

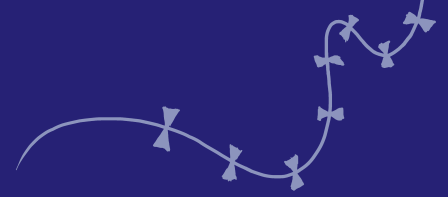
illinois

Volume 42, Number 3 | May/June 2011

# P&R

## PARKS AND RECREATION

The magazine of the Illinois Association of Park Districts and the Illinois Park and Recreation Association



### modern marketing for your agency

What Gets Their Attention - Build a Branding Platform -  
Selling Your Park District Program through Story Telling

Plus: The Latest Referenda Results



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

# HOWARD L. WHITE AND ASSOCIATES, INC.

Aquatic Play • Park Playground Products • Site Furnishings

P.O. Box 5197 Buffalo Grove, IL 60089-5197 | email [info@howardlwhite.com](mailto:info@howardlwhite.com) | toll free 800.225.2880

## SPECIALIZING IN:

- Shelters, Kiosks, & Gazebos
- Site Amenities
- Splashpads & Aquatic Play Structures
- Playground Equipment & Surfacing
- Prefab Restroom & Concession Buildings

## REPRESENTING:

- Classic Recreation Systems
- Victor Stanley
- Vortex Aquatic Structures
- BCI Burke
- Custom Design Precast
- Biological Mediation Systems



Forest Preserve District of Will County  
Hickory Creek Forest Preserve  
Mokena, IL

### PICTURED ABOVE:

- Northwest Model, 40' x 60'
- Multiple pitches available
- Innovative clerestory roof design to improve ventilation

Featuring Shelters By:

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



# CLASSIC RECREATION SYSTEMS, INC.

## IN THIS ISSUE



# what gets their attention?

14



18



22

### FEATURES

- 12 Referenda Results  
April 5, 2011  
By Peter Murphy
- 14 What Gets Their Attention?  
By Sherry Manschot

### SPECIAL FOCUS

- 18 Build a branding platform. It is the foundation to everything you do.  
By Scott Kolbe
- 22 Once Upon A Time...  
Selling Your Park District Programs through Story Telling.  
By Eileen Randle

### DEPARTMENTS

- 4 From the Editor
- 6 Get on Board  
Welcome Aboard  
Ten Things You Need to Know as a New Board Member
- 8 Eye on the Profession  
Warming Up to IPRA's Future
- 10 Statehouse Insider  
Timing is Right for Prevailing Wage Act Review
- 24 People and Places

# FROM THE EDITOR

The American Marketing Association defines the term marketing as "The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." With this *Modern Marketing for Your Agency* theme issue, I enjoy the challenge of marrying the definition above to the application for your parks and recreation agency.

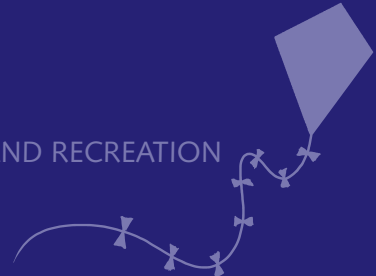


The first marketing article in this issue is related to the word "delivering" in the above definition. Sherry Manschot explains the art of what can grab a persons attention and "rise above the clutter" as she explains methods to get the message of your agency noticed. The second article by Scott Kolbe helps you understand branding. A term that is closely related to marketing, that explains how to give your literature, signage, advertising, employees, and more, a common impression that draws your image to one common message. Nearly all soda bottlers, fast food chains or sneaker manufacturers have mastered the art of branding, where you immediately recognize their product through key word phrases and/or simple images. The third article for your education is from Eileen Randle. Eileen explains the art of story telling. If you again look to the marketing definition above, you will see the word "communicating" which is exactly what a good story can do for your agency message. Eileen makes a great statement on marketing in her feature article. She states, "No matter what you are writing; a press release, a program guide, a sponsorship request, etc., you are writing to sell, educate and influence", another great marketing definition that gets your agency recognized by it's prospective patrons.

My key contribution to all of the insight featured in this issue is to point out the necessity of pulling all of these teachings together effectively. I have used the adage many times in my career, that good marketing is compared to an orchestra. If all of the musicians play randomly and without a common note, the music goes unnoticed, or worse yet, is considered raucous. A conductor who brings together many instruments to play beautiful music is as effective as establishing a commonality between the promotions of your parks and recreation messages for people to absorb and more importantly, respond to. Consider the orchestra's brass section as your visual message such as logos, advertising and signage within your grounds. Bright, shiny and attention getting like the sounds of the horns, the goal of a common appearance can bring people to immediately recognize your agency with a glance. On the other hand, the woodwinds provide more gentle notes to the music, but without them, would be missed in the overall sound. The same can be said for the mass of words within your press releases and promotional literature. Creatively written stories and key word meanings between all literature about your agency can instill the root message of what benefits you have to offer. They may be paragraphs of description, but like the woodwinds they are missed if they are not effective and uniform. I hope this issue of IP&R helps your orchestra play beautiful and noticeable marketing music.

— TODD SILVEY  
Editor

# illinois P&R PARKS AND RECREATION



### OFFICES

217.523.4554

### FAX

217.523.4273

### E-MAIL

iapd@ilparks.org

### WORLD WIDE WEB

www.ilparks.org  
www.IIpra.org

### MAIL

211 East Monroe Street  
Springfield, Illinois 62701-1186

### Managing Editor

PETER M. MURPHY  
President and Chief  
Executive Officer, IAPD

### Editor

TODD SILVEY  
Publications Director, IAPD

### Graphic Design

GOSS GRAPHIC DESIGN  
217.423.4739  
www.gossgrfx.com

### Advertising Sales Representative

BETH SALTZ  
Arlington Publishers Representatives  
P.O. Box 1555  
Arlington Heights, Illinois 60006  
847.509.9810  
FAX: 847.509.9816  
bsaltz@arlpub.com

### JOINT EDITORIAL COMMITTEE

### IAPD Representatives

MARY ANN CHAMBERS  
Northbrook Park District

ANN AUSTIN  
Rock Island Park & Recreation Dept.

ROBERT GELWICKS  
Downers Grove Park District

MIKE KROST  
Chillicothe Park District

NATHANIEL "NATE" MARTIN  
Rockford Park District

### IPRA Representatives

ARNIE BIONDO  
Carol Stream Park District

LAURA BARRON  
Oakbrook Terrace Park District

LISA LEONE  
Lisle Park District

ELSA FISCHER  
Northbrook Park District

### ILLINOIS ASSOCIATION OF PARK DISTRICTS

WALLY FRASIER  
Chairman  
Mundelein Park and  
Recreation District

LINDA JOHNSON  
Charman-elect  
Crete Park District

GEORGE LONGMEYER  
Immediate Past-Chairman  
Schaumburg Park District

DON ANDERSEN  
Vice-Chairman  
Oak Lawn Park District

NATHANIEL "NATE" MARTIN  
Vice-Chairman  
Rockford Park District

JOSEPH PETRY  
Vice-Chairman  
Champaign Park District

WILLIS "BILL" LOGAN  
Treasurer  
Springfield Park District

GAYLE CINKE  
Sergeant at Arms  
Grayslake Community Park District

TOM BARZ  
Frankfort Park District

KEN COLLIN  
Freeport Park District

CAROLYN EDLEY  
East Saint Louis Park District

DAVID HANSEN  
Itasca Park District

JERRI-LYNN KLEINA  
Alsip Park District

RON LEHMAN  
Channahon Park District

DIANE MAIN  
Westmont Park District

DAVID MCDEVITT  
Effingham Park District

D. DEWEY PIEROTTI JR.  
Forest Preserve District of DuPage County

CHRIS RILEY  
Decatur Park District

FRANK SCARPELLI  
Dundee Township Park District

**IAPD HEADQUARTERS**  
211 East Monroe Street  
Springfield, IL 62701-1186  
217.523.4554  
www.II.parks.org

PETER M. MURPHY  
President and Chief Executive Officer

JASON ANSELMENT  
Legal/Legislative Counsel

CINDY DEITERS  
Marketing Director

BOBBIE JO HILL  
Public Relations Director

ALAN HOWARD  
Finance Director

SHERRI KHILE  
Executive Secretary

SHANNON SARTAIN  
Legal Secretary

SUE TRIPHAHN, CMP  
Educational Services Director

TODD SILVEY  
Publications Director

### ILLINOIS PARK AND RECREATION ASSOCIATION

LORIKAY PADEN, CPRP  
Charman  
Office of Recreation & Park Resources,  
University of Illinois

JOHN CURRAN, CPRP  
Chairman-elect  
Tinley Park Park District

CARRIE HAUPERT, CPRP  
Immediate Past-Chairman  
Bloomington Park District

### District Representatives

JAN HINCAPIE, CPRP  
Lincolnwood Parks and  
Recreation Department

PATRICK KLOSS  
Belvidere Park District

JOE DELUCE, CPRP  
Champaign Park District

MARY JEANNE HUTCHISON, CPRP  
O'Fallon Parks and Recreation

**Sections Board Representatives**  
NANCY MCCAUL, CPRP  
Fox Valley Park District

ALLISON NIEMELA, CPRP  
Batavia Park District

GAIL ITO, CTRS  
Chicago State University

BRIAN MEYER, CPRP  
Bolingbrook Park District

MIKE SLETTEN, CPRP  
River Forest Park District

RICK HANETHO, CPRP  
Northbrook Park District

MATT CORSO, CPRP  
SEASPAR

**IPRA HEADQUARTERS**  
PO Box 697  
Lombard, IL 60148-0697  
630.376.1911  
www.IIpra.org

JAN ARNOLD  
Executive Director

MIKE SELEP, CPRP  
Professional Services Director

BARRY FRANKS  
Finance Director

DINA KARTCH  
Education and Conference Director

SHEILA MULVEY-TATORIS  
Member Services Coordinator

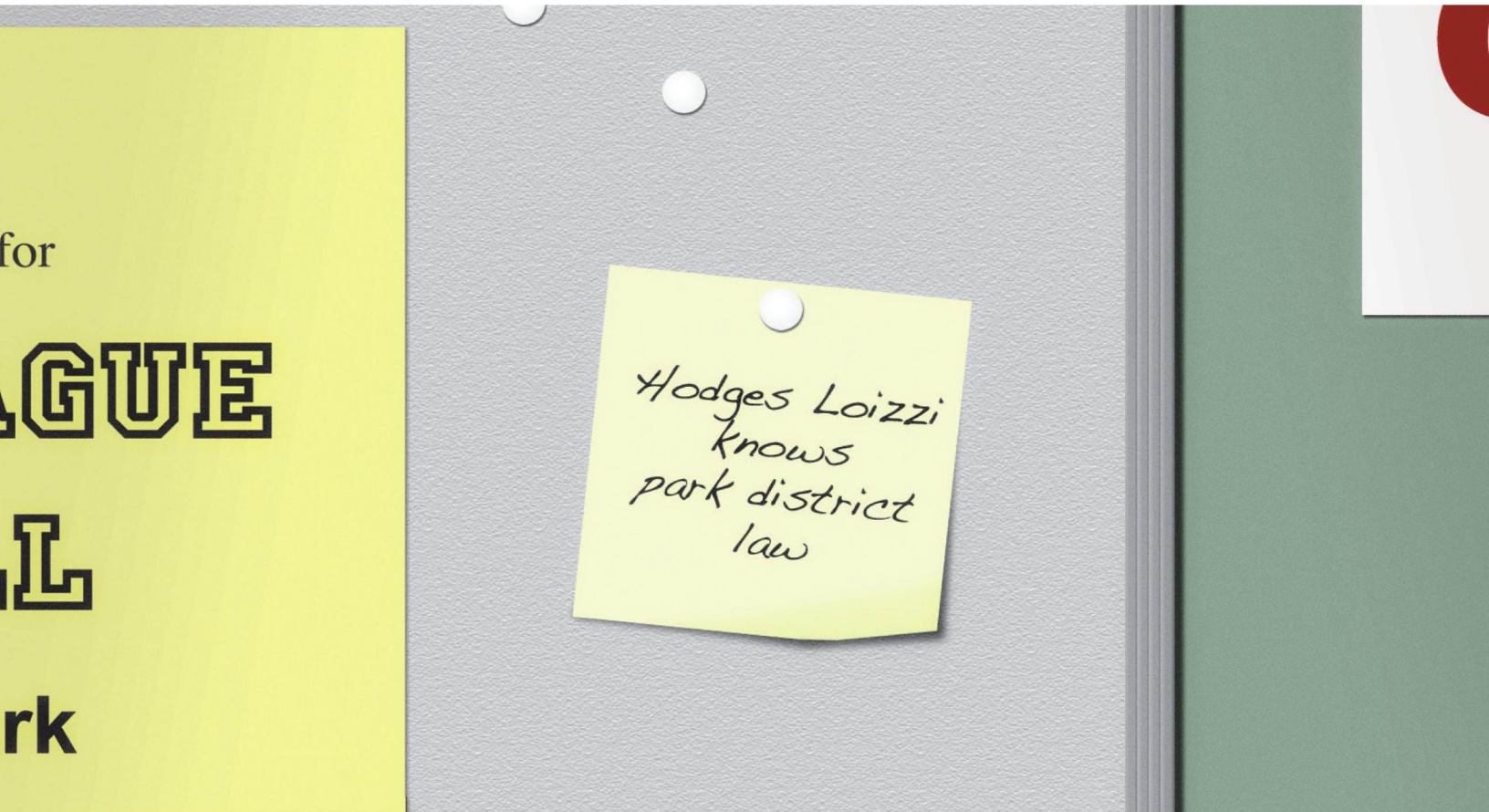
HEATHER WEISHAAR  
Development and Project Director

Illinois Parks and Recreation (ISSN 0019-2155) is published bimonthly at 211 E. Monroe Street, Springfield, Illinois, by the Illinois Association of Park Districts and the Illinois Park and Recreation Association. Annual subscription rates: \$12 for IAPD/IPRA members; \$50 for non-members; \$60 foreign; \$20 educational institutions. Single copies: \$2 members; \$10 nonmembers. Periodicals postage paid at Springfield, Illinois and additional post offices. POSTMASTER: Send address changes to Illinois Parks & Recreation, 211 E. Monroe Street, Springfield, IL 62701-1186. Opinions expressed in this publication are those of the authors and do not necessarily express the official views of the IAPD/IPRA. Likewise, the publication of any advertisement is not to be construed as an endorsement of the product or services offered. Members of the IAPD and the IPRA and other interested persons are encouraged to submit articles and illustrative photos for possible publication in the magazine. Send for manuscript guidelines and deadline dates: Editor, Illinois Parks & Recreation, 211 E. Monroe Street, Springfield, IL 62701-1186, 217.523.4554, iapd@ilparks.org, www.II.parks.org. By submitting articles for publication, authors are assigning the copyright to the Illinois Association of Park Districts.

Copyright© by the Illinois Association of Park Districts and the Illinois Park and Recreation Association. All rights reserved. Reprints of articles in whole or in part without prior written permission are prohibited.



# Word gets around



## Hodges Loizzi --- Eisenhammer Rodick & Kohn LLP

Park districts throughout Illinois have learned that Hodges Loizzi knows park district law. We know this client base well, know its particular needs and problems, and understand the special, often highly charged environment in which it operates. With over 30 attorneys, we are large enough to meet any and all of our clients' needs, yet not so large that any client's need ever is overlooked.

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

847.670.9000 • [info@parkdistrictlawyers.com](mailto:info@parkdistrictlawyers.com)  
Arlington Heights • Belleville • Peoria



Peter M. Murphy  
IAPD President and CEO

## Welcome Aboard Ten Things You Need to Know as a New Board Member

The election is over and you've been elected. Now, what are the first steps that you need to take as a board member? The following are a few suggestions to help you hit the ground running.

While there are a plethora of issues that face park, forest preserve and conservation districts every day, one of the first things that I recommend you do is to immerse yourself in the finances of the district. It's important that as a board member you feel comfortable with being able to read the monthly financial report that is presented to you, and that you understand what each of the line items represents. In addition you should review last year's audit, and do so with either the executive director of the district and/or the board president. Work your way through it slowly. When it comes to finances, there are no dumb questions. A lot of the issues that you will be asked to respond to will involve issues of district finances. A solid grounding in this area will make understanding other aspects of the district seem easy.

It's also important to familiarize yourself with some of the more fundamental and basic elements of the law as it pertains to units of local government. As a park, forest preserve or conservation district, you are an independent governing authority and it's important to recognize your status as such.

I would suggest that you familiarize yourself with the requirements of the Open Meetings Act. The Open Meetings Act provides guidelines to ensure that you participate in meetings that have been called with proper notice and that when you vote to go into executive session you're doing so for the appropriate reasons. While you can take your lead on these issues from other members of the board and the executive director, it's important that you have an independent understanding of them as well.

The Freedom of Information Act (FOIA) also has a bearing on your role and the public information available on the activities of park, forest preserve and conservation districts. Some of the questions that you need to ask yourself relate to how FOIA impacts the written or electronic communications that you have with fellow board members. Are those communications subject to the Freedom of Information Act? If yes, when? If no, why not? These are some of the primary pieces of statutory law that control governmental transparency at a district. This transparency is important to members of the public and goes a long way in building trust.

As you begin your service, take the time to review the past year's meeting minutes, as these will tell you a great deal about the district's operation.

Seek out information on the district's organizational chart and spend time with the agency director to discuss areas of responsibility, the committee structure and the agency's strategic plan.

In addition to the legal responsibilities outlined by state statute, board members also have legal responsibilities, which include a duty of care, a duty of loyalty and a duty of obedience.

The duty of care means that board members must carry out their duties with the level of care that a reasonably prudent person would exercise in a like position or similar circumstance. It requires the board member to be familiar with the organization's finances and activities, and to participate regularly in its governance.

In addition, the duty of loyalty prohibits board members from utilizing information obtained through service on the board for personal gain. Board members should exhibit faithfulness and undivided allegiance so that they act in the best interest of the agency.

And, finally, the duty of obedience means that board members must ensure that the agency complies with the appropriate laws and that it is faithful to the agency's mission.

These duties suggest that it's incumbent upon you to ask for information or an explanation when you feel that you don't have all of the information to make a decision.

It's important to ask questions now rather than to seek information after the fact. What's your role when you receive a complaint or a request for service? How is that traditionally handled at your district? How does your board reach consensus on decisions? After a board makes a decision, whose responsibility is it to make sure that decision is carried out? How do you handle members of the public who seek to have you make a commitment ahead of time prior to board action on a particular issue? And finally, what is your agency's policy on talking to the press? It's important to know your role prior to reporters calling and many times the district has an established process to deal with these kinds of situations.

And finally of paramount importance is the board/staff role. What are the responsibilities of the board and what are the responsibilities of the executive director? Typically board members hire the director and define the duties of that individual and they set the policy – the long-term goals and directions of the district. The responsibility of the executive director is to administer the day-to-day operations of the district and provide leadership for the district. In addition, the executive director must make sure that the board is informed on activities occurring throughout the district and seek board advice on issues of strategic importance.

Let's take a look for a moment at the information some agencies provide, and review with, new board members during orientation.

- I. Communication
  - A. Communication Tools
    1. Board Packet Materials
  - B. Board Member Communication
    1. Board Member Preferred Method of Contact
    2. Use of E-mail
  - C. Commissioner Requests for Action
  - D. Handling Concerns or Complaints from the Public
  - E. Decision Making Process
  - F. Talking with the Press
- II. Board Information
  - A. Board Meetings
    1. Dates, Times, Location
    2. Sample Agenda
    3. Requesting an Item for the Agenda

- B. Committee Meetings
  - C. Governance
    - 1. Board General Practices Manual
    - 2. Roles of Staff and Board
  - D. Board Member Privileges
    - 1. Attendance at Conferences and Seminars
    - 2. Use of Programs and Facilities
    - 3. Public Officials Liability Coverage
- III. IAPD Information
- A. The *Park District Code*
  - B. *Get On Board* and Related Board Materials
  - C. The *Illinois Park District Law Handbook*
  - D. Use of the IAPD Member Website [www.ILparks.org](http://www.ILparks.org)
- IV. Strategic Plan
- V. Park District Services
- VI. Safety and Risk Management
- A. Tort Immunity
  - B. Emergency Operations Plan
- VII. Recent Intergovernmental Agreements
- VIII. Financial and Legal Information
- A. Current Budget
  - B. Current Tax Levy Ordinance
  - C. Current Audit
- IX. Personnel Information
- A. Organizational Chart
  - B. Disciplinary Process
  - C. Code of Conduct

In closing, as a board member you should also be aware of the Illinois Association of Park Districts' advocacy efforts. What happens in Springfield at the State Capitol will ultimately affect you, your agency and the people you serve. As you begin your term on the board, here are a few things to be mindful of when it comes to advocacy.

The IAPD sends out weekly Legislative Updates throughout the legislative session informing you of bills that will impact your district.

In addition, periodically you will receive a Legislative alert, which calls for members to take action on a specific legislative issue of importance to you agency. And, finally, the IAPD hosts a number of legislative activities throughout the year in order to bring you into close contact with the members of the General Assembly that represent your district.

Legal authority for park districts, forest preserves and conservation districts is founded in state statute, so make it a goal to become informed and be involved.

## BOARD MEMBER CODE OF ETHICS

As a member of the board I will:

- Represent the interests of all people in my community and not favor any particular special interests.
- Never use my service on this board for my own personal advantage or for the advantage of my friends or supporters.
- Keep privileged information confidential.
- Approach all board issues with an open mind, prepared to make the best decisions for everyone involved.
- Do nothing to violate the trust of those who elected or appointed me to the board or those we serve.
- Focus my efforts on the mission of the agency and not on my personal goals.
- Never exercise authority as a board member except when acting in a meeting with the full board or as I am delegated by the board.

Introducing Another Membership Benefit from the  
Illinois Association of Park Districts

# Yeah.

## We've Got an App for That!

### The FREE IAPD App.



**Go to the iTunes Store, search "IAPD" and click on the FREE IAPD App now to:**

- Access the latest IAPD news feeds including timely legislative information
- Search contact information for other IAPD member agencies and your colleagues in the field - view their profile or post on their wall
- Access your message center
- Upload photos or view photo galleries

Go to [www.ILparks.org](http://www.ILparks.org) for more information. IAPD App is compatible with the iPhone, iPad and iPod touch



## 2011 IAPD CALENDAR OF EVENTS

June 1  
**IAPD Boot Camp**  
Rolling Meadows  
Park District

June 2  
**IAPD Boot Camp**  
Downers Grove  
Park District

June 8  
**IAPD Boot Camp**  
Decatur Park District

June 9  
**IAPD Boot Camp**  
Collinsville Area  
Recreation District

June 11  
**Newly Elected Officials Workshop**  
Joliet Junior College

June 15  
**IAPD Boot Camp**  
Rockford Park District

June 18  
**Newly Elected Officials Workshop**  
Heartland Community College  
Normal

June 20  
**Summer Golf Tour Event #2**  
Steeple Chase Golf Club,  
Mundelein Park &  
Rec. District

June 25  
**Newly Elected Officials Workshop**  
Lewis and Clark Community  
College  
Godfrey

June 30  
**Newly Elected Officials Workshop**  
Schaumburg Golf Club

July 21  
**Legislative Golf Outing**  
White Pines Golf Club  
Bensenville Park District

Aug 20  
**Park District Conservation Day**  
State Fairgrounds,  
Springfield



Jan R. Arnold  
Executive Director, IPRA

## Warming Up to IPRA's Future

As you gear up for a fun and busy summer, I would like to first thank you for the work you do each day to make our communities stronger. Because of you, children will learn to swim, create wonderful art projects, slide into home plate, perform in a play, plant a tree and many more exciting things. It is sometimes hard to stop and appreciate the work that you do each day. I hope you will take a moment to visit your day camps, stop by a little league game, or visit a pool to see the smiles on the faces of those you serve each day!

While you work to make this a memorable summer for your participants, I am working to make sure that your IPRA is also meeting its goals to provide you with valuable membership services and a strong organizational foundation. As I wrap up my first few months with IPRA, I want to take this time to update IPRA members on the process we are making toward implementing our strategic plan. First, I want to thank each of the board members who are leading the task forces and committees to help accomplish our common vision. Many of the services we offer are a result of the commitment and hard work of our members.

As you may recall, in the fall of 2010, the Strategic Planning Advisory Committee (SPAC) rolled out the 2011-2014 IPRA Strategic Plan. The SPAC consisted of 27 statewide leaders that assembled and identified six strategic initiatives for IPRA. Below is an update on each of the six initiatives:

### 1. Focus Resources on Delivering Benefits to Members

- Currently evaluating Association services, for example the joint purchase program and the ticket sales program, to determine the level of satisfaction and use by members.
- Analyzing the member satisfaction survey to ensure the organization is focused on the services that the members use and expect from their IPRA membership.

### 2. Strengthen Financial Controls

- Formed an Administrative Policy Task Force headed by Mike Sletten. The Task Force is composed of seven IPRA members and their charge is to review and update the Association's administrative policy manual.

- New Financial Policy and Procedures were rolled out in 2010 and have been reviewed and updated by adding new policies for membership termination, membership payments, and conference registration.
- A review is underway of current pricing for revenue-generating programs and benefit services.

### 3. Streamline the Organization

- Formed a Governance Task Force headed by John Curran. The Task Force is divided into two groups. The first is comprised of five IPRA members who are tasked with the review of the Association's by-laws, and the second group consists of six IPRA members whose focus is to determine how to create and implement a Council of Sections.

I hope this update provides you with a quick glimpse of the work that your Association is doing to improve the trainings, programs and services offered to you, our members.



- The Task Force held a meeting in April with the current, past and chairman-elect of each section as well as the IPRA section board representatives to discuss the plan to create a Council of Sections. The Council of Sections would elect one individual to sit on the IPRA board as a voting member on behalf of all sections. Additionally, one at-large position would be added to the IPRA board. These changes would reduce the size of the board from 14 to 9. The Task Force is currently working on the implementation timeline.
- The group is rewriting the IPRA by-laws to reflect the current order of business as well as the recommended changes with the Council of Sections.

As I wrap up my first few months with IPRA, I want to take this time to update IPRA members on the process we are making toward implementing our strategic plan. First, I want to thank each of the board members who are leading the task forces and committees to help accomplish our common vision. Many of the services we offer are a result of the commitment and hard work of our members.



# 2011 IPRA CALENDAR OF EVENTS

#### 4. Re-energize Membership through Proactive Communication

- Formed a Members' Communication Task Force headed by Allison Niemela. The Task Force is composed of eight IPRA members to develop a marketing plan and make recommendations for a new website.
- The Task Force is developing specifications for an RFP for a new IPRA brand as well as a new IPRA website.
- The Task Force will be conducting a variety of focus groups and surveys to get member input regarding what amenities the IPRA website should include. The key is to not overbuild the website and to make it user friendly.
- Additionally, the Professional Services Committee is developing a new member manual and a member leadership manual for all sections.

#### 5. Develop Dynamic Professionals and Future Leaders

- Formed an Education Committee headed by Rick Hanetho. The Committee is composed of six IPRA members and has been charged with creating an educational plan to grow future leaders.
- The Committee will develop learning opportunities at three levels: Leaders of Tomorrow; Emerging Leaders; and Leadership Academy. Each level will focus on providing high quality training to meet the educational needs and expectations of each group.

#### 6. Create Member Connections, Expect Involvement

- IPRA membership cards were mailed to each IPRA member to remind you of the benefits of your membership and ways to get involved.
- IPRA is hosting several Certified Park and Recreation Professional (CPRP) certification preparation courses throughout the state to help our members reach their goal of obtaining their CPRP in 2011.
- IPRA is sending notes to all agencies that post job openings on the IPRA website to encourage them to sign their new staff member up for an IPRA membership immediately.

I hope this update provides you with a quick glimpse of the work that your Association is doing to improve the trainings, programs and services offered to you, our members.

This summer we have some great ways for you to get involved:

**Conservation Day at the Illinois State Fair** is Saturday, August 20<sup>th</sup>. We would love to have you join us in celebrating the work we do every day. Please let me know if you need additional information regarding this event.

**BMW golf classic** will occur at Cog Hill September 12<sup>th</sup> – 18<sup>th</sup>, if you are interested in volunteering, please contact Mike Selep at [mike@ilipra.org](mailto:mike@ilipra.org).

IPRA is your organization and I hope you will continue to find ways to get involved, whether it is joining a committee, attending a training or networking for your next opportunity.

June 2, 2011  
1:00 PM  
**IPRA Environmental  
Committee Meeting**

June 4, 2011  
8:00 AM  
**SPRA 2011 Summer  
Leadership Training**

June 9, 2011  
10:00 AM  
**WEBINAR: GIS - A  
Tool You Can Use for  
Better Decision Making**

June 16, 2011  
11:00 AM  
**Ethnic Minority Section  
Meeting**

June 17, 2011  
9:30 AM  
**Facility Management  
Section Leadership  
Conference Call**

June 21, 2011  
10:00 AM  
**WEBINAR: Strategies  
for Enhancing &  
Managing Park Safety  
Across Your Community**

June 24, 2011  
10:00 AM  
**C&M Section Board  
Retreat**

June 30, 2011  
10:00 AM  
**New Member  
Orientation  
2nd Quarter**

July 6, 2011 - July  
22, 2011  
**Six County Senior  
Olympics**

July 7, 2011  
1:00 PM  
**IPRA Environmental  
Committee Meeting**

July 14, 2011  
10:00 AM  
**CPRP Exam  
Preparation Course**

July 15, 2011  
10:30 AM  
**Facility Management  
Section Meeting**

July 15, 2011  
1:00 PM  
**C&M Networking  
Social**

July 20, 2011  
1:20 PM  
**Chicago Cubs vs.  
Philadelphia Phillies**

July 21, 2011  
11:30 AM  
**Recreation Section  
Meeting**

July 27, 2011  
1:10 PM  
**Chicago White Sox vs.  
Detroit Tigers**

For the most up-to-date Calendar of Events  
please visit the IPRA website at [www.ILipra.org](http://www.ILipra.org).



Jason Anselment  
Legal/Legislative Counsel

## Timing is Right for Prevailing Wage Act Review

With construction season and important annual legal deadlines upon us, now is a good time to review your agency's obligations under the Illinois Prevailing Wage Act (PWA). Although governmental bodies often deal with the PWA, the law remains a source of confusion for many. In part, this is because the PWA is frequently the subject of proposed legislation and court decisions. However, the various responsibilities among contractors, subcontractors, units of local government, and the Illinois Department of Labor can also raise questions.

To avoid the criminal penalties and other consequences associated with violations of the PWA, it is imperative that those who are involved in contract bidding, execution, and administration have an understanding of the agency's obligations and know where to find additional information if needed.

While this article attempts to address the responsibilities of public bodies under the PWA, it is important to note that contractors, subcontractors, and organizations that are supported in whole or in part by public funds have additional requirements that are beyond the scope of this article.

### What Is the Purpose of the Prevailing Wage Act?

In order to understand how the PWA functions, it is helpful to consider its fundamental purpose. In the most basic sense, prevailing wage laws are designed to set minimum wages and benefits that must be paid to a particular category of worker based upon the normal wage rate that is paid to that trade in the county where the work is being performed. However, the PWA does not set maximum wages and benefits, *i.e.*, workers can be paid more, and it does not apply to all government contracts.<sup>1</sup>

### When Does the Prevailing Wage Act Apply?

The PWA applies to the wages of laborers, mechanics and other workers employed in any public works by any public body and to anyone under contract for public works, including any maintenance, repair, assembly, or disassembly work performed on equipment.<sup>2</sup>

### What Is the Prevailing Wage?

Under the PWA the "general prevailing rate of hourly wages", "general prevailing rate of wages" or the "prevailing rate of wages" is the hourly cash wages plus fringe benefits for training and apprenticeship programs approved by the U.S. Department of Labor, health and welfare, insurance, vacations and pensions paid generally, in the county where the work is being performed to employees engaged in work of a similar character on public works.<sup>3</sup>

### What Are Public Works?

Public works include all fixed works constructed or demolished by a public body. Although some private construction projects can constitute public works if they are financed in whole or in part by public funds such as bonds, grants, loans, or other funds made available through the State or any other local government, this article assumes that the work is being performed for a public body that is using public funds to pay for it.

Because the PWA does not apply unless a particular project involves public works, it is essential to make the determination of whether public works are involved in the early planning stages of any project. In many cases, this determination is obvious. A capital project for the construction of a new recreational center for a park district is clearly a "public works project" that is subject to the PWA while an agreement for legal services is not.

However, other contracts may not be as straightforward. If guidance is required as to whether a particular project or contract involves public works, it is advisable to seek a determination from the Illinois Department of Labor, which establishes the categories of laborers, mechanics and other workers covered by the PWA.

Additionally, it is important to remember that although the PWA covers all laborers, workers and mechanics who are directly employed by contractors or subcontractors in actual construction work on the site of the building or construction job, the law also applies to more than just construction or demolition of facilities. The PWA applies to almost any work on public works that involves laborers, workers, or mechanics, including any maintenance, repair, assembly, or disassembly work performed on equipment whether owned, leased, or rented.<sup>4</sup> In fact, laborers, workers and mechanics engaged in the transportation of material to or from the site<sup>5</sup> are typically covered by the PWA as are tradesmen performing maintenance on public works.<sup>6</sup>

### Is There An Exception for Small Projects?

Because public works projects often involve large dollar amounts and must be bid, there is a common misperception that the PWA only applies if a bid is required and does not apply to small projects that are under the bid limit threshold. This is incorrect. If the project or contract involves the agency's public works, then the PWA applies regardless of the amount of the contract. For example, just because a project is under \$20,000 and is not required to be let to the lowest responsible bidder under the Park District Code,<sup>7</sup> prevailing wages still must be paid if the project or contract involves public works.

Legislation is frequently introduced which would provide an exception to the PWA for small projects. For instance, House Bill 3094 would provide an exception for projects with a total cost of \$20,000 or less. Unfortunately, as with similar past proposals, the legislation has not gained enough support to move out of committee, let alone become law.

### How Is the Prevailing Wage Determined?

Public bodies must annually investigate and ascertain the prevailing rate of wages for work on public works projects before June 30.<sup>8</sup> To help accomplish this task, a public body may request the Illinois Department of Labor to ascertain the prevailing rate of wages, but the public body should still adopt an ordinance or resolution making the determination.<sup>9</sup> Before June 30 each year, the public body is also required to publicly post this determination or keep it available for inspection in its main office.<sup>10</sup> The district must then promptly file a certified copy of the determination with the Illinois Secretary of State and the Illinois Department of Labor by July 15.<sup>11</sup>

Within 30 days of this filing, the public body must publish a notice of its determination in a newspaper of general circulation and promptly mail a copy to any employer, to any association of employers, and to any person or association of employees who file their names and addresses requesting copies of any determination stating the particular rates and the particular class of workers to whose wages will be affected by such rates.<sup>12</sup> Note that if the Illinois Department of Labor revises the prevailing rate to be paid by the public body, then the revised rates apply to a contract and the public body must notify the contractor and each subcontractor of the revised rate.<sup>13</sup> Information regarding current prevailing wage rates may be found at the Department's website at: <http://www.state.il.us/agency/idol/rates/rates.HTM>.

### Does the District Have Prevailing Wage Obligations with Respect to Specific Projects?

Although it is ultimately the responsibility of the government contractor to pay the prevailing wage to its workers, the public body also has responsibilities in connection with its public works contracts and projects. In addition to the annual requirements discussed above, a public body awarding any contract for public works or otherwise undertaking any public works must ascertain the prevailing wage for each craft or type of worker or mechanic that is needed to execute any contract.<sup>14</sup> The public body must insert a stipulation into every resolution or ordinance, call for bids, project specifications and contract to the effect that not less than the prevailing wage must be paid.<sup>15</sup> All bid specifications must also list the specified rates to all laborers, workers and mechanics in the locality for each craft or type of worker or mechanic needed to execute the contract.<sup>16</sup>

If a public body awards a public works contract without a public bid, Public Act 96-0437 requires that the public body must provide the contractor with written notice on the purchase order or on a separate document indicating that not less than the prevailing wage must be paid.<sup>17</sup> Taking the previous example where the total cost of a park district's public works project is below \$20,000 and the district elects not to bid the work, the district must ensure that the boilerplate language it likely has in its bid documents is incorporated into the contract or that it otherwise provides the contractor with written notice that the prevailing wage must be paid. The contract language suggested by the Illinois Department of Labor is included below.

Failure to provide proper written notice to the contractor can have consequences. The Illinois Department of Labor can order the public body to pay any interest, penalties or fines that would have been owed by the contractor if proper written notice had been provided.<sup>18</sup>

In addition to the language required in every resolution, ordinance, call for bid, project specifications and contract for public works, the public body must also require that all contractor's and subcontractor's bonds include a provision guaranteeing the faithful performance of the prevailing wage clause in the contract or other written instruments.<sup>19</sup>

### What Should the Agency Do with Contractor Payroll Records?

While participating on public works, the contractor and each subcontractor is required to submit certified payroll records to the public body in charge of the project each month. These records must consist of a complete copy of each worker's name, address, telephone number when available, social security number, classification or classifications, the hourly wages paid in each pay period, and the number of hours worked each day along with a statement signed by the contractor or subcontractor which affirms that: (i) such records are true and accurate; (ii) the hourly rate paid to each worker is not less than the general prevailing rate of hourly wages required by the PWA; and (iii) the contractor or subcontractor is aware that filing a certified payroll that he or she knows to be false is a misdemeanor.<sup>20</sup>

The public body must keep these records for at least 3 years. They are considered "public records" subject to the Freedom of Information Act, except that the contractors' employees' addresses, telephone numbers, and social security numbers may be redacted.<sup>21</sup>

### Are There Penalties for Violations of the Act?

Any officer, agent or representative of a public body who willfully violates the PWA or fails to comply with any of its provisions is presently guilty of a Class A misdemeanor.<sup>22</sup> House Bill 3237 would increase the penalty to a Class 4 felony for such willful violations or failures.<sup>23</sup>

### Summary

The PWA is an important statute that affects all units of local government. Public bodies have requirements with respect to all contracts and projects involving public works. In addition, there are annual requirements relating to ascertaining the prevailing wage rate. To avoid the criminal penalties and other consequences associated with violations of the PWA, it is important for the appropriate district officials to have an understanding of the agency's obligations and to know where to find additional information when questions arise. When in doubt, you should consult your local counsel or the Illinois Department of Labor for specific advice on the district's projects. As always, the IAPD is also here to help.

<sup>1</sup>820 ILCS 130/7

<sup>2</sup>820 ILCS 130/2

<sup>3</sup>*Id.*

<sup>4</sup>820 ILCS 130/2; 130/3

<sup>5</sup>Except that transportation by the sellers and suppliers or the manufacture or process of materials and equipment are not currently covered by the PWA. Senate Bill 1550 would expand the PWA to cover the transportation of these "aggregate or excavated materials". As of press time, the bill was still in the Senate's Committee on Assignments.

<sup>6</sup>820 ILCS 130/3

<sup>7</sup>70 ILCS 1205/8-1(c)

<sup>8</sup>820 ILCS 130/9

<sup>9</sup>820 ILCS 130/4

<sup>10</sup>820 ILCS 130/9

<sup>11</sup>*Id.*

<sup>12</sup>*Id.*

<sup>13</sup>820 ILCS 130/4(d)

<sup>14</sup>820 ILCS 130/4(a)

<sup>15</sup>820 ILCS 130/4(a),

130/4(a-1)

<sup>16</sup>820 ILCS 130/4

<sup>17</sup>820 ILCS 130/4(a-2)

<sup>18</sup>820 ILCS 130/4(a-3)

<sup>19</sup>820 ILCS 130/4

<sup>20</sup>820 ILCS 130/5; Note that House Bill 3237 would change the penalty for violations to a Class 4 felony.

<sup>21</sup>*Id.*; 5 ILCS 140/2.10

<sup>22</sup>820 ILCS 130/6

<sup>23</sup>As of press time, HB 3237 had passed the House but not the Senate.

## Sample statement from the Illinois Department of Labor for inclusion in contracts, purchase orders or bids in order to provide proper written notification to contractors to satisfy Public Act 96-0437:

This contract calls for the construction of a "public work," within the meaning of the Illinois Prevailing Wage Act, 820 ILCS 130/.01 *et seq.* ("the Act"). The Act requires contractors and subcontractors to pay laborers, workers and mechanics performing services on public works projects no less than the "prevailing rate of wages" (hourly cash wages plus fringe benefits) in the county where the work is performed. For information regarding current prevailing wage rates, please refer to the Illinois Department of Labor's website at:

<http://www.state.il.us/agency/idol/rates/rates.HTM>. All contractors and subcontractors rendering services under this contract must comply with all requirements of the Act, *including but not limited to*, all wage, notice and record keeping duties.

This language can be downloaded at: <http://www.state.il.us/agency/idol/forms/pdfs/contract.pdf>

# Referenda Results – April 5, 2011

Nine of the approximately 175 referenda submitted to voters at the general election held on April 5, 2011, pertained to park, recreation, and conservation issues. Four of those referenda passed.

Questions related to tax and bond measures continued to show mixed results. Voters approved a \$30 million bond measure for the Kane County Forest Preserve District to acquire and preserve forests and natural lands. Tax increases for the Channahon Park District and the Urbana Park District, which will use the tax to fund construction and operation of an aquatic center, were also approved. Yet, referenda approving tax increases for the Lan-Oak Park District and the Olympia Fields Park District both failed as did bond measures for the United City of Yorkville and the Western Springs Park District.

The following table summarizes the types of initiatives, the amounts requested and vote totals for the 2011 Consolidated Election. Data for this report was obtained from election authorities and news outlets after all precincts were counted but before results were officially certified. If you are aware of an initiative that is not included, please contact the Illinois Association of Park Districts at IAPD@ILparks.org.

## Park and Forest Preserve Referenda Results

DISTRICT	JURISDICTION	TYPE	DESCRIPTION	PASS/FAIL	VOTES YES/NO
Channahon Park District	Grundy, Will	Tax	Shall the limiting rate under the Property Tax Extension Limitation Law for the Channahon Park District, Will and Grundy counties, Illinois be increased by an additional amount equal to 0.0537% above the limiting rate for levy year 2009 for park purposes and be equal to 0.2098% of the equalized assessed value of the taxable property therein for levy year 2011?	Pass	<u>Grundy</u> Yes = 158 No = 105 <u>Will</u> Yes = 1358 No = 976
Cordova Township Park District	Rock Island	Misc.	Proposition for Organization and Establishment of Cordova Township Park District to be known as the "Cordova Township Park District."	Pass	Yes = 50 No = 4
Kane County Forest Preserve District	Kane	Bond	Shall the Forest Preserve District of Kane County, Illinois, borrow money and issue general obligation bonds in the amount of \$30,000,000.00 to acquire and preserve forests and natural lands, protect wildlife habitats, enhance flood control, improve hiking and biking trails and fishing and other recreational areas, provide forest and wildlife education programs and improve forest preserves, wetlands and prairies, all in accordance with the purposes authorized by the Downstate Forest Preserve District Act of the State of Illinois, as amended?	Pass	Yes = 14,822 No = 12,372
Lan-Oak Park District	Cook	Tax	Shall the limiting rate under the Property Tax Extension Limitation Law for the Lan-Oak Park District, Cook County, Illinois, be increased by an additional amount equal to .100% above the limiting rate for park purposes for levy year 2009 and be equal to .288% of the equalized assessed value of the taxable property therein for levy year 2010?" (1) The approximate amount of taxes extendable at the most recently extended limiting rate is \$1,062,384, and the approximate amount of taxes extendable if the proposition is approved is \$1,627,482. (2) For the 2010 levy year the approximate amount of the additional tax extendable against property containing a single family residence and having a fair market value at the time of the referendum of \$100,000 is estimated to be \$10. (3) If the proposition is approved, the aggregate extension for 2010 will be determined by the limiting rate set forth in the proposition, rather than the otherwise applicable limiting rate calculated under the provisions of the Property Tax Extension Limitation Law (commonly known as the Property Tax Cap Law)."	Fail	Yes = 812 No = 1,782

DISTRICT	JURISDICTION	TYPE	DESCRIPTION	PASS/FAIL	VOTES YES/NO
Markham Park District	Cook	Misc.	Shall the Park District known as the Markham Park District be dissolved?	Fail	Yes = 735 No = 925
Olympia Fields Park District	Cook	Tax	Shall the limiting rate under the Property Tax Extension Limitation Law for the Olympia Fields Park District, Cook County, Illinois, be increased by an additional amount equal to 0.136% above the limiting rate for levy year 2009 for the purpose of building, equipping and operating an athletic complex at Bicentennial Park and maintaining, improving and protecting parks and be equal to 0.395% of the equalized assessed value of the taxable property therein for levy year 2010?" (1) The approximate amount of taxes extendable at the most recently extended limiting rate is \$572,443.16, and the approximate amount of taxes extendable if the proposition is approved is \$873,031.08. (2) For the 2010 levy year the approximate amount of the additional tax extendable against property containing a single family residence and having a fair market value at the time of the referendum of \$100,000 is estimated to be \$13.60. (3) If the proposition is approved, the aggregate extension for 2010 will be determined by the limiting rate set forth in the proposition, rather than the otherwise applicable limiting rate calculated under the provisions of the Property Tax Extension Limitation Law (commonly known as the Property Tax Cap Law).	Fail	Yes = 52 No = 758
United City of Yorkville	Kendall	Bond	Shall the United City of Yorkville issue general obligation bonds, bearing interest at a rate not to exceed the limitation of applicable law, to an amount not to exceed \$1,000,000 for purpose of acquiring land and constructing bike trails within the municipal boundaries of the United City of Yorkville?	Fail	Yes = 1,199 No = 1,517
Urbana Park District	Champaign	Tax	Shall the limiting rate under the Property Tax Extension Limitation Law for the Urbana Park District, Champaign County, Illinois, be increased by an additional amount equal to 0.11% above the limiting rate for park purposes for levy year 2009 and be equal to 0.7878% of the equalized assessed value of the taxable property therein for levy year 2011? (1) The approximate amount of taxes extendable at the most recently extended limiting rate is \$4,094,919, and the approximate amount of taxes extendable if the proposition is approved is \$4,759,483. (2) For the 2011 levy year the approximate amount of the additional tax extendable against property containing a single family residence and having a fair market value at the time of the referendum of \$100,000 is estimated to be \$37. (3) If the proposition is approved, the aggregate extension for 2011 will be determined by the limiting rate set forth in the proposition, rather than the otherwise applicable limiting rate calculated under the provisions of the Property Tax Extension Limitation Law (commonly known as the Property Tax Cap Law).	Pass	Yes = 2,280 No = 1,393
Western Springs Park District	Cook	Bond	Shall the Western Springs Park District, Cook County, Illinois construct and equip an all-weather artificial turf field at Spring Rock Park, maintain, improve and preserve its parks and facilities, pay expenses incident thereto and issue its bonds to the amount of \$1,000,000 for the purpose of paying the cost thereof?	Fail	Yes = 487 No = 909



# what gets their attention?

**By Sherry Manschot**

“The Blurb”. One little description with such an important role in the parks and recreation business. It has to grab you, excite you, and drive you into action. That is quite a lofty task for a few dozen words. And there are dozens of blurbs, each holding the same high expectation every season.

For some recreation professionals writing fresh, attention-getting descriptions season to season is the most daunting part of their job. Not to worry, the Illinois Therapeutic Recreation Section (ITRS) of IPRA came to the rescue at this year's conference with a pre-conference session on “the blurb”. A panel of four ITRS members with diverse backgrounds in Recreation and Marketing collaborated for a session on how to approach and invigorate the standard brochure blurb. Geared for new staff or staff who just wanted to shake up their approach, the panel shared some very practical insight and tips for the blurb and beyond.

# “ Consistency in design, graphics, headlines and key phrases will help through the message clutter. ”

## Catch Them If You Can

It used to be vying for consumer attention meant deciding between a :30 or :60 commercial or choosing between 2color and 4color printing. Times have changed. In the age of 144 character tweets, a slew of social media quick-hit options, 3-minute video attachments, and more, attracting consumer attention is more difficult than ever.

Whether you are writing a blurb for a seasonal brochure or creating a flyer promoting an upcoming event, what is the secret to gaining your audience's fleeting attention? How do you get them to stop, read, and take action? Good news. While the amount of incoming messages a consumer faces has increased exponentially, the strategies for rising above the clutter have not.

## Rising Above the Clutter

Before anything else, you must clearly **identify your audience**. Are you writing to an active adult, a senior, or a child? If you are writing for a child's class or event, remember that your primary audience may be the parent and not the child. You will have to make it attractive to both. Knowing your audience will provide you the tone and voice with which to address your communications.

**Benefits sell.** Find out what is important to your audience and identify the corresponding benefits within your program. Do not assume that they will know what they will get from participating in your program. Tell them what they will accomplish and how it will change their life. Those benefits are the real selling points. Take toothpaste for example. Toothpaste doesn't sell. Bright white teeth and healthy mouths sell toothpaste. Will the fitness class give them a new lease on life, more energy, and the clothes they have longed to wear?

**Embrace your creative side.** Do not be afraid of it. Know that everyone is creative just in different ways. Play to your strengths by using whatever you are good at, whether it be prose or graphics. Read other brochures for ideas. Take a class on whatever you feel is your deficiency.

**Use tools that make a difference.** Headlines that grab, action verbs, and colorful words that pop are the key to getting your blurb read. Action verbs create a sense of motion and activity. They pull you in and get you engaged. Power words and phrases appeal to that which is important to us or desirable. For instance, who doesn't like something that is FREE! It implies that you will save money and get something of value.

**Speak one-on-one.** Browsing through the brochure is a personal experience. So speak directly to one person. Let your excitement about the program come through. Be sure that it is conversational so your reader is drawn in as if you are right there with him.

**Close the deal.** Always tell your audience what action you are asking them to take. While it may seem inherent, this is the close on the deal. You want them to register for the program, join the fitness center, or attend your event.

## Pulling It All Together

How do you know if you have a good blurb? A well-polished blurb will affect your senses. Can you picture the program, smell or taste some part of it? It creates desire and anticipation. Are you excited about what you can do as a result of the program before you are even registered? It strikes to a common aspiration or benefit. Will it help you reach a goal or provide you with a memorable experience? Consider these well written blurbs:

### Crafts and Cocoa

*The weather outside may be frightful, but we'll make this Saturday afternoon delightful! We'll stay toasty indoors by sipping hot cocoa and participating in two different winter-themed craft projects. Warm up a friend's day by giving one of these creative projects as a gift, or keep them to brighten up the remainder of the winter season. (MNASR)*

### Creative Writers

*Do you have a story to tell? Have you always wanted to be a poet? Then you need to join the Creative Writers! This 3-week program will give participants the opportunity to learn basic creative writing skills such as rhyming, rhythm, story development, and presentation skills. If you register for Creative Writers, you will receive a free registration for Be Social Poetry Night on Friday, November 19, 7:00 – 9:00 pm where you will be given the opportunity to share your poems and short stories in front of a real audience! (Rockford park District)*

The first description paints a picture of a warm and cozy event as well as the promise of a gift for a friend. The second gives not only the opportunity to hone a potential skill, but as an added value provides the opportunity to share the creative product.

## Beyond the Blurb

What happens when the blurb has to move from the brochure to another format? Translating the blurb to print, whether it is a flyer, poster, or ad can be an easy if you follow a few simple design concepts.

**White space is your friend.** White space is the area that has no text or graphics. There is a tendency to want to fill every space with information. This makes your message get lost and requires an investment of time on behalf of the reader. Lack of white space tends to reduce reader comprehension. Professional designers actually incorporate white space into the overall design. It helps the eye focus on the most important information. Be sure to avoid the temptation to fill the open space.

**Use more than one font size.** Contrasting font sizes help the reader distinguish between the headline, subheads, and the details. The headline is a larger font size to grab attention. The subhead is another size to communicate the main point. And the details are yet another size so the reader knows where to find more information. Balance between the font sizes aids in the reader's overall comprehension.

**Contrast creates visual interest.** Use contrast but know that it can be tricky if overdone. Using fancier fonts in your headlines can be visually appealing and attention grabbing. Using all upper case in a headline can be visually stimulating too. However both may prove too difficult to read for the body copy. Be sure to use a readable font in your body copy. And lastly, the use of color and reverse type provides interest in a headline but is also difficult to read in the body.

## Continuity is Key

Whether it is a brochure blurb, a flyer, an ad, or other marketing piece, the continuity between pieces is important for the consumer to recognize that it is your program, event, or park district. The consumer may need to see it several times before being ready to receive your message. Consistency in design, graphics, headlines and key phrases will help cut through the message clutter.

Above all, the efforts put into a well written blurb or a well designed flyer aid in the communication to your audience and effectively translate into a potential increase in program registrations or event attendance.

Parts of this story were presented at the 2011 IPRA Conference. Presenters included:

- Anna Broccolo, South Suburban Special Recreation Association (SSSRA) Public Relations Coordinator
- Sarah Holcombe, Northern Illinois Special Recreation Association (NISRA) Public Information Coordinator
- Sherry Manschot, Western DuPage Special Recreation Association (WDSRA) Marketing and Public Relations Manager
- Barbara Saunders, Maine Niles Association of Special Recreation (MNASR) Public Information Manager

If you have suggestions for the 2012 IAPD/IPRA conference sessions, contact ITRS Conference Committee Chair Anne Cosentino at [acosentino@seaspar.org](mailto:acosentino@seaspar.org). Please contact Sherry Manschot ([sherrym@wdsra.com](mailto:sherrym@wdsra.com)) or Anna Broccolo ([anna@sssra.org](mailto:anna@sssra.org)) for information on the ITRS Marketing and Public Relations Division.



Improving Places  
Improving Lives

Libertyville 847-816-1631  
Northbrook 847-562-8577  
[www.bonestroo.com](http://www.bonestroo.com)

 **Bonestroo**  
Engineering Planning Science



uplandDesign

**uplandDesign Ltd**

24042 W. Lockport St.  
Plainfield, IL 60544  
Ph: 815-254-0091  
uplandDesign.com  
park planning and landscape architecture

We create great outdoor spaces.

We create spaces that connect people outdoors.

Places to play,  
to learn,  
to work.

Places where people want to go.  
**Go outside with us**

**LIMITED TIME OFFER NOW THROUGH JUNE 30TH!**

**ORDER ONLINE**

[www.ilparks.org](http://www.ilparks.org)

USE PROMO CODE

**BOOTCAMP**

FOR FREE DELIVERY

TO A BOOTCAMP

# Board Bundle

20% DISCOUNT

~~\$98.95~~  
**\$78.95**

This bundle contains everything you need to know to be the best commissioner you can be for your agency - and it's **20 PERCENT OFF** the retail price! Includes 3 of IAPD's best-selling books: *The Park District Code—New Edition*, *Illinois Park District Law Handbook—6th Edition*, and *Get on Board*.

### *The Park District Code — New Edition (Retail: \$42.00)*

The Park District Code contains the most complete compilation of laws affecting park districts. Key sections cover laws and amendments such as those concerning:

- The Open Meetings Act and sharing public information at each park district as required by revisions to the Freedom of Information Act.
- Statutory authorization of a new grant program created for park districts by the Park and Recreational Facility Construction Act.
- Updated eligibility standards for park board candidates.
- Changes to the Property Tax Extension Limitation Laws (PTELL).
- New language for a district's Truth in Taxation Notice.
- Park districts' authority to use electronic reverse auctions.
- Rules for hiring minors as sports officials.

### *Illinois Park District Law Handbook — 6th Edition (Retail: \$35.00)*

This fully updated 6th edition of the Illinois Park District Law Handbook consolidates this body of law into a single user-friendly volume that explains the complex laws and codes that govern local park districts. Revised and expanded sections feature guidance on:

- New qualifications for serving on park boards
- Changes to the Open Meetings Act
- Changes to the Freedom of Information Act
- Changes concerning bidding requirements for construction projects

### *Get on Board (Retail: \$21.95)*

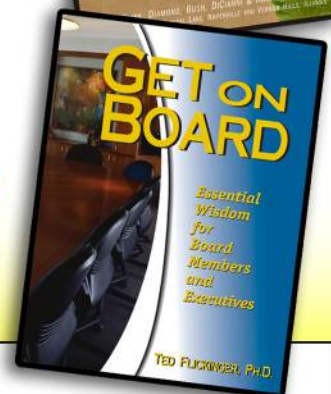
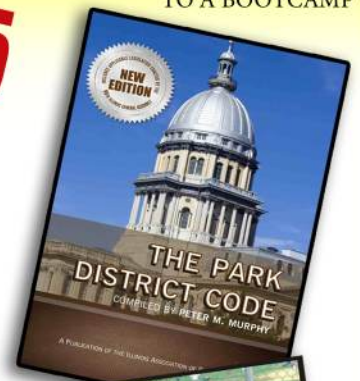
Get on Board is your leadership guide to becoming an effective steward of the public's trust. While you learn the principles of board service, you'll also be reminded why parks, recreation, and conservation are vital to our well being.

### OPTIONAL ACCESSORY



#### Commissioner Pin

Get your pin for a 20% discount  
only **\$5.00**



### IAPD BOOT CAMP



**RECEIVE FREE BOARD BUNDLE DELIVERY TO ANY IAPD BOOT CAMP COMING TO:**

- June 1: Rolling Meadows Park District
- June 2: Downers Grove Park District
- June 8: Decatur Park District
- June 9: Collinsville Area Recreation District
- June 15: Rockford Park District

**SEE MORE IAPD BOOT CAMP INFO AT THE CALENDAR SECTION OF [www.ilparks.org](http://www.ilparks.org)**



**BUILD A**  
**BRANDING**  
**PLATFORM.**

**IT IS THE FOUNDATION TO EVERYTHING YOU DO.**

## BY SCOTT KOLBE

“ ...branding is more than a logo. It is everything that you do that represents and creates an experience. While a logo certainly is a visual representation of your company, all the experiences someone has is really the true brand. ”

To understand branding, all you have to do is think about yourself and your personality. Think about how you view the people you know. How do they view you? What are their perceptions about who you are? How would they describe you? Then think about people that meet you for the first time. What is their perception of you? They will form perceptions based solely on what they see such as the color of your skin, the way you dress, the car you drive, what you say and how you say it, the things you do. With each new factor, you are judged purely based on perception. You do the same thing with the companies you choose to patronize when you purchase their products or services. The more important the purchase, the more you scrutinize or judge as many attributes as you can assess. Over the last weekend I purchased a pair of shoelaces. All I cared about was the color and if they would be long enough to fit my son's huge high top sneakers. One dollar and nineteen cents later and the decision is long forgotten. That same day I took my family to a well-known fast food restaurant for a quick lunch. Although the cost was not substantially more (\$28 - my sons appetite matches his huge feet!) I did give the purchase more thought than the shoelaces. I made the purchase based on a positive past experience. Remember the word experience, as it will be important later. The popular chain restaurant has professional signage that is brightly colored and I have seen it many times before. The building style is familiar and it looks clean and inviting. We entered the restaurant and we were greeted warmly, at least as warmly as a mop-headed teenager can muster, and we proceed to order from a menu so easy to understand that a chimpanzee could decipher it. Everything is as we expect and remember it. We drink from the yellow and red paper cups as we always do and eat our fries from the same yellow and red containers off of the same brown tray that catches the ketchup we spill from the little white cups. The food is fast, hot and tastes the way we expected it would. Notice I didn't say delicious. Do you think I will repeat this purchase process again? Yes, probably next Saturday. Why? Branding. Sure, I might have tried Karl's Kabob's if I was more adventurous but, I made my decision based on perceptions and past experiences. The signage, the building, the menu, the uniforms, yellow napkins, and of course the food matched the expectations of my perceptions.

Time for my first point, branding is more than a logo. It is everything that you do that represents and creates an experience. While a logo certainly is a visual representation of your company, all the experiences someone has is really the true brand.

Point two, everything you do either builds up a positive perception or breaks it down with a negative perception. Based on this fact, branding should be seen as an investment and not as an expense. Put thought into everything you do so that it will create a positive experience for the customer.

So what can you do to manage your brand and make every experience a positive one? Building a brand platform, A brand platform is a formal written guide that defines your brand. This way every stakeholder within your organization can follow and repeat what you define as your brand. There are four segments to the brand platform: brand promise, brand personality, brand attributes and brand message.

### Brand message

Your brand message is the language that you and everyone in your organization use to speak specifically to your audience. It, addresses and appeals to your consumers wants and needs. Utilize your expertise to provide valuable information they can benefit from, but don't tell them everything. Keep some of the juicy secrets to yourself. You can provide more information later when they ask for more. Your brand message should clearly define the innovation, technology and creativity that set you apart from your competition.. You can then repeat this message consistently in every marketing touch point you utilize. Consumers are barraged with marketing messages all day long so it is easy to be missed or forgotten. So, state your message and repeat it. It's like telling your kids to "clean up their room." How many times have you said that once and got the result you wanted? When promoting your brand you cannot be shy. Say it loud, say it proud, and repeat it over and over again.

### Brand Attributes

These are the competencies that have made you successful. Creating a brand platform to define these attributes will give clarity not only to leadership but to each member of the organization representing the brand resulting in consistency and comfort in the familiar. Be committed to serving the individual needs of each customer and clearly define what that means within your organizational structure. An essential part of service is providing your expertise without fail in a timely fashion. It's difficult to be timely if you don't have presence. Timing is everything and you need to be visible and in front of your audience on a regular basis. As they say "out of sight out, of mind". Also in this segment, make sure to identify the broad comprehensive offerings you provide to make sure the customer knows the scope and depth of your products and services. The last thing you want to hear from your customers is "I didn't know you did that." Defining your competencies will also help you keep the broad range of services in the forefront of your mind, Oftentimes, . we become focused on narrow slivers of what we are capable of and short ourselves and our customer's of all the opportunities and value we can offer. These attributes that have made you successful are also the factors that can attract and help retain good people. Use all your tools.

### Brand Personality

Brand personality is the human characteristics of your brand that make your organization attractive and unique. Identify these characteristics and define them. If branding is about an experience don't you think most experiences are created by people?. A customer will treat your brand like you treat a customer. So make sure that everyone in your organization is representing your brand characteristics. Create questions that clearly define and describe the personality of a real person. Are they professional, skilled, experienced, innovative and hardworking? Will they be dependable and pro-active? In representing the brand will they be attentive, observant and considerate to customers? Are they enthusiastic friendly and as passionate about your brand as you are? Keep in mind as well, the graphics in your marketing also convey a personality and should like-wise represent your brand personality.

### Brand Promise

Brand promise is the essence of your brand, who you are and what you say you're going to do. The brand promise is a statement that you should share openly with all stakeholders, staff, vendors, patrons and soon to be patrons. Conveying this statement with staff and vendors will give them with a common goal and understanding of what they need to live up to when representing your organization. A unified message will reinforce the promise internally and externally to the community.

A promise is only good if it is kept. If a company makes a promise and doesn't deliver the vast majority of the time, it's reputation and sales will likely decline. So, why would a business risk everything on a brand promise? There are always greater gains when risks are higher. A promise is a serious conscious investment into the commitments of your business. Making a bold statement of confidence in your abilities builds consistency in the customer experience, and helps in differentiating yourself and assuming a market leadership position. Customers will choose these kinds of businesses more often because they appear more valuable. As the cornerstone to your brand platform, create a brand promise that confidently states your value and then keep the promise over and over again in everything you do.

About the author: **Scott Kolbe** is the creative director at Sikich® Marketing & Design Services in Naperville, Illinois and was a speaker in the marketing/public relations category at the 2011 IAPD/IPRA Soaring to New heights Conference.



# BURBACH AQUATICS, INC.

*Architects & Engineers*

*Well known for providing rock solid designs of award winning facilities, within municipal budgets.*

- ◆ Technical Evaluation
- ◆ Green Technology
- ◆ Referendum Support
- ◆ Commitment to Post-Completion Operational Support



- ◆ Innovative Aquatic Design
- ◆ Capital Campaign Support
- ◆ Construction Administration
- ◆ Feasibility/Marketing Studies



## *Award Winning Facilities!*

608-348-3262www.burbachaquatics.com

# Web Xtra

## Family-Friendly Employee Benefits Programs in Illinois Park Districts

Changes in the family structure in recent years have caused a demographic shift in the workforce today. The number of dual-career couples, workers with eldercare responsibility, single-parent families, and working mothers/fathers with young children has become increasingly common in the American workplace. This change in the family structure has led to increased work-family conflicts among employees while raising concerns by employers regarding the job productivity and performance of their employees.

In addition to these demographic changes, public park and recreation agencies are in the midst of fiscal crisis and shrinking budgets. Much like the recession of the early 1990s, agencies are again struggling to provide interesting and meaningful work for employees who will likely not be receiving promotions. Responding to these challenges, family-friendly employee benefits programs (FFEBP) can serve as an alternative employee motivator when budgets are unable to support employee pay raises.

by **Michael A. Mulvaney, Ph.D., CPRP**

## Read the Full Story Online

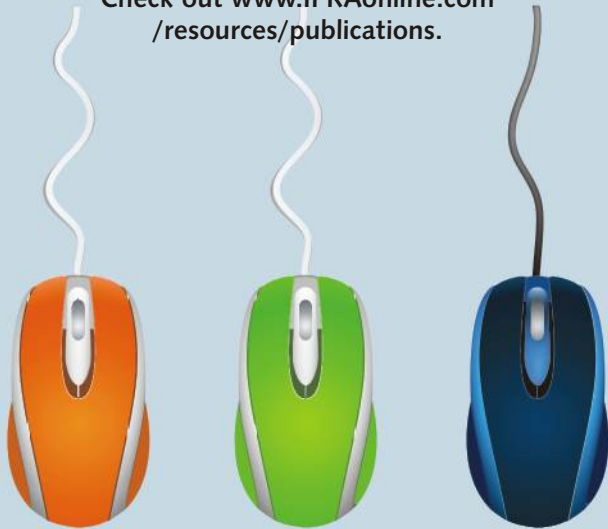
From the IAPD Web Site ([www.ILparks.org](http://www.ILparks.org)) ...

Roll to the "Publications" tab on the left side of the homepage. Click on the "Illinois Parks and Recreation Magazine" option to take you to the magazine page.

You'll find links to all Web Xtras on the bottom of the page.

From the IPRA Web Site ([www.IPRAonline.com](http://www.IPRAonline.com))

Check out [www.IPRAonline.com/resources/publications](http://www.IPRAonline.com/resources/publications).



## SPIROFF & GOSSELAR LTD

**Harlan J. Spiroff**  
**Barbara J. Gosselar**

Representing park districts for over 20 years

Wheaton, Illinois  
630-516-6000  
[thefirm@thesglawfirm.com](mailto:thefirm@thesglawfirm.com)



great visions great foundations great results

**WILLIAMS**  
**ARCHITECTS**

[www.williams-architects.com](http://www.williams-architects.com)  
630-221-1212

# ONCE UPON A TIME...

## SELLING YOUR PARK DISTRICT PROGRAMS THROUGH STORY TELLING

Who doesn't love a good story? The princesses and superheroes from our childhood, the historic anecdotes from parents and grandparents, or amusing analogies from school teachers. We have been raised to appreciate stories as a means of education and entertainment. And without knowing it, we've been influenced to appreciate and expect a certain amount of structure in a story.

Have you ever been to a movie and felt the ending left you hanging? Or walked in 20 minutes after the start? Has someone tried to tell a joke only to have it go horribly wrong where they end up stating the punchline before the explanation? Have you ever walked into the middle of a conversation and never quite caught up before it was over? These are all examples of a story missing structure.

Story structure doesn't just happen by chance. There is a lot of forethought that goes into a logical order that takes readers, listeners or watchers step by step, from start to finish. No matter what the medium (print,

electronic, video), no matter what the content (educational, entertaining, informative), no matter the length (100 page novel, one paragraph description, two hour film) — everything you write should tell a story.

So where to begin? As writers, we begin by answering two key questions:  
What are the key messages?  
Who is your audience?

### EXAMPLE:

You are hosting a Father/Daughter dance and the proceeds are being donated to a local charity. Your key messages might be: quality time with your little girl, contributing to a charitable cause, and meeting people in your community.

Your audience would obviously be Dads and their daughters, but don't forget to consider your secondary audience. In this case Moms, grandparents or any other adult who could influence attendance at your event should be considered. Put yourself in the mindset of your audience and consider the emotions or objections they might have in participating.

By Eileen Randle

A simple story structure has three parts; an introduction, a middle and a conclusion. Knowing the messages and the audience is essential to every part.

**Introduction: Invite your audience to read using intrigue, inquiry or interest.** Ask them a question you know they would answer “Yes” to, make a statement you know they’d agree with, or quote an authentic statistic. Using the Father/Daughter dance example: “She’ll be grown up before you know it...” or “Would you give her the fairy tale if you could?” or “Research shows that X% of people who are active in their communities are happier people.”

**Middle: Hold their hand as you walk them through your story.** If they are still reading past your invitation above, keep ahold of them by giving them more information - still tying back to your key messages and still considering the audience. “An evening you will remember each time you revisit the Rec Center.” or “Having fun and teaching your daughter a lesson in giving back to the community.”

**Conclusion: Give them closure and tell them what to do.** The end of your story is the place for the final message to hit home with your audience. In sales, it’s time for the “Call to Action”. The conclusion should include one last message to get them to make the call, register or sign up. “Don’t miss out on this chance to make a difference, to your daughter and to your community.” or “Delight your daughter by registering now.”

Story structure is a simple concept and easy to relate to from a reader’s perspective, but putting it to practice as the writer can be intimidating. Keep in mind that “structure” needs to be the end goal, but is not necessarily the manner in which it is written.

It is not uncommon to write an ending first. Or bits in the middle before the introduction. Sometimes that’s what comes to a writer’s mind first. Very often titles of books, headlines of articles or themes are the very last thing written. So start with where your ideas naturally flow, then pull the structure together later.

**TIP:** Don’t expect to write anything perfect in one sitting. Take it in sessions, with a day or even a few hours apart. When you allow yourself time away from what you’ve written, you have an increased perspective when you return to it.

### It’s Not About You

No matter what you are writing; a press release, a program guide, a sponsorship request, an event invitation, a newsletter or newspaper article, you are writing to sell, educate or influence. For this, you really need to know your audience. Not just their demographic in general terms, but who they really are, what they care about, what their priorities are, what they like, what they dislike. If you don’t, you can’t effectively write to get their attention or action.

### EXAMPLE:

You are looking for a sponsor for the Father/Daughter dance. You know of a local company who sells kids sporting goods. This company is your audience. You approach them with the “story” that tells how their sponsorship can bring them potential new customers and positive PR through their support of a community event and its charitable cause.

If you approached an unknown audience — a company with no related interest — with a straightforward request to donate money for this event, how successful do you think you’d be?

Giving a reader basic facts, dates, times and locations just isn’t enough anymore, even if you are giving away something for free. You need to get their attention, and the only way to do that is with something that is 1) meaningful to them and 2) quick.

Information overload affects everyone and assume your audience is no exception. As a writer or marketer, you are in a unique position

to lessen the overload on your audience and increase the chances of your materials being read and understood. You can do this by keeping to your key messages and creating a simple, straightforward story.

### Editing to Create a Short Story

The same principles can be applied regardless of the length of your story. As a matter of fact, having shorter, edited versions of any “story” is important, especially when using multiple medium in promoting any event or program. Hard copy catalog listings, postings on websites, Facebook pages, Tweets all should be pulled from the same story to maintain consistency.

It takes a little more time and effort, but there are ways to edit without taking away from the story or omitting key messages.

### EXAMPLE:

#### BEFORE:

63 words

Boot Camp

If you’re looking for a body-changing workout, you’ve come to the right place. We’re not going to lie - this is a tough workout, but well worth the results. Be ready for high intensity callisthenics and athletic drills, partnered with solid strength training. You’ll move non-stop through this 60 minute workout. No previous experience needed, workouts designed for intermediate to advanced levels.

#### AFTER:

45 words

Boot Camp

Looking for a body-changing workout? This one’s tough, but the results are worth the effort. High intensity calisthenics and athletic drills, partnered with solid strength training move you non-stop for 60 minutes. No experience needed, workouts designed for intermediate to advanced levels.

Losing nearly 20 words from a program description may not seem like much, but that’s on average three full lines in a three-column printed page. Consider the number of programs and the number of pages in the average printed catalog and the amount of space saved or utilized in some other way is significant.

### Proofreading Your Story

The original 63-word Boot Camp example above was used verbatim from an online catalog. It’s an example of the importance of proofreading your work.

Maybe the majority of the audience wouldn’t know how to spell “calisthenics” properly anyway. Maybe people read too quickly to be confused by the workout being worth the results, or is it the results being worth the workout? But who wants their credibility undermined by a silly mistake that can easily be caught before it’s published?

Writers often draft multiple versions before the final piece. This could mean various edits, by themselves and by others. When you are so close to, and so familiar with a piece of work in this way, you can easily become copy-blind to even the most obvious errors.

Reach out to someone who has never read the copy before and ask them to proofread. Have them look for obvious errors in punctuation, grammar, capitalization, phone numbers, website addresses, etc. But also have them proofread for content. Does the story flow? Does it make sense? Is anything missing?

**TIP:** Reading final copy aloud is a good practice. It helps discover minor errors more easily.

Everyone loves a good story. With a little extra thought and effort, writing stories can help you market your park district programs in a way that engages your audience the way a good story does.

About the author: **Eileen Randle** is a freelance marketing writer and was a speaker in the marketing/public relations category at the 2011 IAPD/IPRA Soaring to New heights Conference. You can contact Eileen at [eileen@eileenrandle.com](mailto:eileen@eileenrandle.com)

# PEOPLE & PLACES



## In Memorium: Dennis Flanagin

The Illinois Association of Park Districts and the entire park and recreation community are saddened by the passing of Lan-Oak Park District commissioner Dennis Flanagin. Dennis lost a brave battle with cancer in April.

Following in his father's footsteps, he was first elected to the Lan-Oak Park District board of commissioners in 1977. He served on all park board committees and held the offices of vice president and president throughout his tenure.

Dennis was instrumental in the development of several neighborhood parks, the purchase and development of the Eisenhower Center, the community's first skate park, and acquisition and development of the Penny Greenway. He was one of the founding members of the Lan-Oak Park Foundation. In 1997, he was awarded the South Suburban Park & Recreation Professional Association's Park Board Member of the Year.

The Illinois Association of Park Districts was also fortunate to have been touched by Dennis' positive energy and spirited leadership. Dennis was chairman of the IAPD board of trustees in 2003 and served on several committees including the Honors and Resolutions, Board Development and Constitutional Bylaws Committees. He was an IAPD Ambassador and an Illinois Park District Liquid Asset Fund Plus trustee.

Dennis was the 2006 IAPD Commissioner of the Year, and was known as "Mr. Parks" for his genuine love of promoting the value of parks and recreation and the positive benefits created through a good park and recreation system.

One of Dennis' favorite quotes was from a song by Lee Ann Womak, "And when you get the choice to sit it out or dance, I hope you dance." As reflected by his volunteer service and involvement with park and recreation issues at the local, state and national levels, Dennis always took the opportunity to dance.

## James Rogers Named Elmhurst Park District Executive Director

The Elmhurst Park District board of commissioners has announced the appointment of James W. Rogers, currently the deputy director of parks and recreation, as the new executive director of the Elmhurst Park District, effective March 2012.

Elmhurst park board president Colette Kubiesa announced Rogers' appointment at the April board meeting. "Jim has been our Deputy Director for a number of years and we know that he will build upon the district's current success through his in-depth knowledge and understanding of the Elmhurst community, thoughtfulness, excellent communication skills, participatory management style and creativity," said Kubiesa

Rogers has 21 years of experience in park and recreation management. He has served the Elmhurst Park District since 1994 in a variety of positions including director of recreation and director of park and recreation services prior to his appointment as deputy director of parks and recreation in 2006. In his current role, he has been responsible for overseeing recreation programs and parks and facilities.

Rogers has a degree in Parks and Recreation Administration from the University of Illinois and a Master's Degree in Management and Organizational Behavior from Illinois Benedictine College. He is a member of the Elmhurst Morning Rotary Club.

Rogers will replace current executive director Rich Grodsky, who will retire in April, 2012.



## Sandy Gbur Named WDSRA's Executive Director

Sandy Gbur is the new executive director of the Western DuPage Special Recreation Association (WDSRA).

She comes to WDSRA from a 22-year career as executive director of the West Suburban Special Recreation Association (WSSRA) in Franklin Park. Gbur

began work with the therapeutic recreation agency in 1977 as a program specialist, moving through the ranks as a program coordinator and superintendent before becoming executive director in 1989. During her tenure, WSSRA grew from two member park districts to 11 member park districts and village recreation programs.

Gbur has shown impeccable skills in providing distinctive customer service and has worked tirelessly to promote legislative advocacy initiatives. In 2003, Gbur and her colleagues worked with the Illinois Association of Park Districts to become a driving force in the passage of Senate Bill 1881, which affords every special recreation association in Illinois the ability to increase their taxing power and provide more recreation services for persons with disabilities across the state.

She will join WDSRA in June and will be responsible for the organization's overall leadership and direction, general administration, strategic planning and legislative efforts. She fills the position being vacated by Jane Hodgkinson, who is retiring from WDSRA this spring.

## Bobbie Herakovich Receives Joseph J. Bannon Practitioner Award

Bobbie Herakovich, executive director of the Champaign Park District, was presented with the 2011 Joseph J. Bannon Practitioner Award from the Department of Recreation, Sport and Tourism at the University of Illinois.

The award is presented to a practitioner who has displayed innovation in community service and support of the field of parks and recreation at the state and national level.

Herakovich's 10-year career with the Champaign Park District has resulted in more than \$3.5 million in grants and nearly \$2 million in donations. She spearheaded four park acquisitions, with two more pending; development of paths and trails in the parks, construction of the Sholem Aquatic Center; creation of the Champaign Parks Foundation and the addition of several sculptures to West Side Park. The park district is currently overseeing renovation of Champaign's Virginia Theatre.

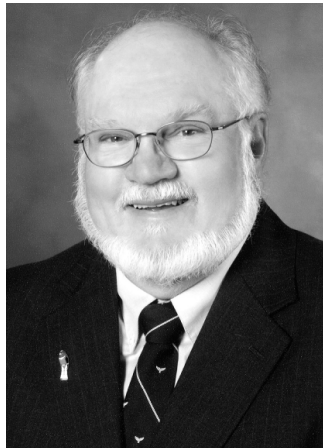
Herakovich serves on the Illinois Association of Park Districts' and Illinois Park and Recreation Association's Joint Legislative Committee.





### Jack Armstrong Receives Award

Jack Armstrong, president of the Rockford Park District, was recently awarded the Outstanding Individual Friend of the Environment Award from *Keep Northern Illinois Beautiful*, an environmental organization that encourages individuals and community groups to work together to make their community a cleaner, happier and healthier place to live.



Armstrong is a passionate advocate of recycling and conservation, and works diligently to promote the value of environmental education and the importance of connecting youth with the outdoors.

Since retiring from a 34-year career as a biology teacher, he has volunteered his time and talents to the boards of numerous non-profit organizations in the community. He has been the long-time leader of Computers for Schools, a non-profit organization of volunteers who refurbish computers for schools and other non-profits.

Armstrong has served on the board of Severson Dells Nature Center, Four Rivers Environmental Coalition, Upper Rock River Ecosystem Partnership and was a founding board member of the Sinissippi Audubon Society. He joined the Rockford Park District board in 2007.

### Millie Keith Retires from Freeport Park District Board

Millie Keith has retired from an impressive 18-year tenure as a Freeport Park District commissioner.

Keith worked diligently with other park board members to oversee a number of improvements since first joining the board in 1993. In Krape Park alone, the park district has improved the bandshell, renovated the carousel, and upgraded the walking paths.

Keith has been an inspiration to those around her, assuming the role of mentor to other commissioners who followed her lead and gained from her experience. "I think Millie's experience has been invaluable. Her communication skills are impeccable, her networking on the state level has been great and she is one of the best volunteers I have ever seen," said fellow board member Ken Collin.

Keith's impact on the park district has extended well beyond the borders of Freeport. She spent four years on the Illinois Association of Park Districts (IAPD) Board of Trustees, serving on several committees including the Honors and Resolutions, Membership, Joint Conference, Seminars, Public Relations and Program Committees. She was also an IAPD Ambassador.

Keith was presented with the IAPD Commissioner of the Year Award in 2005.

"The parks have been a big part of my life. I took my children here, then I took my grandchildren. Now, I am taking my great-grandchildren," said Keith. "I always thought serving on the board was a good cause. I will miss the people and I will miss the camaraderie. Serving on the park district has been a part of my heart."



### IAPD/IPRA Support Park and Recreation Issues in Washington, D.C.

Delegates from the Illinois Association of Park Districts and the Illinois Parks and Recreation Association were the largest group of advocates during the Illinois Senators Delegate Breakfast at the 2011 National Legislative Forum on Parks and Recreation. Shown are the 25 representatives from Illinois joined by U.S. Senator Mark Kirk (far left) and U.S. Senator Dick Durbin (far right).

# IAPD ASSOCIATE MEMBERS

## A-AWESOME AMUSEMENTS COMPANY

Chris Manski  
PO Box 377  
Saint Charles, IL 60174  
630-953-2866 PH  
630-916-1317 FX  
info@awesomeamusements.com  
http://AwesomeAmusements.com

## A MOON JUMP 4U

Steve Rhey  
5109 W. Lake St.  
Melrose Park, IL 60160  
630-833-4386 PH  
amoonjump4u@gmail.com  
www.amoonjump4u.com/index.php

## ALL PAWS PET WASH

Heather Steines  
8642 Route 20/PO Box 98  
Garden Prairie, IL 61038  
800-537-8231 PH  
815-544-4353 FX  
ccsi@ccsiusa.com  
www.allpawspetwash.com

## ANCEL, GLINK, DIAMOND, BUSH, DICIANI & KRAFTHFER, P.C.

Robert Bush  
140 South Dearborn Street  
Chicago, IL 60603  
312-782-7606 PH  
312-782-0943 FX  
rbush@ancelglink.com  
www.ancelglink.com

## AQUA PURE ENTERPRISES

Thomas Todner  
1404 Joliet Rd., Suite A  
Romeoville, IL 60406-9999  
630-771-1310 PH  
630-771-1301 FX  
tom@aquapure-il.com  
www.aquapure-IL.com

## ASTROTURF®

Andy Belles  
2680 Abutment Rd, SE  
Dalton, GA 30721  
706-277-8873 PH  
706-277-5220 FX  
www.astroturfusa.com

## BAGGO

Tod Williams  
312 Lookout Point  
Hot Springs, AR 71913  
888-323-1813 PH  
501-767-5173 FX  
tod@baggo.com  
www.baggo.com

## ROBERT W. BAIRD

John Piemonte  
300 East 5th Avenue  
Naperville, IL 60523  
630-778-2633 PH  
630-778-9179 FX  
jpiemonte@rwbaird.com  
www.rwbaird.com

## BLAZING STAR CINEMA/ MOVIES IN THE PARK

Christopher dePaola  
24325 Blazing Star Court  
Plainfield, IL 60585  
630-803-4963 PH  
815-327-0726 FX  
chris@chicagoland  
outdoormovies.com  
www.Chicagoland  
OutdoorMovies.com

## BONESTROO

John Briggs  
1860 Winchester Rd.  
Libertyville, IL 60048-9999  
847-816-1631 PH  
817-816-3762 FX  
john.briggs@bonestroo.com  
www.bonestroo.com

## BROOKS, TARULIS, SCHAFFER & TIBBLE, LLC

Rick Tarulis  
101 N. Washington Street  
Naperville, IL 60540  
630-355-2101 PH  
630-355-7843 FX  
rtarulis@napervillelaw.com  
http://www.napervillelaw.com

## BURNHAM AND FLOWER AGENCY

Eddie Wood  
2000 W. Pioneer Parkway,  
Suite 25  
Peoria, IL 61615  
800-692-9522 PH  
309-692-9602 FX  
ewood@bfgroup.com  
www.bfgroup.com

## CALL ONE

Colleen Lamb Ferrara  
1000 Skokie Boulevard  
Suite 350  
Wilmette, IL 60091  
847-920-9600 PH  
312-496-6693 Direct PH  
312-519-5260 Cell  
847-256-1478 FX  
www.callone.com  
clambferrara@callone.com

## CDS OFFICE TECHNOLOGIES

Fred Bascom  
612 South Dirksen Parkway  
Springfield, IL 62703  
217-528-8936 PH  
217-753-4867 FX  
fbascom@cdsot.com  
www.cdsot.com

## CHAPMAN AND CUTLER

Lynda Given  
111 W. Monroe St.  
Chicago, IL 60603-4080  
312-845-3000 PH  
312-701-2361 FX  
given@chapman.com  
www.chapman.com

## CHASE BANK

Sudeepa Chakrabarti  
100 E Higgins Rd. FL 2N  
Elk Grove Village, IL 60007  
847-228-2713 PH  
866-779-0192 FX  
sudeepa.x.chakrabarti@chase.com  
www.chase.com

## CORPORATE CONSTRUCTION SERVICES

Kelly Groth  
1323 Butterfield Rd., Suite 110  
Downers Grove, IL 60515  
630-271-0500 PH  
630-271-0505 FX  
ccs@corporateconstruction  
services.com  
www.corporateconstruction  
services.com

## COWHEY GUDMUNDSON LEDER, LTD.

Bob Gudmonson  
300 Park Blvd., Suite LL  
Itasca, IL 60143  
630-250-9595 PH  
630-250-9644 FX  
bob.gudmonson@cgl-ltd.com  
www.CGL-Ltd.com

## DROP ZONE PORTABLE SERVICES, INC.

Bob Denton  
PO Box 964  
Frankfort, IL 60423  
815-727-7304 PH  
815-727-7350 FX  
dropzonerdenton@sbcglobal.net  
www.dropzoneportableservices.com

## DUPONT PROFESSIONAL PRODUCTS

Norman Kleber  
33460 North Lone Rock Lane  
Wildwood, IL 60030  
847-693-9348 PH  
ndnckleber@aol.com

## E. COONEY ASSOCIATES, INC.

Ed Cooney PhD., P.E.  
359 Webster Ave.  
Elmhurst, IL 60126  
630-834-0754 PH  
630-834-1528 FX  
ed@ecooney.com  
www.ecooney.com

## EHLERS & ASSOCIATES INC.

Steve Larson  
550 Warrenville Rd. Suite 220  
Lisle, IL 60532-4311  
630-271-3330 PH  
630-271-3369 FX  
slarson@ehlers-inc.com  
www.ehlers-inc.com

## FARNSWORTH GROUP, INC.

Christine Kleine  
7707 N. Knoxville Ave., Suite 100  
Peoria, IL 61614  
309-689-9888 PH  
309-689-9820 FX  
ckleine@f-w.com  
www.f-w.com

## FGM ARCHITECTS

John Dzarnowski  
1211 W. 22nd St.  
Oak Brook, IL 60523  
630-574-8300 PH  
630-574-9292 FX  
johnd@fgmarchitects.com  
www.fgmarchitects.com

## FITZGERALD LIGHTING & MAINTENANCE CO., INC.

Dave Fitzgerald  
1585 Beverly Court, Suite 104  
Aurora, IL 60502  
630-513-7147 PH  
630-513-6872 FX  
dave@fitzgeraldlighting.com  
www.fitzgeraldlighting.com

## FLOORS INCORPORATED

Steve Fantuzzi  
1341 Cobblestone Way  
Woodstock, IL 60098  
815-338-6566 PH  
815-338-6679 FX  
stevefantuzzi@sbcglobal.net  
www.floorsinc-illinois.com

## GEWALT-HAMILTON ASSOC., INC.

Robert Hamilton  
850 Forest Edge Dr.  
Vernon Hills, IL 60061-3105  
847-478-9700 PH  
847-478-9701 FX  
info@gha-engineers.com  
www.gha-engineers.com

## GILBANE

Douglas Lim  
8550 W. Bryn Mawr Ave.,  
Ste. 500  
Chicago, IL 60631  
773-695-3500 PH  
773-695-3501 FX  
dlim@gilbaneco.com  
www.gilbaneco.com

## GOODMARK NURSERIES LLC

Michael Scheitz  
8920 Howe Rd.  
Wonder Lake, IL 60097  
815-653-9293 PH  
815-728-0977 FX  
mike.scheitz@  
goodmarknurseries.com  
www.goodmarknurseries.com

## HALOGEN SUPPLY COMPANY, INC.

Rich Hellgeth  
4653 W. Lawrence Ave.  
Chicago, IL 60630-2532  
773-286-6300 PH  
773-286-1024 FX  
rhellgeth@halogensupply.com  
www.halogensupply.com

## HENRY BROS. CO.

Marc Deneau  
9821 S. 78th Ave.  
Hickory Hills, IL 60457  
708-430-5400 PH  
708-430-8262 FX  
info@henrybros.com  
www.henrybros.com

## HITCHCOCK DESIGN GROUP

Bill Inman  
221 W. Jefferson Ave.  
Naperville, IL 60540-5397  
630-961-1787 PH  
630-961-9925 FX  
binman@  
hitchcockdesigngroup.com  
www.hitchcockdesigngroup.com

## HODGES, LOIZZI, EISENHAMMER, RODICK & KOHN LLC

Robert Kohn  
3030 W. Salt Creek Ln., Ste. 202  
Arlington Heights, IL 60005-5002  
847-670-9000 PH  
847-670-7334 FX  
info@hlerk.com  
www.hlerk.com

## HOMER INDUSTRIES, LLC

Todd Hahn  
14000 S. Archer Ave.  
Lockport, IL 60441  
815-838-0863 PH  
815-838-0863 FX  
todd@homerindustries.com  
www.homerindustries.com

## HOWARD L. WHITE & ASSOCIATES, INC.

Loren Thorstenson  
P. O. Box 5197  
Buffalo Grove, IL 60089  
847-870-7745 PH  
847-870-7806 FX  
loren@howardlwhite.com  
www.howardlwhite.com

## HR GREEN

Dave Reitz  
420 N. Front St., Suite 100  
McHenry, IL 60050  
815-385-1778 PH  
815-385-1781 FX  
dreitz@hrgreen.com  
www.hrgreen.com

## ICE MILLER LLP

Bob Schillerstrom  
200 W. Madison St., Suite 3500  
Chicago, IL 60606  
312-726-7142 PH  
312-726-2693 FX  
Robert.schillerstrom@icemiller.com  
www.icemiller.com

## ILLINOIS DEPARTMENT OF CENTRAL MANAGEMENT SERVICES

Diann Reed  
201 E. Madison, Suite 3B  
Springfield, IL 62702  
217-524-1227 PH  
217-524-7541 FX  
diann.reed@illinois.gov

## ILLINOIS METROPOLITAN INVESTMENT FUND

Laura Allen  
1220 Oak Brook Road  
Oak Brook, IL 60523  
630-571-0480 PH  
630-571-0484 FX  
lallen@investimet.com  
www.investimet.com

## JJR, LLC

Paul Wiese  
35 E. Wacker Dr., Suite 2200  
Chicago, IL 60601  
312-641-6756 PH  
312-641-0668 FX  
paul.wiese@jjr-us.com  
www.jjr-us.com

## JOHN DEERE COMPANY

Mark Allgaier  
262 Hawthorne  
Glen Ellyn, IL 60137  
630-258-0384 PH  
630-469-7358 FX  
allgaiermark@johndeere.com  
www.johndeere.com

## KENDALL HILL NURSERY

Kathy Sharp  
15990 Newark Road  
Newark, IL 60541  
815-695-9907 PH  
815-695-9908 FX  
kathy@kendallhillnursery.com  
www.kendallhillnursery.com

## LAMP INCORPORATED

Ian Lamp  
P. O. Box 865  
Elgin, IL 60121-0865  
847-741-7220 PH  
847-741-9677 FX  
ilamp@lampinc.net  
www.lampinc.net

## LAUTERBACH & AMEN, LLP

Ron Amen  
27W457 Warrenville Rd.  
Warrenville, IL 60555  
630-393-1483 PH  
630-393-2516 FX  
ramen@lauterbachamen.com  
www.lauterbachamen.com

## LEOPARDO COMPANIES, INC.

Michael Behm or Emily Portugal  
5200 Prairie Stone Parkway  
Hoffman Estates, IL 60192  
847-783-3000 PH  
847-783-3001 FX  
MWBehm@leopardo.com  
www.leopardo.com

## MCGINTY BROS., INC.

Brian McGinty  
3744 E. Cuba Rd.  
Long Grove, IL 60047  
847-438-5161 PH  
847-438-1883 FX  
brian@mcgintybros.com  
www.mcgintybros.com

## MESIROW FINANCIAL, INC.

William Carney  
353 N. Clark St.  
Chicago, IL 60654  
312-595-6125 PH  
312-595-6988 FX  
bcarney@mesrirowfinancial.com  
www.mesrirowfinancial.com

## MIDWEST TRANSIT EQUIPMENT

Tom Boldwin  
146 W. Issert Dr.  
Kankakee, IL 60901  
815-933-2412 PH  
815-933-3966 FX  
tom.boldwin@midwesttransit.com  
www.midwesttransit.com

## MUSCO SPORTS LIGHTING

Gail Cressley  
100 1st Ave. West  
Oskaloosa, IA 52577  
641-673-0411 PH  
641-673-4852 FX  
gail.cressley@musco.com  
www.musco.com

## NORWALK CONCRETE INDUSTRIES

Jeff Malcolm  
80 Commerce Drive  
Norwalk, OH 44857  
800-733-3624 PH  
419-663-0627 FX  
jmalcolm@nciprecast.com  
www.nciprecast.com

## NUTOYS LEISURE PRODUCTS

Jennifer Samanich  
915 Hillgrove  
P.O. Box 2121  
LaGrange, IL 60525  
708-526-6197 PH  
708-579-0109 FX  
jennifers@nutoys4fun.com  
www.nutoys4fun.com

## OAK LAWN PARKS FOUNDATION

c/o J. Quinn Mucker Ltd.  
5210 W. 95th St., Ste. 200  
Oak Lawn, IL 60453  
708-425-1800 PH  
708-425-2007 FX

## OPENLANDS

Gerald Adelmann  
25 E. Washington Street,  
Suite 1650  
Chicago, IL 60602  
312-427-4256 PH  
312-427-6251 FX  
jadelman@openlands.org  
www.openlands.org

## OTTOSEN BRITZ KELLY COOPER & GILBERT, LTD.

Shawn Flaherty  
1804 N. Naper Blvd., Suite 350  
Naperville, IL 60563  
630-682-0085 PH  
630-682-0788 FX  
sflaherty@obkcg.com  
www.obkcg.com

## PALATINE OIL COMPANY

Keith Copersmet  
900 National Parkway,  
Suite 260  
Schaumburg, IL 60173  
847-358-3600 PH  
847-358-5904 FX  
info@palatineoil.com  
www.palatineoil.com

## PARK DISTRICT RISK MANAGEMENT AGENCY

Brett Davis  
2033 Burlington Avenue  
Lisle, IL 60532  
630-769-0332 PH  
630-769-0449 FX  
bdavis@pdrma.org  
www.pdrma.org

## PAVELOC INDUSTRIES LLC

Marc Hurlay  
8302 South Route 23  
Marengo, IL 60152  
815-568-4700 PH  
815-568-1210 FX  
marc@paveloc.com  
www.paveloc.com

## PERENNIAL PARK PRODUCTS

Tiffany Bachmann  
885 Church Rd.  
Elgin, IL 60123  
847-289-8383 PH  
847-289-8382 FX  
tiffany@epsplasticlumb.com

## PERSONALIZED AWARDS, INC.

Wendy Eastman  
6020 W. Donges Bay Road  
Mequon, WI 53092  
262-242-8900 PH  
262-242-8925 FX  
info@LifeShouldBeRewarding.com  
www.lifeshouldberewarding.com

## PIZZO & ASSOCIATES, LTD.

Susan Kuntzendorf  
10729 Pine Rd.  
Leland, IL 60531  
815-495-2300 PH  
815-498-4406 FX  
info@pizzo.info  
http://pizzo.info/

## PLANNING RESOURCES, INC.

Darrell Garrison  
402 W. Liberty Dr.  
Wheaton, IL 60187-9999  
630-668-3788 PH  
630-668-4125 FX  
dgarrison@planres.com  
www.planres.com

## PLATINUM POOLCARE AQUATECH LTD.

John Gitzinger  
300 E. Industrial Lane  
Wheeling, IL 60090  
847-537-2525 PH  
847-537-3857 FX  
johnng@platinumpoolcare.com  
www.platinumpoolcare.com

## PROFESSIONAL FITNESS CONCEPTS, INC.

Brian Fonseca  
521 Vera Court  
Joliet, IL 60436  
815-741-5328 PH  
815-741-5352 FX  
brian@pfc-fitness.com  
www.pfcfitnessesquipment.com

## PSA - DEWBERRY

Daniel Atilano  
25 S. Grove Ave., Ste. 500  
Elgin, IL 60120  
847-841-0571 PH  
847-695-6579 FX  
datilano@dewberry.com  
www.dewberry.com

## RATIO ARCHITECTS

Daniel DeMuyneck  
10 E. Chester St.  
Champaign, IL 61820  
217-352-7696 PH  
217-352-7831 FX  
bdemuyneck@ratioarchitects.com  
www.ratioarchitects.com

## RECREATION CONCEPTS, INC.

Bob Collins  
PO Box 240981  
Charlotte, NC 28224  
630-554-3800 PH  
630-554-3750 FX  
bobc@recreationconcepts.com  
www.recreationconcepts.com

## REESE RECREATION PRODUCTS

Terry Curtis  
3327 North Ridge Avenue  
Arlington Heights, IL 60004  
847-398-2992 PH  
847-398-1433 FX  
tc Curtis@reeserec.com  
www.reeserec.com

## SEBERT LANDSCAPING

Kim Riebel  
1550 W. Bartlett Rd.  
Bartlett, IL 60103  
630-497-1000 PH  
630-497-1002 FX  
kim@sebert.com  
www.sebert.com

## SELECT ENERGY PARTNERS

Jeff Olshesky  
444 N. Wells Street, Suite 205  
Chicago, IL 60654  
773-278-6906 PH  
888-358-2407 FX  
jo@selectenergypartners.com  
www.selectenergypartners.com

## SEVEN UTILITY MANAGEMENT CONSULTANTS

Dale Snyder  
7704 Oakridge Rd.  
North Little Rock, AR 72116  
501-835-3142 PH  
866-546-8561 FX  
dsnyder@sevenutility.com  
www.sevenutility.com

## SIKICH LLC

Fred Lantz  
998 Corporate Blvd.  
Aurora, IL 60502  
630-566-8400 PH  
630-566-8401 FX  
flantz@sikich.com  
www.sikich.com

## SPEAR CORPORATION

Sam Blake  
P.O. Box 3  
Roachdale, IN 46172  
800-642-6640 PH  
765-522-1702 FX  
sblake@spearcorp.com  
www.spearcorp.com

## SPEER FINANCIAL, INC.

David Phillips  
One North LaSalle, Suite 4100  
Chicago, IL 60602  
312-780-2280 PH  
312-346-8833 FX  
dphillips@speerfinancial.com  
www.speerfinancial.com

## SPIROFF & GOSSELER, LTD.

Barbara J. Gosselar  
610 Roosevelt Road, Suite A-2  
Wheaton, IL 60187  
630-510-6000 PH  
630-510-6005 FX  
barbara@thesglawfirm.com  
www.thesglawfirm.com

## SPORT COURT MIDWEST

Patrick Walker  
1070 Entry Dr.  
Bensenville, IL 60106  
630-350-8652 PH  
630-350-8657 FX  
info@courtofmsport.com  
www.courtofmsport.com

## SRBL ARCHITECTS

Carol Sente  
1161-A Lake Cook Rd.  
Deerfield, IL 60015-9999  
847-272-9500 PH  
847-272-9510 FX  
carols@srblarchitects.com  
www.srblarchitects.com

## SUMMERLAND CONSULTING LLC

Michael Buehner  
30320 Glenham Ct.  
Wesley Chapel, FL 33543  
877-348-5338 PH  
813-991-6552 FX  
mbuehner@summerlandconsulting.net  
www.summerlandconsulting.net

## TEAM REIL INC.

John Cederlund  
17421 Marengo Rd.  
Union, IL 60180  
888-438-7345 PH  
815-923-2204 FX  
john@getreil.com  
www.getreil.com

## TRESSLER LLP

Charlene Holtz  
Willis Tower, 22nd Floor  
Chicago, IL 60606  
312-627-4168 PH  
312-627-1717 FX  
choltz@tresslerllp.com  
www.tsmp.com

## V3 COMPANIES

Ed Fitch  
7325 Janes Ave.  
Woodridge, IL 60517  
630-729-6329 PH  
630-724-9202 FX  
efitch@v3co.com  
www.v3co.com

## WILLIAMS ASSOCIATES ARCHITECTS, LTD.

450 E. Gundersen Dr.  
Carol Stream, IL 60188-9999  
630-221-1212 PH  
630-221-1220 FX  
williams@williams-architects.com  
www.williams-architects.com

## WRD ENVIRONMENTAL

Geoff Deigan  
445 N. Sacramento Blvd  
Chicago, IL 60612  
773-722-9870 PH  
773-722-9875 FX  
gdeigan@wrdenvironmental.com  
www.wrdenvironmental.com

## W-T ENGINEERING, INC.

Troy Triphahn  
2675 Pratum Ave.  
Hoffman Estates, IL 60192-3703  
224-293-6333 PH  
224-293-6444 FX  
troytriphahn@cdg-llc.com  
www.wtengineering.com

**Donor Recognition  
Personalization  
Beauty ♦ Durability**

**Granite ♦ Stone ♦ Signage ♦ Bronze Plaques ♦ Benches**

**Peter Troost Monument Company**  
4300 Roosevelt Rd. Hillside, IL 60162  
1-877-844-0417  
www.troost.com

# HOW WELL DO YOU KNOW YOUR COACHES?

The National Alliance for Youth Sports has released an all new **Coach Rating System**—it's not just a simple survey at the end of the season anymore! Visit [NAYS.org](http://NAYS.org) or give us a call at 1-800-688-KIDS (5437) to learn how your organization can become a chapter and utilize NAYS' recommendations for volunteer coach management. It's all about keeping sports positive, safe, and fun for kids!

**Coach Rating System**  
**NAYS.ORG**

NATIONAL YOUTH SPORTS COACHES ASSOCIATION

# OTTOSEN·BRITZ

KELLY COOPER GILBERT & DI NOLFO, LTD.

DEDICATED TO SERVING THOSE WHO SERVE OTHERS

- Park District Law
- Municipal Law
- Labor & Employment Law
- School Law
- Special Districts
- Contracts / Real Estate

**Naperville 630.682.0085**  
**Mokena 708.478.4600**

**Elburn 630.365.6441**  
**Woodstock 815.338.8011**

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



## IPRA COMMERCIAL MEMBERS

### VERMONT SYSTEMS, INC.

Ms. Kathy Messier  
12 Market Place  
Essex Junction, VT 05452  
Email: sales@vermontsystems.com  
Tel: (877) 883-8757  
Fax: (802)879-5368

### WIGHT & COMPANY

Mr. Stephen Collins  
2500 N. Frontage Road  
Darien, IL 60561-1511  
Email: scollins@wightco.com  
Tel: (630)739-6703  
Fax: (630)969-7979

### WILLIAMS ARCHITECTS, LTD.

Ms. Dawn Jones  
450 E. Gundersen Drive  
Carol Stream, IL 60188  
Email: drjones@williams-architects.com  
Tel: (630)221-1212  
Fax: (630)221-1220

### WILLS BURKE KELSEY ASSOCIATES, LTD.

Mr. Patrick Kelsey  
116 W Main Street  
Suite 201  
St. Charles, IL 60174  
Email: pkelsey@abkengineering.com  
Tel: (630)443-7755  
Fax: (630)443-0533

### WINTRUST FINANCIAL

Ms. Aimee Briles  
500 Roosevelt Rd Ste 320  
Glen Ellyn, IL 60137-2600  
Email: abriles@wintrust.com  
Tel: (630)516-4685  
Fax: (866)854-2115

### W-T ENGINEERING, INC.

Ms. Beth Alexander-Ham  
2675 Pratum Avenue  
Hoffman Estates, IL 60192  
Email: Beth.Alexander@wtengineering.com  
Tel: (224)293-6333  
Fax: (224)293-6444

## THE GOLD STANDARD OF DIRECTOR SEARCHES

*Choosing a new executive director is one of the most important decisions a board will ever make.*

# IAPD

Illinois Association of Park Districts

211 East Monroe St  
Springfield, Illinois 62701  
217-523-4554  
iapd@ILparks.org  
[www.ILparks.org](http://www.ILparks.org)

*The Illinois Association of Park Districts will:*

- Determine agency needs
- Develop the announcement of vacancy brochure
- Solicit and pre-screen applicants
- Select candidates for interviews
- Consult with the board throughout the search process

*Let the professionals with a proven track record find your best candidate.*



- Playground Sales & Installation
- Rubber Surfacing
- Shade Structures
- Shelters
- Site Amenities
- Athletic Equipment

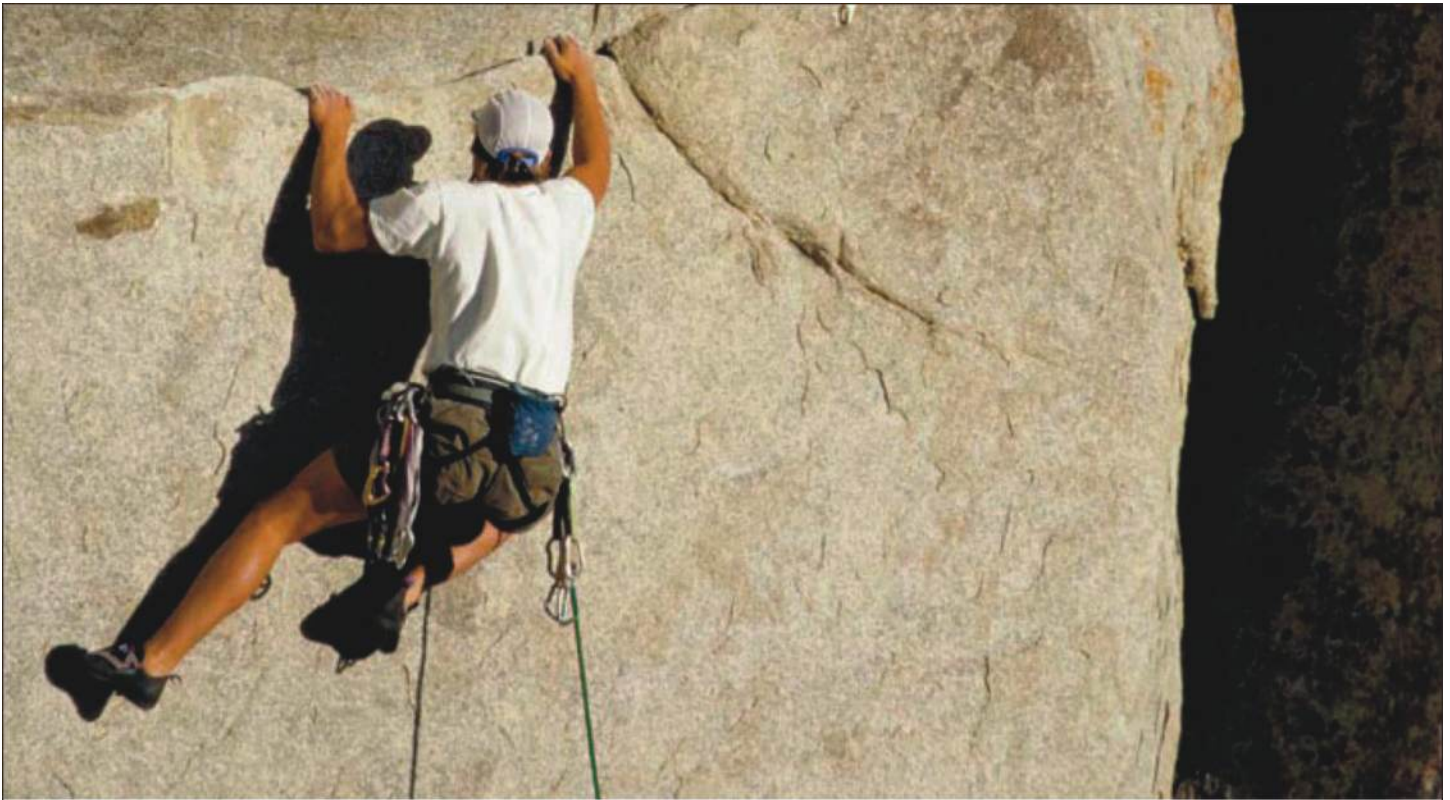







P: 1-888-5-PLAY-IL  
F: 309-693-3515

[www.playworldpreferred.com](http://www.playworldpreferred.com)  
[info@playworldpreferred.com](mailto:info@playworldpreferred.com)



## When investing, think of us as the rope.

Wise investing is like a long, difficult climb. It requires patience, skill, and – above all – constant attention to safety. At IPDLAF+, our professional team bases its investment philosophy on one bedrock ideal: preservation of principal. That means our members seek to avoid the missteps that can lead to financial catastrophe. Call IPDLAF+ today at (800) 731-6830 or visit our web site at [www.IPDLAF.org](http://www.IPDLAF.org). We'll tell you more about how our focus on safety can help you reach your investment goals.



**Illinois Park District Liquid Asset Fund Plus**  
**(800) 731-6830 • [www.ipdlaf.org](http://www.ipdlaf.org)**

***Don Jessen, Senior Marketing Representative, 630-361-2313***

Sponsored by:  
Illinois Association of Park Districts  
Illinois Park & Recreation Association

---

*This information does not represent an offer to sell or a solicitation of an offer to buy or sell any fund or other security. Investors should consider the Fund's investment objectives, risks, charges and expenses before investing in the Fund. This and other information about the Fund is available in the Fund's current Information Statement, which should be read carefully before investing. A copy of the Fund's Information Statement may be obtained by calling 1-800-731-6830 or is available on the Fund's website at [www.ipdlaf.org](http://www.ipdlaf.org). While the Fund seeks to maintain a stable net asset value of \$1.00 per share, it is possible to lose money investing in the Fund. An investment in the Fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Shares of the Fund are distributed by **PFM Fund Distributors, Inc.**, member Financial Industry Regulatory Authority (FINRA) ([www.finra.org](http://www.finra.org)). PFM Fund Distributors, Inc. is a wholly owned subsidiary of PFM Asset Management LLC. Member SIPC.*

It's about giving them a  
**SAFE** place to make  
**MEMORIES**



**IPARKS**

***Would your park district like to be protected by an established insurance program that understands you?***

**IPARKS.** Specializing in park districts for 20 years.

Since 1991, the Illinois Parks Association Risk Services (IPARKS) program has been offering specialized coverage to parks and recreation agencies throughout the state of Illinois.

Today, the IPARKS program has over 160 members with an impressive 99% retention rate.

Some of IPARKS's many features include:

- A unique membership program specifically tailored for Illinois park districts, forest preserves, and conservation and recreation agencies.
- Endorsed and sponsored by the Illinois Association of Park Districts (IAPD).
- Competitive premiums with a history of stable pricing.
- Proactive and responsive loss control services including legal representation at the time of a claim.
- Easy access to an educational on-line resource library.
- Rated AAA (highest) by Demotech, Inc. for financial stability.

**Member owned and controlled.**  
**We are not in business for you — we ARE you.**

For more information, contact an IPARKS representative today at  
**800-692-9522.**



ILLINOIS PARKS ASSOCIATION RISK SERVICES