of agendas, minutes, reports, etc.
12. Submit budget requests before September 30 for following year's Committee activity.
13. Operate within assigned budget for Committee and events If changes are needed, present facts and figures to the Board Liaison to bring to the Board.
14. Prepare a written Committee Update in advance of every Board of Directors meeting and for inclusion in the Annual Report.
15. Submit Committee articles to WPRA publications as appropriate to inform membership of Committee activities.
16. Responsible for orienting the incoming Committee Chair and providing information and guidance as necessary for continuity of the Committee.

Committee Descriptions/Work Plans

Awards Committee

Composition: **Current Composition:** A minimum of five (5) of the most recent recipients of the Professional Award of Merit for the past 5 years.

Term: **Current Term Length:** Five (5) years on a staggered rotating basis.

2020 Chairperson: Scott Jaquish

2020 Liaison to Board of Directors: Chad Dallman, *Immediate Past President*

Purpose: Execute the annual Awards Program to honor park and recreation professionals and partners.

Annual Duties:

1. Develop a campaign to inform the members of the WPRA awards and encourage nominations for these awards.
2. Publicize WPRA Foundation, NRPA and other related award programs for park and recreation professionals and encourage member participation.
3. Develop and update criteria for WPRA awards, nomination forms, programs, rules, procedures and brochures as required.
4. Ensure accurate recordkeeping of all award recipients and years of service in the field.
5. Vet candidates for all award categories and identify winners for presentation to the Board of Directors.
6. Collect information on winners for the awards presentation at the Annual Conference.
7. Make necessary arrangements for winners with the WPRA Office based on criteria defined within the Awards Committee Manual.
8. Work with the WPRA Office to identify and procure awards/plaques/items/etc.
9. Develop the awards program content and conduct the presentation of awards at the Annual Conference.
10. Submit notice of award recipients for Winter issue of IMPACT magazine.
11. Draft and submit press releases to appropriate publications for award recipients.

Executive Committee

Structure: As per bylaws: The Executive Committee shall consist of the President, President-Elect, Secretary/Treasurer, Immediate Past President and Executive Director.

Term: As per bylaws: identified by position:
President: One (1) year
President-Elect: One (1) year
Secretary/Treasurer: Two (2) year
Past President: One (1) year

Board Liaison: N/A

2020 Chairperson: Jake Anderson, *President*

Committee Purpose: As per bylaws: The Executive Committee shall be responsible for the preparation and presentation of the Association's budget to the Board of Directors and recommendations regarding personnel matters and Bylaws changes and such other specific tasks as designated by the Board of Directors.

Annual Duties:

1. Be familiar with and follow bylaws, handbook and all governing documents of the Association.
2. Be familiar with and follow detailed descriptions as leaders as defined throughout this handbook.
3. Correspondence with the WPRA Office on a continual basis to ensure effective operations of the Association.
4. Serve as primary spokespersons of the park and recreation profession to affiliated organizations.
5. Stay abreast of trends and guide the Association to continued development of the park and recreation profession.
6. Oversee any employment matters, management company or other staffing related agreements of the WPRA.

Communications Committee

Structure: Three (3) members, one of which serving as Chairperson, and one (1) Commercial Member.

Term: Two (2) years on a staggered and rotating basis.

2020 Board Liaison: Shelly Strasser, *Secretary/Treasurer*

2020 Chairperson: Open

Committee Purpose: Responsible for the production of IMPACT magazine, the official publication of the WPRA.

Publication Purpose: The magazine provides a statewide forum for research and information on needs and services of park, recreation and therapeutic recreation professionals, problems confronting the profession, and innovative programs and services. Articles are accepted by the committee based on the judgment of members that the material is germane to the topic of park, recreation and therapeutic recreation, and is relevant to the established format of the publication.

Annual Duties:

1. Solicit and select materials to produce a quarterly magazine in conjunction with publisher and WPRA Office.
2. Review, proofread and approve draft publications to maintain an appropriate proportion of advertising to other content.

Public Policy Committee

Structure: Four (4) Regional Representatives, with the President-Elect serving as Chairperson, and one (1) Commercial Member.

Term: Two (2) years on a staggered and rotating basis.

2020 Chairperson: Dawn Comte, *President-Elect*

2020 Co-Chairperson: Jake Anderson, *President and Co-Chair*

Purpose: Develop, administer and implement an effective plan for monitoring Federal and State legislation and administrative policies as they relate to public issues of concern and impact on parks and recreation professionals.

Annual Duties:

1. Develop and promote a Legislative Agenda as approved by the Board of Directors.
2. Monitor and analyze State and Federal legislative issues affecting park and recreation.
3. Represent the WPRA's legislative and regulatory positions at public hearings and inform the membership of these public hearing appearances as appropriate.
4. Keep the Association membership informed of legislation being acted upon which affects the profession through all communication channels of the Association.
5. Initiate legislative Calls to Action among membership-at-large when appropriate.
6. Review accomplishments of local, state and national legislators annually and make recommendations for the WPRA Elected Official Award when appropriate.
7. Stay abreast of NRPA legislative activities and utilize the national recourses available when appropriate.

Membership Committee

Structure: Four (4) Regional Representative from the Board of Directors, one (1) additional member from any Region, one (1) Commercial Member and the Secretary/Treasurer serving as Chairperson.

Term: Two (2) years on a staggered rotating basis

Board Liaison: N/A

2020 Chairperson: Shelley Strasser, *Secretary/Treasurer*

Purpose: To plan, coordinate and conduct a continuous membership recruitment campaign aimed at all disciplines within the park and recreation profession and its partners.

Annual Duties:

1. Review the existing membership categories and fee structure and make recommended changes to the Board prior to August 1.
2. Develop and implement an annual recruitment and retention plan.
3. Produce and maintain a membership directory.
4. As WPRA is an affiliate of the NRPA, the committee should encourage membership within the National Recreation and Park Association.

Nominating Committee

Structure: Three (3) voting members representing different Regions

Term: Two (2) years on a staggered rotating basis

Board Liaison: N/A

2020 Chairperson Chad Dallman, *Immediate Past President*

Purpose: Prepare a slate of candidates for each vacant office and submit the list of candidates to the voting membership.

Annual Duties:

1. Solicit and prepare a slate of candidates for all open positions on the Board of Directors as per bylaws following the Annual Operations Calendar.
2. Provide a candidate profile for inclusion with the official ballot.
3. Validate the ballot results after voting closes.
4. Notify all candidates of the results.

Professional Development Committee

Structure: A total of seven (7) members: one (1) member concurrently serving as the Educational Events Subcommittee Chair; one (1) member concurrently serving as the Leadership Academy Subcommittee Chair; two (2) members concurrently serving as the Conference Subcommittee Past Chair and Pre-Chair plus the three (3) Co-Chairs as defined below.

Committee Chair Terms: Chairpersons serve three (3) years: first year as a Pre-Chair; second year as Chair; third year as past Chair for oversight.

Chairpersons:

Committee Pre-Chair: Rebecca Price
Committee Chair: Andrew Rossa
Committee Past-Chair: OPEN

Committee Member Term: Aligned with the Chair positions as described within each Subcommittee

Liaison to Board of Directors: Jake Anderson, *President*

Purpose: Identify, recommend and oversee all education provided by WPRA with a long-range vision of providing the highest quality education to park and recreation professionals at a variety of education and networking events throughout the year.

Annual Duties:

1. Oversee the work of all Professional Development Subcommittees.
2. Work with all Sections, Regions and Committees to ensure a long-range plan for education provide by WPRA is diverse and fresh.
3. Manage and aid in coordination of the overall calendar of all WPRA events.
4. Assess and implement NPRA educational resources, themes and initiatives as appropriate.
5. Aid all Subcommittees in establishing appropriate participation rates for events.

Professional Development Subcommittees on following three pages:

Professional Development Committee

Professional Development Subcommittees

Conference Subcommittee

2020 Subcommittee Board of Directors Liaison: Dawn Comte, *President-Elect*

Subcommittee Pre-Chair/Co-Chairs: Erin Cross
Subcommittee Chair/Co-Chairs: Nikki Hilker & Matt Hahn
Subcommittee Past-Chair: Abby Schultz

Subcommittee Chair/Co-Chair Term: Chairs/Co-Chairpersons serve up to three (3) years: first year as a Pre-Chair/Co-Chair; second year as Chair/Co-Chair; third year as past Chair for oversight. Pre- and Past-Chairs concurrently serve on the Professional Development Committee.

Subcommittee Member Term: Two (2) years total, one year prior to and one year during the execution of the Annual Conference they are planning. (*Note: there are two separate Annual Conference Subcommittees operating concurrently.)

Subcommittee Members: A total of up to thirteen (13) members: up to three (3) serving as Chairs/Co-Chairpersons as defined above, up to ten (10) additional members, one (1) of which being a Commercial Member.

It is recommended that the composition of the Conference subcommittee include at least one (1) member from each Section and two (2) members from each Region.

Recommended Conference Assignments:

- Up to 3 = Speakers (Keynotes/Main; Executive Sessions; PreConference Workshops);
- Up to 3 = Tradeshow; one (1) of which is a Commercial Member
- Up to 2 = Networking Events/Onsite Logistics
- 1 = Publicity/Marketing
- 1 = Local Arrangements/Onsite Logistics

Subcommittee Purpose: Plan and administer an Annual Conference to provide quality educational programs and networking opportunities for park and recreation professionals and partners.

Subcommittee Annual Duties:

1. Provide educational programs on a variety of topics appropriate for all levels of employees.
2. Provide ample networking opportunities to encourage communication among park and recreation professionals and partners.
3. Develop sponsorship and exhibit opportunities for companies that support the park and recreation profession.

Professional Development Committee

Professional Development Subcommittees

Leadership Academy Subcommittee

2020 Subcommittee Liaison to Board of Directors: Chad Dallman, *Immediate Past President*

Subcommittee Pre-Chair: OPEN
Subcommittee Chair: Ron Grall
Subcommittee Past-Chair: OPEN

Subcommittee Chair Term: Chairpersons serve three (3) years: first year as a Pre-Chair; second year as Chair; third year as past Chair for oversight.

Subcommittee Members: A total of up to nine (9) members: up to three (3) serving as Chairpersons as defined above, and up to six (6) additional members. Chair concurrently serves on the Professional Development Committee.

Subcommittee Member Term: Three (3) years on a staggered rotating basis

Subcommittee Purpose: Plan and administer Leadership Academy to provide quality educational programs for park and recreation professionals.

Subcommittee Annual Duties:
1. Plan and administer all logistic, planning and other elements to successful execute the annual Leadership Academy.
2. Oversee attendee records and award the multi-year graduate certificate program.

Professional Development Committee

Professional Development Subcommittees

Educational Events Subcommittee:

2020 Subcommittee Liaison to Board of Directors: Shelly Strasser, *Secretary/Treasurer*

Subcommittee Pre-Chair: OPEN
Subcommittee Chair: OPEN
Subcommittee Past-Chair: OPEN

Subcommittee Chair Term: Chairpersons serve three (3) years: first year as a Pre-Chair; second year as Chair; third year as past Chair for oversight.

Subcommittee Members: A total of up to seven (7) members: up to three (3) serving as Chairpersons as defined above, and four (4) additional members, one from each Region. Chair concurrently serves on the Professional Development Committee.

Subcommittee Member Term: Two (2) years on a staggered rotating basis

Subcommittee Purpose: Identification and oversight of all WPRA event content (including, but not limited to: Spring Workshop; Regional Meetings; NRPA's CPSI; Office Support Workshop; Aquatic Seminars; Park Tours; Webinars; etc.) *Final selection of speakers/sessions performed by the leaders planning that event.*

Subcommittee Annual Duties:

1. Develop and maintain a speaker database as a resource for Sections, Regions and Committees for selection of speakers.
2. Seek out new ways for WPRA to provide quality education.
3. Develop and execute a mutually beneficial way for WPRA to collaborate with Commercial Membership about hosting and conducting educational events.

Past Presidents' Counsel

Structure: All WPRA Past Presidents

Term: Continual

Chairperson: Most recent Past President no longer serving on the Board.

2020 Liaison to the Board: Chad Dallman, *Immediate Past President*

Purpose: Serve in an advisory capacity on issues referred by the President or Executive Director and on issues of concern to the Past Presidents' Counsel.

Annual Duties:

1. Meet at the Annual Conference, or at the request of the President, to discuss issues of concern to the Association.
2. Serve as a link to the past and provide the President and Board of Directors the opportunity to tap into the experience of past Association leadership.

Volunteer Form

WPRA Volunteer Interest – Committee & Task Force Service

Name: _____ Date:_____

Job Title: _____WPRA Region:_____

Preferred Address: _____

City/State/Zip: _____

Phone:_____ Fax:_____

E-Mail Address:_____

INTEREST AREAS *(check all that apply)*

Education/Professional Development
❑ Leadership Academy Planning
❑ Public speaking/presentations
❑ Scholarships & Grant Programs
❑ Technology applications

Finance & Development
❑ Endowment development
❑ Grant identification & development
❑ Sponsorship development & relations

Membership Services
❑ Awards & Recognition
❑ Communication & Marketing
❑ Recruitment & Retention Activities & Incentives
❑ Student/Young Professional e.g. outreach /mentoring

Organizational Excellence
❑ Advocacy
e.g. regulatory, legislative, public policy
❑ Leadership Development
❑ Nominations & Elections
❑ Visioning Strategies e.g. long-range plans, new markets, trends analysis

Regional-based focus
❑ Committees/Special Projects
❑ Conference/Workshop Planning
❑ Other

TALENT SHARING

I am willing to share my talents on behalf of WPRA in the following ways:
❑ ***Artist/graphic artist*** … designs for events e.g. logo; signage and recognition
❑ ***Event Organization*** … planning & executing events *(e.g. golf tournaments, legislative awareness, parks & recreation month, educational opportunities)*
❑ ***Photography/Videography***… record special events & programs;
❑ ***Writer*** … contribute to magazine, electronic newsletter, publication development

Describe any other areas of expertise or interest you would be willing to share with WPRA:

Help WPRA work for you …

The hard work and skill of dedicated WPRA volunteers keeps the association moving forward. Your help will keep WPRA strong, effective and proactive.

Return this form to the WPRA Office:

6737 W. Washington St.-Ste. 4210, Milwaukee, WI 53214 by fax 414-423-1296 or email: wpra@wpraweb.org for consideration by the WPRA President and President-Elect, Region and Section leadership or staff for annual appointments or when vacancies occur on committees and/or task forces or when new projects are to be developed.

Completion of the form does not guarantee task force and/or committee appointment.

BYLAWS: WISCONSIN PARK & RECREATION ASSOCIATION, INC. (WPRA)

STATE AFFILIATE OF THE NATIONAL RECREATION AND PARK ASSOCIATION

ARTICLE I – ORGANIZATION

Section 1 – Name: The name of the Association is the Wisconsin Park & Recreation Association, Inc. (WPRA), a state affiliate of the National Recreation and Park Association.

Section 2 – Purpose: WPRA is a statewide voluntary organization dedicated to enriching the professional and educational opportunities available to personnel in parks, recreation and related fields, so that they may better service the needs of their communities and or participants, and to advocate and promote the benefits of parks and leisure services to the general public.

Section 3 – Executive Director: An Executive Director may be retained by the Board of Directors and subject to the control of the Board, serving at the pleasure of the Board. The Executive Director shall be responsible for office operations, duties as noted in the job description, and other duties assigned by the Board of Directors. The Executive Director does not count in the quorum for the Executive Committee or Board of Directors, nor do they have voting privileges.

ARTICLE II – MEMBERSHIP

Section 1 – Membership Categories: Membership in the WPRA shall be designated as an Individual Membership or Group Membership.

A. **Individual Membership**

i. **Individual Professional:** Individual Professional Membership shall be open to those employed full time in the areas of parks, recreation, forestry, conservation, aquatics, or a related field. Each shall have the right to vote and hold office.

ii. **Emeritus:** Emeritus Membership is an individual membership and shall be complimentary to all retirees formerly holding an individual or group membership. Each shall have the right to vote and hold office.

iii. **Affiliate:** Affiliate Membership is open to individuals and entities that do not have a potential commercial benefit from membership in the WPRA, but who support the mission and efforts of the organization. This membership is for individuals and organizations who do not fit within another WPRA membership category. Members in this category cannot vote or hold office.

iv. **Student**: Student Membership shall be complimentary to any undergraduate student currently enrolled full-time (12 or more credits) in a college or university. Student Membership does not include the privilege of voting except as members of committees or holding office, except that the Young Professionals Section Representative shall be a full voting member of the Board of Directors if they are classified as a Student Member.

B. **Group Membership**

i. **University:** University Membership shall be complimentary upon submission of faculty list and list of students enrolled in park and recreation related curriculum. Each designated University Member shall be entitled to membership services, have the right to up to one vote and representative who may hold office.

ii. **Commercial:** Commercial Memberships shall be available to firms interested in supporting the work of the Association. Members in this category cannot vote or hold office.

Section 2 – Membership Process

A. **Application:** Application for membership in the Association shall be submitted to the Association office. A new member shall be defined as an applicant who has not been a member of WPRA for three (3) years prior to submission.

B. **Dues:** Dues align with the fiscal year and shall be payable to the Association office on or before January 1.

C. **Rate:** The existing dues and section fee structure remain in effect until such time as it may be altered by the Board of Directors. Alterations must be instituted by August 1st to take effect in any ensuing year. Dues may be pro-rated as determined by the Board of Directors from time to time for new members.

a. **Premiere Agency Rates:** A tiered structure of discounted rates may be provided to Agency Members who have multiple members which qualify for Individual Membership status. Board/Commission members are complimentarily included in Premiere Agency Memberships

D. **Termination:** Non-payment of annual dues or failure to meet the qualifications and requirements for membership as determined by the Board of Directors from time to time will result in termination of membership and services, except as noted elsewhere in the Bylaws.

ARTICLE III – TERMS AND DUTIES OF OFFICERS

Section 1 – Officers: The officers of the Association are the President, President-Elect, Secretary/Treasurer and Immediate Past President.

Section 2 – Officer Terms: Officers commence their responsibilities on January 1 following their election or appointment. They shall serve a one-year term, with the Secretary/Treasurer serving two years.

Section 3 – Officer Duties:

E. **President:** The President shall preside at all meetings of the Association, the Executive Committee and the Board of Directors; shall appoint members of committees; shall appoint delegates and representatives of the Association; and shall appoint chairs and members of Task Forces as required. The President shall be a voting member of the Executive Committee and the Board of Directors and serve as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart.

F. **President-Elect:** The President-Elect shall succeed to the Presidency upon expiration of the incumbent's term; serve as the President in the absence of the President. The President-Elect shall be a voting member of the Executive Committee and the Board of Directors and serve as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart.

G. **Secretary/Treasurer:** The Secretary/Treasurer shall be the Parliamentarian and serve as Finance/Budget Chairperson. The Secretary/Treasurer shall be a voting member of the Executive Committee and the Board of Directors and serve as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart.

H. **Immediate Past President:** The Immediate Past President shall serve as an ex-officio member of the Executive Committee and Board of Directors, and as a non-voting, ex-officio member of all committees and Task Forces as indicated on the WPRA Organizational Chart. The Immediate Past President shall be a voting member of the Executive Committee and the Board of Directors.

ARTICLE IV - TERMS AND DUTIES OF THE EXECUTIVE COMMITTEE

Section 1 – Executive Committee Composition: The Executive Committee shall consist of the President, President-Elect, Secretary/Treasurer, Immediate Past President and Executive Director.

Section 2 – Executive Committee Purpose: The Executive Committee shall be responsible for the preparation and presentation of the Association's budget to the Board of Directors and recommendations regarding personnel matters and Bylaws changes and such other specific tasks as designated by the Board of Directors.

ARTICLE V – TERMS AND DUTIES OF THE BOARD OF DIRECTORS

Section 1 – Board of Directors Composition: The Board of Directors shall consist of the President, President-Elect, Secretary/Treasurer, Immediate Past President, one (1) representative from each of the Regions and Sections identified within these Bylaws.

Section 2 – Board of Directors Term: Regional and Section representatives shall serve two-year terms. Region and Section representatives shall serve for no more than two consecutive terms. The terms of the Regional Representatives shall be staggered so that two representatives shall assume their offices on January 1 following their election. Odd numbered Regional Representatives shall assume their office in odd numbered years and even numbered Representatives in even numbered years.

Section 3 – Board of Directors Vacancy: It is the duty of members of the Board of Directors to attend all duly called Board meetings. Communication regarding excused absence shall be forwarded to the President prior to the meeting. Two consecutive unexcused absences shall be grounds for removal with the position declared vacant. Except where specified in the Bylaws, the Board of Directors shall have the authority to fill vacancies in the Board of Directors for the balance of the vacated term. The President shall submit to the Board of Directors the name of a candidate to fill said vacancy for confirmation by the Board. If the President is unable to fulfill his/her term, the Board of Directors shall have the authority to fill this vacancy for the balance of the vacated term.

Section 4 – Board of Directors Purpose: The Board of Directors shall manage the affairs of the Association including the approval of actions by its Regions, Sections, Committees and Task Forces.

Section 5 – Board of Director Duties: The Board of Directors shall approve the establishment of Sections, their Bylaws, and their annual budgets. The Board of Directors shall receive gifts to the Association in the form of donations, contributions, bequests and devisements. In addition, the Board shall be authorized to negotiate arrangements for affiliating the Association with appropriate organizations.

Section 6 – Regional and Section Representative Duties: In matters which come before the Board of Directors, the primary function of a Regional Representative is to represent their particular region, and a Section Representative to represent the voice of their specific Section. Regional Representatives shall serve on the Membership Committee and other committees as assigned by the President, with the approval of the Board of Directors.

ARTICLE VI – REGIONS

Section 1 – Regional Boundaries: The Regional Boundaries of the Association are defined as follows:

A. **Region I:** Northwestern, West Central and Western Uniform State Districts consisting of Adams, Ashland, Barron, Bayfield, Buffalo, Burnett, Clark, Crawford, Chippewa, Douglas, Dunn, Eau Claire, Florence, Forest, Iron, Jackson, Juneau, La Crosse, Langlade, Lincoln, Monroe, Oneida, Pepin, Pierce, Polk, Portage, Price, Rusk, Sawyer, St. Croix, Taylor, Trempeleau, Vernon, Vilas, Washburn, and Wood Counties.

B. **Region II:** Northeastern, Lake Winnebago and Lake Michigan Uniform State Districts consisting of Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara, and Winnebago Counties.

C. **Region III:** Southern Uniform State Districts consisting of Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, LaFayette, Richland, Rock, and Sauk Counties.

D. **Region IV:** Southeastern Uniform State Districts consisting of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

ARTICLE VII - SECTIONS/SUBSECTIONS

Section 1 – Section/Subsection Definition: A Section/Subsection of the Association may be formed by a group of fifteen or more Individuals Members of the Association who have a common interest in or are engaged in a special facet of the park and/or recreation field. The official Sections of the Association are Park Section, Recreation Section, Aquatics Section, and Young Professionals.

Section 2 – Section/Subsection Establishment: Application to form a Section/Subsection shall be submitted to the Association Board of Directors for approval. Said applications shall include a copy of the proposed Section/Subsection Bylaws and a list of Association members desiring to form said Section/Subsection.

Section 3 – Section/Subsection Governance: Each Section/Subsection shall elect a Chairperson and Chair-Elect and such other officers as it deems necessary. The Chair-Elect shall act as the Chairperson in the latter's absence. A Chairperson of a Subsection shall be an Officer of that Section's Executive Committee.

Section 4 – Section/Subsection Operations: Each Section/Subsection shall submit copies of its annual budget and proposed amendments to its Bylaws to the Board of Directors for approval. Each Section/Subsection shall furnish the Association office with copies of meeting minutes, and other pertinent papers.

Section 5 – Section/Subsection Financials: All monies of a Section/Subsection shall be deposited with the Association office and shall be disbursed upon authorization of the Section Chairperson in accordance with its approved budget.

ARTICLE VIII – COMMITTEES AND TASK FORCES

Section 1 – Committees/Task Forces: The President shall appoint Committees, Task Forces, or Special Committees, with the approval of the Board. Committees and Task Forces shall be established and delegated authority only in accordance with current Wisconsin Law.

Section 2 – Committee/Task Force Chairpersons: The President shall appoint chairpersons and or members of Committees, Task Forces, or Special Committees, with the approval of the Board.

Section 3 – Committee/Task Force Composition: The structure of Committees as well as terms shall be determined by policy.

Section 4 – Committee/Task Force Purpose: All Committees and task forces, upon appointment, shall be given a specific function to perform.

ARTICLE IX - NOMINATION AND ELECTION PROCEDURES

Section 1 – Nomination Committee: The President shall appoint a Nomination Committee, consisting of three voting members representing different Regions, with the immediate Past President serving as the Chairperson.

Section 2 – Slate of Candidates: The Nomination Committee shall receive suggestions for candidates from the membership. The Nomination Committee shall prepare a slate of candidates containing two (2) nominations for each vacancy, except as otherwise specified in the Bylaws. The Board has the authority to approve a slate with only one candidate for an office.

Section 3 – Regional Representative Candidates: Regional Representatives shall be currently employed in their respective regions, and shall be elected by the total membership of the Association.

Section 6 – Section Representative: Each Section Chairperson, or designee per Section Rules, shall be a member of the Association's Board of Directors. A member may only run for one position in a current election year for either the Association or a

Section Board, and the individual cannot hold two voting positions on either the Association or Section Boards.

Section 3 – Voting Process: The slate of candidates shall be submitted to the voting membership by email no later than September 1. Only those ballots received by the Association prior to October 1 shall be valid. A minimum of 50 valid ballots received is necessary for candidates to be elected.

Section 4 – Ballot Validation: The Nomination Committee shall be responsible for the counting of votes. The nominee receiving the greatest number of votes for each office shall be elected. In the event of a tie, current Board members will cast votes, and the nominee receiving the greatest number of votes shall be elected prior to the Annual Meeting. If there is a single slate for any vacant Board position, the Board may approve the candidates by online vote.

Section 6 – Electronic Voting: The Association will allow for the use of electronic voting in the conduct of election of directors to the Board, and for the purpose of considering future amendments to the association's bylaws. This applies to membership Sections as well.

ARTICLE X - MEETINGS

Section 1 – Annual Business Meeting: The date and site of the Annual Business Meeting and Conference shall be determined by the Board of Directors.

Section 2 – Special Meetings: Special meetings of the Association as a whole may be called by the President, by a majority vote of the Board of Directors or by a written petition to the Board of Directors signed by twenty voting members in good standing. The membership shall be notified of such meetings at least thirty days prior to the meeting.

Section 3 – Board of Directors and Executive Committee Meetings: Meetings of the Board of Directors shall be called by the President. A special meeting of the Board of Directors may be called with the majority approval of voting Board Members. A special meeting of the Executive Committee may be called with the majority approval of voting Executive Committee Members.

Section 4 – Quorum: A quorum for meetings of the Association as a whole shall be fifty voting members. A quorum of the Board of Directors shall be a majority of the voting members. A quorum will be required for action to be taken at any meeting of the Association members or its Board.

Section 5 – Proxy: In meetings of the Association or of the Board of Directors there shall be no absentee ballots, but Section Chairpersons and Regional Representatives shall be authorized to send alternates with voting privileges. Notification of sending an alternate must be in writing to the President. These alternates must be members of WPRA.

Section 6 – Voting in Absence of Meeting: The President may authorize a ballot of the Board of Directors to address timely business. Unanimous written consent from all voting Board members by the announced deadline is required for any action. The issue must be reported at the next regular Board meeting.

Section 7 – Electronic Voting: Meetings of the Board of Directors or committees of the Board of Directors may be conducted by telephone or other communication technology in accordance with Wis. Stats. 181.24(3(a) or any successor thereto.

ARTICLE XI – FISCAL YEAR

Section 1 – Fiscal Year: The fiscal year of the Association shall be from January 1 through December 31.

ARTICLE XII – PARLIAMENTARY AND CONTRACTURAL AUTHORITY

Section 1 – Parliamentary Authority: The Secretary/Treasurer shall serve as Parliamentarian for all meetings of the Association. Robert's Rules of Order (current revision) shall be the authority on all questions not specifically stated in the Association Articles of Incorporation or Bylaws.

Section 2 – Contractual Agreements: Contractual agreements authorized by the Board of Directors will be signed by the Executive Director or a member designated by the Board of Directors for any specified agreement.

ARTICLE XIII – INDEMNIFICATION

The Association shall to the maximum extent permitted under the Wisconsin Non-Stock Corporation law, as amended, indemnify and allow reasonable expenses of any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative or investigative, by reason of the fact that he or she is or was a director, officer, employee or agent of or volunteered services to the Association; or is or was serving at the request of the Association as a director, officer, employee or agent of any committee or of any other corporation or enterprise. Such right of indemnification shall inure to the benefit of the heirs, executors, administrators and personal representatives of such a person. The association may supplement the right of indemnification by one or more of the purchase of insurance, indemnification agreements, and advances for related expenses of any person indemnified.

ARTICLE XIV – CONFLICT OF INTEREST

A conflict of interest may exist when the interests of any officer, staff member, or said person's immediate family or any party, group, or organization to which said person has allegiance may be seen as competing with the interests or concerns of WPRA. Any possible conflict of interest shall be disclosed to the Board by the person concerned. When any conflict of interest is relevant to a matter requiring action by the Board, the interested party shall not vote on the matter and the abstinence noted for the record. When there is doubt as to whether a conflict of interest exists, the matter shall be resolved by a vote of the Board or its Executive Committee, excluding the person who may have a conflict of interest.

ARTICLE XV – NON-DISCRIMINATION

WPRA shall not discriminate on the basis of race, disability, religion, color, national origin, age, gender, covered veterans status, marital status, personal appearance, sexual orientation, family responsibilities, political affiliation, source of income, place of business or residence, pregnancy, childbirth, or any other unlawful basis. This policy is in compliance with Title VII of the Civil Rights Act, the Americans with Disabilities Act, and the Age Discrimination in Employment Act.

ARTICLE XVI – AMENDMENTS TO THE BY-LAWS

Section 1: Bylaws Amendment Quorum: These Bylaws may be amended by a two-thirds majority affirmative vote of the voting members present and voting at an Annual or Special Meeting at which a quorum is present.

Section 2: Bylaws Amendment Process: Bylaws amendments shall have been filed with the Executive Director at least sixty days prior to the meeting. The Executive Director shall, at least thirty days prior to the meeting at which action to change the Bylaws will be considered, distribute to the membership a copy of the proposed changes and notification of its consideration at the Annual or Special Meeting.

Revised and Approved at the May 9, 2007 WPRA General Membership Meeting.
Revised and Approved at the November 7, 2007 WPRA Annual Meeting.
Revised and Approved at the November 8, 2008 WPRA Annual Meeting.
Revised and Approved at the November 3, 2010 WPRA Annual Meeting.
Revised and Approved at the November 5, 2011 WPRA Annual Meeting.
Revised and Approved at the November 3, 2016 WPRA Annual Meeting.
Revised and Approved at the November 9, 2017 WPRA Annual Meeting.
Revised and Approved at the November 1, 2018 WPRA Annual Meeting.
Revised and Approved at the November 6, 2019 WPRA Annual Meeting.

Policies

1000 Budget and Finance
2000 Elected/Appointed Officers and Committees
3000 Contracts, Legal Services and Representation
4000 Printed Materials
5000 Association Membership Ethics
6000 WPRA Office
7000 Liaison Relationships with Appropriate Groups
8000 Conference, Workshops, Awards
9000 General

1000 BUDGET AND FINANCE

1011 Members will not be entitled to any reimbursement or waiving of registration fee, meal, refreshments or travel expenses related to meetings, seminars, workshops, or conferences they attend, except as stated below or specifically budgeted by the Board.

- Members that are guest speakers for a conference, seminar or workshop and are not attending any other portion of the event are not required to pay a registration fee. A signed letter of agreement will be required.

- Host facilities are required to pay conference, seminar or workshop fees for anyone participating in the event. If no member of the host facility is attending the conference, seminar, workshop then no fee shall be required. A signed letter of agreement will be required.

- No honorariums or other forms of monetary compensation will be given to elected and appointed WPRA officers or professional members for WPRA sponsored functions with the exception of approved consultants.

1012 All expenses and mileage (at the Federal rate per mile) submitted for reimbursement shall be forwarded to the WPRA Office within 30 days of the expense in order to receive payment. A WPRA Reimbursement Form must be completed by the individual requesting reimbursement, approved by an Officer, Chair or Co-Chair, and sent along with the appropriate receipt or documentation.

1013 Mileage reimbursement as described above shall be exclusive of the Annual Conference and certain other WPRA events, and only available if not being covered or reimbursed by another entity.

1021 All non-budgeted expenses for reimbursement request, should be approved in advance of expenditure, and must be brought to the Board.

1022 WPRA will pay for the President and President-Elect to receive the cost of their full NRPA registration, coach airfare (or mileage if under $500) and hotel room within the room block for duration of NPRA Conference. Should one of the named individuals be unable to attend, the Board may identify an alternative.

1027 Registration fees for the Executive Director and select staff to attend WPRA events are waived. WPRA covers the travel expenses related to WPRA evets for required or requested staff presence and in accordance with terms of management contracts.

1041 The Annual Budget for the ensuing year shall be prepared by the Secretary/Treasurer; reviewed by the Executive Committee, approved by the Board of Directors, and presented to the membership at the Annual Business Meeting in accordance with the Annual Operations Calendar.

1051 The Executive Director is responsible for following all financial activities as defined within their contracted scope of services.

1052 Signatory authorization on accounts is to include two (2) Officers of the Board and up to two (2) individuals within the contracted management arrangement.

1052 A WPRA credit card is to be held by the Executive Director and may be authorized for additional members of the WPRA office. Statements are to be reconciled on a monthly basis and provided to the Treasurer for oversight. Current card limit is $35,000.

1053 Expenditures over $1,000 or payable to the management firm or its representatives are to be approved by the Secretary/Treasurer.

1061 All participation fees and charges for events are under the oversight of the Professional Development Committee and are to be built into the Annual Budget. If outside the budget, they are to be presented to the Executive Committee for approval.

1062 Separate non-member fees may be assessed for WPRA events, and should be proposed when establishing event budgets.

1063 A reduced event fee may be offered to students, and should be proposed when establishing event budgets.

1064 Cancellations received three weeks prior to a Section/Committee workshop or event are entitled to a full refund minus a processing fee; those received after this date are subject to a 25% processing fee. This statement shall be printed on every Section/Committee workshop or event registration form.

1065 Any fund raising shall be in strict compliance with the law.

1066 There will be a fee assessed to WPRA members requesting that the WPRA Office post a position on the WPRA Job Center, and a higher fee assessed for non-members.

This fee applies to each position posted. This fee will be adjusted dependent on Board approved fees.

1070 Dues/Membership

1071 Individual membership shall remain with the individual even when employment changes regardless of the source of dues payment. The individual may voluntarily transfer their membership to their successor if the agency had paid their dues.

1072 Dues invoices for the following year will be generated by the WPRA Office in accordance with the Annual Operations Calendar and bylaws.

1073 Past members who have not renewed by January 15 will not be eligible for further membership services until dues are paid.

1080 Reserve/Investments

The Wisconsin Park and Recreation Association will function and operate within the framework of a balanced budget. Every effort will be made to avoid an annualized budgetary deficit. A reasonable reserve should be retained and invested on an ongoing basis, for emergency use only, as approved by the Board of Directors. Any excess year-end revenue shall be allocated annually per the Board of Directors directions. Should this reserve be utilized in part or whole for an emergency, the Board should take immediate action to plan for its replenishment to a proportionate level.

1081 The Executive Committee is charged with the responsibility for the investment of the association's assets; with Board approval of any changes, as time permits. To assist the committee, the services of professional consultants are authorized. Any such consultants will be selected, and replaced from time to time at the committee's discretion with Board approval. Any investment activity is to be implemented by the Executive Director with periodic status reports to the Board.

2000 ELECTED/APPOINTED OFFICERS AND COMMITTEES

2020 All WPRA Officers except the Executive Director, must be certified as a CPRP, CTRS, or other pertinent professional certification to be reviewed and approved by the Nomination Committee at the start of their term, and remain certified in good standing for the duration of their term. ***Revised May 16, 2016***

2050 Job Responsibility Descriptions and Work Plans

2051 The WPRA Board must approve all responsibility description changes for officers, committees, representatives and the Executive Director.

2052 The President will determine the annual work plans for committees, task forces, and representatives in compliance with the Strategic Plan.

2060 Sections

2061 Section "Rules of Organization" must be maintained and periodically updated. Prior to adoption, approval must be retained from Section membership and the WPRA Board.

2080 Executive Director

2081 The WPRA Board of Directors will maintain, with appropriate financial and organizational considerations, the position of Executive Director and any other approved staff. *An Association Management Company was hired in 2013 to assume many of the responsibilities of the former Deputy Director position.*

2090 WPRA CEU Council

2091 The President shall appoint a WPRA CEU Council which shall consist of a Chairperson, one representative from each professional section, a Certification Board representative, a faculty representative, and one at-large delegate. This council shall create and maintain appropriate policies and procedures for the awarding of Continuing Education Units (CEUs) with Board approval. The Council shall review and determine CEU's for WPRA educational functions as requested. The terms shall be staggered, not to exceed 3 years. **(This committee became obsolete with the transfer of the CPRP records and application process to NRPA)*

3000 CONTRACTS, LEGAL SERVICES, AND REPRESENTATION

3010 The WPRA Board must approve all contracts and agreements obligating the association in whole or part. Unless otherwise designated, the Executive Director is the authorized signer of Board approved contracts and agreements. Copies of all contracts/agreements are to be sent to the WPRA Office.

3020 Publications

3021 The services of a Graphic Designer and Advertising Solicitor for the magazine may be retained by agreement in compliance with policy #3010. These agreements would be recommended by the IMPACT Committee.

3030 Insurance and Bonding

3031 The WPRA Board will retain property and general liability insurance in sufficient amount to protect the association.

3032 All staff responsible for cash or other financial transactions will be bonded, or employee dishonesty insurance coverage will be retained.

3040 The President and/or the Executive Director shall be the official spokesperson of the Association. To testify or otherwise represent the Association on a specific legislative issue, the President may authorize a qualified alternate spokesperson. The President has the right to limit or rescind this authority at any time with notification to the alternate.

4000 PRINTED MATERIALS

4010 Minutes

4011 The WPRA Board minutes and other appropriate information will be mailed/emailed to members of the Board and to appropriate chairs of committees.

4020 Official Magazine (IMPACT)

4021 The official magazine will be sent only to current WPRA members, and upon request to associations that have a reciprocal agreement. Premiere membership will receive the IMPACT only via an online version.

4022 A per issue fee of $5.00 will be charged to non-members for IMPACT. There will be no yearly subscription fee for non-members to IMPACT.

4030 Stationery

4031 The WPRA Board will indicate the official logo and stationery.

4032 WPRA stationery may be used by Board members, Committee chairs or staff with the following requirements:

a) The use must relate directly to WPRA business or functions and the individual must be writing only within the boundaries of their authority.
b) The user must note their title within the Association's structure.
c) A finished copy must be sent to the WPRA Office.

Any other user must be directly authorized by one of the above and subject to the same requirements.

4033 The WPRA Board has the authority to accept or reject any usage of the WPRA logo.

4040 Directory

4041 All members of the Association shall receive one (1) copy of the Membership Directory. Members can purchase additional copies for their own personal use at $30.00.
(Policy rescinded on August 8, 2011) Online Directory only.

4042 The Directory will include an individual membership listing, including agency department addresses and individual CPRP, CTRS certification designations, as known.

4043 Membership Directory will be provided to non-members only as follows:

a) Colleges/Universities/Students = $25.00
b) Park & Recreation Associations from other states = Trade only
c) State agencies and departments = $25.00

(Policy rescinded on August 10, 2011 – directory now online)

4044 All letters of request for the Membership Directory from non-members shall be submitted in writing to the Executive Director of WPRA and shall contain information describing the manner in which the directory is to be used. WPRA reserves the right not to give out the Directory. ***(Rescinded)***

4050 Labels

4051 Labels will be available on the following basis:

a) Requests for labels must be made in writing with full prepayment and be accompanied by a sample of the intended mailing. The Board will establish these fees.
b) WPRA reserves the right to charge non-member commercial fees if the intended use is commercial in nature.
c) Sale of labels may not be construed as an endorsement of the mailing materials.

4060 Publications

4061 All published materials - newsletters, recruitment materials, articles, etc. - may be subject to approval of the WPRA Board.

4070 Organizational Handbook

4071 Board members, Section Chair, and Committee Chair will receive copies of the current handbook. Other WPRA members may receive copies upon request.

4072 The Executive Director is to review previous year's minutes and update changes in By-laws, policies, and guidelines annually.

5000 ASSOCIATION MEMBERSHIP ETHICS

5010 WPRA members should not make available by loan or copying the WPRA Membership Directory to non-members (commercial and professional). All Directory requests should be forwarded to the WPRA Office.

5020 WPRA shall not be placed in the position of supporting one member over other association members in matters such as employment.

5030 WPRA shall not become involved in local political decisions or conflicts involving individual members unless it involves promotion or defense of the profession as a whole.

5040 No WPRA member may accept complimentary services or gifts of value on behalf of WPRA without direct approval from the President.

5050 Members with a conflict of interest shall abstain from voting on committees, task forces and the Board as applicable, with clear notification made prior to any vote.

6000 WPRA OFFICE

6010 The WPRA will maintain an office, hire appropriate staff and purchase necessary equipment to conduct the affairs of the association.

6011 Job descriptions on each staff position must be kept current with recommendations made by Executive Committee, and approval by the Board.

6020 The Executive Director is responsible for hiring, evaluating, recommending wage changes, and firing all support staff, in compliance with laws and within budgetary limitations. Board approval is required in the hiring of related candidates. The President will be notified, as possible, of any terminations.

7000 LIAISON RELATIONSHIPS WITH APPROPRIATE GROUPS

7010 The WPRA Board is authorized to establish a working relationship with other appropriate groups in order to further the park and recreation movement.

7011 WPRA, upon request, will assist local communities and agencies in:

- Establishing new positions, writing job descriptions;
- Advertising job vacancies to WPRA members;
- providing a screening committee to: review actual applications; participate in the interview process; and/or provide technical questions for the interview;
- providing commentaries, if requested, on effects of budget restrictions, staff layoffs, based upon individual situations.

7012 The WPRA Community Services Liaison will assist communities/agencies as needed. Travel reimbursement for Task Force members must be paid by the community/agency. Appropriate fees will be negotiated by the Community Services Liaison, Executive Director and the community/agency.

7013 WPRA will not become involved in any personnel problems, disciplinary actions, etc. of any of its members.

7020 Complimentary Membership Services

7021 Complimentary IMPACT magazines shall be extended to the Governor, (2) U.S. Wisconsin Senators, (9) U.S. Wisconsin Congressmen, Secretary of the DNR, State Superintendent of Public Instruction, and select State Senate and Assembly members, as determined.

7030 The WPRA Board of Directors may approve co-sponsorship agreements with other agencies, institutions, or individuals.

8000 CONFERENCE, WORKSHOPS, AWARDS

8010 The WPRA Board may co-sponsor appropriate Seminars, Workshops and Conferences which will further the park and recreation movement in Wisconsin.

8011 All WPRA Workshops, Conferences, and Seminars must be authorized and approved by the Board of Directors.

8012 Financial Accounting Guidelines for Special Activities:

a) All WPRA event sponsors seeking a separate checking account must petition the WPRA Board for approval and agree to follow the current "Guidelines for Separate Checking Accounts". This petition must be in writing and include information on the type of account, financial institution, the event sponsor, the designated account coordinator, and the purpose and duration of the account.
b) Sent to the WPRA Office, by December 31st of the same year.
c) Failure to follow the guidelines may result in the denial of future checking account privileges.

8020 Annual Conference Policies

8021 The current Conference Policy Manual shall be the official guideline in setting policies and procedures regarding the Annual Conference. Revisions of this manual must be approved by the WPRA Board.

8022 The Annual Conference will be held at sites which meet the Conference Site Guidelines. The WPRA Executive Committee shall approve the conference site.

8023 The duration of the Conference shall be recommended by the Conference Committee and approved by the Board.

8030 Awards WPRA awards, recommended by the Awards Committee, with approval by the Board, will be given for: Professional Award of Merit, Partnership, Honorary Fellowship, Lifetime Membership, George Wilson Service Award and Service Recognition.

8031 The Elected Official Award will be recommended by the Legislative Committee and approved by the Board.

9000 GENERAL

9010 Changes in the WPRA policies are to be introduced to the Board at a meeting with actual voting to take place at the next meeting. Approval by a 2/3 vote of Board members present is required. Committees or sections desiring a change in the Policy Manual may petition the Board in writing.

9011 Deviations from stated policies may be taken upon approval by a 2/3 vote of Board members present.

9011 Electronic Voting Due to significant positive feedback from members, the WPRA Board of Directors has approved that WPRA implement an electronic voting process for membership balloting needs. Three compelling reasons for this approved move:

a) Electronic voting (or "e-voting") significantly lowers barriers to participation, especially for the statewide membership of WPRA. In particular, votes on bylaws amendments, which now must occur at an in-person meeting of the membership, could be conducted with maximum participation and completed without the burden of travel.

b) Transition to e-voting would also significantly lower the costs of conducting an election by reducing the need for printed ballots, mailing costs, and the costs of counting ballots by hand.

c) Finally, voting can take place over multiple days, or even weeks. Votes are authenticated to ensure that only members vote and may vote only one time. Results are tabulated very quickly and easily verified, and then reported.
Revised May 2016

Ticket Program Overview

As a member benefit of belonging to the Wisconsin Park & Recreation Association (WPRA), members of the organizations have the opportunity to purchase discounted tickets at the lowest available price to attractions that they may sell to the general public.

Everyone benefits!

General Public

Attraction ticket in this ticket program are at a discounted rate from gate pricing, the lowest available price.

WPRA Member

In 2020, WPRA members retain 75¢ from the sale of each ticket in exchange for promoting and selling tickets on behalf of the attractions.

WPRA

In 2020, the WPRA retains $1.50 from the sale of each ticket in exchange for orchestrating the ticket program.

Attractions

Even factoring in the discounted rate from gate pricing and the $2.25 retained by the WPRA and its' participating members, attractions benefit by the added local exposure and additional promotion by the members throughout the state, which results in more ticket sales.

To become involved:

ATTRACTIONS

Complete Attraction Agreement by January 1

Attraction Agreement contains pricing and description details for each attraction.

Send tickets and promotional brochures to all WPRA Members by May 4, 2020

WPRA will send order details between April 1-10, 2020

PARTICIPATING WPRA MEMBERS

Identify ticket program coordinator
Submit Participating Member Agreement by March 2, 2020
Place attraction ticket order by March 30, 2020
Sell tickets through Labor Day
Return payment and unsold tickets to WPRA by September 18, 2020

Attraction Agreement

To provide discounted attraction tickets as part of the Wisconsin Parks & Recreation Association (WPRA) ticket program, attractions must comply with the terms of this agreement.

2020 Ticket Pricing Notes:

The price WPRA sells at MUST BE the lowest available price.
WPRA share of the tickets will be $2.25:
$1.50 for WPRA and $0.75 for the participating member.

As the terms of this agreement:

WPRA will

1. Actively promote, at its own cost, the program to its membership.
2. Provide information on each participating attraction in its promotion.
3. Administer the collection of department orders, overall ticket distribution, collection of monies and unused tickets, and payment for unused tickets along with the return of unused tickets to each participating attraction at the **2020 Annual Conference or by November 6, 2020.**
4. Publicize and retain agreements from participating departments for the price structure as stated in the Attraction Agreement. *(Separate details are required for EACH ticket offered.)*
5. E-mail the original accumulated department orders to the attractions for direct mailing by the attraction to the departments placing orders by **April 20, 2020**. *(All additional orders will be emailed directly to the attractions electronically by email.)*
6. Maintain an accurate record of transactions and maintain communication with attractions as needed.
7. Retain the original amount agreed upon per ticket sold.
8. Provide copies of a WPRA memo to include with each ticket mailing.

Attractions will

1. Provide complete information for each separate attraction ticket to include times and dates open, length of season, ticket expirations, chaperone policies, age limits (if any) for adult/child tickets and any restrictions or procedures affecting the operation of this ticket program within this contract agreement.
2. Upon receipt of the orders from WPRA directly mail tickets as ordered within three working days, at own cost. **The exception is the initial order which will be sent to you by April 10, 2020. Those tickets are to be mailed to participating members by May 4, 2020.**
3. When sending tickets to the participating members you are responsible for obtaining proof that said tickets were delivered*, (certified mail. etc.)* so that if there are any questions regarding tickets you will have proof that they were delivered.
4. Not accept or process any orders given directly by participating members. Only orders submitted by the WPRA on-line order system will be under the protection and authorization of this program.
5. Provide all tickets on a consignment basis. Printed on the tickets should be the gate price *(incl. tax),* the WPRA selling price, the ticket expiration, and as much information on the season, hours, etc., as possible. In addition, the attraction will have clearly printed on the ticket, "Non Refundable"
6. The individual attractions *(each of your attractions)* are responsible for reporting and remitting to the Department of Revenue the Wisconsin sales tax on all sales of admissions to your attraction(s) by WPRA member consignees. The amount subject to sales tax is the selling price by WPRA members before reduction of amounts withheld by WPRA and its members as compensation for their services.
7. Pay all applicable sales tax for tickets sold.
8. Actively support the WPRA by joining as a commercial member, *(at the time of signing this agreement),* exhibiting at the Annual Conference, advertising and sponsoring a program or event.
9. Provide 300 brochures/flyers for inclusion in program packets. Also provide a reasonable number of attraction brochures/flyers with each order mailed.

10. Agree to the following indemnification:
    a. The Consignor *(attraction)* is solely responsible for all aspects of its business and operations, and the use, fitness, condition, operations and safety of its real and other property, facilities, programs, and attractions known as the attraction listed in this contract including, but, not limited to improvements, devices, amusement items, attractions, rides and facilities located in, on, or adjacent to said premises *(collectively "Premises"),* and including adjacent real and other property and facilities utilized by the public, licenses, and/or invitees in conjunction with or for access to or from said Premises; and Consignor is solely responsible for its actions and omissions, and the actions and omissions of its officers, directors, employees, agents, suppliers and contractors.

    b. The Consigner listed in this contact *(attraction)* shall indemnify and hold harmless the Wisconsin Park & Recreation Association, Inc. *("Association")* and its officers, directors, employees, members, participating departments including the department's governmental entity and employees from and against any and all loss, claims, causes of action, damage, including attorney fees, arising from or in the relation to the Consignor's (listed in this contract) Premises, business, admission to and access to and from said Premises, and/or the use, fitness, condition, operation, or safety of such Premises and Consignee listed above (the attraction on this contract), programs, and improvements, structures, devices, fixtures, amusements, attractions, property, rides, and facilities located in, on or adjacent to said Premises.

    c. Nothing in this agreement shall be construed or understood to indicate or constitute a relationship between the parties other than that of independent contractors. The Wisconsin Park & Recreation Association, Inc. and its member are not partners, joint venturers, employees, employers, representatives or agents of the Attraction (Consignee) listed above in this contract; and the Consigner is not the employer, employee, joint venturer, partner, agent or representative of the Wisconsin Park & Recreation Association, Inc. or its members.

Agreed to by:

Attraction Name: _____

Consignee (attraction) Authorized Name Printed:_____

Consignee (attraction) Authorized Signature: _____ Date: _____

Please copy this form for <u>each</u> attraction as necessary or complete at www.wpraweb.org:

Ticket Program Representative

Contact Name _____

Contact Phone_____

Contact E-mail_____

Mailing address: _____

_____

Attraction Details

Attraction name _____

Description _____

_____

_____

Season information _____

Chaperone policy _____ *(if n/a, leave blank)*

Age range _____ Adult / _____ Child / _____ Free if under this age

Pricing *Remember, this is to be the lowest available price.*

$_____ Adult gate price / $_____ Adult WPRA Member selling price

$_____ Child gate price / $_____ Child WPRA Member selling price

Agreed to by:

Attraction Name: _____

Consignee (attraction) Authorized Name Printed:_____

Consignee (attraction) Authorized Signature: _____ Date: _____

Participating Member Agreement

Only current members of the organization participate in selling of the discounted attraction tickets as part of the Wisconsin Parks & Recreation Association (WPRA) ticket program, and they must comply with the terms of this agreement.

It is acknowledged that the primary purpose of participation in the ticket program is to attract the general public in order to promote a better understanding of the value and benefits of adequate parks and recreational services.

The _____ *(enter participating member department/agency name)* does hereby agree to the following term to participating in the ticket program:

1. Identify a primary representative that will administer the ticket program.
2. Return completed Participating Member Agreement to WPRA by **March 2, 2020.**
3. Submit initial ticket order (online) to WPRA by **March 30, 2020.**
4. Sell tickets only at the WPRA stated selling price, which will be determined between the WPRA and attractions. In 2020, participating members retain $0.75 for each ticket sold.
5. Report number of sold tickets to WPRA no later than **September 11, 2020.** *(WPRA will provide you with a Ticket Program Payment Form containing your amount due.)*
   NOTE: The amount you retain as a participating member for tickets sold will be withheld by you prior to submitting payment to WPRA, as will be reflected on the *Ticket Program Payment Form*.
6. Return all unsold tickets plus full payment for tickets sold as detailed on the *WPRA Ticket Program Payment Form* by **September 18, 2020**.
   We acknowledge that a $50 late fee will be applied if unsold tickets and full payment of tickets sold are not received by WPRA by the September 18, 2020 deadline, and may result in elimination of future consignment privileges.
7. Payment will be submitted by department check or money order only *(not cash or individual personal checks).*
8. We will order tickets on-line through WPRA and not contact the attractions directly or participate in any other specials.
9. Procedures and appropriate training for the collection of monies and safe storage of tickets and payments are our responsibility. Policies regarding refunds, hours of sales, and the expenditure of our earned retainings are also our responsibility.
10. We agree not to place any paid advertising for the ticket program in any publication nor to solicit more than local media coverage regarding our sales.
11. The WPRA shall not be held liable for the safety, operation, or condition of the premises, programs or facilities of any of the attractions participating in the ticket program. Any liability is the responsibility of the attraction itself.
12. We agree not to sell discount tickets at or around any of the attraction sites.

Agreed to by:

WPRA Member Department/Agency: _____

Name (printed) of Primary Representative: _____

Primary Representative Authorized Signature: _____ Date: _____

As a supplement to the Participating Member Agreement, more detail and helpful tips have been complied below as a helpful guide to WPRA members. If you have any questions, please reach out to the WRPA office.

All tickets from all attractions are available on "consignment." You place your order online with the WPRA office and the tickets are shipped directly to you by the attraction.

OVERALL SCHEDULE

March 2	Participating Member Agreement Due to WPRA Office
March 30	Online order placed for tickets
May 1	Tickets sent to you by attractions
May-Labor Day	Sell tickets
July 29	**EXCEPTION!** – Six Flags WPRA Week Tickets *(see special schedule below)*
Labor Day	Calculate tickets sold and report online to WPRA
Within 3 days	WPRA will send you a *Ticket Program Payment Form*
Sept 18	Send payment and unsold tickets back to WPRA *Remember – payment is to be submitted by department check or money order only (not cash, credit card payments or individual personal checks).*

Six Flags WPRA week is handled separate from the overall ticket program!

July 29	Calculate *Six Flags WPRA week tickets* sold and report online
Within 3 days	WPRA will send you a *Ticket Program Payment Form* for only the *Six Flags WPRA week*
August 15	Send payment and unsold *Six Flags WPRA Week* tickets back to WPRA

PRICING

- All attractions have included applicable sales tax in their prices and are responsible for payments to the state.
- Per the WPRA agreement with each attraction, you must sell the tickets at the WPRA stated selling price.
- Each participating department retains $0.75 per ticket sold.
  *By paying to WPRA the price noted on your *Ticket Program Payment Form*, you automatically retain the applicable amount.

ORDERING

ALL ORDERS MUST BE PLACED ONLINE THROUGH THE WPRA WEBSITE: www.wpraweb.org

- The attractions will not accept direct orders for WPRA's discounts.
- A minimum order of 25 tickets per attraction is required for any order placed with the WPRA Office.
  **Exception: Six Flags Any-Day and WPRA Week Tickets have a minimum of 24*
- If you do not participate in the program or are temporarily out of tickets, please refer inquiries to a nearby participating department. The WPRA office cannot sell to the general public directly.
- **Please check your shipments and verify amounts when they arrive. Contact the WPRA office immediately if there is a discrepancy or you will be responsible for any missing tickets.**

PAYMENT

- Departments must end sales on Labor Day, but some opt to cut off sales earlier to allow themselves more time to balance and issue payment.
- All participants must report the number of tickets sold online through WPRA's website **by September 11, 2020**.
- It is advised that you print a copy of the form prior to hitting submit for your records.
- You will receive your *Ticket Program Payment Form* within 2-3 business days. This form will be stating how much is owed along with the number of tickets that need to be returned.
  *By paying to WPRA the price noted on your *Ticket Program Payment Form*, you automatically retain the $0.75 amount.
- Return a copy of the *Ticket Program Payment Form* with your payment and unsold tickets.
  *Remember, acceptable forms of payment include: Department checks money orders - no cash, credit card payments or individual checks.
- Please plan ahead for necessary approval to make your final payment to WPRA by the September 20 deadline.
- A $50 late fee will be applied if unsold tickets and full payment are not received at the WPRA Office by this date.
- A late payment *(without advance notice, reasonable documentation, etc.)* may prevent a department from participating in future ticket programs.

RETURN OF UNSOLD TICKETS

- Participating agencies **MUST** return unsold tickets by **certified, registered mail, FedEx, UPS or in person to the WPRA office.**
- You **MUST** obtain verification that your parcel(s) did reach the WPRA Office. Retain this documentation should there should be a problem with the delivery of your parcel(s).
- **Rubber band any unsold tickets** from each attraction and attach a **note with the number returning** and **department/agency name**. Parcels that have loose tickets and are not posted with a number and department/agency will be returned to the participating member for completion.

PUBLICITY

- Attractions have agreed to send a limited number of brochures with each order shipment. Extra brochures may be ordered by calling the attraction directly.
- Departments are asked to avoid paid advertising in publicizing the program - other options such as inclusion in your brochure, posters, local press releases, etc., are encouraged. Please be especially cautious of attracting news exposure on a county, regional, or state basis, as not all departments sell tickets and many others do not prefer to greatly expand sales levels due to staff time.

CHOICES

- Each department/agency is reminded that you have many options in helping the ticket program run the most efficiently for your community such as:
  - Selling hours - it is your choice if you wish to sell during all office hours or restrict hours or days.
  - Returned checks - you have the option of accepting cash only if you feel returned checks could be a problem.
  - Refunds - For 2019, all of the attractions will have clearly printed on each ticket, "Non-Refundable".
  - Staff training - you can set your own procedures and are encouraged to provide appropriate staff training to reduce potential errors.
  - Retainings - the amount you retain for your department sales may be used to fund WPRA memberships, Conference and workshop registrations, or a variety of departmental projects to help better your department.

LIABILITY

- WPRA has included, in an agreement with each attraction, an indemnification clause releasing WPRA and participating departments from civil liability relating to the ticket program.
- Each department is encouraged to review their insurance coverage regarding loss or theft of tickets and to implement an internal checks and balances system as a preventive action.
- Each department is responsible for establishing their own refund policy. The WPRA Office should not be called regarding your department sales, as you are the point of sales distribution.

Thank you for participating in the WPRA Ticket Program!

If you have any questions, please contact the WPRA office.

Wisconsin Park and Recreation Association
6737 W Washington St., Suite 4210 • Milwaukee, WI 53214
Phone: (414) 423-1210 • FAX: (414) 423-1296
office@wpraweb.org • www.wpraweb.org

Attraction Details

Will be provided to Board members for inclusion in this manual when the agreements with the attractions have been finalized.

Job Center Postings

Wisconsin Park & Recreation has created an online Job Center for use by both WPRA membership agencies and non-member agencies to post aquatic, park, recreation, therapeutic recreation, and other related job openings on the state association's website.

Job Posting Fee

Jobs:
Member: $75 (up to 3 month posting)
Non-member: $125 (up to 3 month posting)

Internship Posting:
Member: free (up to 3 month posting, may be posted repeatedly)
Non-member: $100 (up to 3 month posting)

An additional option is available to both members and non-members that provide a one-time membership e-blast for their position announcement, with no placement on the website's Job Center.

Job e-Blast Fee

Member: $250
Non-member: $500*

Non-members, *must pay prior to the office sending out the eBlast.*

WPRA retains the right to approve or deny any requests. There is no word count limit on either type of post/E-blast; position close date must be provided upon submission; both position and internship posts will be removed after three-months or at close date, whichever occurs first, or if office is notified that the post has been filled; posts and E-blasts will be publicized within three business days; payment for E-Blasts is required from non-members before distribution; members may re-post internships continuously throughout the year

IMPACT Magazine

The IMPACT is the Wisconsin Park & Recreation Association's quarterly printed magazine that is distributed to all regular members and available on-line only to all Premier Members of WPRA. The design, printing and mailing services are handled by a third-party:

Innovative Publishing
10629 Henning Way, Suite 8
Louisville, KY 40241
844.423.7272
www.innovativepublishing.com

Michelle Creech, Editor, 844-423-7272, michelle@innovativepublishing.com

Current Schedule

IMPACT Magazine	Issue 1	Issue 2	Issue 3	Issue 4
Season	Winter	Spring	Summer	Fall
Content Due	12/9/19	2/3/20	4/1/20	8/3/20
Hits Mailboxes	Early Feb	Late Mar	Late May	Late Sept

Content Areas

- Organization Spotlight and/or Member Profile
- General Articles
- Industry Partner Spotlight
- Member Shout-Out

Current IMPACT Magazine Rate Sheet & Contract are on following pages

IMPACT

The Official Publication of the Wisconsin Park & Recreation Association

WPRA
SO EVERYONE CAN PLAY

WHO ARE WE?

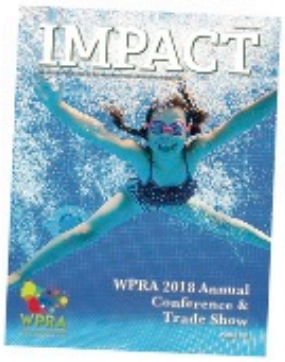
Our association represents approximately 2,500 decision-makers responsible for contracting or purchasing your products and services, including:

- City/county parks and recreation personnel
- Private, agency and school district professionals
- Therapeutic recreation professionals
- Board/commission members
- Students
- Commercial firms

WHY WPRA?

- WPRA represents **90 percent** of the town, village, municipal, and county park and recreation agencies throughout Wisconsin.
- Our park and recreation directors' budgets range from several hundred thousand dollars to **$14 million annually.**

ABOUT THE PUBLICATION



IMPACT is the official publication of the Wisconsin Park & Recreation Association. This professionally designed quarterly magazine is a critical component of WPRA's communications program and features relevant editorial for people directly involved in Wisconsin's park and recreation programs. When our readers are ready to contract services and products for their facilities, ***make sure they think of you first.***

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *IMPACT*.

Innovative PUBLISHING
www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
12/2/2018	February 2019
1/25/19	April 2019
3/25/19	June 2019
7/25/19	October 2019 *(Expanded Conference Preview Issue)*

NET ADVERTISING RATES: *IMPACT*

Size	1x	4x
Covers	$1,600	$1,375
Full Page	$1,215	$1,045
1/2 Page	$725	$625
1/3 Page	$630	$545
1/4 Page	$515	$440
1/6 Page	$440	$380

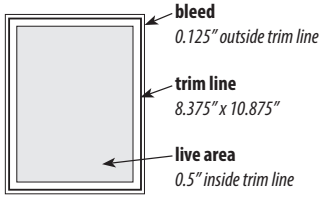
Covers include: inside front cover, inside back cover and back cover.

SPECIFICATIONS: *IMPACT*

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.3"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"

***Full-page ads are intended to bleed off the page** (see example)*

- Please include an ***additional 0.125" of bleed*** on each side of page
- Keep all important information at least ***0.5" from the trim line***



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
  NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com.
  Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

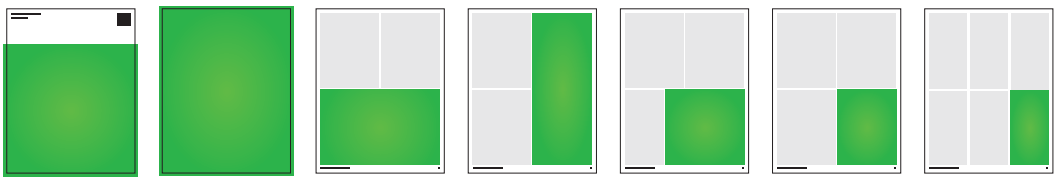
PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing
10629 Henning Way, Suite 8
Louisville, KY 40241
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

Innovative PUBLISHING
www.innovativepublishing.com



Back Cover *(with bleed)* | Full Page *(with bleed)* | 1/2 Horizontal | 1/2 Vertical | 1/3 Block | 1/4 Block | 1/6 Vertical

Innovative PUBLISHING

Publishing Agreement for Wisconsin Park & Recreation Association

PARTIES TO THE AGREEMENT

Wisconsin Park & Recreation Association (Client), having a place of business at 6737 West Washington Street, Suite 4210, Milwaukee, WI 53214 and Innovative Publishing (Publisher), having a place of business at 10629 Henning Way, Ste. 8, Louisville, KY 40241, hereby enter into this publishing agreement on the 27th of June 2017, the terms of which are detailed below.

PUBLISHER WILL PROVIDE THE FOLLOWING SERVICES:

1. Publisher to continue publishing the quarterly *IMPACT* magazine for Client. The magazine will be four-color with trim size at 8 3/8" x 10 7/8". Paper stock will be a minimum of 70#. Editorial to advertising ratio will not exceed 50/50.

2. Quantity – Up to 1,500 copies per issue will be provided to Client. Client may request an additional 500 copies per issue at no charge. Additional copies must be requested prior to the printing of the issue.

3. Publisher will provide creative direction and page design and layout services for the publication.

4. Publisher will provide editorial services.

5. Publisher and Client will set up a mutually agreed upon editorial and production schedule.

6. Publisher will procure advertising to offset the publishing costs. All advertisements in the magazine will be contracted and invoiced through Publisher.

7. IPI to take care of all design and production for advertisers as needed.

8. Upon receiving *all* content from Client, Publisher will provide the first digital proof (PDF) within approximately 10 business days. Client may request changes, and will be provided a new digital proof. Upon Client's final approval, the magazine will be printed and mailed within approximately 2 weeks.

9. Publisher will distribute the magazines using the mailing list provided by Client or Publisher will ship to Client's mail house.

CLIENT WILL PROVIDE THE FOLLOWING:

1. Client will provide Publisher with a list of potential advertisers in an Excel file. The file should contain contact name, complete address, phone number, and an email address if available.

2. Client will provide all copy and artwork, including photos, in electronic format, to Publisher.

3. Client will provide Publisher with a mailing list of addresses in an Excel file or acceptable database file, or a ship to address.

10629 Henning Way, Suite 8 | Louisville, KY 40241
502.423.7272 | Toll-free: 844.423.7272 | Fax: 888.780.2241
innovativepublishing.com

Innovative PUBLISHING

TERM

1. This agreement is for five years and begins with the first quarter 2018 issue (v45, n1) and ends with the 4th quarter 2022 (v49, n4) issue. Publisher will pay Client a one time signing commission of $750.00.

EXPENSES

1. Client is responsible for mailing and shipping of the quarterly publication.

CLAUSE FOR CANCELLATION:

1. Client has the right to terminate the agreement should Publisher breach its obligations of quality, timeliness, or professionalism, by providing Publisher written notification within 60 days of the production of any issue. Client also agrees that Publisher will have 90 days to remedy any breach.
2. Publisher has the right to terminate the agreement within 60 days after any issue of the publication should the project be deemed financially unviable.

ADDITIONAL ACKNOWLEDGEMENTS:

1. Client hereby agrees to indemnify, hold harmless and defend Publisher, its owners, directors, officers, agents and affiliates ("Indemnity Parties") from and against any and all loss, claim, damage or liability of any kind or nature whatsoever that any Indemnity Party may pay, sustain, suffer or incur by reason of or in connection with this Agreement or the services provided under this Agreement, including, but not limited to, the following acts of Client: intentional and unintentional plagiarism, copyright or trademark infringement, privacy violations, or HIPAA violations as a result of photography, graphics, or copy printed in publication issues, promotional material, marketing collateral, or websites, or in connection with the disclosure of Protected Health Information.
2. Publisher hereby agrees to indemnify, hold harmless and defend Client, its owners, directors, officers, members, agents and affiliates ("Indemnity Parties") from and against any and all loss, claim, damage or liability of any kind or nature whatsoever that any Indemnity Party may pay, sustain, suffer or incur by reason of or in connection with this Agreement or the services provided under this Agreement, including, but not limited to, the following acts of Publisher: intentional and unintentional plagiarism; infringement of copyright, trademark or any other intellectual property violation; privacy violations of any type; or violations of state or federal regulatory law concerning advertising and fair trade practices.
3. In the event of any litigation or proceedings, or the settlement of litigation or proceedings, including government sanctions, arising from or related to this Agreement or the services provided under this Agreement, the prevailing party shall be entitled to recover from Client all reasonable costs incurred, including but not limited to staff time, court costs, reasonable attorney's fees, and all other associated expenses related to such litigation or proceeding.
4. This document contains the full understanding of the Parties and constitutes a complete and exclusive statement of the terms and conditions of their understandings. All prior negotiations, dealings, understandings and oral and written agreements regarding the same subject matter are superseded by this agreement. No amendment, addendum, modification, or explanation of the agreement shall be binding on the Parties unless it is made in writing and signed by both Parties.

10629 Henning Way, Suite 8 | Louisville, KY 40241
502.423.7272 | Toll-Free: 844.423.7272 | Fax: 888.780.2241
innovativepublishing.com

Innovative PUBLISHING

5. The Parties mutually agree hereto that all agreements herein after shall extend to and be binding upon the heirs, administrators, executors, successors and assignees of the respective Parties hereto.

AGREED TO BY:

Aran Jackson, CEO
Innovative Publishing

6/27/2017
Date

Steve Thompson, Executive Director
Wisconsin Park & Recreation Association

6-27-2017
Date

10629 Henning Way, Suite 8 | Louisville, KY 40241
502.423.7272 | Toll-Free: 844.423.7272 | Fax: 888.780.2241

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PR Monthly

PRMonthly is an electronic newsletter that is e-mailed to all members every third Friday of the month. If you have any information that you would like shared with the members (job change, marriage, baby, new hires, events, etc.) please send to the WPRA Office at wpra@wpraweb.org by the Monday before. Thank you.

PRMonthly Deadlines

The deadline for submitting information to the PRMonthly is the first Friday of each month, and it is e-mailed to all members of WPRA on the third Friday of each month.

Sample on the following pages

From: **Wisconsin Park and Recreation Association** office@wpraweb.org
Subject: WPRA: December 2019 PRMonthly
Date: December 20, 2019 at 4:24 PM
To: exec@wpraweb.org

December 2019

Renew Your Membership for 2020

Thank you for your membership in the Wisconsin Park and Recreation Association in 2019. Renew your membership for 2020 today!

The 2020 WPRA Membership Structure has changed to streamline the categories and lower the cost for many membership types.

- Individual Professional - $150
- Premier Agency (Includes unlimited Board and Commission Members)
  - up to 15 individual professionals - $775
  - 16 or more individual professionals - $1,500
- Commercial - $475 (company and up to 2 professionals)
- Student/University - No Fee (unlimited students - must be currently enrolled in January, unlimited educators with affiliated curriculum in PR, tourism, or related)
- Emeritus/Retired - No Fee (emeritus is lifetime, no honorary category)
- Affiliate - $50

If you have any questions or need help renewing, please contact the office.

Renew Online

Register for the WPRA Aquatics Seminar

January 9th, 2020
Baraboo School District Pool - Jack Young Middle School | Baraboo, WI

The Aquatic Seminar is back and better than ever! Join us in Baraboo, WI on Thursday, January 9, 2020.

This event features both classroom and in-water training

sessions to elevate your aquatic knowledge and enhance your water training. Our experienced speakers are here to teach you about leadership, innovative community engagement, safety procedures, and much more!

Registration is now open! And spots are filling up fast so sign up today!

Hotel Information
Clarion Hotel (626 W Pine St, Baraboo, WI 53913)
$59 rate
Reservations: 608-615-4737
Mention WPRA when calling to reserve a room.

Register Online

Interested in Getting Involved in WPRA?

WPRA is looking for individuals interested serving on one of our committees. Please see the list of open positions in WPRA leadership listed below:

- Commercial Member on Public Policy Committee
- Member-at-Large on Membership Committee
- Commercial Member on Membership Committee
- Three (3) Members-at-Large on the Nominations Committee
- Chair and Pre-Chair of Educational Events Subcommittee
- Four (4) Section Representatives (1 Each) on Educational Events Subcommittee
- Pre-Chair of Leadership Academy Subcommittee
- Two (2) Members-at-Large of Leadership Academy Subcommittee
- 2021 Conference Committee Chair
- 2021 Conference Committee Members

Contact the office today if you are interested! 414-423-1210 / office@wpraweb.org

More Committee Information

2020 WPRA Leadership Academy Registration Open Now!
Who Are You? Defining Yourself as a Leader

2020 Leadership Academy
February 5th - 7th, 2020
Best Western Premier Waterfront Hotel & Convention Center
Oshkosh, WI
1.2 CEUs Awarded

LEADERSHIP cademy
Park & Recreation Professionals

The Professional Development Committee has pulled together a collective dynamic team of knowledgeable and accomplished experts to inspire and motivate managers, supervisors, and team leaders in the Parks, Recreation, and Forestry fields.

The Academy offers a two-year graduate certificate program, focusing on leadership and management skill development, using real-life examples and practical methods. Faculty will share powerful insights, ideas, and techniques that can be put to work immediately to build your leadership role.

Register Online

Download Brochure

2020 Annual Conference

Call for Session Ideas & Proposals

We are looking for professional, cutting-edge, and interactive speakers to present at the 2020 WPRA Annual Conference November 3-6 in Green Bay.

If you are interested in presenting, please fill out the form below.

Submit Your Proposal

Trade Show Registration is Open

You are invited to exhibit at our primary membership gathering! With our membership continuing to grow, we are anticipating another record-breaking attendance that will provide exhibitors with exposure to over four hundred aquatic, park, recreation and therapeutic professionals in Wisconsin. We encourage you to register soon to ensure your spot at this much anticipated event!

More Information

Download Brochure

2020 Award Deadline

The WPRA Awards Committee is now accepting nominations from all active members! Award categories include:

- Professional Award of Merit
- George Wilson Service Award
- Partnership Award
- Fellowship Award
- Elected Official Award
- Professional & Young Professional
- Variety of Section Awards: Aquatic; Park; Recreation

All entries must be submitted by May 1, 2020.

Download Brochure

2020 WPRA Sponsorship Opportunities

WPRA still has 2020 Sponsorship Opportunities available! This year, we are offering various sponsorship levels, including our prestigious Title Sponsorship which allows your organization to be the WPRA Annual Conference Exclusive Sponsor. For more information, click the link below.

Sponsorship Brochure

The Wisconsin Sports Turf Managers Association Student Scholarship

The Wisconsin Sports Turf Managers Association, a chapter of the national Sports Turf Managers Association, is offering a $2000 scholarship to a student who is interested in pursuing a career in sports turf management.

Attached is the information for the application, it is also available on our website. Thank you for helping us help a student to advance their careers.

More Information

Aquatic Section News

Aquatic Section Awards

The 2020 Award Nominations for Aquatic Section Awards (Professional of the Year, Facility and Outstanding Program) will be due on May 1, 2020.

If you or someone you work with is deserving of this recognition, please consider nominating them today!

Red Cross Corner - Classes Around the State

The Aquatic Section has complied a document of American Red Cross courses

Do You Know Your 2020 Aquatic Rep?

- Region 1 - Ryan Pawlisch recsup@spartawisconsin.org

across Wisconsin. If you or your agency is hosting a Lifeguarding, WSI, LGI or LGI Review Course, please email your region representative.

Red Cross Classes

- Region 2 - Jeff Malloy jeff@kaukauna-wi.org
- Region 3 - Kathryn Jenkins kjenkins@cambridge.k12.wi.us
- Region 4 - Samantha Precord precsam@sdmfschools.org

Register for the WPRA Spring Workshop

April 23-24, 2020
Madison Marriott West | Middleton, WI

More Information

Register Now

Thrivent Financial Grant Money

Thrivent Financial is offering its members grant money for fundraisers, education activities, and service projects. If you are looking to get a project started that would benefit your local community, click the link below to apply!

More Information

WPRA Foundation Updates

Professional Grants for NRPA, Spring Leadership Academy and More!

The Wisconsin Park and Recreation Association Foundation, Inc. offers grants to current professionals who might not otherwise be able to attend continuing educational opportunities.

Awards are based on the appropriateness of the educational opportunity related to the applicant's job, financial need, contributions of the applicant to his/her community and to WPRA.

More Information

NRPA News

NRPA Youth Mentoring Framework Coming in January

NRPA's new program, Youth Mentoring Framework, will be rolled out next month and will focus on park and recreation agencies helping to build protective factors around at-risk youth. The framework outlines dozens of research-based positive experiences that influence youth development that translates to positive life outcomes including strong social connections to address trauma, adversity, and other challenges that youth experience.

2019 NRPA Park and Recreation Salary Survey

The NRPA Salary Survey is a way to provide park and recreation agencies to offer competitive compensation as a way to attract and retain employees. The data provided in this year's report, as well as job descriptions and organization charts, can guide agency leaders to design a compensation offering that will help them build the best team for their department.

Survey Results

Park Metrics Outreach

January is the final push to enter park metrics data in time for the 2020 NRPA Agency Performance Review, which is published in May. All agencies that complete the survey by January 24th will receive a custom report that compares their data with the national findings. We are asking agencies to join the 1,000+ park and recreation agencies featured in the upcoming Agency Performance Review by completing or updating their data today by following the links below.

Complete Survey

NRPA Accreditation Available for Park and Recreation Agencies

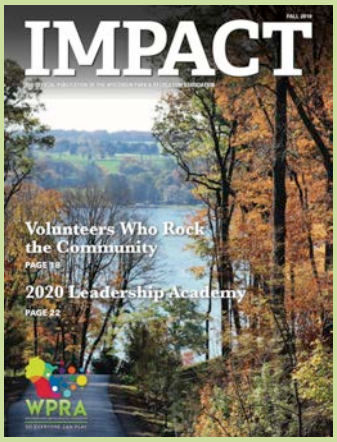
The park and recreation agencies in your state do so much to make their communities great places to live and that should not go unnoticed. Achieving accreditation by NRPA's Commission for Accreditation of Park and Recreation Agencies (CAPRA) is the best way to prove that your agency and your staff are providing your community with the highest level of service. Earning the CAPRA mark of excellence can lead to increased funding, more support from your community and elected officials, improved operations and more.

More Information

WPRA IMPACT Call For Content

If you or one of your staff members are interested in submitting information or an article for the quarterly *IMPACT* Magazine, please send content to office@wpraweb.org.

Feel free to share this email with anyone who you think would be interested in providing content. It's a great way to reach more than 1,200 park and recreation professionals throughout Wisconsin! **Click here to view all issues.**



Upcoming 2020 Dates

January 9, 2020
Aquatics Seminar

February 5-7, 2020
2020 Leadership Academy

April 23-24, 2020
2020 Spring Workshop

May 1, 2020
Award Submissions Due

November 3-6, 2020
2020 Annual Conference & Trade Show

Wisconsin Park & Recreation Association
414-423-1210
office@wpraweb.org
wpraweb.org

Wisconsin Park and Recreation Association | 6737 W Washington St, Ste 4210, Milwaukee, WI 5321

Unsubscribe exec@wpraweb.org

Update Profile | About Constant Contact

Sent by office@wpraweb.org in collaboration with

Sponsorship Program Details

Sponsorship: Which level is right for you?

Does your company want to reach more buyers and influencers in the Wisconsin Park and Recreation Association, and at the same time feel good about the support you provide to enable WPRA to achieve its mission? ***Now you have this opportunity to show your support by investing in the new Sponsorship Program!***

WPRA now offers a variety of ways for your company to have constant exposure to members throughout the year. In this new Sponsorship Program you'll reach over a thousand professionals among hundreds of Wisconsin agencies.

This mutually beneficial program is constructed to offer the largest, most exclusive offers to the companies supporting at the highest levels. Yet still, at the bronze level, a commitment of $2,500, your company will save over 30% annually while giving you exclusive access to members not available outside of this program. Commercial membership, a booth at the trade show and advertising in the IMPACT Magazine, PRMonthly and Annual Membership Directory is included at every level of sponsorship.

	TITLE	PLATINUM	GOLD	SILVER	BRONZE
Main Sponsor	EXCLUSIVE				
Membership	Yes	Yes	Yes	Yes	Yes
Web link & logo	Main	Large	Medium	Small	Name
Facebook	3x/yr	2x/yr	1x/yr		
Email Blast	2x/yr	1x/yr			
IMPACT Magazine	4x/yr back cvr	4x/yr full pg	2x/yr full pg	2x/yr half pg	1x/yr half pg
PRMonthly	$6,500	$4,000	$3,250	$2,500	$1,000
Directory	Back cvr	Inside cvr	Full pg	Half pg	Qtr pg
Conference Registration Ad	Full pg	Full pg	Half pg		
Conference Tradeshow Ad	Full pg	Full pg	Half pg		
Complimentary Registrations	10	5	3	1	
Tradeshow Booth	4 + electric	2 + electric	1 + electric	1 + electric	1 + electric
Conference Sponsorship	7500	3250	2500	1500	500
Other Event Sponsorship	2000	500			

Review the grid to for a summary, and the rest of this brochure for more details.
Please contact the office to sign up in 2020 or call and we'll be happy to help identify which level is right for your company to have optimal exposure to the members of WPRA.

$20,000 Title Sponsorship

ONLY ONE (1) AVAILABLE - Commit by June 30th to secure Title Sponsorship, call for availability

VALUE: $38,425 YOU SAVE: $18,425

ITEMS INCLUDED IN TITLE SPONSORSHIP		
MEMBERSHIP		**VALUE**
• Commercial Membership ($475, 1x/yr) *Jan. 1 - Dec. 31* • Subscription to IMPACT Magazine (Up to 20 copies) *Physical copy received by mail*	• Sponsorship recognition on dues renewal messaging ($5,000.00, 1x/yr)	**$5,475**
ONLINE PRESENCE		
• Posted on sponsor page (large logo & link, yr round) *Link location identified by sponsor*	• Social Media: Facebook Posts/Shares (3x/yr)	***Immeasurable***
PUBLICITY		
• Direct Email Blast to Members ($5,000, Full, 2x/yr) • IMPACT Magazine Ad ($5,500, back cvr, 4x/yr) • PRMonthly Ad Allotment* ($6,500: see page 6)	• Directory Ad ($650, back cvr, 1x/yr) • Conference Registration Booklet Ad ($650, full pg 1x/yr) • Conference Trade Show Booklet Ad ($650, full pg 1x/yr)	**$18,950**
ANNUAL CONFERENCE		
• Complimentary Attendee Registrations ($3,000, 10 Passes) • Exhibit Booth ($1,500, 4 booths + elec included)	• Sponsorship Allotment* ($7,500: see page 5)	**$12,000**
OTHER EDUCATIONAL EVENTS		
• Sponsorship Allotment* ($2,000: see page 5)	***Allotment = spend as desired, based on availability**	**$2,000**

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Sponsorship Program Details

$10,000 Platinum Sponsorship

VALUE: $18,105 YOU SAVE: $8,105

ITEMS INCLUDED IN PLATINUM SPONSORSHIP		
MEMBERSHIP		**VALUE**
• Commercial Membership ($475, 1x/yr) *Jan. 1 - Dec. 31* • Subscription to IMPACT Magazine (Up to 10 copies) *Physical copy received by mail*	• ~~Sponsorship recognition on dues renewal messaging ($5,000.00, 1x/yr)~~	**$475**
ONLINE PRESENCE		
• Posted on sponsor page (large logo & link, yr round) *Link location identified by sponsor*	• Social Media: Facebook Posts/Shares (2x/yr)	***Immeasurable***
PUBLICITY		
• Direct Email Blast to Members ($1,500, Partial, 1x/yr) • IMPACT Magazine Ad ($4,180, full pg, 4x/yr) • PRMonthly Ad Allotment* ($4,000: see page 6)	• Directory Ad ($650, inside cvr, 1x/yr) • Conference Registration Booklet Ad ($650, full pg 1x/yr) • Conference Trade Show Booklet Ad ($650, full pg 1x/yr)	**$11,630**
ANNUAL CONFERENCE		
• Complimentary Attendee Registrations ($1,500, 5 Passes) • Exhibit Booth ($750, 2 booths + elec included)	• Sponsorship Allotment* ($3,250: see page 5)	**$5,500**
OTHER EDUCATIONAL EVENTS		
• Sponsorship Allotment* ($500: see page 5)	***Allotment = spend as desired, based on availability**	**$500**

$7,500 Gold Sponsorship

VALUE: $10,690 YOU SAVE: $3,190

ITEMS INCLUDED IN GOLD SPONSORSHIP		
MEMBERSHIP		**VALUE**
• Commercial Membership ($475, 1x/yr) *Jan. 1 - Dec. 31* *Physical copy received by mail* • Subscription to IMPACT Magazine (Up to 7 copies)	• ~~Sponsorship recognition on dues renewal messaging ($5,000.00, 1x/yr)~~	**$475**
ONLINE PRESENCE		
• Posted on sponsor page (medium logo & link, yr round)	• Social Media: Facebook Posts/Shares (1x/yr)	***Immeasurable***
PUBLICITY		
• ~~Direct Email Blast to Members ($1,500, Partial, 1x/yr)~~ • IMPACT Magazine Ad ($2,090, full pg, 2x/yr) • PRMonthly Ad Allotment* ($3,250: see page 6)	• Directory Ad ($500, full pg, 1x/yr) • Conference Registration Booklet Ad ($300, half pg 1x/yr) • Conference Trade Show Booklet Ad ($300, half pg 1x/yr)	**$6,440**
ANNUAL CONFERENCE		
• Complimentary Attendee Registrations ($900, 3 Passes) • Exhibit Booth ($375, 1 booth + elec included)	• Sponsorship Allotment *($2,500: see page 5)	**$3,775**
OTHER EDUCATIONAL EVENTS		
• ~~Sponsorship Allotment* (n/a)~~	***Allotment = spend as desired, based on availability**	**$0**

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Sponsorship Program Details

$5,000 Silver Sponsorship

VALUE: $6,900 YOU SAVE: $1,900

ITEMS INCLUDED IN SILVER SPONSORSHIP		
MEMBERSHIP		**VALUE**
• Commercial Membership ($475, 1x/yr) *Jan. 1 - Dec. 31* *Physical copy received by mail* • Subscription to IMPACT Magazine (Up to 5 copies)	• ~~Sponsorship recognition on dues renewal messaging ($5,000.00, 1x/yr)~~	$475
ONLINE PRESENCE		
• Posted on sponsor page (small logo & link, yr round)	• ~~Social Media: Facebook Posts/Shares (2x/yr)~~	*Immeasurable*
PUBLICITY		
• ~~Direct Email Blast to Members ($1,500, Partial, 1x/yr)~~ • IMPACT Magazine Ad ($1,450, half pg, 2x/yr) • PRMonthly Ad Allotment* ($2,500: see page 6)	• Directory Ad ($300, half pg, 1x/yr) • ~~Conference Registration Booklet Ad ($300, half pg 1x/yr)~~ • ~~Conference Trade Show Booklet Ad ($300, half pg 1x/yr)~~	$4,250
ANNUAL CONFERENCE		
• Complimentary Attendee Registrations ($300, 1 Pass) • Exhibit Booth ($375, 1 booth + elec included)	• Sponsorship Allotment* ($1,500: see page 5)	$2,175
OTHER EDUCATIONAL EVENTS		
• ~~Sponsorship Allotment* (n/a)~~	***Allotment = spend as desired, based on availability**	$0

$2,500 Bronze Sponsorship

VALUE: $3,285 YOU SAVE: $785

ITEMS INCLUDED IN BRONZE SPONSORSHIP		
MEMBERSHIP		**VALUE**
• Commercial Membership ($475, 1x/yr) *Jan. 1 - Dec. 31* • Subscription to IMPACT Magazine (Up to 2 copies) *Physical copy received by mail*	• ~~Sponsorship recognition on dues renewal messaging ($5,000.00, 1x/yr)~~	$475
ONLINE PRESENCE		
• Posted on sponsor page (company name & link, yr round)	• ~~Social Media: Facebook Posts/Shares (2x/yr)~~	*Immeasurable*
PUBLICITY		
• ~~Direct Email Blast to Members ($1,500, Partial, 1x/yr)~~ • IMPACT Magazine Ad ($725, half pg, 1x/yr) • PRMonthly Ad Allocation* ($1,000: see page 6)	• Directory Ad ($210, qtr pg, 1x/yr) • ~~Conference Registration Booklet Ad ($300, half pg 1x/yr)~~ • ~~Conference Trade Show Booklet Ad ($300, half pg 1x/yr)~~	$1,935
ANNUAL CONFERENCE		
• ~~Complimentary Attendee Registrations ($300, 1 Pass)~~	• Exhibit Booth ($375, 1 booth + elec included) • Sponsorship Allotment* ($500: see page 5)	$875
OTHER EDUCATIONAL EVENTS		
• ~~Sponsorship Allotment* (n/a)~~	***Allotment = spend as desired, based on availability**	$0

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Sponsorship Program Details

Add-On Sponsorship Opportunities

Annual Conference Sponsorships

**Sponsors may add $ to packages above to achieve specific sponsors, or contribute sponsorships separately.*

SPONSORSHIP TYPE	You Pay	Quantity Available	Notes
Keynote Speaker	$5,000	1	*Towards speaker honorarium and session expenses*
Endnote Speaker	$3,000	1	
Educational Breakout	$500	27	
Evening Networking Event (Tue; Wed; Th)	$3,250	9 (3 each)	*Towards event expenses including a/v; food/bev; supplies, etc.*
Awards Banquet	$5,000	1	
Awards Reception	$2,500	1	
Tradeshow Reception	$2,500	1	
Late-Night Nourishment	$2,500	1	
Refreshment Break (partial sponsor)	$500	unlimited	
Photographer	$2,500	1	*Estimated value, or could be exchanged in-kind.*
Conference Favor	$5,000	1	
Tote Bags	$2,500	1	
Lanyards	$3,000	1	
Name Badges	$3,000	1	
Tickets	$1,500	1	

Additional Educational Sponsorships

**Sponsors may add $ to packages above to achieve specific sponsors, or contribute sponsorships separately.*

SPONSORSHIP TYPE	You Pay	Quantity Available	Notes
Leadership Academy	$500-$2,500	Various	*Dependent on speaker honorarium; session expenses; and/or specific event related items identified during planning. (e.g.: transportation, food/bev, printed materials/supplies, etc.) Only available in years when these events are scheduled.*
Spring Workshop	$500-$2,500	Various	
Aquatic Technician Workshops	$500-$2,500	Various	
Aquatic Seminars	$500-$2,500	Various	
Playground Workshops (Regional)	$500-$2,500	Various	
Office Support Workshop	$500-$2,500	Various	
Regional Meetings	$500-$2,500	Various	
Summer Park Tours (Regional)	$500-$2,500	Various	

All sponsorships are on a first-come, first-served basis, with first right of refusal granted to the previous year's sponsor.

Title Sponsorship commitment required by June 30th for following year.

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Sponsorship Program Details

Publication Advertising Rates

IMPACT Magazine Advertising Rates

SIZE	1x/yr.	4x/yr.
Covers	$1,600	$1,375
Full Page	$1,215	$1,045
1/2 Page	$725	$625
1/3 Page	$630	$545
1/4 Page	$515	$440
1/6 Page	$440	$380

PRMonthly Electronic Newsletter Advertising Rates

All include link to advertiser website.

SIZE	1x	Multiple (ea.)
Full Banner	$1,200	$900
Half Banner	$800	$600
Logo Only	$400	$300

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Sponsorship Program Details

Sponsorship Commitment Form

Thank you for your commitment to supporting the mission of the Wisconsin Park and Recreation Association through your contribution.

Please complete the details on this form to customize your promotional opportunities for 2020 and return to the WPRA office:
WPRA: 6737 W Washington St, Ste 4210, Milwaukee, WI 53214 • office@wpraweb.org • **www.wpraweb.org** • Questions? 414-423-1210.

SPONSOR INFORMATION

Company/Entity Name: _____

Address: _____

City/State/Zip: _____

Toll-free:_____ Fax:_____ Website:_____

Billing Contact	Name	Phone	Email
Advertising Contact ❒ same as above	Name	Phone	Email
Events Contact ❒ same as above	Name	Phone	Email
Social Media Contact ❒ same as above	Name	Phone	Email

SPONSORSHIP PACKAGE

See sponsorship pages (2-4) for more details.

❒ **Title Sponsorship** ($20,000)
❒ **Platinum Sponsorship** ($10,000)
❒ **Gold Sponsorship** ($7,500)
❒ **Silver Sponsorship** ($5,000)
❒ **Bronze Sponsorship** ($2,500)

ADD-ON OPPORTUNITIES

See Add-On page (5) for more details.

Please list desired Add-on Opportunities below.

1. _____ $_____
   Opportunity Type Pricing
2. _____ $_____
   Opportunity Type Pricing
3. _____ $_____
   Opportunity Type Pricing

Additional Add-On Opportunities can be processed by contacting the WPRA Office: Email: office@wpraweb.org -or- Phone: 414-423-1210.

PUBLICATION OPPORTUNITIES

See Publication page (6) for more details.

Please list Add-on or Increased Amounts.

1. _____ $_____
   Opportunity Type Pricing
2. _____ $_____
   Opportunity Type Pricing
3. _____ $_____
   Opportunity Type Pricing
4. _____ $_____
   Opportunity Type Pricing

Additional Publication Opportunities can be processed by contacting the WPRA Office: Email: office@wpraweb.org -or- Phone: 414-423-1210.

PAYMENT INFORMATION

Payment Intervals

Payment in full is requested upon submission of Commitment form, but additional options are available:

Please select:

❒ Payment in full upon submission

Total Sponsorship Amount
$

-or- Invoice me:

❒ Biannually (Jan & Jun) ❒ Monthly
❒ Quarterly (Jan/Apr/Jul/Oct) ❒ Other_____

Payment Method

Please select:

❒ Check mailed to:
WPRA, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214

❒Credit card:

Cardholder name: _____

Card number: _____

Expiration Date: _____CVV:_____

Billing address: _____

City/State/Zip: _____

Receipt e-mailed to: _____

Acknowledgement and Disclosure Form

I have read the Wisconsin Park & Recreation Association (WPRA) Board of Directors Organizational Handbook and agree to comply with its terms and conditions at all times during my service as a WPRA Board member and disclose any actual or potential conflicts of interest.

If at any time following the submission of this form, I become aware of any actual or potential conflicts of interest, or if the information provided below becomes inaccurate or incomplete, I will promptly notify the WPRA President in writing.

Disclosure of Actual or Potential Conflicts of Interest:

_____

_____

_____

_____

_____

Or, ____ I have nothing to disclose.

Printed Name:_____

Signature: _____

Date: _____

Return this form to the WPRA office before the start of your term:

Wisconsin Park and Recreation Association (WPRA)
6737 W Washington St, Ste 4210
Milwaukee, WI 53214
Fax: 414-423-1296
wpra@wpra.org
Questions? 414-423-1210