



TRAILBLAZER

AUGUST 9, 2011

Join us this year for the 2011 APRA Annual Conference and Trade Show at the Doubletree Inn Tucson Reid Park.

APRF 50/50 Scholarship Application

If you are paying for the 2011 APRA Conference **out of your own pocket** APRF wants to help. We have \$1,000.00 available for matching 50% scholarships. For a single day registration that's \$75 and for full conference that's \$150. Scholarships can be used only for the 2011 APRA State Conference fee and will be awarded on the basis of need and past APRA involvement – sorry, we're trying to spread the wealth so they cannot be combined with branch or other scholarships. **Email** this application to APRF Chairman Vern Biaett at vbiaett@asu.edu ASAP, but by Friday, August 19th at the latest to be considered – we will contact you within a few days if you have been selected. Click here for your application:

http://www.azpra.org/associations/4881/files/2011_Scholarship_App.pdf

61st Annual APRA Conference and Trade Show
August 29-September 1, 2011
Double Tree Hotel Tucson

Summer is coming to a close and it is time to "Unplug!" Don't miss the APRA Conference and Trade Show this year. You will be able to "Explore new Outlets", "Power Up" your programming and staff, "Plug" into new ideas and "Energize" yourself. The conference committee has put together a top notch conference with cutting edge education sessions, motivating key note speakers, exciting socials, and a full exhibit hall at the beautiful Double Tree Hotel.

Meet our key note speakers:

[Jessica Cox](#)



Born without arms, Jessica now flies airplanes, drives cars, and otherwise lives a normal life using her feet as others use their hands. She holds the title of the first person without arms in the American Tae Kwon-Do Association to get a black belt and the first woman pilot in aviation history to fly with her feet. She graduated college with a degree in Psychology and is pursuing a career as an international motivational speaker!

Defying the standards of what she calls a "two-handed" world, Jessica shares in her speeches humorous stories of struggles and success. She provides critical insight on how best to approach a challenge, redefining the concept of possibility. She helps people reconnect with their own inner strength and aptitude.



Known across America for his striking presentations, Fred Schafer is a Performance Improvement Expert dedicated to moving others to Perform Better, Live Stronger and Dream Bigger. His message comes from the heart of 35 years of experience and studying high performance in order to overcome mediocrity and achieve better results.

Fred (A.K.A the “Fit Food Dude”) has held management/executive positions and demonstrated the ability to achieve extraordinary results in the **food/nutrition, healthcare, public education, health/safety, human performance, fitness therapy, and wellness promotion professions**. His further success as an author, business owner and nationally acclaimed conference speaker are a demonstration of his ability to continually apply the latest findings in maximizing human potential.

Throughout his professional life, however, Fred noticed that many of his co-workers, peers and supervisors found it a challenge to meet the high demands of their careers while also enjoying a high performance lifestyle of superior physical, mental and emotional health.

As a result, not only were their productivity and professional results often less than what they could be but they also sometimes failed to experience sustainable and meaningful careers. After witnessing many of his peers suffer career and health setbacks or become burnt out and disillusioned, Fred decided to “strike back” at these issues.

In 1995, with his expertise in high performance, wellness and leadership/staff development he founded “**Fully Alive Performance Systems**”. Initially his company coached others one on one in high performance living. In 2002, however, he sensed a growing need in the USA and began delivering his myth shattering, content filled and humorous presentations to America’s organizations.

In addition to his presentations, Fred has authored a book and produced DVD programs, writes newsletters and articles for various publications, is a school nutrition consultant and operates “**Fit Food Dude’s Human Performance and Health Institute**”, where he works with people of all ages and conditions to maximize their results.

His book is titled, “How Anyone Can Become a Lean, Fat-Incinerating, Anti-Aging Wellness Machine”. Fred gives his readers a system for tuning up their physical, mental and emotional, social, intellectual and spiritual condition.

Credentials:

President, **Fully Alive Performance Systems**, Founded 1995
M.S. in Wellness/Health Services, California College of Health Sciences
B.S. in Food and Nutrition, Indiana University of Pennsylvania
Undergraduate Studies in Health/P.E, Lock Haven University, PA
Nominated as one of Sacramento Valley’s Outstanding Business Leaders
Director/Consultant of Food/Nutrition for 12 different School Districts
Achieved Highest Net Profit nationwide as GM with McFadden Ventures
Past Coordinator for Health Promotion in Shasta County, California
Received National Sales Improvement Award with McFadden Ventures
Past Director of Nutrition Services, Redding Specialty Hospital
Advertising Model “**Fit Food Dude**” for Jennie-O Turkey Company
High Performance Lifestyle columnist for the Business Officials Magazine
Recognized Nationally for Best Employee Recruiting/Retention Practices
Vice Chairperson California Dept. of Ed for Nutrition & Physical Activity
Previous Fitness Therapist for Physical Therapy Clinics & Health Clubs
Performance Enhancement Specialist
Performance Nutrition Specialist
Member of the National Speakers Association
Fitness Therapist
Has been involved in the grand opening of four successful businesses
Has spearheaded the turnaround of two failing businesses
Author of, “How Anyone Can Become a Lean, Fat-Incinerating, Anti-Aging Wellness Machine”
Creator of the DVD Series, “Help Your Body Win” and “Miracle Moves”.
ISSA Certified Fitness Professional
Has delivered hundreds of keynote speeches nationally since 2002
Founder of “Fit Food Dude’s Human Performance and Health Institute”

APRA BALLOT IS NOW ONLINE!

APRA Voting Members:

It is that time of year again! It's time to vote for your next 2011/2012 Vice-President and 2012/2013 President as well as the West and East Regional Representatives for the upcoming year.

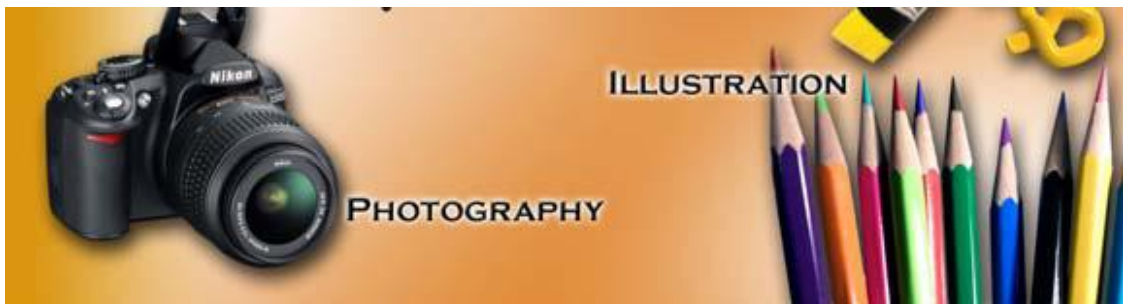
If you are a voting member and did not receive an email from the association, please click on the following link (or cut and paste into your web browser) and vote for YOUR incoming APRA representatives. All ballots are kept confidential.

Cast your vote here: <http://www.azpra.org/poll.cfm?pollnbr=9591>

APRA MAGAZINE - VOLUME 11, FALL ISSUE 3 is now in the Online Community under your APRA Member Exclusives tab. Take a look today by entering your login and password to view the new issue! In addition, Volume 11, Spring Issue 1 is now available under the Publications tab on the Home Page. Please contact the APRA office staff if you need your login and password or click on 'forgot password' at your login to receive an automated email.

Thank You,

Terrie Britton, Office Manager
Arizona Parks and Recreation Association
@ North Mountain Visitor Center
12950 N 7th Street
Phoenix AZ 85022
602.335.1962 FAX: 602.335.1965
Email: tbritton@azpra.org
Web: www.azpra.org



**Arizona Parks and Recreation Association's
2011 "Unplug! Explore New Outlets ..."
Multimedia Contest**

Entry time has been extended to August 19th!
**(Please attach photo/video release form found in the
Unplug on the APRA website)**

The theme of the 2011 Arizona Parks and Recreation Annual Conference is "Unplug! Explore New Outlets ...". In keeping with that theme, along with photography we are offering three additional categories this year for you to show us your recreational "outlet". The categories are as follows:

Photography - Show us your recreational "outlet" through the lens of your camera.

Audio Visual - Show us your recreational "outlet" through video or sound recording.

Illustration - Show us your recreational "outlet" through painting or drawing.

Creative Writing - Show us your recreational "outlet" through a short story, experience or poem. (All categories are open themed so long as your submissions are recreation related.)

Prizes: A panel of APRA members and artistic professionals will choose the contest winners.

One Grand Prize winner will be selected from all submissions. Additional prizes will be awarded for the top entry in each of the four categories.

One Full Conference Registration will be awarded to the Grand Prize winner.

Winning entries will also be posted on the Arizona Parks and Recreation Association website, will be announced via a statewide press release and will potentially be used in state and national promotions for the Arizona Parks and Recreation Association.

Guidelines: The guidelines are as follows. Please be aware that the guidelines vary depending on the media category.

Photography

All photographs must be taken in Arizona after January 1, 2006.

Each participant may enter up to three (3) submissions at no charge. Additional submissions will be charged a \$10 fee per photo.

All entries must be accompanied by a **signed Application and Photo/Video Release Form**, included with the display-ready print. (Generally, photographers do not need releases for pictures that include people taken in public places such as special events. A photo release, however, is **ALWAYS** needed when a person in a public place is the **main subject** of your image. Example: An image depicts a child at bat hitting a home run with the crowd cheering in the background. A release would be needed for the child, but not for every individual in the crowd.)

Each submission must include **BOTH** a high-resolution digital (jpeg format) image on disk **AND** a display-ready mounted 8.5X11 print on photo quality paper.

Digital portion: All digital images must be on a CD in a high-resolution RGB JPEG format (MINIMUM of 1800 pixels x 1500 pixels; 6" x 5" in either direction at 300 dpi or ppi). There are no file size restrictions. All digital submissions should have file names that match the title listed on the back of the display-ready print and release form. Failure to do so risks disqualification.

Display-ready print: Photos must be printed at 8.5" x 11" (8.5 inches by 11 inches in either direction) in either color or black and white on quality photo paper. Photos must be mounted on a rigid **black only** 8.5 x 11 foam-core board. All photos must include a label on the back with the photographer's name, address, phone number, and **title** of the photograph. (Don't forget to include your signed Application and Photo/Video Releases in the packet with your prints and CD.)

Audio Visual

All videos/recordings must be taken in Arizona after January 1, 2006.

Each participant may enter up to three (3) submissions at no charge. Additional submissions will be charged a \$10 fee per entry.

All entries must be accompanied by a **signed Application and Photo/Video Release Form**. (Generally, videographers do not need releases for videos that include people taken in public places such as special events. A video release, however, is **ALWAYS** needed when a person in a public place is the **main subject** of your video. Example: A video depicts a child at bat hitting a home run with the crowd cheering in the background. A release would be needed for the child, but not for every individual in the crowd.)

Entries will be on display at the conference via presentation on a computer screen.

Submission: All videos/recordings must be on a CD or other portable media. All submissions should have file names that match the title listed on the release form. Failure to do so risks disqualification. All

submissions must be 720p in resolution (1280x720), not exceed 3 minutes in length and be in a format readable by Windows Media Player. If you choose to mix sounds into your video, please don't include music that infringes on copyrights. (Don't forget to include your signed Application and Photo/Video Releases in the packet with your CD.)

Illustration

All paintings/drawings must depict recreation in Arizona and be created after January 1, 2006.

Each participant may enter up to three (3) submissions at no charge. Additional submissions will be charged a \$10 fee per entry.

All entries must be accompanied by a **signed Application**. (The Photo/Video Release portion is **NOT** necessary.)

All artwork must be **at least** 8x10 in size and no larger than 16x20. Entries must include a label on the back with the artist's name, address, phone number, and **title** of the artwork.

Since art medium varies please contact Phil Clark at 520-237-2511 to discuss the best method for submission and display of your artwork at the conference.

Creative Writing

All short stories, experiences or poems must depict recreation in Arizona and be created after January 1, 2006.

Each participant may enter up to three (3) submissions at no charge. Additional submissions will be charged a \$10 fee per entry.

All entries must be accompanied by a **signed Application**. (The Photo/Video Release portion is **NOT** necessary.)

For ease of display and to allow conference attendees the opportunity to read all entries, please limit your submissions to **one page** with the following criteria:

Please use "Times New Roman" for your font at a size of not smaller than 10. This will allow for a one page story approximately 900 words in

length and still be readable when displayed. You may use any font size you wish so long as it is not smaller than 10.

Each submission must include **BOTH** a Word document on disk **AND** a display-ready mounted 8.5X11 printed copy.

Digital portion: All submissions must be on a CD in Microsoft Word format. There are no file size restrictions. All digital submissions should have file names that match the title listed on the back of the display-ready print and application. Failure to do so risks disqualification.

Display-ready copy: Submissions must be printed on standard office paper and be mounted on a rigid **black only** 8.5 x 11 foam-core board. All entries must include a label on the back with the submitters name, address, phone number, and **title** of the story or poem. (Don't forget to include your application in the packet with your display board and CD.)

All entries must be **received** by August 19th regardless of postmark. Any entry received after this deadline will not be included in contest judging. All entries may be mailed, or dropped off to:

Sahuarita Parks and Recreation
17501 S. Camino De Las Quintas
Sahuarita, AZ, 85629
ATTN: Phil Clark
OR
APRA
North Mountain Visitor Center
12950 N 7th Street
Phoenix, AZ 85022
ATTN: Media Contest

(Any contest questions can be directed to: Phil Clark @ 520-237-2511)

“Don’t Golf? Cave Tour full? We have just the thing for you. Register for the Reid Park Zoo Tour Tuesday August 30, 2011 at 9:00 a.m. and take a walk on the Wild Side!



Reid Park Zoo Tour

Tuesday August 30, 2011



Behind the Scenes Tour

Don't miss this “unplugged” opportunity to visit the inner workings of one of the best zoos in Arizona. Power up your morning and jump start your conference experience with this 75 minute tour. Visit the kitchen, health center, an animal night house, the progress of “Expedition Tanzania” the new elephant exhibit and maybe even catch a glance of the lion cub pictured above or his two siblings, the newest editions to the zoo born July 28, 2011. After the tour, take your new perspective out into the zoo and explore as long as you like.

What a great way to “Unplug” and explore a new environment! Don't miss this very affordable opportunity, just \$20.00 and includes admission to the zoo following the tour. Meet at the zoo entrance 9:00 a.m. .1 CEU available



POWER UP!

***RECREATION REBOOT, TRAINING, TOOLS &
BRAINSTROMING FOR FRONT LINE STAFF***

Tuesday, August 30th

6-8pm

Double Tree Resort, Tucson

\$15

CEU's Available

Electrifying Sessions:

6:00 - Ice Breakers and 5 minute Filler

6:30 - Leadership and Team Management

7:00 - Games Galore

7:30 -Talking to Parents (and other scary people)

Energizing Presenters:

Cindy Hunt - City of Mesa

Manny Padia - City of Glendale

Beverlee Nielsen - City of Mesa

Jamie Sullivan - City of Apache Junction

APRA Quarterly Magazine is now online at www.azpra.org

Check out the upcoming APRA Conference social events at:
http://www.azpra.org/associations/4881/files/2011_Socials_Flyers.pdf

Check out the APRA website for a full list of education offerings. We have something for every Park and Recreation professional, whether you are new to the field or a seasoned veteran. We have set up several tracks to streamline our sessions.

- **“In the Now”** - this track provides education sessions that focus on current events and trends.
- **“Unplug - Try Something New”** - in this track you will find innovative, new ideas to enhance your programming.
- **“Go with the Flow”** - These tracks will provide the Aquatic Specialist with new ideas, best practices and technology to keep your pools in their top game!
- **“Increase your Wattage”** - this track provides education sessions that focus on leadership development.

Double Tree Hotel is offering the room night price of \$85.00 through the Labor Day Weekend. Plan your end of summer “Staycation” right here in Southern Arizona and enjoy some of the great area offerings including Summer Saturday Nights at the Arizona Sonora Desert Museum; Flandrau Planetarium astronomy shows, laser lights shows and science center; Reid Park Zoo is conveniently located just across the street along with the Edith Ball Aquatics center; plus numerous hiking trails, parks and recreation areas throughout Pima County.

Don't forget those front line recreation staff. We have just the workshop for them, Power Up: Reboot! Reenergize your staff with this great workshop presented by Recreation Professionals Branch for only \$15.00! Check out the flyer for more information.

We hope to see you this year at conference. It just wouldn't have the same “energy” without you!

Thank You,

Katherine O'Connor / Susan Seils
City of Glendale Parks & Recreation
623-930-4333 / 623-930-4327 FAX: 623-486-0770
Email: koconnor@glendaleaz.com/sseils@glendaleaz.com
Web: www.azpra.org

*Do you Facebook? Join APRA's Facebook by clicking on the following link:
<http://www.facebook.com/group.php?gid=100264241972>. See you there!*

"Finish each day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day; begin it well and serenely and with too high a spirit to be encumbered with your old nonsense." Ralph Waldo Emerson

"The difference between 'involvement' and 'commitment' is like an eggs-and-ham breakfast: the chicken was 'involved' - the pig was 'committed'."
- unknown

Join us this year for the 2011 APRA Annual Conference and Trade Show at the Doubletree Inn Tucson Reid Park. Keep watching the APRA Home Page for details!