

# ANNUAL REPORT 2009 - 2010



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## **PRESIDENT**

### **T. Michael Stavres, CPRP**

The past year has been fast paced and aggressive thanks to an exceptional Board committed to advancing the Florida Recreation and Park Association. The continuous and committed efforts of the Board allowed me the opportunity to get out and see firsthand what is occurring throughout the regions.

My travels during the past year included representing FRPA and its members at the National Recreation and Park Association Congress in Salt Lake City in October. Most exciting and inspiring during this trip was the opportunity to celebrate with some of Florida's agencies as they received their CAPRA accreditation/re-accreditation and to also see in person the level of respect FRPA carries among professional and practitioners across the country. The high regard in which others hold FRPA and our Executive Director Eleanor Warmack is quite simply amazing.

Region travels included trips to Seminole County and Lakeland (Central Region), North Port (Southwest Region), Miami (Southeast Region) and Tallahassee (Northern Region). On all but one occasion, I had the pleasure of traveling with in-coming President Don Decker and Eleanor. The region meetings were all well attended and included very relevant, meaningful and applicable learning opportunities for our peers. The regions are all to be commended for the outstanding work accomplished this year. The success FRPA experienced during the past year could not have been accomplished without Fred, Jeff, Kathy and Lanie and those they count on to help bring these meetings to life. A huge thank you also goes out to our sponsors who helped in keeping our delivery costs at a minimum.

Beyond these experiences, the elements of the past year that I am most proud of as FRPA President and member are the membership and database software conversion completed in March, the Agency Summit held in Pinellas County in April, and the ongoing Leading the Heart of the Community webinar series with Ian Hill.

The software conversion, while relatively seamless to the general membership, positioned the executive branch of the Association to continue to deliver exceptional services for years to come with the greatest level of efficiency. Eleanor, Lori and Amber spearheaded this initiative and spent countless hours bringing it to fruition. Many may never fully understand the significance of this project, but its benefits are countless.

In April, Kevin Dunbar and his team carried forward the conversation that started two years ago at a Directors Summit and delivered perhaps the most significant Agency Summit we could have ever asked for. The work accomplished in preparing the Association and the Profession for what lies ahead is priceless. It is now our turn to take the product of those two days and put it into action.

The Leading the Heart of the Community webinar series with Ian Hill was perhaps the very drug so many of us needed. During these times when budget cuts, layoffs and facility closures are all too common, Ian reminded our members – and those from across the country – just how significant our work is. I had the opportunity to watch him change my own staff (including

myself) through his messages and am eternally grateful for all of the work Eleanor did in making this a reality.

I am proud to say that our Association is very well positioned for whatever lies ahead and I have great confidence in our path as I hand off the helm to Don and his team. However, I must say with all sincerity that I have no accomplishments during the past year without the efforts and support of the entire FRPA Board of Directors.

## **PRESIDENT ELECT**

### **Don Decker, CPRP**

It has been a real privilege to work alongside T. Michael and Eleanor this year as I prepare for 2010-2011. Traveling the state with them has been a great pleasure. This year I made it to region meetings in all but the Northern region, missing that one due to a scheduling conflict. I taught educational sessions in the Central (November), Southeast (February) and Southwest (February) regions.

In November I attended my last FRPA Foundation board meeting as a trustee, having completed a one year term. The fall was also the beginning of the mentoring committee which I was asked to chair by T. Michael. Great progress was made throughout the year on a mentoring program which should be unveiled in the fall of 2010.

In January I attended the St Thomas University Sports Management Conference and represented FRPA on a panel of facility operators including representatives of the Miami Heat and the Miami Dolphins.

April was a busy month with an FOC meeting held in Tallahassee that included my first trip to the capitol and my first visit to the FRPA office. A highlight of that trip was having breakfast with our lobbyist. Later that month I was a participant in the Agency Summit held in St Petersburg; a phenomenal two days.

Part of my responsibilities this year was to fill the committee chairs for the Board of Directors during my term and plan and facilitate the Leadership Retreat held in May. At the retreat we focused our efforts on prioritizing the Vision Plan and setting specific goals to reach in the coming year. The feedback we received is that this working retreat helped the Regions and the committees get off on the right foot and we look forward to seeing the results.

I look forward to the challenges that lie ahead and working closely with Leah Hoffman as she prepares for her own Presidency.

**VICE PRESIDENT OF FINANCE**  
**Greg Scott, CPRP**

In light of the economic conditions that trickle down from the national to local stage, our Association budget follows suit. As everyone is feeling tight budgets, I am proud to share that your Association is financially healthy while many other national and state associations are in severe decline.

Over the last several years your FRPA Board prepared for these days and took proactive measures in setting aside a contingency account for rainy days. Additionally, the Board and Executive Director worked to lessen any financial exposure to ensure the budgets stability. This year's budget was a team effort and your Financial Oversight Committee worked diligently in monitoring the budget while keeping in mind the needs of the Association members.

I am extremely proud of our Region Directors Lanie Sheets, Jeff Moffitt, Fred Couceyro and Kathy Cahill and their Boards. They worked diligently to ensure the financial success of FRPA. Please note that each Region exceeded the expectation to provide additional revenue to keep the budget in line. A successful 2009 State Conference and the National Playground Safety Institute also provided much needed revenue for the Association.

I would like to thank our Sponsors, Agency Directors, the Board, Staff and membership who each provided a partnership in our success.

The 2009-10 year began with a financially successful 2009 Conference. Close monitoring of the budget was facilitated by the Financial Oversight Committee and staff throughout the year. Fiscal year 2009-10 ended June 30, 2010 with the following:

**Expenses: \$ 787,908**  
**Revenues: \$ 859,638**  
**Net Loss: \$ 71,730**

Cash on Hand Report

**Total Cash Funds as of June 30, 2010: \$ 374,406.68**  
**Operating Funds: \$ 158,761.45**  
**Scholarship Funds: \$ 12,481.20**  
**Contingency Fund: \$ 203,164.03**

The following is the 2010-11 State Operating Budget as adopted by the FRPA Board of Directors at the May 2010 Annual Retreat.

**Revenues: \$ 741,795**  
**Expenses: \$ 741,295**  
**Projected Net Profit: \$ 500**

NOTE: The Board will address any adjustments to the adopted budget at the conclusion of the 2009-10 audit, and the 2010 Annual Conference. Close monitoring of the budget will be a priority this year in order to make adjustment early and protect the resources of the Association.

## **PAST PRESIDENT/AWARDS**

### **Jim Sheets, CPRP**

This annual report will be my last annual report I will write after serving more than 10 years on the State Executive Board of the Florida Recreation and Park Association. I have served this association and membership since 2000 as District IV Director (4 years), State Conference Chair, VP of Finance (4 years), and as President (3 years). I will never forget the day that Cathy Santa, former Director of Largo Recreation & Parks asked me to sit in on a conference committee meeting for her in 1997.

As a new member of this association, I was very overwhelmed but took the time to listen and to do whatever I could do to assist. This led to me serving on the District IV Board under Margaret "Peg" Cummings, former District IV Director and Recreation Director for the City of Dunedin. Again, being new to the association, and still a little bit overwhelmed, I continued to listen and assist however needed. At that time it was to work with the old Wellness Committee. When Peg Cummings was preparing to serve her last year as District IV Director, she asked if I would be interested in running for that position. The first thing I asked her was what "Could I really do this?" I will never forget what she said that day, "Jim, you have an energy and passion for what we do and that makes you best type of leader". After thinking about it overnight, I decided to take her up on that suggestion, and run for my first position on the FRPA State Board. After elected, I was still overwhelmed, but took the time to listen and do whatever was needed to help District IV be the best it could be.

All along the way, I continued to be overwhelmed, but would listen and do whatever I could to make this association the best it could be up until writing this final annual report. The reason I felt overwhelmed, was never because I doubted my ability to lead, and work hard, but rather because of the quality people that had served this association before me. Other than their names, these dedicated individuals are no different than you and me, as we all have the same passion for this profession and a propensity to work hard. The moral of my story is that, we all have the ability to serve this association, so don't ever feel that you are not needed because FRPA does need you. Take a chance, you will never regret it, I promise!

As for my business this past year, I participated in our Executive Board meetings including Finance Oversight Committee Calls, and Board Conference Calls. As Past President, my main role this past year was to listen and assist wherever needed, provide insight from my past years on the board, and most importantly, chair State Awards Program committee. I also had the opportunity to present a retirement resolution from FRPA to Margaret "Peg" Cummings at her City of Dunedin Commission Meeting. In addition, I participated in the Annual Agency Summit hosted by the St. Petersburg Collaborative Labs. Lastly, for those of you that have been participating in Ian Hill's "Leading the Heart of the Community" seminars, please never forget that our professional association has that same heart and is the best community of all. This is my last report, as it is time to finish my time serving on the executive board and assist from

behind the scenes. It has been an educational ride to say the least, one of which I will always cherish and never forget. Thank you for allowing me to serve!

## **ADVOCACY**

### **VICE PRESIDENT OF ADVOCACY**

**Julia Thompson, CPRP**

As Vice-President of Advocacy, the past year has been ambitious as the Association works to strongly engage elected officials, professionals and our citizens in increased awareness and support of the benefits of parks, recreation and ecological services. Advocacy within the Association is made up of several different committees which include the following reports for the 2009-10 year's efforts:

Educational Sessions were developed for the Regions that include basic advocacy training. These were offered in two of the four regions this year, Northern and Southwestern with good feedback. Further development of these sessions will be ongoing and offered in the Central and Southeast region this fall and winter along with proposed Advocacy Webinars that will be available in the spring 2011 should funding be obtained.

Below is detailed information on the accomplishments of those committees falling within the Advocacy branch of FRPA.

### **DIRECTOR'S COMMITTEE**

**Kevin Dunbar, CPRP**

The Director's Committee primary activity during the year was implementation of the Annual Agency Summit. This year's "Waves of Change, Oceans of Opportunity" Summit was held in Clearwater, Florida at the Collaborative Labs of St. Pete College.

The event attracted a record number of Directors, Assistant Directors, and Abrahams Academy graduates, representing a record number of agencies. Summit participants were engaged for two days in an intensive, facilitated dialogue that will begin the process of repositioning parks and recreation. The report of the event is available on the FRPA Website, and all professionals should take time to review that report.

The focus as we move forward will be to implement strategies to address the components of the report, and begin the process of allowing professionals and agencies to reposition themselves for prosperity.

Please also review the updated FRPA Vision Plan for additional details on what the Summit produced that will greatly impact the future for our Association and the profession.

The Director's Committee continues to work with FRPA's legislative platform and activities to complement the work of the legislative committee.

## **LEGISLATIVE COMMITTEE**

### **Shorty Robbins, CPRP**

This year, the Legislative Committee worked with the Executive Director and VP of Advocacy to establish FRPA 2010 Priorities Platform – currently available on the FRPA Website. FRPA staff, with committee input, developed an advocacy booklet which provides a valuable tool for Park and Recreation professionals to use to “sell” programs and priorities year ‘round.

Our lobbyist, Lester Abberger, continues to be an amazing asset through his experience and contacts in Tallahassee providing leadership and guidance for the association on our critical legislative issues.

During the Legislative session in Tallahassee, a weekly conference call was convened to discuss the platform and immediate issues. Many members of the committee also participated in the weekly Florida Forever conference call. As Florida Forever took priority in the advocacy efforts, there were not many new updates and the committee conference call was phased out. It was, however a useful tool and we recommend continuing with the process next year.

Committee Chair Shorty Robbins represented FRPA at Florida Forever Day at the Capitol. She spoke in support of Florida Forever funding and tied Active Recreation and FRPA to the FF programs.

Through FRPA's participation in the Florida Forever Coalition, \$15 million was secured for Florida's premier environmental land acquisition program. This was a phenomenal effort and many programs and events organized by our parks and recreation agencies, were held around the State to support citizen awareness for this worthwhile initiative.

## **MARKETING COMMITTEE**

### **Terri Messler, CPRP**

What an exciting time to serve as the Marketing Committee Chair for the Florida Recreation and Park Association. I am grateful that I've had the opportunity to serve in this capacity for the past two years. Florida is setting the curve for parks, recreation and leisure service professional associations nationwide through our *It Starts In Parks!* program.

The *It Starts In Parks!* program continues to grow and prosper. This year the Marketing Committee implemented several of our goals as outlined in the FRPA Vision Plan.

A major success was the development of the “July is Recreation and Parks Month” Implementation Kit. The Kit contains everything an agency needs to incorporate *It Starts In Parks!* into this special month: sample resolutions, templates for calendars, press releases, and ideas for events to celebrate the month. Designed as a sort of plug-and-play device, the Implementation Kit was a huge success with the membership.

The Committee also set a goal to offer the *It Starts In Parks!* Basic Training course in all four regions in 2009-10, and we achieved that goal. This provided an opportunity to expose more members throughout the state to this wonderful marketing tool.

The Marketing Committee has already begun planning for the upcoming 2010-11 year. Incoming committee chair Michelle Dean, with Cape Coral Parks and Recreation Department, has lots of ideas and enthusiasm. Look forward to exciting, new tools and training from Michelle and her committee.

It is imperative that we continue to promote the value of parks, recreation and open space in our communities and our state. *It Starts In Parks!* is the perfect tool to help us do just that. Always remember, *Florida's Future . . . It Starts In Parks!*

## **MEMBER RESOURCES**

### **VICE PRESIDENT OF MEMBER RESOURCES**

**Lucille Vaillancourt-Kreider, CPRP**

This year our membership committee worked harder than ever before to retain membership in these tough economic times. The vision plan set forth really focused on retention of current membership and making it personal as Brian has reported. The member resource team accomplished their goals and working on retention and recruitment in moving forward for the next year.

The board's vision plan outlines few goals for the membership team but goals that should help us retain members and provide what they are looking for. Incorporating the previous year's methods with our goals for this year should help to provide for a stable membership. Goals for this year are to incorporate current members with new members with the Buddy System and working closely with the regions to provide for membership tables at Region meetings and personalize membership for all members. It is important for the Membership Committee to instill the value and benefits of FRPA membership with existing members and new members as well. These will be the key to retaining a successful membership base.

### **CENTRAL REGION**

**Lanie Sheets, CPRP**

The Central Region had a fantastic year of education and networking. The following locations graciously offered to host Central Region Meetings during the year including the Lake Mary Events Center, Lakeland's Kelly Recreation Complex, and Temple Terrace Family Recreation Center. The assistance and hospitality of the staff at these facilities was tremendous and greatly appreciated.

The support of our commercial vendors through sponsorships was again extremely successful! We had a huge success with a combined 36 vendor registrations at 3 meetings. In addition, the commercial vendors donated items to the silent auction which contributes toward the Education and Scholarship Fund.

The Central Region expanded their partnership with the Tampa Bay Rays to three "Parks and Recreation Days" at Tropicana Field. Annually, over 15,000 summer camp children from around the state enjoy a great day at the ball park. Thank you to all of the area camp programs who participate in this field trip opportunity which also helps to fund the regional education and scholarship funds.

The Central Region accomplished our annual goals such as providing a variety of relevant educational sessions, maintaining regular correspondence, welcoming new members, maintaining commercial partnerships, and promoting "It Starts In Parks" along with other advocacy efforts. I give my sincerest appreciation to the entire region board for all of their dedication and efforts. They are truly a phenomenal group of dedicated professionals.

## **NORTHERN REGION**

### **Jeff Moffitt, CPRP**

It is hard to believe that a year has passed since taking over the helm of the Northern Region! Since taking the Northern Region Director position at the annual conference last year, I have worked hard with our Region board to build pride in the Northern Region and to increase attendance at our Region meetings.

With a rookie board in place, we kicked off the year with a meeting in the Villages. As new board members, it was our first time putting together a region meeting, and we got off to a slow start. Although attendance was low at 15 participants, the enthusiasm was high and we dedicated ourselves to improving each successive meeting!

Following the October meeting in the Villages, we next headed to St. Augustine for our February meeting, and boosted attendance to 30 participants. Participants were treated to sessions on youth wellness programs, inclusive recreation, summer camp preparation, and a roll-out introduction to It Starts in Parks. We were thrilled to have six first-time attendees at the meeting!

The third and final meeting of the year was held in Tallahassee. We had attendance of 44 people, including 15 students from Florida State University. Sessions were offered on advocacy, networking, interviewing, and site sustainability. Board members made a special point to reach out to students at FSU to make them feel welcome in our Association.

Our major goal this past year was to boost attendance at Region meetings and re-engage our members. As you see from the information above, meeting attendance kept increasing with each successive meeting. In the upcoming year, we want to continue to build on these numbers. In addition, we had many new members who have contacted the board or executive office seeking to get involved. We have also had many veteran members of the Region also

seek to get back involved. We are continuing to try to reach out to our members and provide the best service possible to them in the face of these tough times.

Although membership in the Region has dropped over the past year, we feel we are offering a better service and value to our members, and will continue to seek out innovative and challenging ways to meet the needs of our members.

The Northern Region ended the fiscal year on sound financial footing, having exceeded our budgeted net revenue amounts. Much of this was made possible through the generosity of our vendors, sponsors, and partners in the profession. We greatly appreciate the involvement, dedication and support our commercial partners have provided to the Northern Region.

I have thoroughly enjoyed my first year of service on the board, and look forward to the many challenges and opportunities over the next year.

## **SOUTHEAST REGION**

### **Fred Couceyro, CPRP**

The SE Region enjoyed another fine year of programming in 2009-2010. The Region Board had a goal to present many educational and networking opportunities and with 3 region meetings, a holiday luncheon, a turf rodeo, a vendor's expo and a golf tournament we proved to be up to the task.

In spite of the tough economical conditions, we were still very successful on the financial front. The SE Region raised approximately \$16,000 in net revenues. This is a marked increase from last year, and it is an impressive profit number. We must thank our sponsors who supported us at all of our events and we can be proud of the quality region meetings we hosted that drew strong attendance. I must offer a large amount of thanks to Linda Goberna, our Treasurer, for guidance with all of the financial processes that are needed for the region.

A wonderful result of our successful year is that we have funds available to allocate towards scholarships and also for speakers at next year's region meetings. Of course, the backbone of involvement in FRPA for most members is the educational offerings we provide. For three different Region Meetings, the Region offered a varied and diverse set of sessions designed to assist you in your professional lives. This year's slate of meetings offered various educational opportunities and also provided some new twists for our membership. Our region meeting at the Metro Zoo is one that will not be forgotten anytime soon!

Another sensational aspect of the Southeast Region is the camaraderie that has been built up amongst the members. This has led to outstanding attendance at our other events. The Holiday Luncheon continues to be a wonderful time for the members to get together and network, and this year we even had a special visit from Santa as he assisted us in our effort to continue our service project with Family Central of providing Christmas toys for underprivileged youth. The Golf Tournament at the end of our event calendar continues to be successful, and it remains a great time to enjoy the outdoors and the company of fellow professionals.

Although my space is limited and I am unable to name everyone individually, I would like to thank all of the sponsors, host agencies, board members and volunteers that made this year possible.

My term as the Southeast Region Director has been enjoyable, challenging, and rewarding all at once. The relationships I have made and continue to forge with fellow professionals are invaluable in both a professional and personal sense. I believe that the upcoming year will continue to be successful on all these fronts. This year, I hope to follow in the foot steps of Don Decker, who provided guidance to me as a Past Director, and will do all I can to make sure that tenure of our upcoming Director Michelle Zimmer is a successful and fulfilling one.

Signing off one last time.....

## **SOUTHWEST REGION**

### **Kathy Cahill, CPRP**

The Southwest Region offered its members three successful meetings that were hosted across the region. All region meetings were all day and offered a total of 12 class to choose from. The board tried a variety of new ideas this past year. Our greatest accomplishment was creating a unique opportunity for our sponsors to be more involved with our meetings. This enhanced their region meeting experience and helped deepen their relationships with professionals.

Our biggest challenge is to continue renewing memberships now that tighter budgets not allowing agencies to pay. This year will be interesting to see who is truly dedicated to FRPA and their profession.

The Fall meeting "It's A Whole New World" was hosted by North Collier County on October 22<sup>nd</sup>, 2009. Thanks to local partnerships we were able to secure Earl Morrall, former Miami Dolphin Quarterback as Keynote Speaker. We exceeded our attendance goals and signed up a total of 125 participants. Earl Morrall even autographed a football as a door prize.

Winter meeting was on Feb 11<sup>th</sup>, 2010 hosted by the George Mullins Center in North Port, FL. Keynote speaker, T. Michael Stavres', encouraging message about our future and living for tomorrow. This laid back meeting was all about wearing your blue jeans and learning. We had a great turnout and ISIP Jeopardy was a hit!

Lee County Parks and Recreation hosted our Spring meeting at the Estero Recreation Center on May 13<sup>th</sup>, 2010. Keynote speaker was Julia Thompson spreading her commitment to advocacy with a message about The Power of YOU which we stole for the theme of the meeting!

Southwest region had an outstanding year and already have plans in place for another great year.

## **MEMBERSHIP COMMITTEE**

### **Brian Smatt, CPRP**

This was a tough year for the membership committee as we saw our membership numbers the lowest it has been in over 10 years. The committee was tasked to look how we connect with new and lapsed members. The overall theme for the year was "Making it Personal." Each region director of membership resources made their calls and emails personal to each member. This year the committee positioned themselves to enhance the way we connect with new members. We worked on the details to unveil the new "buddy program" for 2010-2011 and include for the 2010 conference a "Red Carpet." For new members, it is important for us to continue to reach out to them and impress upon them the value of their association and membership.

We also made a point to focus on member retention. We realized that we need to reach out to the members before their membership has lapsed. We are now getting our reports on memberships expiring 30 and 60 days out from the expiration date. Our goal by reaching out to the members before their membership has lapsed, that we will be able to remind them of the value of their membership and connect them with upcoming opportunities across the state and in their region.

This past year we made an emphasis to reach out to college students and build the "bridges" between the students and professionals. This was especially important as some schools were forced to close their recreation and leisure programs due to budget cuts. For example in the northern region, Florida State will close their program after the spring 2011 semester. There was an emphasis to provide specific programs that was used to teach them practical skills for job searching and networking opportunities. In the April northern region meeting, there were over 15 students that attended that meeting.

### **THANK YOU TO OUR RECRUITERS**

Ire Bethea – 1  
Amy Blackman – 1  
Robert Burns – 1  
Kathy Cahill – 1  
Fred Couceyro – 1  
Scott Davidoff – 1  
Rafael del Valle – 2  
Linda Goberna – 1  
Larry Goldsmith – 1  
Becky Gunter – 1  
Jack Kardys – 1

Peggy Kay – 1  
Sidney Kittila – 10  
Jan Muenzenmaier – 1  
Rosemary Prince – 1  
Jim Sheets – 1  
Lanie Sheets – 2  
Brian Smatt – 4  
Tonya Taylor – 1  
Lucille Vaillancourt-Kreider – 1  
Linda Van Benschoten – 1  
Gayle Vasile - 1

## FLORIDA RECREATION AND PARK ASSOCIATION

### Membership Totals by Category and Region

as of July 31, 2010

Membership Categories	Northern	Central	Southeast	Southwest	Out of State	Totals by Category
P (0 - 24,999)	0	13	7	2	0	22
P (25,000 - 44,999)	39	126	68	27	0	260
P (45,000 +)	40	71	124	30	0	265
P (Agency Member Comps)*	13	43	58	18	0	132
P (Flat Rate Silver)***	9	68	91	39	0	207
P (Flat Rate Gold)****	0	19	14	71	0	104
Professional 6 Month	1	1	2	0	0	4
ASSC (Associate)	0	0	0	0	11	11
CIT (Citizen)	7	3	9	3	0	22
CP (Commercial Prof)**	5	37	25	12	13	92
LIFE (Lifetime)	26	15	6	2	2	51
R (Retired Professional)	4	14	7	2	0	27
S (Student)	10	7	1	2	0	20
AM (Bronze)	7	25	33	6	0	71
AM (Silver)	3	9	11	1	0	24
AM (Gold)	0	1	2	2	0	5
CM (Emerald)	5	23	15	7	11	61
CM (Sapphire)	0	1	1	1	1	4
CM (Diamond)	0	0	0	0	0	0
<b>Totals by Region</b>	<b>169</b>	<b>476</b>	<b>474</b>	<b>225</b>	<b>38</b>	<b>1382</b>

\* This category represents individuals whose membership is complimentary with the Bronze, Silver or Gold Memberships.

\*\* This category represents some commercial professionals who receive a complimentary membership as part of an Emerald, Sapphire or Diamond Membership

\*\*\* This category represents members who are employed with Silver Member Agencies.

\*\*\*\* This category represents members who are employed with Gold Member Agencies.

# PROFESSIONAL DEVELOPMENT

## VICE PRESIDENT OF PROFESSIONAL DEVELOPMENT

**Chip Potts, CPRP**

There have been a number of achievements in Professional Development over the past year which have had, and will continue to produce beneficial opportunities for the membership. These include the first graduating class of the Joe Abrahams Leadership Academy, the initial year of training for the second group of Joe Abrahams Leadership Academy participants, the updating of the training and education database, the development of a framework for an Emerging Professional training program, the development of a mentoring program, and the initial offering of the Leading the Heart of the Community webinar training program.

At this same time last year, during our annual conference, two groups of individuals were participating in the Joe Abrahams Leadership Academy. One was successfully completing the rigors of the two year program while another was just beginning its journey. Throughout the training the participants received exceptional training from outstanding speakers and great coaches.

In March of this year a group of individuals representing the Training and Education Committee met in Clearwater to discuss and modify the current Training and Education Database. The database is a great resource tool that is used by the education program planners at the region and state level to develop the region meetings and state conference training tracks. At the meeting the group explored ways to make the database more user friendly by placing the information online and providing a search function. Also, the group determined it beneficial to provide a method for those with class ideas and content to be able to upload the topic and material for review and inclusion in the database. Additionally, a survey is currently being developed that will be distributed to the membership in an effort to recruit speakers to present the educational sessions from the database at either Region Meetings or at State Conference.

In June, progress was made in the development of a new and exciting training opportunity when a group of individuals met to discuss a curriculum for an Emerging Professionals Program. The Emerging Professionals program is designed for younger professionals who are new supervisors and desire the necessary training to make them successful in their new role. The training program will address the core competencies needed by supervisors and will be presented in a group format with coaches. Currently the financial aspects of the program are being worked out and it is hoped that the initial offering will take place in the upcoming year.

Finally, this past year saw the development of the Leading the Heart of the Community webinar training program that was conducted by Recreation and Park program advocate Ian Hill. The program began in November of last year and has continued through this summer. These one hour programs, along with their "homework" assignments have been viewed by Recreation and Park professionals all over the country and even

internationally as well. Ian's passion and desire to make a difference in the community are truly felt during the sessions which have been broadcast so far. Many staff from volunteers and front line workers, to Supervisors, and Directors, to City Managers and Commission members had the opportunity to view Ian, hear his message and implement his teachings into their work practices. Ian's perspective and experiences have truly made this a great training opportunity for the membership.

## **2010 CONFERENCE**

### **Cathy Norris, CPRP and Gail Piazza, CPRP**

The 2010 FRPA Conference provided a week of outstanding educational sessions and networking opportunities designed to further professional development of delegates. Conference committee members have done an outstanding job of taking ownership of their assigned areas, sharing ideas and have shown true teamwork throughout the year.

In light of economic impacts affecting counties, cities and conference attendees, we have offered a variety of incentives to get members to conference.

Keynote speaker, Philippe Cousteau, was an excellent tie-in to this year's theme, "Beneath the Surface," and his message extends to our agencies and the work they are conducting in response to the Gulf oil spill crisis.

We are providing much needed funds and supplies through the purchase of "Parker the Manatee" plush animals and donations to the Suncoast Seabird Sanctuary for clean-up efforts and rehabilitation of seabirds affected by oil poisoning and contamination. Lastly, our service projects have been educating constituents on the environmental impacts of monofilament and support efforts to remove it from our waterways.

We thank our sponsors and corporate partners who have once again showed their support for our membership. Standing with us even when times are tough is a testament to their commitment and we encourage our membership to show them how much they are appreciated.

Finally, we thank Eleanor, Lori and Amber for are their endless work and leadership year in and year out. They are the backbone of FRPA and they made our job so much easier with all their encouragement and guidance.

## **TRAINING AND EDUCATION**

### **Andrea King, CTRS, CPRP**

This committee worked hard at providing excellent educational opportunities throughout the year and especially for the 2010 conference. We utilized and further enhanced the Training & Education Database (TED), and discussed how this can be used even more in the future. As a reminder, TED is a fairly new, though very comprehensive listing (of all the areas of interest) which can assist with region meetings, webinars, annual

conference and more, in helping to plan the education that is delivered to the membership. It holds topic ideas, session descriptions, potential speakers and much more. This is a living document which will be regularly updated.

Work has begun and will continue in the following priority areas:

- The most relevant and priority topics for today's profession
- The great need for cross-training
- Speaker Recruitment: including a training and incentive program for speakers
- Involvement in LinkedIn discussions and ideas for the FRPA Journal
- 2011 Conference and upcoming Region Meetings

Thank you to all the members of this committee. If you are interested in helping on the committee, have program ideas or know of an excellent speaker that you would like to see at an upcoming education offering, please make sure to let us know.

**EXECUTIVE DIRECTOR**  
**Eleanor Warmack, CPRP, CAE**

At the conclusion of my 2008-2009 report to you, I stated that "As we move into the next year, I am confident that our Board, our staff, and our membership will rise to the challenges that may lie ahead." It is a privilege to be able to report to you that we did just that. Knowing the 2009-2010 year would hold challenges, we stayed true to the course outlined in our Vision Plan, and exceeded many of our goals, while maintaining a commitment to excellent membership service.

The major administrative "feat" this year has been the transition to a new software program. Early on in the 2008-2009 budgeting process, staff analyzed the funds we were expending on computer software licensing and support. It was a large recurring expense, with a larger expenditure on the horizon with an upgrade to a web 2.0 platform which was internet driven. After researching association packages available, references were checked on clients in the Tallahassee area who were currently using the products. We did site visits and talked with several of these and selected the software package that we felt best served our needs – both functionally and financially.

We transitioned the product with minimal disruption to the membership, board and public viewers of the FRPA website. The staff committed to meeting a deadline for the transition to be complete and met that commitment. While we still have one module to unveil to the membership, we are looking forward to becoming increasingly familiar with the product. This transition will save the Association nearly \$7000 per year, and most likely even more when we consider what the future costs of upgrading the software we had would have been (nearly \$48,000).

There were several accomplishments in the Advocacy arena this year, and each will provide future development of activities by the membership.

The "July is Parks and Recreation Month" handbook was distributed to the membership for the purpose of assisting you in planning celebrations around the month of July. We have received several compliments from agencies who took the handbook and are utilizing it.

The 2010 Legislative Session was quickly upon us, and the writing and development of the 2010 Legislative Handbook was a major accomplishment this year. Responding to requests from the membership to understand the legislative process more, and requests to understand the importance of general advocacy efforts, a document which is a compilation of legislative and advocacy resources was compiled and distributed on the FRPA website. It is a lengthy document, which should be expected when delving into two of the most important things we do as professionals.

Communication was the goal this year with regard to membership. Increased communication to members was to center around the value of their membership dues, as well as providing access to and information from member to member.

FRPA now has a presence on Twitter, LinkedIn, Facebook, and soon to come our own social networking groups. The 2009 Conference kicked off our use of Twitter, and while we did not have a huge number of "followers" at that time, the 2010 Conference Committee with staff direction has already begun tweeting fans. In 2010-2011 we will begin tweeting facts to fans centering around the *It Starts in Parks* messages.

Dialogue continues to increase on LinkedIn, and we have set up several "groups" within that medium allowing targeted discussions to take place. The most recent group that we set up was for agency directors, which was a request made at the Agency Summit.

Always ranking as the number one reason our members participate in FRPA, professional development is critically important for us to succeed in. We had several successes in this area this year.

The arrangement with Ian Hill for the provision of our "Leading the Heart of Your Community" series was timely and moved us into a higher quality of on-line training. The program has been widely accepted in Florida, and its national following has brought increased credibility to FRPA. This was a tremendous opportunity that has produced unexpected revenue to the Association. It is anticipated that nearly \$7000 profit has been generated from this offering and we will be announcing at conference what the next year's program will be.

Staff efforts on the 2010 Conference were focused on generating additional funds, providing a high level of education, and distributing information as early as possible. I am pleased to say that we have achieved those goals. An application for a grant to provide funding of an "environmentally centered keynote" was made with Landscape Structures at the national level, and the \$5,000 grant was received at the NRPA Congress in October. This has allowed us to secure an international figure in Philippe Cousteau. Information on the 2010 Conference was available earlier this year than ever before to allow the membership the maximum amount of time to save for their conference or receive approval to attend the conference. Again this effort was achieved

in the midst of the transition to a new software program. I am also pleased that staff has recruited a larger number and larger amount of sponsorships for the conference than in the past several years.

The movement of the "think tank" concept relative to the Agency Summit from 2010-2011 to 2009-2010, was a wise one. The timing and need for this discussion was very evident. Working with Kevin Dunbar to locate a venue that could facilitate this dialogue in a high quality, fast paced setting was our goal. We accomplished that goal in a wildly successful fashion. The Summit report will benefit the profession for many years to come, and can be found on the FRPA Website.

The 2009-2010 year has been as challenging a year as I can remember in my tenure with FRPA. While this report summarizes major accomplishments, there were many other small accomplishments. This represents a synergy between the staff, as well as the board, and demonstrates our ability to address the needs of our members.

As we move forward there will continue to be challenges, however our newly adopted Vision Plan will continue to guide us, and under the capable leadership of Don Decker, our Board of Directors will only enhance our commitment to being the best we can be. There is no way to express our appreciation for the many FRPA members who give of their time, talent and wisdom to continue to advance FRPA and in doing so, advance the field of parks and recreation. We could not do it without the thousands of hours you devote to FRPA. Thank you all and we look forward to continuing to serve you in the 2010-2011 year.

## **NOMINATE A LEADER FOR THE 2010-11 SLATE OF OFFICERS Deadline: October 15, 2010**

**Each year the Association seeks the best of the best for its class of nominees for office. This year is no different. There are many tremendously qualified individuals whose leadership skills could benefit FRPA. Nominate one of those individuals today. This year we will be seeking candidates as follows:**

**President Elect – serves as President Elect 2011-2012 and President 2012-2013**

**Vice President of Advocacy – serves 2011-2013**

**Vice President of Member Resources – serves 2011-2013**

**If you are willing to serve, or wish to nominate someone, please contact the FRPA Executive Office at [eleanor@frpa.org](mailto:eleanor@frpa.org).**

**Election Ballots will once again be available on-line during the month of December. Current members will be emailed a link to proceed to the voting function. Ballots will be made available to those wishing to vote by mail. Information on how to request a mailed ballot will be available in the P&Re-source newsletter during the months of November and December, so look for your instructions.**