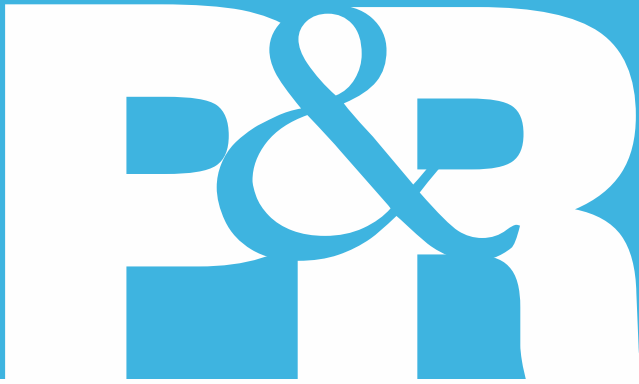


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PARKS AND RECREATION

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



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FROM THE EDITOR



The sun is shining and the air feels warm on my skin. I have just finished mowing the yard and the heat feels like it may be a bit too much. Just then, my friend calls and she says she wants to take her daughter to the pool to play and asks if I would like to join them. Her call had perfect timing because I really wanted to jump into a nice, refreshing pool at that moment. Within minutes, she pulled up in my driveway and I hopped in and we were off to the local park district's pool where we had a lovely afternoon. Just like the call from my friend, this issue is in perfect time to share stories of one of summer's best pastimes—swimming!

This issue is dedicated to aquatics. Each summer, the kids are out of school and where is the first place they want to go? You got it. The pool or the water park! While thousands enjoy aquatic facilities across the state, there is much that goes on behind the scenes. Many of these pools and water parks are managed by local park agencies. These agencies work hard to maintain their facilities so that you and your family can enjoy them for generations to come.

Operating a pool or water park is not an easy task. There are staffing challenges, lifeguards to train and other park district employees to manage. Marketing is also a crucial part of the success of a pool, splash pad or water park. One park district shares their marketing philosophy of advertising their pool year-round.

Another agency demonstrates how social media has changed how they train their lifeguards. It continues to amaze me how technology and social media platforms are always changing and adapting to new demands from the public.

Jump in to this issue and see what agencies across Illinois are doing with their aquatics programs. Enjoy your summer!

— Rachel Laier, Editor



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Peter M. Murphy, J.D., CAE
IAPD President and CEO

The Power of Parks: Beyond the Playground

Parks as Medicine

Summer is here and the parks are full of families enjoying the great outdoors and the many wonderful programs offered by Illinois park districts. One of the major outcomes of this activity is a healthier Illinois.

The latest issue of the National Recreation and Park Association magazine focused on parks as medicine, stating that Frederick Law Olmsted, the noted landscape architect of the 19th century, strongly believed that parks could improve people, particularly their health. He noted that overexposure to certain aspects of city life led to “nervous tension, over-anxiety, hasteful disposition, impatience and irritability.” Olmsted firmly believed that the green spaces in parks could benefit both physical and mental health.

Parks as medicine is not a new concept, but, over time, many healthcare providers lost sight of it. However, today, a growing body of research is producing evidence that parks really are some of the best medicine.

Prescribing parks is rapidly increasing across the United States and it is being recognized by the medical community as a low-cost intervention that utilizes a known, generally trusted and accessible resource – parks – to influence positive health outcomes.

The American College of Preventative Medicine (ACPM) launched a “Lifestyle Medicine” curriculum for medical professionals that promotes healthy lifestyle behaviors (physical activity, nutrition, etc.) as a means of preventing and treating chronic diseases.

One physician was so taken with the effects of nature that he developed his own program to walk with his patients once a week. “I came across studies all the time that show the undeniable benefits of simply being in nature,” says Dr. David Sabgir, a board-certified cardiologist who practices with Mount Carmel Clinical Cardiovascular Specialists. “Many of these benefits are related to mental health. **Time in nature leads to increased ability to focus, lower rates of depression and anxiety, higher sleep quality, and the list goes on. All of these have significant, positive consequences for the heart, lungs and many other organ systems.**”

Dr. Sabgir created the Walk with a Doc (WWAD) program in 2005 to encourage healthy lifestyles among patients through regular walks with their doctor at their local park or trail. Almost 250 doctors across the country, from cardiologists, family practitioners and pediatricians, to vascular surgeons and psychiatrists, are running WWAD programs. “The parks provide the perfect space to experience these health boosts,” Sabgir says. “Personally, I believe a 30-minute walk in the park is likely the single best thing you can do for your short- and long-term mental and physical health.”

Dr. Sabgir sees the “greatest resilience” among his patients that walk in parks. “Parks make the immediate rewards of exercise real and provide an obvious significant added benefit. The participants leave the park holding their head much higher and their smiles are much wider than when they arrived.” **Patients who visit parks regularly “live a much higher quality of life,”** he says. “The beauty of parks is that there is such incredible motivation to move. For exercise to be a realistic alternative to the couch, it has to be enjoyable.”

Now is the time for parks to reach out to partner with healthcare providers. It's a collaboration that has not only improved people's health, but has also led to greater awareness of parks in the community.

After a day's walk,
everything has twice
its usual value.

– George Macauley Trevelyan



As recognition of parks as medicine continues to grow, park boards and professionals should seize the opportunity. That's exactly what the Lake County Forest Preserve District is doing with its Rx for Health program. They have teamed up with the Lake County Health Department and NorthShore University HealthSystem for Rx for Health to create a field guide to forest preserve trails and a personal guide to good health.

Each walk brings together naturalists and health professionals for guided tours of some of Lake County's most breathtaking scenery while improving one's health and knowledge of nature including the countless species of native animals, flora and fauna. Visit LCFPD.org for more information on this great initiative. Also, see the *Illinois Parks & Recreation* magazine article on the Walk with a Doc program featured in the Jan/Feb issue of 2015.

In addition, see the health and wellness initiative that Lake County park districts are involved in with the Together Summit where participants will gather to consider the potentially powerful impact they could have together through the coordination of strategies to help Lake County be one of the healthiest and most resilient communities in the nation.

Top Fourteen Reasons to Walk:

1. Brisk walking helps reduce body fat, lower blood pressure and increase high-density lipoprotein.
2. The United States walks the least of any industrialized nation. The average Australian takes 9,695 steps per day (just a few short of the ideal 10,000); the average Japanese takes 7,168 steps; the average Swiss takes 9,650 steps; and the average American takes just 5,117 steps per day.
3. A typical pair of tennis shoes will last 500 miles of walking.
4. On average, a person would need to walk seven hours to burn off a super-sized Coke, fries and a Big Mac.
5. Experts suggest walking 6,000 steps a day to improve health and 10,000 steps a day to lose weight.
6. A 20-minute walk, or about 2,000 steps, equal a mile.
7. The best way to lose weight by walking is to take a longer, moderately-paced walk (40 minutes at 60-65% maximum heart rate). Shorter, faster walks (20-25 minutes at 75-85% maximum heart rate) are best for conditioning the heart and lungs.
8. Walking can help decrease the risk of heart attack, decrease the risk of developing type 2 diabetes, and can even reduce the risk of bone fracture. Additionally, brisk walking can reduce stress and depression levels as well as improve cancer survival rates.
9. Even though over 40% of the trips taken in the U.S. are less than one mile, less than 10% of all trips are made by walking or biking.
10. In 1970, 66% of children walked to school. Today, only 13% walk.
11. Mortality rates among retired men who walked less than one mile per day were almost twice as much as those who walked more than 2 miles per day.
12. Researchers have found that women who walked at least 1.5 hours per week had significantly better cognitive function than women who walked less than 40 minutes a week.
13. A 2000 study reported that walking regularly (three times or more a week for 30-minutes or more) saves \$330 a year in healthcare costs.
14. Walking briskly for one mile in 15 minutes burns approximately the same amount of calories as does jogging an equal distance in 8.5 minutes.



RECOMMENDED READING Transformational Governance How Boards Achieve Extraordinary Change

This unique board development book offers a modern approach to successful board governance. It focuses on problem-solving and the processes that board members go through to transform their boards into highly functioning entities. This refreshing approach

leaves behind the traditional list of behaviors and qualities of a good board member and focuses on a forward-moving methodology of how to actually go about making boards perform at their best. The book is especially helpful as it outlines the steps necessary to improve boards on all levels. It helps boards meet the demanding expectations imposed on them by both the public and stakeholders. It also provides an interesting list of items for a good governance visioning exercise to assist in moving boards from parochial to nimble.

2016 CALENDAR OF EVENTS

Thursday, July 14, 2016
IAPD Leadership Classic
Bensenville Park District's
White Pines Golf Club

Park District of Highland Park's
Highland Park Country Club

Thursday, July 21, 2016
IAPD Leadership Institute
Transformational Leadership
Webinar

Thursday, September 22, 2016
IAPD Leadership Institute
Leading Through Turbulent
Times
6:00pm – 9:00pm
Downers Grove Park District's
Recreation and Fitness Center

Thursday, August 18, 2016
IAPD Leadership Institute
Leading Community
Engagement Webinar

October 6-8, 2016
NRPA Congress
St. Louis, MO

Saturday, August 20, 2016
Park District Conservation
Day
IL State Fairgrounds,
Springfield

Friday, October 21, 2016
IAPD Best of the Best
Awards Gala
Wheeling Park District's
Chevy Chase Country Club

Monday, August 22, 2016
IAPD Summer Golf Tour #3
Byron Forest Preserve District's
Prairie View Golf Club

Thursday, November 3, 2016
IAPD Legal Symposium
McDonald's University/Hyatt
Lodge Oak Brook

Monday, September 19, 2016
IAPD Summer Golf Tour #4

January 19-21, 2017
IAPD/IPRA Soaring to New
Heights Conference
Hilton Chicago

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By Debbie Trueblood, CAE
IPRA Executive Director

Dear Summer Staff, Welcome to Our Professional Community!

Professionals, do you remember that first day you came to work in the field of parks and recreation? Based on the numerous stories I've heard, it sounds like many of you reading this first came to park and rec as your first job, maybe a summer job when you were in high school. We know that parks and recreation is the largest employer of teens in Illinois and that our industry employs thousands of summer staff, many of whom are teens, each year to staff pools, water parks, camps, golf courses, park staff, etc. Put yourself in their shoes and think back to your first day. As a teen summer worker, do you think they feel like they are a part of their immediate team, for example, or do you think they feel like they are a part of larger network of those who serve your community or even those who work in our professional community statewide? Do you think they understand the long term career path available to them to join our professional community through one of Illinois' colleges and universities? **How is it that our industry of parks and recreation is the largest employer of teens in the state, yet our colleges and universities tell us that often times parks and recreation is a "discovery major" that students transition to after coming to school with a different plan in mind? Let's close the gap on that.** Let's take a moment to ensure that we share with our summer staff that each of them has the potential to do what they love, serve their community, and be a part of the park and rec community year-round. I am offering this article for you to share with your summer staff as part of their orientation experience, to educate them about the opportunities available in a career in parks and recreation.

Summer Staff, welcome once again to the field of parks and recreation! There may be many reasons why you chose to spend your summer serving at your local park and recreation agency; maybe your friends are working there too, maybe you enjoy being out in the sun, maybe you love working with kids, or getting your hands dirty working outside. Whatever the reasons, we're so glad you're here with us! On behalf of the professionals across Illinois who call parks and recreation their career of choice, we would just like to take a quick minute to invite you to join us. Maybe you have your career plan all worked out and you know exactly what you want to do down the road, or maybe you're still seeking the right fit, you'd be surprised how many people find themselves working at a park district, forest preserve, special recreation association, municipal department or other park and recreation agency at some point in their careers.

In Illinois alone, we have several four-year degree granting institutions for parks and recreation majors. According to NRPA, the following schools are accredited: Chicago State University (Recreation Program), Eastern Illinois University (Recreation Administration Program), Illinois State University (Recreation and Park Administration Program), University of Illinois at Urbana-Champaign (Recreation, Sport, and Tourism Program), University of St. Francis (Recreation and Sport Management Program), and Western Illinois University (Recreation, Park and Tourism Administration Program). Additionally, Southern Illinois University

I am offering this article for you to share with your summer staff as part of their orientation experience, to educate them about the opportunities available in a career in parks and recreation.



at Carbondale also has a program including Therapeutic Recreation, Leisure Services Management and Outdoor Recreation Leadership and Management. And Moraine Valley Community College has a program for Recreation and Sports Management. So, for students interested in pursuing a college education in a major which will prepare them for a career in our field, there are many local options all over our state.

For the people who may be learning about us for the first time, it is the mission of the Illinois Park and Recreation Association (IPRA) to provide and promote exceptional standards of education, networking, and resources for all professionals in the Illinois park, recreation, and conservation communities. Most of our members work in public parks and recreation at park districts, forest preserves, municipal departments, and special recreation associations. Our job is to serve professionals in parks and recreation in Illinois by providing educational opportunities and other resources to help them to do their jobs better. If you did decide that the fun you're having this summer as a seasonal employee at your local park and recreation agency is something you want to pursue as a career, there are many many different kinds of professional positions within our field to choose from.

Park and recreation positions include Recreation Programmers, Athletic Supervisors, Inclusion Coordinators (to ensure people with disabilities have fulfilling opportunities for recreation), Park Specialists, Water Park Managers, Facility and Event Managers, Fitness Center Managers, Park Police, Museum Managers, Aquatic Managers, etc. As well as those kinds of positions which are common both at park and recreation agencies as well as outside companies such as positions in finance, marketing, customer service, IT, administration, and human resources careers. To view a list of jobs and internships in our field which are currently available to get a sense of what you might be doing in a career in parks and recreation, take a look at our statewide job board at <http://jobs.ilipra.org/>.

For more information about the kind of career opportunities which may be available to you in our field, I welcome you to view our "Day in the Life of" video series at <https://www.youtube.com/user/IPRAAssoc1815/videos> These videos feature different positions in our field and you can view each one to get a sense of what that job would be like for you.

If you do become a student at a college or university pursuing park and recreation or a related field, I would welcome you to attend our statewide conference held annually in January in Chicago, the upcoming dates are January 19-21, 2017 at the Hilton Chicago. Students can volunteer to reduce the cost of registration and further, students can apply for student scholarships through the Illinois Park and Recreation Foundation to help offset the costs of attending conference. Information can be found at <https://ilipra.memberclicks.net/scholarship-opportunities?servId=5823> or just go to the foundation area of our website at www.ilipra.org We offer several opportunities for students at conference to help you connect with professionals in the field. Additionally, we offer free student dues for college students (see the membership area of our website). And students can attend our Supervisor Symposium conference in the spring for free.

Our professional community is a place where all people from all backgrounds are welcome. We have a wide diversity of interests from people who run high ropes courses and seek out opportunities in Outdoor Education to those who prefer a more indoor career doing fundraising to support our important programs serving kids, seniors, families, and people with disabilities. Some of our colleagues love sports and participate as athletes themselves while others may prefer to spend their recreation time traveling or pursuing fine arts. There is no single "right way" to be a parks and recreation professional.

So, if you are interested in pursuing a career in our field, take a look at the resources above, reach out to the full time professionals at your agency this summer and ask them about how they got into this field, or reach out to me any time (Debbie Trueblood at debbie@ilipra.org or 708-588-2280). Welcome to the field. Our hope for you, as is our hope for our full time professional colleagues, is that in your work you will have fun, serve the community, learn a lot, meet lots of people, and help each other grow. Enjoy the summer!

Upcoming Events

August 10 & 18, 2016 Skills Development Webinar Series - August: FROM COORDINATOR TO DIRECTOR LEADERS SET THE TONE

People are an organization's greatest asset. How a leader leads, inspires, supports and interacts with their people can be the difference between an average workplace and one where staff show up ready to change the world. Through good times and bad, leaders set the tone. In this session we will talk about qualities all great leaders, at all levels within an organization, should have in order to be successful and build great teams.

of all ages. We'll explore some of the social and socioeconomic barriers associated with staff retention, communication and training. Learn how to create a successful playing field that emphasizes keeping staff once you've invested the time and training for them to be on your team.

September 16, 2016 Joint Section Golf Outing

Enjoy a beautiful day on the greens at Tanna Farms in Geneva at the annual Joint Section Golf Outing! Includes 18 holes of golf, cart, lunch, dinner & raffle prizes.

September 27-29, 2016 Certified Playground Safety Inspector Course (CPSI)

The CPSI program offers the most comprehensive and up-to-date training on playground safety as well as provides certification for playground safety inspectors.

September 14 & 22, 2016 Skills Development Webinar Series - September: THE YOUNG AND THE RESTLESS MANAGING ENTRY LEVEL STAFF

In this session we will discuss barriers associated with recruiting and retaining entry level staff members –

For details and registration, please visit the IPRA event calendar at ILipra.org



Joint Section GOLF OUTING

Sept. 16, 2016
Tanna Farms Golf Course
Geneva, IL

Shotgun start at 10 a.m.
Fee: \$50 members / \$75 non-members
Includes golf, cart, lunch and dinner
Raffle Prizes

Register at ILipra.org



Jason Anselment
Legal/Legislative Counsel

Legislative Process on Approved Bills Continues During Summer

Roughly 437 bills passed both the House and Senate before the scheduled end of the Spring Session on May 31st. Because so much time, effort and attention are required to pass a bill through both chambers, less focus is often placed on what happens to legislation once it is approved by the General Assembly.

While most know that the Governor must sign a bill before it can become law, in some cases the process that a bill goes through after it has passed the General Assembly can be just as complex as its initial passage.

Next Steps

Pursuant to Article IV of the Illinois Constitution, each bill passed by the General Assembly must be presented to the Governor within 30 calendar days after its passage. Once a bill reaches his desk, the Governor can take one of three actions:

- 1) Sign the bill into law;
- 2) Veto the bill by returning it to the General Assembly with his objections; or
- 3) Return the bill to the General Assembly with specific recommendations for change through an amendatory veto.

A fourth option, which rarely occurs, is for the Governor to take no action. In the event the Governor fails to act on a bill within 60 calendar days after it is presented to him, then the bill becomes law. The last day of the 60-day review period is commonly referred to as the “Drop Date” because it is effectively the deadline by which the Governor must take some action on a bill or it automatically becomes law.

To summarize, if the Governor signs a bill or takes no action within 60 calendars days after its presentation to him, the bill becomes law.¹ If the Governor does not approve legislation, the Governor must return the bill with his objections or recommendations to the General Assembly.

Vetoes and Amendatory Vetoes

If the Governor does not approve of a bill presented to him, he may veto the bill any time before the Drop Date by returning it with his objections to the chamber in which the bill originated. If

the General Assembly fails to override a veto by a three-fifths supermajority as discussed below, then the bill as originally approved by the General Assembly is dead. This means that for the legislation to become law, it would need to be reintroduced as a new House or Senate bill and go back through the entire legislative process by passing both chambers before it could be presented again to the Governor.

Rather than veto the entire bill as presented to him, the Governor can also attempt to make changes through an amendatory veto by returning it with specific recommendations to the chamber in which it originated before the Drop Date. If the Governor attempts to revise legislation through an amendatory veto, the General Assembly has two options:

- 1) Agree to the changes by a simple majority vote of both chambers (60 votes in the House and 30 votes in the Senate); or
- 2) Vote to override the Governor's proposed changes by a three-fifths supermajority in each chamber (71 votes in the House and 36 votes in the Senate).

If the General Assembly fails to override the amendatory veto by a supermajority vote or to accept the changes by a majority vote, the bill is dead. Just like a total veto that the General Assembly fails to override, the legislation would need to be reintroduced.

“Continuous Sessions” Can Complicate Timing for Legislative Action on Gubernatorial Vetoes

If the Governor returns a bill to the General Assembly with his objections, the Drop Date is not the last important deadline in the process. Once the Governor returns a bill with his objections to the chamber of origin, that chamber must take action within 15 calendar days of the bill's return. Significantly, this 15-day clock does not start to tick while the General Assembly's recess or adjournment prevents the return of the bill. In that case, the Governor files his objections (veto or amendatory veto) with the Secretary of State prior to the Drop Date, and the Secretary of State returns the bill with the objection to the chamber of origin on the first day that chamber next meets.

The first day the General Assembly next meets after its May 31 scheduled adjournment date would typically be in connection with the Veto Session that is customarily held for two weeks during the fall. So, ordinarily the bills the Governor vetoes or amendatorily vetoes during the summer months before the Drop Date are not returned to the General Assembly until the beginning of the Fall Veto Session, and the legislature then acts upon all of those bills during that two-week period.

Continuous Session

Of course, these are not ordinary times. Because of the ongoing State budget impasse, both the House and Senate are in “continuous session” throughout the summer. This does not mean that the General Assembly is in Springfield every day or even most days. It simply means that legislators can be called back to Springfield at any time during the summer, which can complicate the timing requirements for the General Assembly to act on the Governor’s vetoes and amendatory vetoes.

Recall that a bill to which the Governor vetoes must be returned to the chamber in which the bill originated on the first day that chamber is next in session and that the originating chamber’s 15-calendar day deadline starts on that date. If that chamber does not meet again within the next two weeks, there would be no additional opportunity to take up the Governor’s veto after the day the bill is returned. Moreover, even if the chamber of origin were to take action to override the Governor or accept recommendations on an amendatory veto on the same day the bill is returned, the bill still must go to the opposite chamber, which then has an additional 15 calendar days to take action once it receives the bill from the chamber of origin. Depending upon when, and how often, the opposite chamber returns during the 15-day window, there may be a very limited opportunity to take action.

During these continuous sessions, it has not been uncommon for the House and Senate to return to the Capitol for a single day and then recess for several weeks, so the window for taking action on vetoes and amendatory vetoes can be very tight. To further complicate matters, attendance during the summer months when there may be only one session day a week may be lower than during regular session when lawmakers return for days at a time. This can make it even more difficult to achieve the supermajority necessary to override a veto or even the majority required to accept the Governor’s recommendations in an amendatory veto if the changes are at all controversial. Unless the General Assembly has the requisite votes to take some action within the short timeframes allowed, all of the work that has gone into passing a bill during the Spring Session is lost because the bill dies.

The Effective Date for Bills that Become Law

If a bill is signed by the Governor and becomes law, the date the bill will become effective is governed by Article IV, Section 10 of the Illinois Constitution and the Effective Date of Laws Act, 5 ILCS 75, *et seq.* (“Act”).

A. Bills Passed Prior to June 1

A bill passed prior to June 1 that provides for an effective date in the terms of the bill becomes effective on that date. For example, if a bill passes on May 31 or earlier in the calendar year, and the terms of the bill specifically provide that the bill “takes effect upon becoming law,” the bill would become effective immediately when the Governor signs it. If, rather than an immediate effective date, the terms of the bill contain a specific effective date such as July 1, 2016, then the bill would become effective on that date unless the Governor signs the bill into law after the specific date referenced in the bill. In that case the bill would be effective once the Governor signs it.

If a bill is passed prior to June 1 and the terms of the bill do not contain an effective date, then the bill would become effective on January 1 of the following year, or upon its becoming law, whichever is later. For example, if a bill that does not contain an effective date passed the General Assembly during this past Spring Session before June 1, and the Governor signs that bill into law this summer, the bill will become effective on January 1, 2017.

Note that for purposes of the Act, a bill is “passed” at the time of its final legislative action prior to presentation to the Governor.ⁱ

B. Bills Passed after May 31

The General Assembly’s Spring Session is typically scheduled to end on May 31. This date has special significance because it can impact the effective date of a bill passed by the General Assembly. A bill that is passed after May 31 of a calendar year does not become effective until June 1 of the next calendar year unless the General Assembly provides for an earlier effective date by a vote of three-fifths of the members elected to each house.ⁱⁱ

These constitutional and statutory rules are the reason so much emphasis is placed on passing a State budget before May 31 even though the State’s fiscal year does not begin until July 1. After May 31, a three-fifths supermajority is needed to pass the budget or any other bill if the budget or other bill is to become effective before June 1 of the next calendar year.


Passing almost any bill through both the House and Senate requires much time, effort and attention. But even after a bill passes the General Assembly, as you can see, the process does not end.

As the Governor takes action on bills this summer, IAPD will keep you updated through Legislative Updates, but hopefully this article provides some context to the complexities of the legislative process for those bills we discuss.

ⁱ Although the bill becomes law, it may or may not be immediately effective. The rules governing the effective date are discussed in greater detail later in the article.

ⁱⁱ 5 ILCS 75/3

ⁱⁱⁱ One caveat is that a simple majority of the General Assembly may provide for an effective date that is after June 1 of the following year.



WHAT IF I TOLD YOU THE INDUSTRY COULD BE CHANGED WITH JUST A SNAP?

BY **KYLE SANDINE**, *PARK DISTRICT OF OAK PARK*

Let me take you back to my first summer as an aquatics director. I worked at a small facility in northern Illinois responsible for 7 lifeguards on a shift, 25 in total, and a capacity of 757 people. At the time, the challenge seemed overwhelming, but I quickly grew into the role and began to understand the subtleties of the facility and the patrons from a new perspective. Even though some experiences came very easy, it became clear to me that others would not be easy at all. I recall a day early in the summer when we had 3 different camps come to the facility, two internal and one external. Our internal camps had gone through our preseason training and the external camp received the same information over the phone prior to the summer beginning. It didn't take long for me to understand which camps were looking out for their kids and which camps were looking for 2 hours of free time.



Since the boom of Snapchat, its use has become not only an app for capturing fun, but an innovative tool to train staff in an effective way that bridges the gap of technology and positions that prohibit cell phone use.

Upon approaching the site supervisor in charge of the external camp, I asked if her counselors were prepared to get in the water. She flat out said “No.” When asked why not, she responded, “That’s why you have lifeguards” and went back to texting on her phone. Further still, a new lifeguard later in the day approached me visibly frustrated asking why some camps were watching their kids and the other was sitting on the side of the pool. His remarks were indicative of a guard who felt the responsibility of supervision rested on the camp staff, to which I responded, “Your job is to watch the water and respond as needed. If a camper begins the drowning process, my sole concern is that he’s rescued, be it by a lifeguard or a camp staff member who recognizes it first.” After continuing the conversation briefly, he walked away understanding that while the processes and functions of each staff are different, the objective is the same. The question posed back to me was, “How do we fix this so these two groups of staff understand we have each other’s backs?” This question gave me pause for 7 years, now I think I have the start of an answer.

With the emergence of mobile technology, photo and video apps such as Snapchat have become part of our culture. In particular, 18-24 year olds are the users who make up nearly half of all total users and are the same demographic testing the job market through positions such as lifeguards and day camp counselors. The challenge among recreation professionals is how to relate the seriousness of the aquatics industry and child supervision with a generation which has relied on technology for immediate assistance prior to obtaining their recreation position. Since the boom of Snapchat, its use has become not only an app for capturing fun, but an innovative tool to train staff in an effective way that bridges the gap of technology and positions that prohibit cell phone use. The Snapchat Effect is meant to bring awareness to the 10 second scanning model and bigger picture concepts of supervision in a way that spans generations, and positively demonstrates how technology can be brought in to assist jobs that traditionally don’t require it.

As a lifeguard, scanning can be one of the most difficult techniques to teach because although there are set patterns to model off of, the onus rests solely on the lifeguard to be able to concentrate and effectively watch the water. Many lifeguard certifying agencies have adopted proactive scanning as a means of identifying guests who are struggling prior to a major emergency happening. This concept breaks

the mold of Hollywood lifeguarding by demonstrating the level of mindfulness that is needed to be a lifeguard, and takes the focus off of the stereotypical job description of “getting a tan.” For some inexperienced lifeguards, scanning initially is nothing more than moving one’s head in a pattern without ever “seeing” anything in 10 seconds. Take into consideration the attention span of this age demographic; I’d argue 10 seconds may not be such a bad thing after all. The amount of change and constant updating is reflected in this generations need for new, exciting experiences.

Enter the Snapchat Effect. To drive the point home to lifeguards who have a time limit of how long they have to scan their zone, the 10 second video function of Snapchat has endless uses. Imagine watching a movie where the camera is shaky and has little to no focus or clarity. Viewers would say it’s difficult to concentrate and comprehend what’s going on. Taking this principle into account, the mind can only register so much before needing to overlook information. Lifeguarding is like watching a first person movie, and by utilizing Snapchat, guards are able to receive real time, first person feedback on how well they’re scanning by utilizing the application’s automatic cutoff feature. Further, the ability to post the Snap allows others to provide feedback on what they’re doing well and where they can improve, which brings together generations of guards in a new way. Many guards are used to being filmed from afar by internal and external auditors, however this version of scanning training demonstrates what they’re actually looking at rather than focusing on head movements in such a way that relates to the age group and drives the point home in a new way.

Undeniably, day camps are a part of nearly everyone’s youth experience. People from nearly every generation have been in a camp setting with a well-documented spectrum of experiences ranging from very negative to very positive. As a programmer offering day camps with an aquatic element, it’s clear through conversations with parents that their worst fear is receiving a phone call because a major incident occurred involving their child while at the pool. In some respects, this fear is justified because of the stories that surround day camps, pools, and whose responsibility it is to supervise the children while there. As stated above, training camp staff to understand aquatics when it’s only a small part of their day can be hard. They see the aquatic environment as fun, where lifeguards view with an



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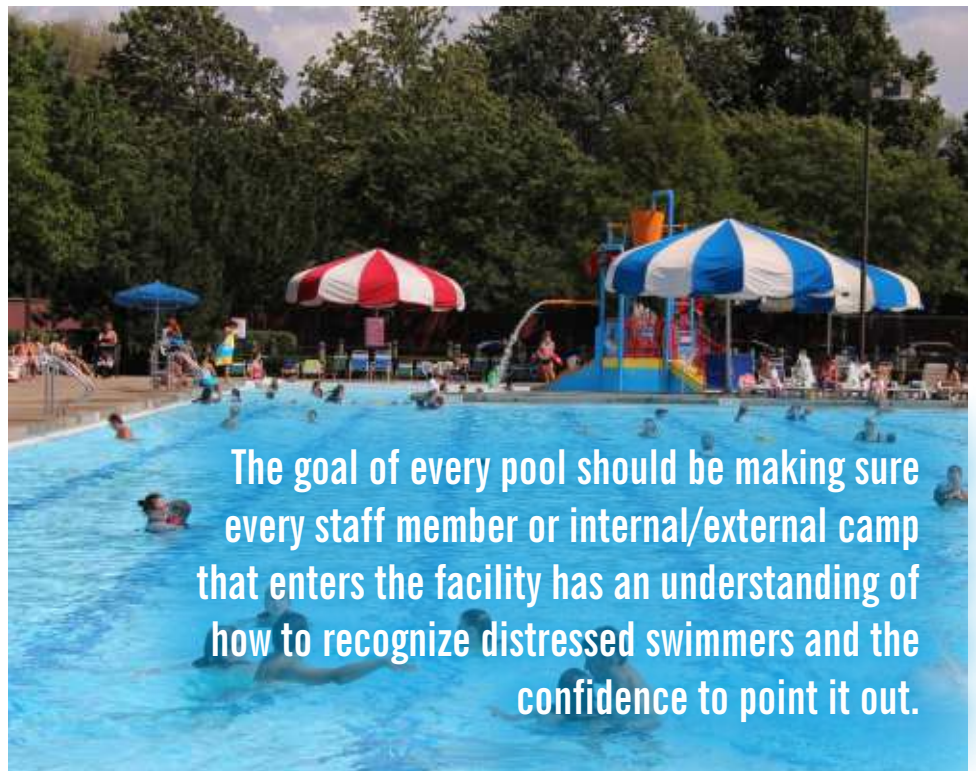


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The goal of every pool should be making sure every staff member or internal/external camp that enters the facility has an understanding of how to recognize distressed swimmers and the confidence to point it out.

increased sense of risk. On the flip side, trying to explain a camp day to a lifeguard is just as tough because the focus needs to be on a variety of different topics and guards are molded into finding a routine. The Snapchat Effect is designed to bridge this gap to demonstrate how lifeguards and camp counselors can work synergistically and rely on one another to meet their same objective: keeping people safe.

The amount of training camp counselors and lifeguards require makes it difficult to cross train the two groups to better understand the limits of the other staff. What Snapchat allows for however, is showing camp staff what a guard sees, the hazards of scanning without camp counselor assistance, and how adopting the same zones lifeguards have adds another layer of protection for each child. Much like a ripple effect, if a camp staff member understands how to scan their individual zone and increase their responsibility to all campers in their zone, lifeguards can feel assured that counselors will respond to struggling campers, and camp counselors can feel confident they have the same training as the guard staff on how to scan and recognize distressed swimmers, creating a less intimidating environment.

Using Snapchat as a training tool is not difficult and takes very little preparation. As previously stated, nearly half of all Snapchat users are 18-24, so it's conceivable every staff member has the app and is highly competent in using it. Below is a tool to assist setting up the drill.

- Step 1: Ask staff to serve as patrons in the water.
- Step 2: Place a sinkable doll in the pool among the staff
- Step 3: Define a zone for your staff that will be scanning
- Step 4: Have staff step up to the side of the pool. Without prior instruction on how to effectively scan, have the staff place the phone to their temple and record themselves scanning the zone.
- Step 5: Send the video to a fellow staff member for review.
- Step 6: Have the receiving staff member evaluate the video and provide feedback.
- Step 7: Provide instruction on effective scanning techniques and allow staff to take feedback to re-try the drill and refine their scan to meet the 10 second requirement.

Imagine what parents would say when they ask you, "What are you going to do to ensure my child will be safe around the pool?" and your answer is "Snapchat." Imagine further what they'd say if you said Snapchat saved your child's life. The answers would be incredible. The goal of every pool should be making sure every staff member or internal/external camp that enters the facility has an understanding of how to recognize distressed swimmers and the confidence to point it out. It's true, Snapchat may not be the answer people expect to hear, but if it achieves the same end of educating staff, why wouldn't you try it? Wouldn't it be something if your pool staff got larger each time someone entered the pool because everyone worked synergistically to keep each other safe? What if I told you the industry could be changed with just a Snap?



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by **Sara Brown**, Blue Island Park District

“Park It” This Summer

at Blue Island Park District's Memorial Park Pool



In a place named Blue Island, you might expect the pool for the park district would be a special summer destination. That's exactly how the Blue Island Park District prefers it.

“We want you to arrive every visit to Memorial Park Pool with high expectations and excitement,” says Blue Island Park District Director of Marketing, Will Cazares. “Our goal is to blow those expectations away, and leave you with the kind of experiences, friendships, and fun that become life-long memories. That's what summer at the park is all about.”

Nestled hillside in the charming Historic District of Blue Island along Burr Oak Avenue, Memorial Park Pool is the perfect mix of architectural beauty (added to Memorial Park in 1936, Memorial Park Pool is one of the oldest operational pools in the Midwest), size (38,000 gallons of sparkling blue water), and non-stop activities (the annual Cardboard Boat Regatta is a local favorite for participants and spectators each August).

Blue Island Park District offers summer time rentals of Memorial Park Pool and Splash Pad for parties, wrist band purchase for businesses and larger groups, as well as a number of rental facilities along the park grounds.

Best of all, it's easy reach by foot, bike, public transportation or car (parking is ample and free!), pool passes are available for the entire season, which includes 7-day a week swimming at the pool and fun at the Splash Pad, as well as free admission to all special events at the pool, and programming for the pool is incredibly diverse – read on for the top five reasons you'll want to “Park It” this summer at Blue Island Park District's Memorial Park Pool & Splash Pad.

Safety First: Swim & Guard Lessons

The first ingredient to a successful summer at the pool is safety. Blue Island Park District offers swim lessons through the American Red Cross Swim Lesson Program. From “Jelly Fish” to “Dolphin,” students progress through six levels as they learn basic water safety, swimming fundamentals and basic skills, six different swim strokes and personal goal setting. Weekday and weekend classes are available. BIPD also offers Parent & Child Aquatics, Preschool Aquatics, and Guard Start, which gives students ages 11-14 the first level of training on their way to becoming certified American Red Cross Life Guards at age 16.

Insider tip: Blue Island Park District's swim lessons are integrated with the American Red Cross Swim App. Text “Swim” to 90999 for a link to the app, where you can track your little fish's progress anywhere, anytime.

Make A Splash: Daily Water Fun All Summer Long

Memorial Park Pool and Splash Pad are open for swimming every day of the week during the swimming season. Concessions are available during pool hours, with picnic tables and complimentary lounge chairs available pool side. The Splash Pad is a great spot for families with tots. Kids love the brightly-colored enclosed play area, surrounded by bench seating and shade trees - perfect for parents and nannies to grab a few moments to relax and enjoy the gentle breezes off the hill. Make a date for an after-dinner-dip during the park district's evening swim hours, daily 6-8:30 pm. Lucky campers enrolled in Blue Island Park District's Day Camp program participate in arts and crafts projects, and spend plenty of quality time in and around the water.

Insider tip: Memorial Park Pool Passes include admission for the entire family, and are available for purchase with deep discounts as early as March. If you haven't purchased your Pool Pass for the season, you can do so any time during the summer, but be sure to set your calendar reminder now to take advantage of great savings and the park district's layaway plan for Summer 2017.

If you love dancing, you'll love Blue Island Park District's Aqua Zumba class. This “Zumba Pool Party” combines Zumba philosophy with traditional aquatic disciplines for a low-impact workout that offers cardio-conditioning and body-toning in a refreshing and exhilarating setting. Instructor Victor Monterroso's Saturday morning classes run from June through August. Lap swimmers love Memorial Park Pool's 150-foot long lanes, and for those looking to work up a sweat before a refreshing swim, Instructor Annette Larraga's Bootcamp promises maximum caloric burn with combo strength and cardio training.

Insider tip: Blue Island Park District offers online registration for classes and programs at www.blueislandparks.org, after a quick in-person visit to the park district office at Memorial Park.

Party at the Park: Plan Your Next Event Poolside

Summer time means party time – birthdays, graduation parties, bridal and baby showers, weddings, anniversaries, family reunions, and holiday gatherings. Blue Island Park District offers summer time rentals of Memorial Park Pool and Splash Pad for parties, wrist band purchase for businesses and larger groups, as well as a number of rental facilities along the park grounds.

The Pool Side Pavilion at Memorial Park is the perfect place for summer celebrations. Adjacent to Memorial Park Pool & Splash Pad, the pavilion accommodates up to 100 guests and super convenient access to the rest of Memorial Park's amenities, including a walking path, playground, skate park, and athletic facilities.

If you'd like a little more privacy while still having access to all of Memorial Park, take a look at the Upper Pavilion, a breathtaking outdoor space built into the hill overlooking the park, or Memorial Park Banquet Hall, a more formal indoor space that is anything but stingy with views of the park and pool.

Insider tip: Location makes or breaks a party. If you're looking for a grand slam backdrop for more intimate gatherings, you have to check out the Pool House Roof Top. This unique location atop Memorial Park Pool House includes a built-in wet bar and 360 degree views of the pool and grounds.

#BlueIslandFun2016: Special Events

Speaking of parties, it just so happens Blue Island Park District does a pretty incredible job hosting them. “Splash for Cash” is an all-ages treasure diving expedition at Memorial Park Pool on July 23rd. Participants dive to the bottom of Memorial Park Pool for sunken tokens, grabbing as many as they can! Afterward, divers redeem their treasure tokens for cash before diving back into the pool to swim for the rest of the evening.

On August 13th, ten teams will set sail in the annual Blue Island Park District Cardboard Boat Regatta. Using only cardboard and duct tape, teams construct and race canoe-size boats across Memorial Park Pool in heats for the title of Regatta Champion. Many enter, most sink, and everyone, competitors and spectators alike, enjoys a lot of laughs and complimentary access to the pool for the rest of the evening.

Special promotions are a Blue Island Park District favorite for summer swim savings. Enjoy \$1 off admission on Sundays when you add #BlueIslandFun2016 to your pool selfie, refuel with special concession options on Manic Menu Mondays, take advantage of Two-For-One admission on Two-For-Tuesdays and \$3 pool admission on Three-For-Thursdays, and don't miss our personal favorite, Watermelon Wednesdays, where one lucky swimmer gets a – yep, you guessed it: watermelon.

Insider tip: Register for the Cardboard Boat Regatta by August 6th and the Blue Island Park District will give you a free roll of duct tape to begin constructing your vessel. Get inspired by checking out the video recap from last year's event on YouTube: <https://youtu.be/hLNxM5Fjgs>.

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That Lasts

MARKETING POOLS, WATER PARKS, AND AQUATIC FACILITIES YEAR-ROUND

The pool's drained. The concession stands are clean. The chairs are put away and the gates are locked and swimmers have to wait until next season to leap into the blue again. But when the Wheaton Park District's Rice Pool & Water Park and Northside Family Aquatic Center close at summer's end, their marketing doesn't.

Kristina Nemetz, superintendent of marketing and special events, says creative, comprehensive year-round marketing—rather than efforts focused only in spring and summer—is the most effective way to boost sales, attendance, and attention in a competitive market.

She focuses first on next season's pool passes. "Our pool pass sales for the next calendar year start on Black Friday," she said. "In 2015, we did a 25 percent discount for individual and family passes for eight days." From November 24 to December 1, pool-goers prepared for this summer by buying 2,152 passes, totaling over \$95,000 in revenue before snow had touched the deck.

by **Brett Peto**, *Marketing & Communications Assistant, Wheaton Park District*

Consistency is the name of the game, and that means along with emphasizing the pools' amenities—including children's spray areas, one- and three-meter diving boards, slides, sand play areas, zero-depth baby pools, and more—it's also wise to advertise how they meet or exceed safety, cleanliness, and customer service standards.

"That's the biggest discount we offer, and a lot of people took advantage of it," Nemetz said. "From there, we did a few more discounts leading up to opening day," like the "Hottest Deal Around" campaign in December and January offering 20 percent off and the "Pre-Season Aquatic Pass Sale" from January through April, which took 10 percent off the top.

Come May 1, discounts on pool passes evaporate, but they surface in July with the "Dog Days of Summer" promotion. "A family of four can get a pass for \$99 and an individual can get a pass for \$25 and it's good for the rest of the season, from July 31 through Labor Day," Nemetz said. "That generated about \$7,000 in revenue."

Running discounts for over half the year may seem intimidating, but Nemetz says they float the numbers higher. "They did and do bring more people to the pool," she said. "Nearly 75 percent of the season's pool pass sales came during a promotion, and so did 71 percent of pass revenue."

Once the 10 percent discount starts in January, daily admission, swim lessons, and camps get their moment in the sun. "We often do buy-one-get-one (BOGO) daily admission coupons in local coupon books, Money Mailers, on grocery store receipts, and on family and parenting websites," she said.

She prefers these methods to coupon sites like Groupon and LivingSocial. "We've never done anything with Groupon or LivingSocial simply because with BOGO coupons, we're getting 50 cents on the dollar, whereas with those sites we would get 25 cents on the dollar," Nemetz said. "Groupon and LivingSocial are better for facilities that don't have the overhead of a pool."

Of course, patrons need to know about promotions, programs, and services, and Nemetz and the rest of the district's marketing department use e-blasts through Constant Contact, online and print ads, direct mailings, space in the district's quarterly program guide, social media posts, A-frame signs, flyers, banners, and more to do just that.

Sometimes new options—like sponsored Facebook posts—produce results. "The first Facebook ad we tried was a countdown to our 10 percent off promotion that started in January," Nemetz said. "It ran for two days, cost \$200, and generated \$20,000 in sales."

Sometimes it's the tried-and-true options that work, like direct-mailing 5,000 postcards to homes surrounding Rice Pool & Water Park just before the Black Friday sale or running a half-page ad in a local newspaper.

"We've adopted an all-of-the-above approach," said Director of Marketing Margie Wilhelmi. "Social media works well for discounts and telling our story, but it pays to still do print marketing. Getting a postcard in the mail you can hold in your hands can have a bigger impact than a post you scroll past on your phone."

Word-of-mouth marketing isn't just for satisfied swimmers telling their friends about the best spots to splash. Pool staff can have their own impacts, such as when Aquatic/Safety Manager Wendy Russell dons her summer gear and pulls a lifeguard chair into the district's Community Center lobby every December and January to remind patrons of the pool next door and the pool on the other side of town.

The gear itself can help; all new staff apparel now carries a logo representing both aquatic facilities, making it easier for employees to promote in their daily lives.

And in 2016, marketing staff are finishing a two-year project to update all signage onsite to include the new logo and clarify phrasing, from menus at the concession stands to notices in the bathhouses. "Window clings are doing a lot for us so far," Nemetz said. "They give a fresh look, but they're also semitransparent, which lets people see out and in."

Consistency is the name of the game, and that means along with emphasizing the pools' amenities—including children's spray areas, one- and three-meter diving boards, slides, sand play areas, zero-depth baby pools, and more—it's also wise to advertise how they meet or exceed safety, cleanliness, and customer service standards.

Like how all Wheaton Park District lifeguards undergo comprehensive training to meet the standards of the International Pool & Waterpark Lifeguard Training Program developed by world-renowned aquatic safety and risk management consulting firm Ellis & Associates.

"Everyone's competing to have the next great new slide or attraction, but we can't forget we have history and a tradition of safety and meeting the highest standards," said Dan Novak, Superintendent of Special Facilities.

Discovering ways to keep aging facilities fun is vital.

When Rice Pool & Water Park celebrated its 25th anniversary in 2014, marketing staff posed trivia questions on Facebook asking guests how many gallons of water they thought each pool took, how many cheese fries they thought were sold at each concession stand, and more. Ice cream was also on special for 25 cents on select days throughout the season.

Even adding an ice cream and beverage cart on the deck at Rice Pool & Water Park to relieve line congestion at the main concession stand can put an extra polish on the experience. That cart generated over \$8,600 in 2015, a 25 percent increase over the prior year.

Keeping things fun might involve sponsorships and partnerships, too. This year, Nemetz secured sponsorship from a local hospital to provide a giveaway for the first 100 families at each pool on opening day as well as monetary support for the facility.

"It's about finding new audiences, keeping it family and kid-friendly, and going after new markets in fresh ways," said Wilhelmi. This can involve dipping into other segments of the district. "We've started sending aquatics e-blasts to participants in our summer camps, our preschool, almost any group that may include younger kids," Nemetz said.

Taking on a plan with this many moving parts can sometimes feel like standing with your toes on the edge of a ten-meter diving board, but seeing Rice Pool & Water Park and Northside Family Aquatic Center thrive each summer helps Kristina Nemetz stay cool the rest of the year.

"It's a lot to take on, and we didn't start doing everything we do all at the same time," she said. "If you try just a few things every year and make them successful, they'll accumulate into a great, well-rounded plan to make a splash that lasts."

To learn more about the Wheaton Park District's aquatic facilities, visit wheatonparkdistrict.com/aquatics.

What the Swimmers Have to Say

Knowing what swimmers care about when deciding whether to buy a pool pass is essential to keeping aquatic facilities sustainable.

Tara Burghart, mother and editor of Go West Young Mom, a hyperlocal website for families in Chicago's western suburbs, shared why she's bought a pass to her home pool each of the last four years.

"By age four, our daughter was done with the splash parks and wanted the pool," Burghart said. "She's a high-energy kid."

Having a pool pass means there's always something fun to do that won't cost extra.

"I love that the pool pass allows us to be casual and spontaneous," she said. "We purchase it in April and it's already paid for by the time summer rolls around. It's one less thing to think about. If there's any particular day something gets canceled or plans change, we just go."

It also makes financial sense for Burghart's family, who usually visits the pool one to three times a week, when weather and summer travel plans permit. "Buying an early bird pass and being a family of three, we only have to go seven times to earn it back," she said. "Even if all three of us don't go seven times, just two of us go enough times over the summer to earn it back." Marketing collateral brought the pass to Burghart's attention. "I'm sure we first became aware of the passes from the park district catalog," she said. Burghart agrees that while emphasizing new attractions is useful, so is cleanliness and socialization.

"I feel the pool being clean and the lifeguards doing a good job is more important," Burghart said. "I have some neighboring pools that might offer better equipment, but for me a huge part is meeting friends and having fun. When I picture us in the pool, I envision myself seeing my friends, my daughter seeing her friends."

To Burghart, "summer is the pool." "Some of my best childhood memories involve the pool at the Elks Lodge in Springfield where I grew up," she said. "I really put an emphasis on getting us to the pool. You feel good about having gone, you get exercise, you spend time with your friends and you savor the ability to swim outdoors."

WebXtra

Simple Solutions Making Big Impacts

By **Sherry Manschot**, *Marketing/PR Manager, Western DuPage Special Recreation Association* and **Sue Omanson**, *Community Development Manager, Naperville Park District*

Centennial Beach, Naperville's historic aquatic facility, has been a favorite destination for families for 85 years. With a sandy beach, zero depth entry with water play features, a slide, deep water and lap swim areas, sand volleyball and plenty of space for relaxing and picnicking, Centennial Beach offers something for everyone.

Or so they thought. Finding out that it wasn't something everyone could enjoy posed an unexpected dilemma for the Naperville Park District. When staff members were told about an obstacle that was preventing one family from attending Centennial Beach they wondered how many others were potentially unable to enjoy the Beach for the same reason.

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"Seven Utility Management Consultants has greatly benefited our park district during these tough economic times. Our park district has realized substantial natural gas and electricity savings because of the services that Seven provides. Thank you for making this opportunity available to IAPD member agencies."

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PEOPLE & PLACES



Frankfort Park District Selects Gina Hassett as New Executive Director

After working extensively with the Illinois Association of Park Districts, the board of commissioners of the Frankfort Park District has hired **Gina Hassett** as its new executive director.

"We are excited to have Gina as our new executive director. Her strong leadership and financial management skills will help to guide our park district in the coming years. We feel she will continue to strengthen the park district's place in our community," stated John J. Reilly, President of the Frankfort Park District.

Gina has 20 years of park and recreation experience—serving the past eight years as the director of parks and recreation for the Village of Hinsdale. She received her bachelor's degree in recreation administration from Eastern Illinois University.

Gina has strong skills in project management, community outreach and budget preparation. She looks forward to engaging with community members and organizations to forge and strengthen relationships. She has a strong desire to address the community's needs and provide quality and innovative recreational opportunities to everyone.



Schaumburg Park District Remembers Jerry Handlon

On the one year anniversary of his death, the Schaumburg Park District fondly remembers Jerry Handlon. Handlon was an indomitable parks and recreation advocate who served as the district's executive director for 26 years before retiring in 2004.

First joining the district in 1978 as superintendent of recreation, Jerry led the organization through years of growth, expansion and the construction of new facilities including the Schaumburg Golf Club, Community Recreation Center, Meineke Recreation, Boomers Baseball Stadium, Olympic Park and The Sports Center. In addition to a host of personal awards recognizing Jerry for his professional accomplishments, during his time at the helm the district was twice recognized with the National Gold Medal Award for excellence in parks and recreation management.

He also was known for his lively cable TV shows "*I Love Jerry*," and "*ETC*" which featured Jerry's incarnation of memorable characters. His dedication to the district was commemorated with the naming of the district's headquarters as the Jerry Handlon Administration Building in 2004.

He is missed by the district to which he dedicated his career, and the community he loved.



Hanover Park Park District Welcomes New Executive Director, Rick Wulbecker

Rick Wulbecker has accepted the position of executive director at the Hanover Park Park District. He has been at the Hanover Park Park District since 2000 as athletic director, Seafari Springs Aquatic Center aquatic supervisor and the superintendent of recreation. He is a graduate of the

IPRA Professional Development School. He has taken a leading role in two park district comprehensive strategic plans.

Rick has over 30 years of park district experience working for the Hoffman Estates Park District and the Wheeling Park District as facilities director, athletic supervisor and aquatic supervisor. He graduated from Illinois State University with a bachelor's degree in recreation and parks administration.

Rick and his wife, Janet, reside in Hoffman Estates, IL.



The Pleasure Driveway and Park District of Peoria Names Emily Cahill as the New Executive Director

Cahill joined the district as assistant to the executive director and has taken on a larger role in the administration during the last four years. She served as the senior adviser to retired executive director

Bonnie Noble, who left the post in April after leading the district for 24 years. Before joining the park district, Cahill worked for the Center for Prevention of Abuse for 12 years in several positions, including time as a grant writer and marketing director.

Cahill became involved with the park district and developed a relationship with Bonnie Noble in her work with the Junior League of Peoria, one of the park district's partners in bringing the Peoria PlayHouse Children's Museum to fruition. She was hired as Noble's assistant in late 2011.

In the six weeks she's served as interim director, Cahill has led a strategic planning effort that includes holding board of trustees meetings at locations throughout the district and utilizing community assessment tools to efficiently allocate the district's resources, an initiative she plans to continue as its director.

"We have not slowed down one bit," Cahill said. "We've pulled all those things together and certainly as interim director I've helped to spearhead those and make sure we're doing them in a timely manner and at the highest level."



Volunteers Needed for Park District Conservation Day at the Illinois State Fair

The Illinois Association of Park Districts and Illinois Park and Recreation Association are looking for a few good volunteers! Bring your family for a day of fun! Join us at the 23rd annual Park District Conservation Day at the Illinois State Fair in Springfield on **Saturday, August 20th**.

Park District Conservation Day features park, recreation and conservation agency entertainment and garners public support and appreciation of the many wonderful things that park districts, forest preserves, conservation, recreation and special recreation agencies bring to the citizens of Illinois. More than 100,000 people attend Park District Conservation Day.

Volunteers are needed to distribute giveaways, work a shift at the Park District Conservation Day booth, coordinate entertainment at stages or assist children with hands-on crafts and activities. **Volunteers receive a Park District Conservation Day t-shirt, FREE parking and FREE admission to the Illinois State Fair.** Call (217) 523-4554 to sign up, or visit ILparks.org or ILipra.org to download a volunteer form. Questions may be directed to bjhill@ILparks.org.

Discounted hotel rooms are available at the Crowne Plaza Springfield. Call 800-227-6963 by August 1st and present the group code: CD9 to receive the discounted rate of \$112.

Want to Read More?

Keep up with the latest milestones, new hires, promotions and award winners in the Illinois park and recreation industry online. Visit our website, www.ILparks.org, and click on the Publications tab on the left. Select IP&R Magazine and then People and Places.

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