

Wisconsin Park & Recreation Association

# Board of Directors Organizational Handbook

# 2021



56<sup>th</sup> Anniversary • 1965-2021

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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 1,250 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.

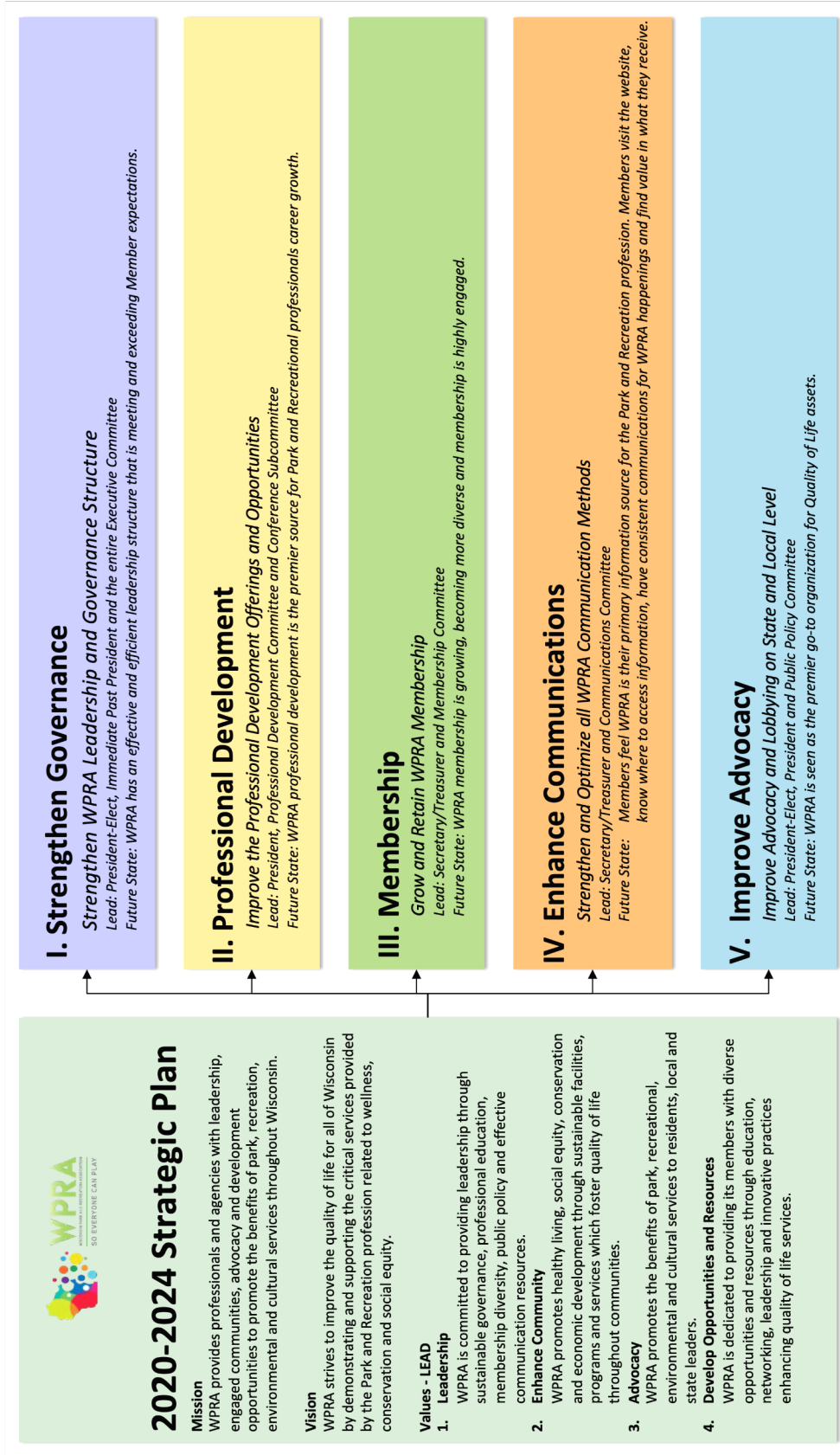
#### 3. Advocacy

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





### 2020-2024 Strategic Plan

**Mission**  
 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**  
 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**

- Leadership**  
 WPRA is committed to providing leadership through sustainable governance, professional education, membership diversity, public policy and effective communication resources.
- 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.
- Advocacy**  
 WPRA promotes the benefits of park, recreational, environmental and cultural services to residents, local and state leaders.
- 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 Goal I: Strengthen Governance

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p><b>I. STRENGTHEN GOVERNANCE</b></p> <p><i>Strengthen WPRA Leadership and Governance Structure</i></p> <p><b>Lead:</b> <i>President-Elect, Immediate Past President and the entire Executive Committee</i></p> <p><b>Issue:</b> <i>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&amp;R professionals. We need to address diversity and inclusion to better represent our communities.</i></p> <p><b>Future State:</b> <i>WPRA has an effective and efficient leadership structure that is meeting and exceeding Member expectations.</i></p>	<p><b>A. Evaluate Association Management Model</b></p> <p><b>B. Evaluate WPRA Leadership and Regional Structure</b></p> <p><b>C. Define, Develop, and Optimize Organization Processes and Measurement Tools</b></p> <p><b>D. Define Our Long-Range Financial Future</b></p> <p><b>E. Strengthen Prominence in National Organization (NRPA)</b></p>	<p>1. Determine direction with Management Firm and Executive Director</p> <ol style="list-style-type: none"> <li>Explore different leadership models</li> <li>Determine financial impact of leadership options.</li> </ol> <p>2. Define roles of WPRA Office/Exec Director and WPRA leadership positions</p> <ol style="list-style-type: none"> <li>Outline roles and responsibilities of Management company</li> <li>Formalize and publicize roles, responsibilities, and job descriptions</li> </ol> <p>3. Explore expansion of role of Management Company in event planning</p> <p>1. Review current model - evaluate current leadership structure, effectiveness, efficiency and gaps</p> <p>2. Review region structure and determine if restructuring is beneficial to members (boundaries)</p> <p>3. Explore the diversity of positions within our:</p> <ol style="list-style-type: none"> <li>Regions</li> <li>Sections</li> <li>Committees</li> <li>Executive Board / Board of Directors</li> </ol> <p>4. Develop consistency in section roles and duties</p> <p>Define Brand</p> <ol style="list-style-type: none"> <li>Finalize Mission, Vision, Values</li> <li>Develop standard elevator speech</li> <li>Define Association value proposition (<i>for what you pay, here is your value of membership</i>)</li> </ol> <p>Operations and Policies</p> <ol style="list-style-type: none"> <li>Develop annual calendar</li> <li>Develop comprehensive communications strategy and plan</li> <li>Finalize Association Operations Manual and Policies</li> <li>Complete operations manual for each operating body (w/ timeline)</li> </ol> <p>Measures</p> <ol style="list-style-type: none"> <li>Identify and prioritize Association performance measurements</li> <li>Establish benchmarks</li> </ol> <p>1. Establish financial priorities that assist the association in meeting our mission.</p> <p>2. Transition to a Bi-Annual budget process to assist leadership in planning for the future.</p> <p>3. Monitor and continue to make prudent investments with reserve funds.</p> <p>4. Develop contingency strategies to brace WPRA for fiscally significant events/decisions.</p> <p>1. Compare WPRA's involvement in NRPA with other states</p> <p>2. Engage with NRPA to see how WPRA can be more involved in the National Organization.</p> <p>3. Encourage Executive Director to be fully engaged in the Council of State Executive Directors (CSED) Leadership Council.</p>

## Strategic Plan Goal II: Professional Development

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p><b>II. PROFESSIONAL DEVELOPMENT</b></p> <p><i>Improve the Professional Development Offerings and Opportunities</i></p> <p><b>Lead:</b> President, Professional Development Committee and Conference Subcommittee</p> <p><b>Issue:</b> 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</p> <p><b>Future State:</b> WPRA professional development is the premier source for Park and Recreational professionals career growth.</p>	<p><b>A. Enhance and Re-energize the Overall Conference Experience</b></p> <p><b>B. Optimize Conference Budget</b></p> <p><b>C. Improve the Experience for Commercial Vendors</b></p> <p><b>D. Strengthen Education Governance and Coordination</b></p> <p><b>E. Enhance and Optimize Educational Content</b></p> <p><b>F. Offer Additional Professional Development Opportunities</b></p> <p><b>G. Explore Alternative Planning and Logistics</b></p> <p><b>H. Promote Value of Networking Opportunities</b></p>	<ol style="list-style-type: none"> <li>1. Improve the experience outside of educational opportunities</li> <li>2. Research and implement the gamification of conference</li> <li>3. Promote and enhance the awards banquet</li> <li>4. Explore use of technology and how to better deploy: (apps, twitter, etc.)</li> </ol> <ol style="list-style-type: none"> <li>1. Review overall conference budget and review all allocations</li> <li>2. Optimize financial allocation toward educational speakers while maintaining number of diverse sessions</li> <li>3. Annually review conference budget with incoming committee</li> <li>4. Determine impact of annual investment increases in future conference budgets</li> </ol> <ol style="list-style-type: none"> <li>1. Put together commercial member focus group to enhance trade shows</li> <li>2. Develop opportunities for commercial members to engage attendees</li> <li>3. Implement Sponsorship Program</li> </ol> <ol style="list-style-type: none"> <li>1. Create Professional Development Committee - get into place before any chair is named</li> <li>2. Define &amp; expand the role of Management Company in professional development events – Registrations, Flyers, Conference speaker organization, Coordination of spring workshops, webinars, etc.</li> </ol> <ol style="list-style-type: none"> <li>1. Repurpose conference sub-committee control of educational content</li> <li>2. Maximize full conference educational schedule to meet the needs of all conference attendees</li> <li>3. Develop a speaker database</li> <li>4. Improve diversity of tracks</li> </ol> <ol style="list-style-type: none"> <li>1. Roll out leadership orientation at annual conference and review annually</li> <li>2. Implement regional training programs</li> <li>3. Offer webinars</li> <li>4. Encourage CAPRA Accreditation</li> </ol> <ol style="list-style-type: none"> <li>1. Explore alternative locations and time of year for the Annual Conference</li> <li>2. Streamline negotiations and logistics by office</li> <li>3. Develop database of operations</li> <li>4. Evaluate various educational offering formats and channels (webinars, etc.)</li> </ol> <ol style="list-style-type: none"> <li>1. Encourage committee to explore opportunities to welcome new members/1st time attendees, students and diverse members</li> <li>2. Develop more pre-, during, and post- member engagement activities</li> <li>3. Explore future networking events</li> <li>4. Develop speed networking</li> </ol>

## Strategic Plan Goal III: Membership

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p><b>III. MEMBERSHIP</b></p> <p><i>Grow and Retain WPRA Membership</i></p> <p><b>Lead:</b> Secretary/Treasurer and Membership Committee</p> <p><b>Issue:</b> 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.</p> <p><b>Future State:</b> WPRA membership is growing, becoming more diverse and membership is highly engaged.</p>	<p><b>A. Strengthen Membership Engagement (Retention)</b></p> <p><b>B. Identify and Target Potential Members (Recruitment)</b></p> <p><b>C. Develop and Deliver Membership Outreach Recruitment Program</b></p> <p><b>D. Develop Diversity Initiatives</b></p> <p><b>E. Engage and Grow Commercial Membership</b></p> <p><b>F. Engage and Grow Student Membership</b></p>	<ol style="list-style-type: none"> <li>Develop and deliver Membership satisfaction survey</li> <li>Improve engagement and awareness among current WPRA members</li> <li>Streamline member services through event calendar and bi-annual budget</li> <li>Develop mentorship programs</li> <li>Engage Emeritus members – create “roles,” special assignments and mentorship</li> </ol> <ol style="list-style-type: none"> <li>Access statewide membership data</li> <li>Identify non-member agencies</li> <li>Develop potential member database / target list</li> <li>Identify potential commercial membership</li> <li>Reach deeper into an organization for potential members</li> </ol> <ol style="list-style-type: none"> <li>Create partnerships with organizations and create outreach opportunities for prospective members such as:                         <ol style="list-style-type: none"> <li>Universities</li> <li>Students</li> <li>Industry affiliate</li> <li>Industry professionals</li> <li>Commercial</li> <li>Community Education</li> </ol> </li> <li>Young Professional Section to promote memberships to universities and students.</li> <li>Develop relationships with other similar associations</li> <li>Target Commercial members</li> <li>Review membership benefits and marketing materials</li> <li>Evaluate and repackaging materials to better target current and prospective members</li> <li>Develop marketing tools</li> <li>Develop benefits of membership packet</li> <li>Send marketing materials to non-members</li> </ol> <ol style="list-style-type: none"> <li>Access data and analyze WPRA diversity demographics</li> <li>Gather feedback/input from a diverse population</li> <li>Develop a work team based on findings</li> <li>Create initiatives to improve inclusion</li> </ol> <ol style="list-style-type: none"> <li>Develop sponsorship program</li> <li>Develop benefits to commercial membership (reciprocal branding, group discount programs, etc.)</li> <li>Develop Commercial contact plan</li> </ol> <ol style="list-style-type: none"> <li>Develop relationships through Universities</li> <li>Hold more Young Professional Section networking events</li> <li>Conduct events onsite at Universities to encourage more student participation</li> <li>Consider ways to provide additional scholarship opportunities for students</li> </ol>



## Strategic Plan Goal IV: Enhance Communications

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p><b>IV. ENHANCE COMMUNICATIONS</b></p> <p><i>Strengthen and Optimize all WPRA Communication Methods</i></p> <p><b>Lead:</b> Secretary/Treasurer and Communications Committee</p> <p><b>Issue:</b> 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.</p> <p><b>Future State:</b> 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.</p>	<p><b>A. Restructure Communications Governance</b></p> <p><b>B. Develop a Comprehensive Communications Strategy and Plan</b></p>	<ol style="list-style-type: none"> <li>1. Rename and Restructure <i>IMPACT</i> Committee to <i>Communications Committee</i> <ol style="list-style-type: none"> <li>a. Composition:                             <ol style="list-style-type: none"> <li>i. Chair: Secretary (concurrently serves as Board Liaison)</li> <li>ii. Members: a minimum one member from each Section and each Region plus a Student Representative</li> <li>iii. Term: Two (2) years on a staggered and rotating basis.</li> </ol> </li> <li>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.</li> <li>c. Expand their role within the association</li> </ol> </li> <li>2. Develop comprehensive Annual Communications Plan with a goal of publishing/posting at least once per weekday.                             <ol style="list-style-type: none"> <li>a. The Annual Communications Plan will incorporate all correspondence channels:                                     <ol style="list-style-type: none"> <li>i. <i>IMPACT</i></li> <li>ii. PRMonthly</li> <li>iii. All Social Media accounts</li> <li>iv. Direct e-mail</li> <li>v. Website content, etc.</li> </ol> </li> <li>b. Times near events may warrant additional posts/messages/materials</li> </ol> </li> <li>3. Define the intent of each communication channel and develop the calendar of recurring content for each.                             <ol style="list-style-type: none"> <li>a. <i>IMPACT</i> Magazine                                     <ol style="list-style-type: none"> <li>i. Provide more technical and leading-edge content from a wider variety of contributors.</li> <li>ii. Create content outline for each of 4 seasonal issues of <i>IMPACT</i></li> </ol> </li> <li>ii. Prepare data for Executive Committee review of projected <i>IMPACT</i> income                                     <ol style="list-style-type: none"> <li>1. Assess current contract with publisher, understand impact of Sponsorship Program.</li> <li>2. Audit recent advertiser spend, examine potential income post-contract without publisher.</li> <li>3. At time of contract renewal, propose multiple options for continued production.   <ul style="list-style-type: none"> <li>Prepare proposal for alternative publishing method for <i>IMPACT</i> post-contract</li> </ul> </li> </ol> </li> </ol> </li> <li>b. PRMonthly                             <ol style="list-style-type: none"> <li>i. Create content outline for each of 12 monthly issues of PRMonthly</li> <li>ii. Provide more strategic information in a consistent fashion.</li> <li>iii. Implement a way for members to easily and regularly share their news.</li> <li>iv. Increase readership and engagement.</li> </ol> </li> <li>c. Social Media                             <ol style="list-style-type: none"> <li>i. Audit current social media channels and their individual purposes.</li> <li>ii. Create a "Social Media Influencer" (not "ambassador") program.</li> <li>iii. Gamify social media for events and activities throughout the year.</li> <li>iv. Create policy on what information is shared by and on behalf of the office.</li> </ol> </li> <li>d. Website                             <ol style="list-style-type: none"> <li>i. Comprehensive updates to all content now that revised appearance has been implemented.</li> <li>ii. Office to lead effort and work with each workgroup to review and revise their content.</li> <li>iii. Schedule regular appearance updates to keep a fresh, seasonal look to the home page.</li> <li>iv. Ensure calendar of events is maintained, decide what will/won't be posted to calendar.</li> <li>v. Convert text-centric pages to be more graphically appealing; include more member photos.</li> <li>vi. Enhance the information about each individual volunteer (bigger photos, more background info).</li> <li>vii. Create an actionable item for each primary page.</li> <li>viii. Create new Sponsorship Program page/section.</li> <li>ix. Consider implementation of paid advertising by sponsors.</li> <li>x. Educate members on use and value of Community forums for online, retained discussions</li> <li>xi. Educate members on how to navigate the site and maintain their profile.</li> </ol> </li> </ol>

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

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p><b>IV. ENHANCE COMMUNICATIONS</b></p> <p><i>Strengthen and Optimize all WPRP Communication Methods</i></p> <p><b>Lead:</b> Secretary/Treasurer and Communications Committee</p> <p><b>Issue:</b> WPRP needs to improve consistency and methodology of communicating with members. Members aren't receiving enough relevant, consistent and timely information from WPRP, nor looking to the website as a resource.</p> <p><b>Future State:</b> Members feel WPRP is their primary information source for the Park and Recreation profession. Members visit the website, know where to access information, have consistent communications for WPRP happenings and find value in what they receive.</p>	<p><b>C. Improve Efficiency, Effectiveness and Consistency of Communications</b></p>	<ol style="list-style-type: none"> <li>Develop tools and procedure for external communications to include:                     <ol style="list-style-type: none"> <li>General statewide media contact list</li> <li>Procedure for obtaining local media contacts from members</li> <li>Procedure for contacting media regarding an event or situation</li> <li>Series of Press Releases for recurring WPRP news (board election notices; award solicitation, invitations to allied entities, upcoming events, etc.)</li> <li>Regular notices of WPRP activity to NRPA.</li> <li>Create stronger relationships with Universities.</li> <li>Specific messages for targeted audiences (ie: State Parks; Government officials; Commercial; Travel/Tourism Industry; non-members; other State PRAs, etc.)</li> </ol> </li> <li>Better disseminate information from the office to WPRP leadership and workgroups:                     <ol style="list-style-type: none"> <li>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.</li> <li>Follow timeline set in Annual Operations Calendar</li> <li>Pre-set calendar alert notices for all workgroup meetings to include date/time/call details; with 1-month; 1-week; 1-day reminders.</li> <li>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.</li> <li>Send invitations to Open Forum events to all Commercial Members and legislators; with 1-month; 1-week; 1-day reminders.</li> <li>Examine branding consistency of materials produced/published; follow marketing guidelines for logo.</li> </ol> </li> <li>Enable individuals to receive targeted information:                     <ol style="list-style-type: none"> <li>Create checkbox style options for members to decide how they prefer to receive notices.</li> <li>Utilize features in Constant Contact to include Section-specific information in PRMonthly.</li> <li>Create online forms tied to member records to "Sign up here for more information on _____".</li> <li>Survey membership to identify desired content</li> </ol> </li> <li>Improve and Streamline Our Conference Communications                     <ol style="list-style-type: none"> <li>Confirm Conference email receipt to members</li> <li>Develop social media plan for annual conference.</li> </ol> </li> </ol>
	<p><b>D. Continue Efforts Toward Making WPRP More Transparent</b></p>	<ol style="list-style-type: none"> <li>Provide consistent, monthly Office Reports for WPRP Leaders to share with workgroups and membership</li> <li>Enhance Annual Report</li> <li>Provide customized reports for examination at Board meetings</li> <li>Educate Leadership on overall operations during annual Leadership Orientation</li> <li>Continue to develop more accessible documents for Leadership (utilize online files and storage areas)</li> <li>Create an annual dashboard reporting tool to provide summary data reports and examine trends</li> </ol>



## Strategic Plan Goal V: Advocacy

Strategic Goal	Objectives - WHAT	Strategies / Tactics - HOW
<p><b>V. IMPROVE ADVOCACY</b></p> <p><i>Improve Advocacy and Lobbying on State and Local Level</i></p> <p><b>Lead:</b> President-Elect, President and Public Policy Committee</p> <p><b>Issue:</b> 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.</p> <p><b>Future State:</b> WPRA is seen as the premier go-to organization for Quality of Life assets.</p>	<p><b>A. Review / Develop Legislative Governance Structure and Roles</b></p> <p><b>B. Allocate Funding for Future Advocacy</b></p> <p><b>C. Develop Legislative Work Plan for Future Advocacy</b></p> <p><b>D. Develop Legislative Communication Structure, Media Kit and Processes</b></p> <p><b>E. Become the Premier Resource for Quality of Life in the State of Wisconsin</b></p>	<ol style="list-style-type: none"> <li>Evaluate capacity of current Public Policy Committee structure</li> <li>Add Section Representatives to Public Policy Committee</li> <li>Revamp Public Policy Committee if needed</li> <li>Consider contracting professional lobbyist/firm</li> </ol> <ol style="list-style-type: none"> <li>If contracting a professional lobbyist/firm, develop and issue RFP</li> <li>Build expected costs into budget and decide if necessary to draw from reserves</li> <li>Set aside funding for ongoing support of legislative and regulatory matters</li> <li>Examine whether a Political Action Committee (PAC) would be prudent/effective</li> </ol> <ol style="list-style-type: none"> <li>Develop inventory of initiatives and expectations</li> <li>Establish priorities and position statements</li> <li>Develop legislative platform</li> <li>Develop WPRA legislative talking points</li> <li>Legislator presence at all region meetings</li> <li>Host or partner with allied organizations to conduct a Legislative Advocacy Day at the State Capitol</li> </ol> <ol style="list-style-type: none"> <li>Develop process for members to request assistance from WPRA "advocate"</li> <li>Develop Membership form letter process about legislative initiatives</li> <li>Develop Legislative Reports online - regular</li> <li>Communicate public policy initiatives to members regularly</li> <li>Conference session on how to talk to legislators</li> <li>Member presence at listening sessions</li> </ol> <ol style="list-style-type: none"> <li>Collect statistical data to support advocacy</li> <li>Provide legislative support at state and local levels</li> <li>WPRA to serve as subject matter experts</li> <li>Maintain a list of allies and liaison positions</li> <li>Poll membership to identify current and pending legislation impacting WPRA</li> </ol>

## 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](http://www.wpraweb.org)

## Past Presidents

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


## 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 - *cancelled*  
2021 – Wisconsin Dells-Kalahari Resort & Convention Center - *cancelled*  
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.

		<b>Wisconsin Park &amp; Recreation Association Current Membership Report</b>		
As of 2/15/21	Year-End 2020	Current Renewed 2021	Difference	
<b>Total Members</b>	<b>1288</b>	<b>1221</b>	<b>-67</b>	
<b>Individual Memberships</b>				
Individual Professional	279	232	-47	
Emeritus	21	26	5	
Affiliate	3	2	-1	
Student	58	63	5	
<b>University Memberships</b>				
University		4	4	
Faculty Contacts	9	9	0	
<b>Commercial Memberships</b>				
Commercial Organizations	55	38	-17	
Commercial Individual Contacts	73	55	-18	
<b>Premier Memberships</b>				
Premier Contacts	786	768	-18	
Premier Board/Commissions Contacts	59	66	7	
Total Premier Agencies	40	40	0	
	Up to 15	34	34	0
	16+	6	6	0

# 2020 Annual Events Calendar

All events are kept up-to-date online: <https://www.wpraweb.org/event-calendar>

As of February 17, 2021:

## 2021 WPRA Annual Calendar

January 2021 – QTR MTG						
W	S	M	T	W	T	F
53						
1	3	4	5	6	7	8*
2	10	11	12	13 <sup>A</sup>	14	15 <sup>S</sup>
3	17	18	19	20 <sup>H</sup>	21 <sup>L</sup>	22
4	24	25	26	27*	28	29
5	31					

February 2021						
W	S	M	T	W	T	F
5		1	2	3	4	5 <sup>P</sup>
6	7	8	9	10	11 <sup>F</sup>	12
7	14	15	16	17 <sup>WM</sup>	18 <sup>L</sup>	19
8	21	22	23	24 <sup>A</sup>	25	26
9	28					

March 2021						
W	S	M	T	W	T	F
9		1	2	3	4	5*
10	7	8	9 <sup>A</sup>	10*	11	12 <sup>RP</sup>
11	14	15	16	17 <sup>WM</sup>	18 <sup>L</sup>	19 <sup>S</sup>
12	21	22	23	24 <sup>Y</sup>	25	26
13	28	29	30	31		

April 2021 – QTR MTG						
W	S	M	T	W	T	F
13					1	2
14	4	5	6	7	8 <sup>F</sup>	9*
15	11	12	13	14*	15 <sup>L</sup>	16 <sup>S</sup>
16	18	19	20	21	22	23
17	25	26	27	28	29	30

May 2021						
W	S	M	T	W	T	F
17						1
18	2	3	4	5	6	7*
19	9	10	11	12 <sup>W</sup>	13	14 <sup>P</sup>
20	16	17	18	19 <sup>H</sup>	20 <sup>K</sup>	21
21	23	24	25	26*	27	28
22	30	31				

June 2021						
W	S	M	T	W	T	F
22			1	2	3	4*
23	6	7	8	9	10	11 <sup>P</sup>
24	13	14	15	16*	17	18
25	20	21	22	23	24	25
26	27	28	29	30		

July 2021 – QTR MTG						
W	S	M	T	W	T	F
26						1*
27	4	5	6	7	8 <sup>F</sup>	9
28	11	12	13	14	15	16
29	18	19	20	21*	22	23
30	25	26	27	28	29	30

August 2021						
W	S	M	T	W	T	F
31	1*	2	3	4	5	6*
32	8	9	10	11*	12	13 <sup>P</sup>
33	15	16	17	18 <sup>H</sup>	19 <sup>L</sup>	20
34	22	23	24	25 <sup>A</sup>	26	27
35	29	30	31			

September 2021						
W	S	M	T	W	T	F
35				1*	2	3*
36	5	6	7	8 <sup>W</sup>	9	10 <sup>P</sup>
37	12	13	14	15	16 <sup>L</sup>	17 <sup>S</sup>
38	19	20	21	22 <sup>Y</sup>	23	24
39	26	27	28	29	30*	

October 2021 – QTR MTG						
W	S	M	T	W	T	F
39						1*
40	3	4	5	6	7	8
41	10	11	12	13*	14 <sup>F</sup>	15*
42	17	18	19	20 <sup>H</sup>	21	22
43	24	25	26	27	28	29
44	31					






























































  

November 2021						
W	S	M	T	W	T	F
44		1*	2	3*	4	5*
45	7	8	9 <sup>A</sup>	10 <sup>W</sup>	11	12 <sup>P</sup>
46	14	15	16	17	18 <sup>L</sup>	19 <sup>S</sup>
47	21	22	23	24	25	26
48	28	29	30			

December 2021						
W	S	M	T	W	T	F
48				1	2	3 <sup>L</sup>
49	5	6	7	8 <sup>W</sup>	9 <sup>F</sup>	10 <sup>RP</sup>
50	12	13	14	15 <sup>H</sup>	16 <sup>L</sup>	17 <sup>S</sup>
51	19	20	21	22	23	24
52	26	27	28	29	30	31

# 2021 WPRA Annual Calendar

<p><b>January</b> 1/1/2021 1/6/2021 1/8/2021 1/13/2021 1/15/2021 1/15/2021 1/18/2021 1/19/2021 1/20/2021 1/21/2021 1/21/2021 1/27/2021 1/27/2021</p>	<p> New Year's Day  Quarterly Mtg &amp; Board Mtg  * PR Monthly Due  10am Aquatics Section Mtg  10am Region III  WPRA Foundation FAC  Martin Luther King Jr. Day  WPRA Member CE Event  10am Region IV  10am Region I  10am Region II  Exec Cmte + 12pm Membership Meeting</p>	<p><b>April</b> 4/2/2021 4/4/2021 4/7/2021 4/8/2021 4/8/2021 4/8/2021 4/9/2021 4/14/2021 4/15/2021 4/15/2021 4/15/2021 4/16/2021 4/20/2021</p>	<p> Good Friday  Easter Sunday  Quarterly Mtg &amp; Board Mtg  WPRA Foundation Board Mtg  3:30pm Pub Policy Zoom * PR Monthly Due + 12pm Membership Meeting  10am Region I  10am Region II  10am Region III  WPRA Member CE Event</p>	<p><b>May</b> 5/5/2021 5/7/2021 5/9/2021 5/11/2021 5/12/2021 5/13/2021 5/18/2021 5/19/2021 5/20/2021 5/26/2021 5/31/2021</p>	<p> Exec Cmte * PR Monthly Due  Mother's Day 9am '22 Conf Cmte Zoom + 12pm Membership Meeting  3:30pm Pub Policy Zoom  WPRA Member CE Event  10am Region IV (Park Tour) 10am Park Sec Zoom * Summer IMPACT Due  Memorial Day</p>	<p><b>June</b> 6/4/2021 6/5/2021 6/10/2021 6/16/2021 6/19/2021 6/20/2021</p>	<p> * PR Monthly Due  Playground Wkshp online 3:30pm Pub Policy Zoom + 12pm Membership Meeting  Juneteenth  Father's Day</p>	<p><b>July</b> 7/1/2021 7/2/2021 7/4/2021 7/5/2021 7/8/2021 7/8/2021 7/14/2021 7/21/2021</p>	<p> Spring Office Support * PR Monthly Due 10:30am Aquatics Sec Zoom  Exec Cmte + 12pm Membership Meeting 10am Rec Sec Zoom  WPRA Member CE Event 9am '22 Conf Cmte Zoom  10am Region IV 10am Leadership Zoom  10am Region III 2pm Young Prof Sec  Aquatic Tech Wkshp</p>	<p><b>August</b> 8/1/2021 8/1/2021 8/1/2021 8/4/2021 8/6/2021 8/11/2021 8/12/2021 8/17/2021 8/18/2021 8/19/2021 8/23/2021 8/24-25/2021 8/25/2021</p>	<p> Ballot Names Due  Bylaws Changes Distributed  Begin '22 Budget Work  Exec Cmte * PR Monthly Due + 12pm Membership Meeting 3:30pm Pub Policy Zoom  WPRA Member CE Event  10am Region IV  10am Region I  Leadership Orientation  Retreat (&amp; evening prior) 2pm Young Prof Sec * Fall IMPACT Due</p>	<p><b>September</b> 9/1/2021 9/1/2021 9/3/2021 9/6/2021 9/7/2021 9/8/2021 9/9/2021 9/9/2021 9/14/2021 9/16/2021 9/16/2021 9/16/2021 9/17/2021 9/21-23/2021</p>	<p> Exec Cmte * Ballot Distributed * PR Monthly Due  Labor Day 9am '22 Conf Cmte Zoom + 12pm Membership Meeting 3:30pm Pub Policy Zoom  WPRA Foundation Golf  WPRA Member CE Event  10am Region I  10am Region II 10am Leadership Zoom  10am Region III  NRPA Annual Conference Nashville, TN 2pm Young Prof Sec * Ballots Due * Draft '22 Budgets Due * Draft '22 Calendar Due</p>	<p><b>October</b> 10/1/2021 10/6/2021 10/7-8/2021 10/11/2021 10/13/2021 10/14/2021 10/14/2021 10/15/2021 10/19/2021 10/20/2021 10/31/2021</p>	<p>* PR Monthly Due  Quarterly Mtg &amp; Board Mtg  Fall Workshop &amp; Park Walk (Wausau)  Columbus Day + 12pm Membership Meeting  WPRA Foundation Board Mtg 3:30pm Pub Policy Zoom * '22 Member Dues Sent  WPRA Member CE Event  10am Region IV  Halloween</p>
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# 2021 WPRA Annual Calendar

## November

- 11/1/2021 \* '22 Award Applicants Due
- 11/3/2021 ■ Exec Cmte
- 11/3/2021 \* '22 Winter IMPACT Due
- 11/4/2021 □ Young Prof Webinar *online*
- 11/5/2021 □ Fall Office Support
- 11/5/2021 \* PR Monthly Due
- 11/9/2021 10:30am Aquatics Sec Zoom
- 11/9/2021 9am '22 Conf Cmte *In Person*
- 11/10/2021 + 12pm Membership Meeting
- 11/11/2021 ■ Veterans Day
- 11/11/2021 3:30pm Pub Policy Zoom
- 11/16/2021 □ WPRA Member CE Event
- 11/18/2021 10am Park Sec Zoom
- 11/18/2021 10am Leadership Zoom
- 11/19/2021 □ 10am Region III
- 11/25/2021 ■ Thanksgiving

## December

- 12/1/2021 ■ Board Mtg/Holiday Party! 🎉🍷
- 12/1/2021 □ 10am Holiday Happy Hour 🍷
- 12/1-3/2021 □ Leadership Academy  
(*Oshkosh*)
- 12/3/2021 12:45 pm Leadership *Oshkosh*
- 12/3/2021 \* PR Monthly Due
- 12/7/2021 9am '22 Conf Cmte Zoom
- 12/8/2021 2pm Young Prof Sec *tentative*
- 12/9/2021 ■ WPRA Foundation Board Mtg
- 12/9/2021 3:30pm Pub Policy Zoom
- 12/10/2021 10am Rec Sec Zoom *tentative*
- 12/15/2021 + 12pm Membership Meeting
- 12/15/2021 □ 10am Region IV
- 12/16/2021 □ 10am Region II
- 12/17/2021 □ 10am Region III
- 12/20/2021 □ WPRA Member CE Event
- 12/24/2021 ■ Christmas Eve
- 12/25/2021 ■ Christmas Day
- 12/31/2021 ■ New Years' Eve

## Section/Committee/Region Designations:

- + = General Membership Meeting
- E = Executive
- B = Board of Directors
- A = Aquatics
- K = Parks
- R = Recreation
- Y = Young Professional
- 1 = Region I
- 2 = Region II
- 3 = Region III
- 4 = Region IV
- Z = Awards
- C = Communications
- M = Memberships
- N = Nominations
- D = Professional Development
- L = Leadership Academy
- P = Public Policy
- W = Annual Conference 2022
- F = WPRA Foundation

## Legend

- Holiday
- Annual Conference
- Board of Directors
- Executive Committee
- Quarterly Meeting
- Aquatics
- Park
- Recreation
- Young Professionals
- WPRA Event
- + WPRA Membership Meeting
- WPRA Foundation

## Quarterly Meeting Schedule/Format:

- 8-10am Board Mtg
- 10am-12pm Section Mtgs: A;P;R;Y
- 12pm-1pm Lunch
- 1-3pm Cmte Mtgs

## Workgroups meeting:

- Q1: Z; C; M; N; D; W; L; P
- Q2: Z; C; M; N; D; W; L; P
- Q3: Z; C; M; N; D; W; L; P
- Q4: Z; C; M; N; D; W; L; P

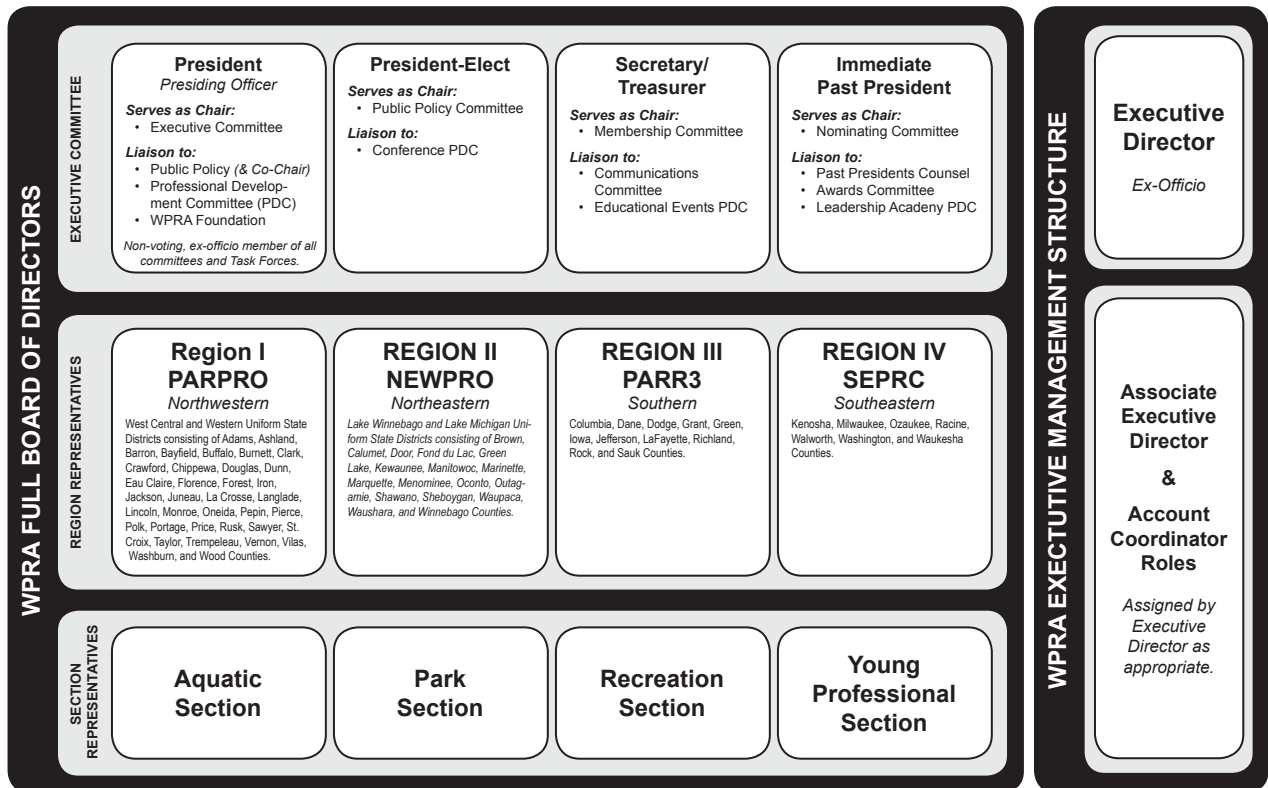
## Organizational Structure Summary

The WPRO Board of Directors is comprised of professional WPRO 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*

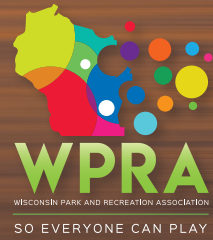




2021 Virtual CEU Webinar Series

# WPRA Virtual CEU Webinar Series

.1 CEU Per Session



January Session is FREE to ALL WPRA Members!

January 19, 2021 • 1:00 – 2:15pm

**Fire Up So You Don't Burnout: How to Prevent, Break Through, and Extinguish Burnout (and the Power of Resiliency)**  
*Jessica Rector*

Sponsored by  
**LEE RECREATION LLC**  
www.leerecreation.com



Burnout is like a wildfire—spreading quickly and affecting everything in their path. Jessica's research shows that 79% of the workforce is burned out, yet most don't even know how to identify it. The World Health Organization recognizes burnout as a workplace syndrome, but burnout isn't just for the workplace anymore. With having to juggle more things and in different ways, burnout and stress are at an all-time high, reducing performance, health, and morale. In this powerful presentation, Jessica gets you fired up by sharing the role resiliency plays to prevent and extinguish burnout, pinpointing your contributing factors to overwhelm, and showing you how to handle stress to improve focus, performance, and team dynamic.

March 16, 2021 • 1:00 – 2:15pm

**Service GLOWS**  
*Natalie Livingston*



Join us for a high energy session focusing on customer service. This session will immerse you in the keys of service and show you how to create your own unique program.

April 20, 2021 • 1:00 – 2:15pm

**The Psychology of Working With Today's Park and Recreation Participants**  
*Dr. Joel Fish*



Working with today's park and recreation participants is a major source of stress for park and recreation professionals. This session will identify myths and facts in working with today's park and recreation participants (parents, colleagues, athletes, coaches, etc...). In addition, this session will help participants identify the psychology of park and recreation participants who are difficult to work with, and offer strategies to effectively work with a variety of different personality types.

May 18, 2021 • 1:00 – 2:15pm

**Upcoming Trends in Park Development**  
*Blake Theisen*

Sponsored by  
**LEE RECREATION LLC**  
www.leerecreation.com



Are you parks old and busted? Before you make them shiny and new, lets understand what your community members want most out of your system. This session will look at national, regional, and local trends in park development and redevelopment projects.

August 17, 2021 • 1:00 – 2:15pm

**Managing Violence in Sport: Excellence in Governance**  
*Lynn Jamieson*



Sport related violence regularly occurs at the community level regardless of type of sport, age or gender of participant, level of skill, level of ability, or other factors. This presentation will include a discussion of the social issue of sport violence. Several steps for anticipating potential problems will be reviewed, and solutions will be presented to ensuring positive sport experiences for players, coaches, officials, parents or guardians, and others who enjoy community sports.

September 14, 2021 • 1:00 – 2:15pm

**Ignite the Burned and Stressed Out: How Leadership Inspires the Disengaged**  
*Jessica Rector*

Employees feel overwhelmed, unappreciated, unrecognized, which decreases productivity, attitude, and performance. As the #1 expense to organizations, burnout is an organizational and leadership issue affecting morale and bottom-line results. Research shows even the "best place to work for" Google has 53% burnout. How much is burnout really costing you? Using her burnout research, Jessica shares how organizations can proactively anticipate burnout, teams can stop stress from spreading to other work and life areas, and how leaders can ignite, motivate, and empower employees to build resilience, create a thriving culture, and tackle uncertainty and challenges without burnout.

*Descriptions continued on next page*

2021 Virtual CEU Webinar Series

WPRA Virtual CEU Webinar Series *cont.*

*Descriptions continued from previous page*

**October 19, 2021  
1:00 – 2:15pm**

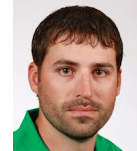
**The Art of Staff Training**  
*Kate Connell*



Create staff trainings can be one of the most unactionable to-do's in your legal pad. And worse, you might only dabble in writing agendas and laying out expectations and professional development once or twice a year which leaves you out of practice once it rolls around. Whether your leading temp or full-time staff, it's essential to learn how to generate ideas, content, and format for staff enrichment all year round. This dynamic session is designed to lead you through in-person exercises and explore strategies to make your trainings more intentional, impactful, and organized while leaving with concrete ideas that are unique to your leadership approach and employee/operational needs. Spoiler alert: staff trainings will no longer be a marathon talk fest you dread annually but instead a multi-layered approach that is woven into the every day.

**November 16, 2021 • 1:00 – 2:15pm**

**Protecting and Creating Pollinator Habitat in Lawns**  
*Samuel Bauer*



Pollinators have created all the “buzz” lately. In recent years, pollinator decline issues have caused many parks and campuses to rethink their management programs, with a focus on protecting pollinators in lawns. In this session you will gain a better understanding of how you can protect and create pollinator habit in your lawn. This includes a discussion of low maintenance grasses which ultimately reduce inputs, benefiting the environment as a whole.

**December 20, 2021 • 1:00 – 2:15pm**

**Advancing Your Career: Understanding the Process**  
*Megan Owens, Ph.D.*



A person's path in life can be a winding road, which sometimes reflects the twists and turns of a career. Multiple opportunities exist for one's career advancement, but professionals may experience greater benefits when they reflect and plan. The first step is to understand the process then one can assess current and future professional interests. This session will examine how professionals advance their career and engage in a self-assessment to identify current and future goals.

**.1 CEU Per Session**

Pricing	
Member	Non-Member
One Session: \$25	One Session: \$35
All 9 Sessions: \$175	All 9 Sessions: \$245

**January's Session is FREE to ALL WPRA Members!**

**REGISTER ONLINE!**

<https://www.wpraweb.org/virtual-ceu-series>

2021 IPRA CEU Webinar Series



PARK & RECREATION ASSOCIATION

Learn. Connect. Inspire.

2021 IPRA Webinars Schedule

Month Dates, Times	Instructor	Webinar Title	Description
February Wednesday, Feb 10, 10:15 AM CST  Thursday, Feb 18, NOON CST	<b>Maureen “Dr. Mo” Dougherty</b> Owner, Let’s Go with Dr. Mo	<b>Just BREATHE: Learning from our Past to Prepare for our Future</b>	Although leading our organizations in “good times” seems to be a distant memory, we all hope to emerge and embrace a new normal soon. As we continue to evolve and plan for that future, we need to stop, reflect on our past successes and creativity, BREATHE, and prepare for how we will succeed moving forward. If we learn to take the necessary steps to “BREATHE” on a daily basis, we will be better prepared to re-evaluate the needs of our constituents while taking care of ourselves and our staff as we plan for that brighter future.
Wednesday, March 10, 10:15 AM CST  Thursday, March 18, NOON CST	<b>Aamir Munshi</b> Founder - The Learning Scape, MBA Class of 2020, University of San Diego  <b>Jodi Rudick</b> Owner, Advisors Marketing Group	<b>Marketing and Branding Lessons from Pandemic</b>	The proliferation of social media has accelerated on account on the pandemic. Traditional marketing channels have been replaced to a larger extent with nations around the world experiencing lockdowns. What does this translate into for marketers? Does this impact marketing and branding communications? How does a brand relate to consumers in times of a pandemic and what are some of the strategies they can utilize to drive back consumer footfall? Join us for this insightful webinar as we explore new paradigms of marketing and draw from best practices and new-age marketing strategies from brands around the world.
<b>April</b>  Wednesday, April 14, 10:15 AM CST  Thursday, April 15, NOON CST	<b>Tracey Crawford,</b> CTRS, CPRP Executive Director, Northwest Special Recreation Association	<b>Equity and Inclusion – Beyond the Talk and Into Action</b>	Diversity initiatives have taken on new meaning in a renewed era of civil rights, protests, and social unrest. Park and recreation agencies are in a unique position to be an active part of the solution by cultivating an agency environment that leads and sets positive examples for the community. This session will offer a safe and honest space to explore concepts such as equity, inclusion, systemic racism, and other hot and heavy topics, and how to take these conversations back to your agency in a safe and productive manner.

## 2021 IPRA CEU Webinar Series

<p><b>May</b></p> <p>Wednesday, May 12, 10:15 AM CST</p> <p>Thursday, May 20, NOON CST</p>	<p><b>Teresa Penbrooke</b>, PhD, CPRE CEO and Founder GreenPlay, LLC</p>	<p><b>Shifts in Parks and Recreation</b></p>	<p>Change has taken on a new meaning over the past 15 months. More than ever parks and recreation agencies have both the responsibility and opportunity to become an essential part of the community support team. Community centers have been repurposed into everything from cool zones and food pantries into academic sites and evacuation centers. Park and recreation professionals, too, are filling in gaps to become an extension of families, schools, health care and so much more. This session you will force you to reflect on how your agency has kept up with the industry shifts and its impact on your community.</p>
<p><b>June</b></p> <p>Wednesday, June 9, 10:15 AM CST</p> <p>Thursday, June 17, NOON CST</p>	<p><b>Debbie Trueblood</b> Executive Director, Illinois Parks and Recreation Association</p>	<p><b>Breaking Barriers – The History and Future of the Glass Ceiling</b></p>	<p>In parks and recreation and industries around the world, there continues to be challenges and barriers for women and minorities aspiring to reach the upper echelon of leadership positions. This timely session will cover the history of the glass ceiling and review examples so professionals can better recognize barriers and assist each other in these situations. We will share ideas for a future with no ceiling and bright skies above, and how to manage without gender bias.</p>
<p><b>July</b></p> <p>Wednesday, July 14, 10:15 AM CST</p> <p>Thursday, July 15, NOON CST</p>	<p><b>Neelay Bhatt</b> Vice President PROS Consulting Inc.</p> <p><b>Nicole “Nikki” Ginger</b> Director of Workforce Development, Chicago Park District</p>	<p><b>Customer Service Transformation – Case History in Action</b></p>	<p>Imagine just having finished creating the largest customized leadership and customer service training program for a parks and recreation agency in the world, and then adapting in the middle of a pandemic to convert it to an on-line training program....NOT AN EASY TASK! Nikki Ginger and Neelay Bhatt will walk you through this process that took place at the Chicago Park District, the on-going education, and the vision for the future of organizational culture.</p>
<p><b>August</b></p> <p>Wednesday, Aug 11, 10:15 AM CST</p> <p>Thursday, Aug 19, NOON CST</p>	<p><b>André Pichly</b>, M.S., CPRP Parks &amp; Recreation Director, St. Helena Parks &amp; Recreation Department</p>	<p><b>Connecting Your Core Values to your Career in Parks and Recreation</b></p>	<p>Do you love your career in parks and recreation, but struggle to articulate why? It should be no surprise that our decisions are driven by our core values, but many people have not taken the time to identify what their true core values are. André Pichly will provide you with an opportunity to participate in a values clarification exercise that can help you understand what drives some of your decision making, help you articulate the value of parks and recreation, and be able to find your voice for why you chose parks and recreation for your career.</p>

2021 IPRA CEU Webinar Series

<p><b>September</b></p> <p>Wednesday, Sept 8, 10:15 AM CST</p> <p>Thursday, Sept 16, NOON CST</p>	<p><b>Dean Hefta</b> Founder of Clarus Results, LL</p>	<p><b>Stop the Drama! Start Team Success</b></p>	<p>Every workplace experiences some form of drama. And leaders know that it not only hurts productivity - but affects retention, quality, and morale across the organization. In this session, Dean will introduce you to the key roles that are filled whenever we experience drama and most importantly - what you can do to prevent it.</p>
<p><b>October</b></p> <p>Wednesday, Oct 13, 10:15 AM CST</p> <p>Thursday, Oct 14, NOON CST</p>	<p><b>Marie Knight</b> City of Huntington Beach, California Director of Organizational Engagement and Learning, Retired</p>	<p><b>Poking the Bear Within</b></p>	<p>It is inevitable for every team to have “soft spots” that could use some improvement. In this session, Marie Knight will indulge us with her leadership expertise and identify the indicators of an unhealthy team environment, along with the tools needed for the path to recovery. It is important to have the ability to recognize the early signs of distress so they can be transformed into opportunities for positive change and future success.</p>
<p><b>November</b></p> <p>Wednesday, Nov 10, 10:15 AM CST</p> <p>Thursday, Nov, 18, NOON CST</p>	<p><b>Annie Frisoli</b> CEO Creating Community, LLC</p>	<p><b>Special Event by Design</b></p>	<p>Experience design is the process of intentionally designing programs and events to delight participants and meet your organization's goals. In this engaging and thought-provoking session, special events guru Annie Frisoli will break down the stages of an experience, discuss strategies to enhance your programs and events, and assist in building a sense of community.</p>
<p><b>December</b></p> <p>Wednesday, Dec 8, 10:15 AM CST</p> <p>Thursday, Dec 16, NOON CST</p>	<p><b>Rich Dolesh</b> Former Vice President of Strategic Initiatives, NRPA</p> <p><b>Brendan Daley</b> Director of Strategy and Sustainability, Chicago Park District</p>	<p><b>Top Trends in Parks and Recreation for 2022</b></p>	<p>We wrap up our webinar series with the extremely popular and timely Trends session. Richard Dolesh and Brendan Daley will cover up to the minute issues such as impacts of new technology on parks and rec, the growing focus on health and health equity, the profound implications of climate change to parks and recreation, new rec programming trends, and some blue-sky thinking about the future of parks and recreation. You will not want to miss this thought-provoking, mind-expanding session.</p>

## 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](mailto:jennifer@wpraweb.org) & [exec@wpraweb.org](mailto:exec@wpraweb.org)

### Associate Executive Director

Sandy Schueller, Associate Executive Director  
[sandy@wpraweb.org](mailto:sandy@wpraweb.org) & [wpra@wpraweb.org](mailto:wpra@wpraweb.org)

### Account Manager

Holly Bloom, Account Manager  
[holly@wpraweb.org](mailto:holly@wpraweb.org) & [office@wpraweb.org](mailto:office@wpraweb.org)

## NRPA – National Recreation & Park Association Representatives

### President and CEO

Kristine Stratton  
703-858-0784  
[kstratton@nrpa.org](mailto:kstratton@nrpa.org)

### Vice President Membership & Certification

Julie Boland  
703-858-4732  
[jboland@nrpa.org](mailto:jboland@nrpa.org)

### Vice President of Public Policy & Advocacy

Elvis Cordova  
703-858-2157  
[ecordova@nrpa.org](mailto:ecordova@nrpa.org)



2021 Leadership Orientation Session – February 2021



# LEADERSHIP ORIENTATION


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2021

1

WISCONSIN PARK & RECREATION ASSOCIATION, INC.

## 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.

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.

**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 health and wellness, conservation and social equity.

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.

**VALUES: LEAD**




- **Leadership** – WPRA is committed to providing leadership through sustainable governance, professional education, membership diversity, public policy and effective communication resources.
- **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.
- **Advocacy** – WPRA promotes the benefits of park, recreational, environmental and cultural services to residents, local and state leaders.
- **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.

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.

**WPRA IS A BUSINESS**



- Wisconsin based corporation, WPRA is formally incorporated, not-for-profit association
- Exempt from Wisconsin State Income Tax, but not exempt from paying sales tax
- 501(c)6 (low restriction on lobbying efforts)
- WPRA Foundation is a charitable organization (raffle donations/licensing)
- Tax/corporate filings include Annual Report; 990; 990T; 4T; 1099
- Insurance coverage: Directors & Officers; General Liability

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.

**WPRA STRUCTURE** *As of 2/10/2021 - positions through 2/11/2021*



**BOARD OF DIRECTORS: OFFICERS**

- **President:** Jake Anderson, AFO
- **President-Elect:** Dawn Comte, CPRP
- **Past President:** Chad Dallman, CPRP, AFO, CPSI
- **Secretary/Treasurer:** Shelly Strasser

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**WPRA STRUCTURE** *As of 2/10/2021 - positions through 2/11/2021*



**BOARD OF DIRECTORS: REGIONAL REPRESENTATIVES**

- **Region I:** Kale Proksch, CPRP, CPO
- **Region II:** Jen McCollian, AFO
- **Region III:** Brandon Millner, AFO
- **Region IV:** Derek Donlevy, CPRP

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**WPRA STRUCTURE** *As of 2/10/2021 - positions through 2/11/2021*



**BOARD OF DIRECTORS: SECTION REPRESENTATIVES**

- **Aquatic Section:** Ann Moeller, CPRP, AFO
- **Park Section:** Steph Schlag, CPRP, AFO
- **Recreation Section:** Megan James
- **Young Professionals Section:** John McDonald, AFO, LG, LGI

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**WPRA STRUCTURE**

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**OFFICE**

- **Executive Director:** Jennifer Rzepka, CAE
- **Account Executive:** Sandy Schueller
- **Primary Account Coordinator:** Holly Bloom
- **Additional Account Coordinators:** *assigned as appropriate*

**National Recreation & Parks Association (NRPA)**

- WPRA is a State Affiliate Member

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**WPRA FOUNDATION**

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A Foundation of the Wisconsin Park & Recreation Association

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## WISCONSIN PARK & RECREATION ASSOCIATION, INC. WPRA COMMITTEES

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- Awards Committee
- Executive Committee
- Communications Committee *(formerly IMPACT Magazine Committee)*
- Public Policy Committee
- Membership Committee
- Nomination Committee
- Professional Development Committee
  - Leadership Academy Subcommittee
  - Conference Subcommittee

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**New in 2020** – currently under development

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## WISCONSIN PARK & RECREATION ASSOCIATION, INC. WPRA COMMITTEE OFFICER ROLES

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<p><b>President</b> Jake Anderson, AFO</p> <p><b>Serves as Chair</b> Executive Committee</p> <p><b>Liaison to</b> WPRA Foundation; Public Policy (&amp; Co-Chair); Professional Development Committee (PDC)</p>	<p><b>President-Elect</b> Dawn Comte, CPRP</p> <p><b>Serves as Chair</b> Public Policy Committee</p> <p><b>Liaison to</b> Conference PDC</p>	<p><b>Past President</b> Chad Dallman, CPRP, AFO, CPSI</p> <p><b>Serves as Chair</b> Nominating Committee</p> <p><b>Liaison to</b> Past Presidents Counsel; Awards Committee; Leadership Academy PDC</p>	<p><b>Secretary/Treasurer</b> Shelly Strasser</p> <p><b>Serves as Chair</b> Membership Committee</p> <p><b>Liaison to</b> Communications Committee <i>(formerly IMPACT Magazine)</i>; Educational Events PDC</p>
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\*As of 2/10/2021 - positions through 2/11/2021

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.

## AWARDS COMMITTEE



- **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.
- **Board Liaison:** Immediate Past President Chad Dallman
- **2020 Chairperson:** Scott Jaquish ('18 recipient)
- **2020 Members:** Marge Klinzing ('19 recipient); Holly Glainyk ('17 recipient); Craig Hoepfner ('16 recipient); Kathy Gruentzel ('15 recipient)
- **Open Positions:** None

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.

## EXECUTIVE COMMITTEE



- **Composition:** *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:** President Jake Anderson
- **2020 Members:** Dawn Comte (President-Elect); Shelly Strasser (Secretary/Treasurer) Chad Dallman (Immediate Past President)

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**COMMUNICATIONS COMMITTEE**



- **Composition:** *Under development – new in 2020*  
Three (3) members, one of which serving as Chairperson, and one (1) Commercial Member.
  - **Term:** Two (2) years on a staggered and rotating basis.
  - **Board Liaison:** Secretary/Treasurer Shelly Strasser
  - **2020 Chairperson:** Anthony Iracki
  - **2020 Members:** Vicky Redlin; Dave Burch; Brian Foley; and Alex Lamer-Walschinski; Blake Theisen, Parkitecture + Planning; Sasha Darby, Carrico Aquatic Resources
  - **Open Positions:** Yes
- Formerly known as:**  
*IMPACT Magazine Committee*

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**PUBLIC POLICY COMMITTEE**



- **Composition:** 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.
- **Board Liaison:** President Jake Anderson
- **2020 Chairperson:** President-Elect Dawn Comte
- **2020 Members:** Jamie Polley (Region I); Marty Kosobucki (Region II); Matt Amundson (Region III); Tina Krietlow (Region IV)
- **Open Positions:** Yes

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**NOMINATIONS COMMITTEE**



- **Composition:** Three (3) voting members representing different Regions, with the immediate Past President serving as the Chairperson.
- **Term:** Two (2) years on a staggered rotating basis
- **Board Liaison:** N/A
- **2020 Chairperson:** Immediate Past President Chad Dallman
- **2020 Members:** *Undisclosed*
- **Open Positions:** Yes

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**PROFESSIONAL DEVELOPMENT COMMITTEE**



- **Composition:** *Under development – new in 2020*  
*Intent is to include representatives from each of the Subcommittees, Sections, and the series of Chairpersons identified below.*
- **Board Liaison:** President Jake Anderson
- **Subcommittees:** Conference; Leadership Academy
- **Chairpersons:** Chair Andrew Rossa; Pre-Chair Rebecca Price
- **Members:** *To be identified*
- **Open Positions:** *All Positions Open*

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WISCONSIN PARK & RECREATION ASSOCIATION, INC.  
**2020-24 STRATEGIC PLAN**

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- **I. Strengthen Governance:** Strengthen WPRA Leadership and Governance Structure
- **II. Professional Development:**  
Improve the Professional Development Offerings and Opportunities
- **III. Membership:** Grow and Retain WPRA Membership
- **IV. Enhance Communications:**  
Strengthen and Optimize all WPRA Communication Methods
- **V. Improve Advocacy:** Improve Advocacy and Lobbying on State and Local Level





## 2021 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). The State Affiliate Primary Contact will receive a physical copy of the *Parks & Recreation* magazine, all other roster members will receive the digital copy of the magazine. 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.
  - States will have the opportunity to obtain guidance from NRPA on how to structure their strategic advocacy efforts to maximize their impact.
- **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 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: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



<b>Exhibit A. – Services Provided to WPRA</b>
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**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 ARC 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 and Committee 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.

<b>Mission:</b> Association Resource Center, Inc. provides excellent comprehensive management services that empower dynamic associations to succeed.
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- 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.
- 4 Lobbying/Legislative/Regulatory/Public Policy**
- IMPORTANT NOTE: ARC does not have a lobbyist on staff, but ARC does have extensive experience working with many lobbyists/firms in Wisconsin to assist in representation of issues on behalf of clients. ARC 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. ARC 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, ARC 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.
  - ARC will develop and disseminate "calls for action" as approved by the Public Policy Committee on initiatives as needed.
  - ARC will procure reports and information from NRPA as identified by the Public Policy Committee and Board as directed. ARC 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 with 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).

**Mission:** Association Resource Center, Inc. provides excellent comprehensive management services that empower dynamic associations to succeed.



## 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

*ARC 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: ARC 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.

**Mission:** Association Resource Center, Inc. provides excellent comprehensive management services that empower dynamic associations to succeed.

**10. Event/Conference/Golf Outing Support**

*NOTE:* ARC 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.

**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.

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## 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

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](mailto:dawn.comte@eauclairewi.gov)

### President-Elect

Shelly Strasser, CPRP, Director  
West Allis-West Milwaukee Recreation & Community Services Department  
2450 S 68th St; West Allis, WI 53219  
414-604-4937  
[stram@wawmsd.org](mailto:stram@wawmsd.org)

### Immediate Past President

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

### Secretary/Treasurer

*Currently Open*

### Region I: PARPRO

Angela George, Recreation Supervisor  
Chippewa Falls Parks, Recreation & Forestry  
30 W Central St; Chippewa Falls, WI 54729  
715-726-2773  
[ageorge@chippewafalls-wi.gov](mailto:ageorge@chippewafalls-wi.gov)

### Region II: NEWPRO

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

### Region III: PARR3

Curt Erickson, CPRP, AFO, Recreation Director/Deputy Treasurer  
Village of Maple Bluff  
18 Oxford Place; Madison, WI 53704  
608-230-7655  
[cerickson@villageofmaplebluff.com](mailto:cerickson@villageofmaplebluff.com)

**Region IV: SEPRC**

Derek Donlevy, CPRP, Recreation Supervisor – Community Centers  
Milwaukee Public Schools, Department of Recreation and Community Services  
5225 W Vliet St, Room 56; Milwaukee, WI 53208  
414-475-8596  
[donlevdj@milwaukee.k12.wi.us](mailto:donlevdj@milwaukee.k12.wi.us)

**Aquatic Section**

Ann Moeller, CPRP, AFO, 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](mailto:annmo@greenbaywi.gov)

**Park Section**

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

**Recreation Section**

Megan James, Recreation Coordinator  
Village of Mount Horeb  
105 N Grove St; Mount Horeb, WI 53572  
608-437-9452  
[megan.james@mounthorebwi.info](mailto:megan.james@mounthorebwi.info)

**Young Professionals Section**

Ryan Pawlisch, Recreation Superintendent  
City of Sparta Parks & Recreation Department  
136 Rhyme St; West Salem, WI 54669  
608-269-6322  
[recsup@spartawisconsin.org](mailto:recsup@spartawisconsin.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@wprweb.org](mailto:jennifer@wprweb.org) & [exec@wprweb.org](mailto:exec@wprweb.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 after installation 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](mailto: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](mailto: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](mailto:wpra@wpraweb.org) • [www.wpraweb.org](http://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 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 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 (from installation through the following year's installation)

**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 (i.e. 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 (from installation through the following year's installation)

**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 year (from installation through the following year's installation)

**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 upon installation every other year.

**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.

## 2021 Region Directors

### Region I: PARPRO

Angela George, Recreation Supervisor  
Chippewa Falls Parks, Recreation & Forestry  
30 W Central St; Chippewa Falls, WI 54729  
715-726-2773  
[ageorge@chippewafalls-wi.gov](mailto:ageorge@chippewafalls-wi.gov)

### Region II: NEWPRO

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

### Region III: PARR3

Curt Erickson, CPRP, AFO, Recreation Director/Deputy Treasurer  
Village of Maple Bluff  
18 Oxford Place; Madison, WI 53704  
608-230-7655  
[cerickson@villageofmaplebluff.com](mailto:cerickson@villageofmaplebluff.com)

### Region IV: SEPRC

Derek Donlevy, CPRP, Recreation Supervisor – Community Centers  
Milwaukee Public Schools, Department of Recreation and Community  
Services  
5225 W Vliet St, Room 56; Milwaukee, WI 53208  
414-475-8596  
[donlevdj@milwaukee.k12.wi.us](mailto:donlevdj@milwaukee.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*

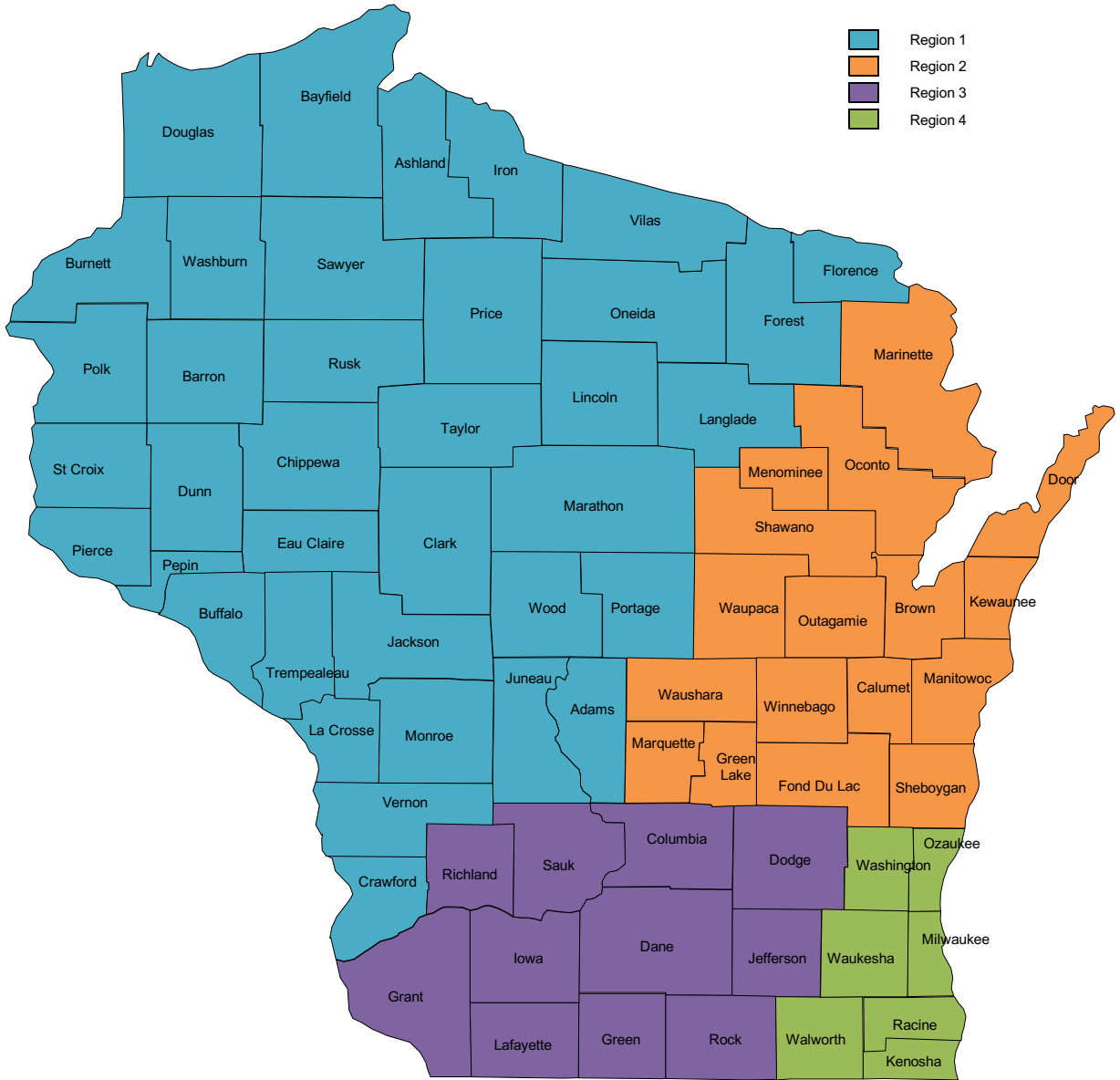
Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, LaFayette, Richland, Rock, and Sauk Counties.

#### Region IV: **SEPRC** *Southeastern*

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



# Map of Regions



## 2021 Section Directors

### Aquatic Section

Ann Moeller, CPRP, AFO, 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](mailto:annmo@greenbaywi.gov)

### Park Section

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

### Recreation Section

Megan James, Recreation Coordinator  
Village of Mount Horeb  
105 N Grove St; Mount Horeb, WI 53572  
608-437-9452  
[megan.james@mounthorebwi.info](mailto:megan.james@mounthorebwi.info)

### Young Professionals Section

Ryan Pawlisch, Recreation Superintendent  
City of Sparta Parks & Recreation Department  
136 Rhyme St; West Salem, WI 54669  
608-269-6322  
[recsup@spartawisconsin.org](mailto:recsup@spartawisconsin.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 Section handbook.

## List of all 2021 Committee Members

As of January 2021

Awards	2021
<u>Board Liaison</u> Immediate Past President	Jacob Anderson
<b>CHAIR:</b> Professional Award of Merit Recipient*	Marge Klinzing ('19)
Professional Award of Merit Recipient**	Craig Hoepfner ('16)
Professional Award of Merit Recipient**	Holly Glainyk ('17)
Professional Award of Merit Recipient**	Scott Jaquish ('18)
Professional Award of Merit Recipient**	Darren Marsh ('20)
* = Recipient from within previous 3 years	
* = Recipient from within previous 5 years	

Executive	2021
<u>Board Liaison</u> N/A	
<b>CHAIR:</b> President	Dawn Comte
President-Elect	Shelly Strasser
Secretary/Treasurer	OPEN - to be appointed
Immediate Past President	Jacob Anderson

Communications Committee	2021
<u>Board Liaison</u> Secretary/Treasurer	OPEN - to be appointed
<b>CHAIR:</b> Member	Anthony Iracki
Member	Vicky Redlin
Member	Dave Burch
Member	Brian Foley
Member	Alex Lamer-Walschinski
Member/Commercial Member	Blake Theisen, Parkitecture + Planning
Member/Commercial Member	Sasha Darby, Carrico Aquatic Resources

<b>Public Policy</b>	<b>2021</b>
<u>Board Liaison</u> President	Dawn Comte
<u>Board Liaison</u> President-Elect	Shelly Strasser
<u>Board Liaison</u> Secretary/Treasurer	OPEN - to be appointed
<u>Board Liaison</u> Past President	Jacob Anderson
<b>CHAIR:</b>	Currently: Shelly Strasser
<b>CO-CHAIR:</b>	Currently: Dawn Comte
Region I Representative	Jamie Polley
Region II Representative	Marty Kosobucki
Region III Representative	Matt Amundson
Region IV Representative	OPEN
Aquatics Section Representative	OPEN
Park Section Representative	OPEN
Recreation Section Representative	OPEN
Young Professional Section Representative	OPEN
Member/Commercial Member	Matt Carrico

<b>Membership</b>	<b>2021</b>
<u>Board Liaison</u> N/A	
<b>CHAIR:</b> Secretary/Treasurer	OPEN
Region I Representative on the Board	Angela George
Region II Representative on the Board	Jen McCollian
Region III Representative on the Board	Curt Erickson
Region IV Representative on the Board	Derek Donlevy
Member	OPEN
Member/Commercial Member	OPEN
Member/Commercial Member	OPEN

<b>Nominations</b>	<b>2021</b>
<u>Board Liaison</u> N/A	
<b>CHAIR:</b> Immediate Past President	Jacob Anderson
Member-at-Large	OPEN
Member-at-Large	OPEN
Member-at-Large	OPEN



<b>Professional Development (PDC)</b>		<b>2021</b>
<u>Board Liaison</u> President		Dawn Comte
<b>PRE-CHAIR:</b>		Rebecca Price
<b>CHAIR:</b>		Andrew Rossa
<b>PAST CHAIR:</b>		OPEN
Subcmte Mbr: Leadership Academy		OPEN
Subcmte Mbr: Conference ( <i>Past Chair</i> )		Nikki Hilker/Matt Hahn
Subcmte Mbr: Conference ( <i>Pre Chair</i> )		OPEN
Aquatics Section Representative ( <i>Past Chair</i> )		Kabel Helmbrecht
Park Section Representative ( <i>Past Chair</i> )		Joleen Stinson
Recreation Section Representative ( <i>Past Chair</i> )		Troy Clarke
Young Professional Section Representative ( <i>Past Chair</i> )		John McDonald
<b>Leadership Academy PDC Sub-Committee</b>		<b>2021</b>
<u>Board Liaison</u> Immediate Past President		Jacob Anderson
<b>PRE-CHAIR:</b>		OPEN
<b>CHAIR:</b> ( <i>serves on PDC</i> )		Ron Grall
<b>PAST CHAIR:</b>		OPEN
Member - PDC Liaison		Rebecca Price
Member - Young Professional Section Representative		OPEN
Member		Don Melichar
Member		Elizabeth Breitenfeldt
Member		Kristin Grissom
Member		Scott Jaquish
Member		Shelly Strasser
<b>Conference PDC Subcommittee</b>		<b>2021-2022</b>
<u>Board Liaison</u> President-Elect		Shelly Strasser
<b>PRE-CHAIR:</b>		OPEN
<b>CHAIR:</b>		Erin Cross
<b>PAST CHAIR:</b>		Matt Hahn / Nikki Hilker
Speakers (Keynotes; Executive Sessions; Pre-Conference Workshops)		Jessica Loomans
		Kiley Schulte
		Candice Southcott
Tradeshow		Megan James
Tradeshow		Troy Schoblaske
Tradeshow (Commercial Member)		Danyelle Pierquet, ISG
Local Arrangements/Onsite Logistics		Chad Shelton
Publicity/Marketing		Brooke Franseen
Networking Events/Onsite Logistics		Andrea Fullerton
		Abby Schultz

## 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.

**2021 Chairperson:** Marge Klinzing

**2021 Liaison to Board of Directors:** Jake Anderson, *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

**2021 Chairperson:** Dawn Comte, *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.

**2021 Board Liaison:** Open, *Secretary/Treasurer*

**2021 Chairperson:** Anthony Iracki

**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.

**2021 Chairperson:** Shelly Strasser, *President-Elect*

**2021 Co-Chairperson:** Dawn Comte, *President and Co-Chair*

### Hamilton Government Consulting Contacts:

The Hamilton Consulting Group, LLC  
10 East Doty Street; Suite 500; Madison, WI 53703  
608-258-9506

- **Caty McDermott:** 708-717-3824; [mcdermott@hamilton-consulting.com](mailto:mcdermott@hamilton-consulting.com)
- **Andy Engel:** [engel@hamilton-consulting.com](mailto:engel@hamilton-consulting.com)

**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.



# The Hamilton Consulting Group, LLC

Experience | Insight | Expertise

## Letter of Agreement

December 30, 2019

Jennifer Rzepka,  
Executive Director  
Wisconsin Park and Recreation Association (WPRA)  
6737 W. Washington St., Suite 410 4216  
Milwaukee, WI 53714 53214  
exec@wpraweb.org

Re: Retention of The Hamilton Consulting Group for Government Relations Services

Dear Ms. Rzepka:

The purpose of this letter is to express the terms of an agreement between The Hamilton Consulting Group (HCG) and Wisconsin Park and Recreation Association (WPRA). The term of this agreement shall begin on January 1, 2020.

The proposed scope of services may include, but is not limited to:

- Developing a government relations plan to achieve WPRA's legislative goals.
- Organizing operational and policy strategy sessions with the WPRA Public Policy Committee and Board.
- Meetings with legislators and administration personnel.
- Developing messaging directed at legislators from both sides of the political aisle.
- Meetings with potential organizational partners.
- Monitoring legislative and regulatory activity.
- Generating legislative bill tracking reports and legislative updates.
- Attending WPRA legislative committee meetings.
- Organizing WPRA legislative events (e.g. member briefings, lobby days).
- Other policy research and lobbying work.

HCG will provide government relations services for a flat-fee retainer of \$1,800 per month. Normal disbursements such as parking, postage and delivery, and photocopier expenses shall be included in the retainer. All other expenses, such as travel and lodging and large print jobs, may not be billed unless prior approval is obtained.



2

WPRA shall be responsible for paying the fees associated with registering WPRA as a lobbying organization (\$375) plus \$125 for each lobbyist you authorize to represent the organization. These fees are due to the Wisconsin Ethics Commission and are good through December 31, 2020. Also, HCG agrees to compile and submit all lobbying reports, on behalf of WPRA, in full compliance with Wisconsin lobby law.

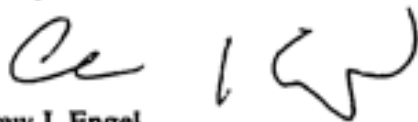
HCG and WPRA agree that the terms of this agreement will be reviewed, and may be altered upon mutual agreement, at the end of the retention period noted above, or at any other time extraordinary issues emerge or circumstances change significantly. In any event, either party may cancel this agreement with thirty (30) or more days written notice to either party.

Caty McDermott shall serve as your lead point of contact and shall have primary responsibility for coordinating and conducting lobbying services at HCG on behalf of WPRA. Andy Engel shall support WPRA's lobbying efforts and serve as a secondary point of contact at HCG.

HCG represents various associations and individual companies on legislative and regulatory matters in Wisconsin. We believe these companies and organizations have policies and positions that do not conflict with our interests and, therefore, we believe we can simultaneously, adequately and fairly represent WPRA and our other government relations clients in Wisconsin.

We appreciate the continued opportunity to work with you and WPRA. Please contact me or Caty McDermott directly if you have any questions regarding this agreement.

Sincerely,



Andrew J. Engel  
Owner/Lobbyist Hamilton Consulting Group

Accepted and agreed to the 30<sup>th</sup> day of December, 2019

  
\_\_\_\_\_  
Jennifer Rzepka, Executive Director

## 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

**2021 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:** One (1) year, as appointed by President

**Board Liaison:** N/A

**2021 Chairperson** Jake Anderson, *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:** **Currently under development.** As of January 1, 2021: total of ten (10) members: 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; four (4) Past Chair members from each Section (Aquatics; Park; Recreation; Young Professional) 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.

### 2021 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:** Dawn Comte, *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

**2021 Subcommittee Board of Directors Liaison:** Shelly Strasser, *President-Elect*

**Subcommittee Pre-Chair/Co-Chairs:** OPEN

**Subcommittee Chair:** Erin Cross

**Subcommittee Past-Chair/Past-Co-Chairs:** Nikki Hilker & Matt Hahn

**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

**2021 Subcommittee Liaison to Board of Directors:** Jake Anderson,  
*Immediate Past President*

**Subcommittee Pre-Chair:** OPEN

**Subcommittee Chair:** Ron Grall (2021)

**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.



## Past Presidents' Counsel

**Structure:** All WPRA Past Presidents

**Term:** Continual

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

**2021 Chairperson:** Chad Dallman

**2021 Liaison to the Board:** Jake Anderson, *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](mailto: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

### 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 September 30th 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 complimentary 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 immediately following the Annual Business Meeting in the first year of 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 immediately following the Annual Business Meeting in the first year of 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.*

*Revised and Approved at the November 4, 2020 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 events 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 2021, WPRA members retain 75¢ from the sale of each ticket in exchange for promoting and selling tickets on behalf of the attractions.

#### WPRA

In 2021, 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 22

*Attraction Agreement contains pricing and description details for each attraction.*

Send tickets and promotional brochures to all WPRA Members by April 30, 2021

*WPRA will send order details between March 29 – April 9, 2021*

#### PARTICIPATING WPRA MEMBERS

Identify ticket program coordinator

Submit Participating Member Agreement by March 1, 2021

Place attraction ticket order by March 29, 2021

Sell tickets through Labor Day

Return payment and unsold tickets to WPRA by September 13, 2021

## 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.

### 2021 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 **by November 8, 2021**.
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 9, 2021**. *(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 9, 2021. Those tickets are to be mailed to participating members by April 30, 2021.**
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 Consignor 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 Consignor 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 each attraction as necessary or complete at [www.wpraweb.org](http://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 1, 2021.
3. Submit initial ticket order (online) to WPRA by March 29, 2021.
4. Sell tickets only at the WPRA stated selling price, which will be determined between the WPRA and attractions. In 2021, participating members retain \$0.75 for each ticket sold.
5. Report number of sold tickets to WPRA no later than September 6, 2021. (WPRA will provide you with a Ticket Program Payment Form containing your amount due.)
6. Return all unsold tickets plus full payment for tickets sold as detailed on the WPRA Ticket Program Payment Form by September 13, 2021.

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 13, 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 retained earnings 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 compiled below as a helpful guide to WPRA members. If you have any questions, please reach out to the WPRA 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 1	Participating Member Agreement Due to WPRA Office
March 29	Online order placed for tickets
April 30	Tickets sent to you by attractions
April 30-Labor Day	Sell tickets
<b>July 29 (TBD)</b>	<b>EXCEPTION! – Six Flags WPRA Week Tickets</b> (see special schedule below)
Labor Day	Calculate tickets sold and report online to WPRA
Within 3 days	WPRA will send you a <i>Ticket Program Payment Form</i>
Sept 13	Send payment and unsold tickets back to WPRA
	<i>Remember – payment is to be submitted by department check or money order only (not cash, credit card payments or individual personal checks).</i>

<b>Six Flags WPRA week is handled separate from the overall ticket program!</b>	
July 29 (TBD)	Calculate <u>Six Flags WPRA week tickets</u> sold and report online
Within 3 days	WPRA will send you a <i>Ticket Program Payment Form</i> for <u>only the Six Flags WPRA week</u>
August 15	Send payment and unsold <u>Six Flags WPRA Week</u> 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](http://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 6, 2021**.
- 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 13th 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.
  - Retained earnings - 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](mailto:office@wpraweb.org) • [www.wpraweb.org](http://www.wpraweb.org)



## Attraction Details



## 2021 TICKET PROGRAM ATTRACTION DETAILS

### Jet Boat Adventures

Take a 50- minute thrill ride on our super-fast, super-wet Jet Boats. Our 1200-hp jet boats will propel you through the Upper or Lower Dells!

Season: May 15, 2021 - October 15, 2021

Adult Ticket Gate Price: \$32.02, WPRA Sells At: \$27.50, Customer Saves: \$4.52

Child Ticket Gate Price: \$16.01, WPRA Sells At: \$15.50, Customer Saves: \$0.51

Child Age for Tickets: 4-11 years

Any Tickets that are FREE: Age 3 and under

### Milwaukee County Zoo

As one of the country's finest zoological attractions, the Milwaukee County Zoo will educate, entertain, and excite you.

Season: Open year-round. Tickets expire on 12/31/2021.

Adult Ticket Gate Price: \$16.75, WPRA Sells At: \$12.25, Customer Saves: \$4.50

Child Ticket Gate Price: \$13.75, WPRA Sells At: \$10.25, Customer Saves: \$3.50

Child Age for Tickets: Ages 3 – 12

Any Tickets that are FREE: Age 2 and under



## 2021 TICKET PROGRAM

### PARTICIPATING MEMBER – ADDITIONAL INFORMATION

#### Mt. Olympus Theme & Water Park

The ultimate Dells adventure offering an outdoor water park and theme park. 7 go-kart tracks, 2 lazy rivers, wave pools with 9 foot waves, amusement rides, and much more!

Season: May 28, 2021 - September 6, 2021

Adult Ticket Gate Price: \$15.00 WPRAs Sells At: \$5.75, Customer Saves: \$9.25  
Any Tickets that are FREE: Age 2 and under

#### Noah's Ark Waterpark

Excitement for the whole family at America's Largest Waterpark. Enjoy fun in the sun with world-class thrill rides, wave pool, lazy river, kids areas & fantastic food options. Learn more at [www.noahsarkwaterpark.com](http://www.noahsarkwaterpark.com)

Season: May 29, 2021 - September 6, 2021, visit their calendar page for more details

Adult Ticket Gate Price: \$39.99, WPRAs Sells At: \$29.99, Customer Saves: \$10.00  
Child Ticket Gate Price: \$29.99, WPRAs Sells At: \$29.99, Customer Saves: \$0.00  
Child Age for Tickets: Under 48" tall  
Any Tickets that are FREE: Children under 36"

#### Noah's Ark Waterpark – WPRAs Days

WPRAs Days Tickets; Valid August 20, 2021 – August 22, 2021 at Noah's Ark Waterpark only.

Adult Ticket Gate Price: \$39.99, WPRAs Sells At: \$28.99, Customer Saves: \$11.00  
Child Ticket Gate Price: \$29.99, WPRAs Sells At: \$28.99, Customer Saves: \$1.00  
Child Age for Tickets: Under 48" tall  
Any Tickets that are FREE: Children under 36"

WPRAs • 6737 W Washington St • Ste 4210 • Milwaukee, WI 53214 • 414-423-1210 • [www.wpraweb.org](http://www.wpraweb.org)

**2021 WPRAs TICKET PROGRAM • PARTICIPATING MEMBER ADDITIONAL INFORMATION**



## 2021 TICKET PROGRAM

### PARTICIPATING MEMBER – ADDITIONAL INFORMATION

#### Pirate's Cove Adventure Golf

Argh Mateys! Your treasure is at Pirate's Cove Adventure Golf in Wisconsin Dells, mini-golf at its finest. 5 different courses - 91 holes. Clean putting greens and beautiful landscaping.

Season: Open Mid-March Through Late October, Weather Permitting

Ticket Gate Price: \$9.00, WPRRA Sells At: \$6.00, Customer Saves: \$3.00

Child Age for Tickets: N/A

Any Tickets that are FREE: Age 4 and under

Chaperone Policy: Only paid players are allowed on the course

#### Six Flags Great America – Any-Day **TENTATIVE, awaiting pricing**

Daily ticket valid any one day during 2020 park operating season. Not valid for private events.

Season: April 25, 2020 - December 31, 2020

Ticket Gate Price: \$83.19, WPRRA Sells At: \$55.25, Customer Saves: \$27.94

Child Age for Tickets: N/A

Any Tickets that are FREE: Children 3 and under are FREE

Chaperone Policy: N/A

#### Six Flags Great America - WPRRA Week **TENTATIVE, awaiting pricing**

WPRRA Week Tickets; Valid June 27, 2020 - July 5, 2020 at Six Flags Great America only. Hurricane Harbor not included.

Ticket Gate Price: \$83.19, WPRRA Sells At: \$41.00, Customer Saves: \$42.19

Child Age for Tickets: N/A

Any Tickets that are FREE: Children 3 and under are FREE

Chaperone Policy: N/A

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**2021 WPRRA TICKET PROGRAM • PARTICIPATING MEMBER ADDITIONAL INFORMATION**



## 2021 TICKET PROGRAM

### PARTICIPATING MEMBER – ADDITIONAL INFORMATION

#### Six Flags Great America - Season Pass **TENTATIVE, awaiting pricing**

Valid during the 2020 park operating season. Valid at Six Flags parks throughout the nation. Not valid for private events. Valid at Hurricane Harbor.

Season: Valid through December 31, 2020

Ticket Gate Price: \$95.67, WPRRA Sells At: \$87.52, Customer Saves: \$8.15

Child Age for Tickets: N/A

Any Tickets that are FREE: Children 2 and under are FREE

Chaperone Policy: N/A

#### Upper Dells Boat Tour

Beautiful 2-hour boat cruise on the upper portion of the Wisconsin River with exclusive shore landings at Stand Rock and Witches Gulch.

Season: March 31, 2021 - October 31, 2021

Adult Ticket Gate Price: \$32.02, WPRRA Sells At: \$27.50, Customer Saves: \$4.52

Child Ticket Gate Price: \$16.01, WPRRA Sells At: \$15.50, Customer Saves: \$0.51

Child Age for Tickets: 4-11 years

Any Tickets that are FREE: Age 3 and under

Chaperone Policy: N/A



## 2021 TICKET PROGRAM

### PARTICIPATING MEMBER – ADDITIONAL INFORMATION

#### Wisconsin Ducks Tour

One-hour land and water tour includes miles of scenic wilderness trails, rock formations and cliffs on the Wisconsin River.

Season: March 7, 2021 - November 8, 2021

Adult Ticket Gate Price: \$32.02, WPRRA Sells At: \$27.50, Customer Saves: \$4.52

Child Ticket Gate Price: \$16.01, WPRRA Sells At: \$15.50, Customer Saves: \$0.51

Child Age for Tickets: 4-11 years

Any Tickets that are FREE: 3 years and under free

Chaperone Policy: N/A

## 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](tel:844-423-7272)

[www.innovativepublishing.com](http://www.innovativepublishing.com)

**Drew Clark**, Editor, 844-423-7272, [drewc@innovativepublishing.com](mailto:drewc@innovativepublishing.com)

### Current Schedule

IMPACT Magazine	Issue 1	Issue 2	Issue 3	Issue 4
Season	Winter	Spring	Summer	Fall
Content Due	11/16/20	2/24/21	5/26/20	8/25/20
Hits Mailboxes	Early Jan	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



## 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*.



### 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
11/9/2020	January 2021
2/17/21	April 2021
5/19/21	July 2021
8/18/21	October 2021

**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

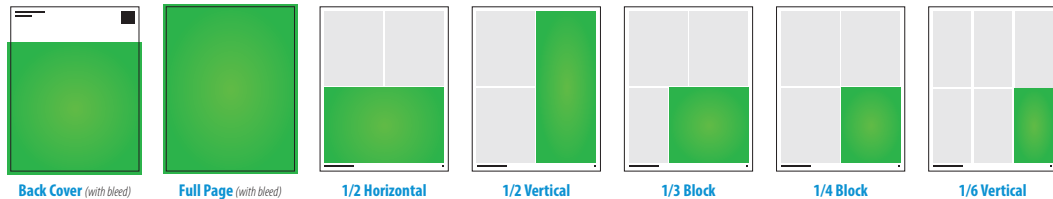
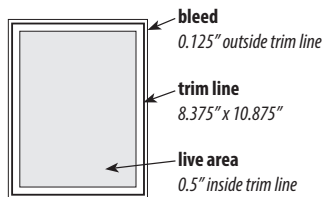
*Covers include: inside front cover, inside back cover, page 3 and back cover.*

**SPECIFICATIONS: IMPACT**

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.875"
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](mailto: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. **All artwork creation or changes require a \$75 surcharge.**

**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](mailto:advertise@innovativepublishing.com)



[www.innovativepublishing.com](http://www.innovativepublishing.com)



## 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 27<sup>th</sup> 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: 888.789.2241

[innovativepublishing.com](http://innovativepublishing.com)

**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.



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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



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502.423.7272 | Toll-Free: 844.423.7272 | Fax: 898.780.2241

[innovativepublishing.com](http://innovativepublishing.com)

## 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 WPRRA Office at [wpra@wpraweb.org](mailto: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 WPRRA on the third Friday of each month.

*Sample on the following pages*



From: Wisconsin Park and Recreation Association office@wpraweb.org  
Subject: WPRA: January 2021 PRMonthly  
Date: January 15, 2021 at 3:30 PM  
To: exec@wpraweb.org



## January 2021



### Upcoming January CEU Opportunity

The first installment of the WPRA Virtual CEU Webinar Series is on January 19, 2021. The January session is FREE for all WPRA members.

Join us on Tuesday for *Fire Up So You Don't Burnout: How to Prevent, Break Through, and Extinguish Burnout (and the Power of Resiliency)* presented by Jessica Rector.

Each installment of the Webinar Series is worth .1 CEU.

[Register Now](#)

[Webinar Series Flyer](#)

January Session sponsored by:



### January Legislative Update and Tracking Report

Click the buttons below to check out WPRA's first legislative update of the year and to view the WPRA tracking report.

Topics in this month's legislative update:

- Vaccine subcommittee considers next vaccination phase framework
- Governor will give budget address on Feb. 16; Expected to increase LUG in stewardship

[Legislative Update](#)



## Tracking Report

## CPSI Blended Course: Registration Ends 1/25

Sponsored by the Wisconsin Park & Recreation Association and the National Recreation and Park Association, this course is the most comprehensive training program on playground hazard identification and risk management methods offered nationwide.

This course consists of a 12-Hour CPSI Online Learning Course, a 4-Hour CPSI Virtual Learning Session on February 8, 2021 and exam. The completion of this course is worth 1.5 CEU.

**Registration closes on January 25.**



*Photo credit: Hickory Lane Park Jackson, WI submitted by Jessica Loomans*

**Register Now!**

## Virtual WPRO Awards Ceremony

Plan to join us on Thursday, February 11 at 6:30pm to honor the outstanding recipients of the 2020 WPRO Awards.

On behalf of the WPRO, a sincere congratulations to all the recipients and nominees of the 2020 awards! Thank you for making your communities a safe and great place to live, work and play!

Additionally, we're putting together a video to be shown during the Awards Ceremony to recognize all the extraordinary work that was done during the midst of such a chaotic year. Submit your photos to [office@wproweb.org](mailto:office@wproweb.org) by **Wednesday, January 27** to be included! Please be sure to include a brief description and department name with your submission.

Event details will be sent out closer to the ceremony.

**View the 2020 State Association Award Recipients**

**View the 2020 Section Award Recipients**

## Monthly Membership Calls

We are rebranding our monthly COVID calls to monthly Membership Calls!

This month's call will be held at noon on Wednesday, January 27 and will feature guest speaker Jackie Krutz, Titledown Residential and Programs Manager at the Green Bay Packers.

[Zoom information is posted here](#) and will be emailed out closer to the call. Please see the schedule of the upcoming calls below. All calls begin at noon:

January 27 | February 17 | March 10 | April 14 | May 12 | June 16 | July 21 | August 11 |  
September 8 | October 13 | November 10 | December 15

## Join the WPRA Young Professional Section!

WPRA's Young Professional Section is looking for a **Chair Elect** and **Student Rep(s)** for the 2021 term.

To learn more about the Young Professional Section, [click here](#).

If you or some you know would be interested in this position, please fill out the form below.

[Fill out the Form](#)



## Wisconsin Department of Outdoor Recreation Releases Updated Resources

An updated **Winter COVID-19 Toolkit** is now available for snowmobiling, snowshoeing, cross-country skiing, snowboarding and downhill skiing, fat biking and ice fishing. The winter edition of the toolkit includes updated messaging and additional tips and reminders specific to each activity.

The kit includes customizable posters (drop in your own logo) and a suite of social media graphics that elaborate on the key messages and provide additional resources for planning a safe adventure outside.

[Access the Toolkit](#)

Read the **Economic Impact Report** on Wisconsin's outdoor economy. This report showcases the strength and potential of the industry and is full of information and data to support outdoor recreation projects. View the report below.

Additionally, find new information, ideas, resources and connections in the department's **Mini Webinars**. Click the button below to access the webinars.

[Read the Report](#)

[Watch the Webinars](#)

## Call for Proposals for ESPN RePlay Program

The RePlay Program is a national effort led by ESPN and the Local Initiatives Support Corporation (LISC) with the purpose and goal of revitalizing vacant lots into places for sports, recreation and play.

With financial support from ESPN and Under Armour, along with technical assistance from LISC, RePlay will provide grants to local community-based groups and other qualified organizations for planning and support of early stage projects, support of capital improvements and to close funding gaps for projects that are in the implementation phase of projects.

**Proposals are due by April 30.**

Click the buttons below for more information.

[More Information](#)

[Request for Proposal](#)



## WPRA Photo of the Month

Please submit your winter photos for consideration for the WPRA website's homepage, *IMPACT* cover image and PRMonthly!

This month's photo was submitted by Jessica Loomans from Jackson Parks & Recreation Department.

If you'd like to submit a photo for consideration, please click [here](#). Please include the location of your photo with your submission.

## AAPRA National Gold Medal Awards Program Opens

The American Academy for Park & Recreation Administration (AAPRA) 2021 National Gold Medal Awards Program is now open! The application deadline is March 26, 2021.

The National Gold Medal Award honors public park and recreation agencies, state park agencies and armed forces recreation programs (worldwide) that demonstrate management excellence in planning, resource management, programming, personnel, fiscal management, communications, and innovative approaches to problem solving and delivering superb park and recreation services.

[Learn More](#)

## 2021 Membership Renewals

It's renewal season! You should have received a renewal notice via email.

If you haven't received that notice or need any assistance, please contact the [WPRA Office](#).

## 2020 and 2021 IPRA Skills Development Webinar Series

January 21 is the last day to watch the recorded installments of Illinois Parks and Recreation Association's 2020 Skills Development Webinar Series. If you registered in 2020, be sure to take advantage of the recorded sessions.

Additionally, IPRA is offering another Skills Development Webinar Series in 2021! The series provides park district professionals with access to monthly professional development opportunities from the comfort of their home or office.

By registering, you gain access to 11 webinars, one per month February - December, that consist of nationally known speakers and leaders in the field of parks and recreation. Use code **WPRASDWS21** to receive a discount at checkout.

**February 2021 Webinar:** Just BREATHE:  
Learning from our Past to Prepare for our Future  
**Speaker:** Maureen "Dr. Mo" Dougherty



**Skills Development Webinar Series**

REGISTRATION IS OPEN - VISIT [ILIPRA.ORG](http://ILIPRA.ORG)

One time registration includes monthly login (group participation is encouraged) & access to all 2021 recorded webinars. Earn up to 1.1 CEUs.

- Early Bird Member Rate (thru 1/31/21): **\$250**
- Regular Member Rate (2/1/21 - 10/29/21): **\$275**  
(use code **WPRASDWS21**)



[More Information](#)

[Register Online](#)

## CEU Reports Now Accessible Online

WPRA members are now able to access and download their CEU reports from our website. To do so, first log in to your member account on [wpraweb.org](http://wpraweb.org). Then, click on the *Resources* tab at the top of the page. In the drop-down menu, click on *Download CEU Report*.

On this page, you're able to view and search your earned CE credits. You can also download a .PDF file of your CEU report by clicking on the *Export PDF* button on the right-hand side of the screen.

As a reminder, in addition to attending meetings and training sessions, you can also earn CEUs by serving on a committee or the Board of Directors or by writing articles for *IMPACT*. For more information about these opportunities, view the NRPA document below or contact the [Office](#).

Professional Service Experience Credit

## Region IV Updates

### 2021 Meeting Calendar

**January 20:** Virtual

**March 17:** Virtual

**May 19:** Park Tour

**August 18:** WAWM

**October 20:** Jackson

**December 15:** Hailee Dobeck, Sussex (Holiday Party)

## Aquatic Section Updates

### Red Cross Training Information

Check out the documents below for helpful information regarding Red Cross training.

[COVID-19 Training Summary](#)

[Course Presentations](#)

### Save the Date!

Aquatic Technician Workshop is returning  
**March 26, 2021.**

Stay tuned for details!

### Aquatic Course Offerings

Click the button below to update your  
course offerings and to find current  
courses throughout the state!

[Course Offerings](#)

## Upcoming Dates

**January 19, 2021\***

[WPRA Virtual CEU Webinar Series](#)

**January 27, 2021**

[Monthly Membership Call](#)

**February 8, 2021\***

[CPSI Virtual Learning Session](#)

**February 11, 2021**

[Virtual Awards Ceremony](#)

**March 16, 2021\***

[WPRA Virtual CEU Webinar Series](#)

**March 26, 2021\***

[Aquatic Technician Workshop](#)

**February 11, 2021**  
[WPRA Annual Meeting](#)

**April 20, 2021\***  
[WPRA Virtual CEU Webinar Series](#)

*\*CEU opportunity*

Full Calendar of Events



Wisconsin Park & Recreation Association

(414) 423-1210  
[office@wpraweb.org](mailto:office@wpraweb.org)  
[wpraweb.org](http://wpraweb.org)



Wisconsin Park and Recreation Association | 6737 W Washington St, Ste 4210, Milwaukee, WI 53214


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# Sponsorship Program Details



## 2021 Sponsorship Opportunities

Wisconsin Park and Recreation Association (WPRA)  
 6737 W Washington St • Ste 4210 • Milwaukee, WI 53214  
 414-423-1210 • office@wpraweb.org

EVENTS	Type	Price/Quantity	Notes	Included	Logo included in promotion (linked to company web page)	Logo included in the beginning of presentation	Thanked as a sponsor during the introduction	30 second video highlight	Option to introduce speakers	If in person, may distribute flyer or item to each attendee	Logo as Moderator Image
<input type="checkbox"/> Aquatics Technician Workshop - Exclusive*		\$2,000 (1 available)	March 26, 2021	X	X	X	X	X	X	X	X
<input type="checkbox"/> Fall Workshop		\$1,000 (Multiple Available)	October 7-8, 2021	X	X					X	
<input checked="" type="checkbox"/> Leadership Academy		Various	December 1-3, 2021. Contact office for sponsorship details.								
<input type="checkbox"/> Playground Workshop - Virtual - Exclusive		\$2,000 (1 available)	June 5, 2021	X	X	X	X	X	X	X	X
<input type="checkbox"/> Playground Workshop - Virtual - Non-Exclusive**		\$500 (4 available)		X	X						
<input type="checkbox"/> Region Meetings*		\$1,500 (1 available per meeting)	See calendar on web site for available dates. Preferred date:	X	X					X	
<input type="checkbox"/> Virtual CEU Sessions - Exclusive		\$2,000 (1 available per session)	See calendar on web site for available dates. Preferred date:	X	X	X	X	X	X	X	X
<input type="checkbox"/> Virtual CEU Sessions - Non-Exclusive**		\$500 (4 available per session)	See calendar on web site for available dates. Preferred date:	X	X						
OTHER											
<input type="checkbox"/> Awards Ceremony - Virtual		\$2,500 (1 available)	February 11, 2021	X	X	X	X	X			
<input type="checkbox"/> Learning Library***		\$500 (unlimited quantity) <i>Only available to Commercial WPRA Members</i>	On demand educational content to be produced and submitted by sponsor.	X	X						
<input type="checkbox"/> Lunch & Learn (non-CEU)		\$500 (12 available) + cost of participant lunch (minimum of \$15 per pre-registered participant) <i>Only available to Commercial WPRA Members</i>	Content/discussion to be produced and led by sponsor (may be commercial in nature). Sponsor will receive list of pre-registered participants in advance, and is responsible for coordinating and providing lunch to them.	X	X					X	
ADVERTISING											
Membership Directory Advertising		<b>Covers:</b> <input type="checkbox"/> Outside Back \$800 / Inside <input type="checkbox"/> Front or <input type="checkbox"/> Back \$700 <b>Page Ad Sizes:</b> <input type="checkbox"/> Full \$600 / <input type="checkbox"/> Half \$300 / <input type="checkbox"/> Quarter \$200 <i>Non-member pricing = add \$100</i>	Sponsor to create advertisement, included in annual 8.5" wide by 11" tall Membership Directory distributed to all members in Spring, updated quarterly to be downloaded from password protected area of the web site.								
PR Monthly Advertising		Full Banner - <input type="checkbox"/> \$600 x _____ (quantity) = \$ _____ Half Banner - <input type="checkbox"/> \$300 x _____ (quantity) = \$ _____ <i>Non-member pricing = add \$100</i>	Sponsor to create advertisement, banner ads linked to the company web page. Full Banner - 468 wide x 50 tall = pixels / Half Banner - 234 wide x 50 tall = pixels								
Website Home Page Feature		<input type="checkbox"/> \$1,000 (12 available) - Preferred month: _____ <i>Only available to Commercial WPRA Members</i>	Office creates feature image to include logo, description and link to company web page.  <b>Be featured on the WPRA home page for one month!</b>								

Sponsorships are all on a first-come, first-served basis and are secured by date payment is received by the office. Payment can be made by check or credit card. To confirm if sponsorship is available, call 414-423-1210.

Company Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Website URL: \_\_\_\_\_

Sponsorship Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**NOTE:** Content for sessions may be presented by a sponsoring company, but educational content is not allowed to be commercial in nature. The sponsorship of an event may be advertorial, but the educational content may not.

\* = Offered as a first-right-of-refusal option to host if sponsored at a Commercial Member location.  
 \*\* = Non-Exclusive sponsorships are not available if there is an Exclusive sponsor for that session.  
 \*\*\* = Educational content submitted for Learning Library may not be commercial in nature.

**Office use only:**

Date payment received: \_\_\_\_\_

Date sponsorship confirmed: \_\_\_\_\_

Payment Details: \_\_\_\_\_

## 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:

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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](mailto:wpra@wpra.org)  
Questions? 414-423-1210