nirsa ()

NEWS AND KNOWLEDGE FROM THE NATIONAL INTRAMURAL-RECREATIONAL SPORTS ASSOCIATION - MARCH 2000

inside...

- N2 NIRSA Foundation
- N3 President's Message
- N4 Important Dates to Remember
- N5 Student Representative's Message
- N5 Membership Update
- N6 Professional Development
- N7 Conference Information
- N7 CRSS
- N8 More USTA Tennis
- N8 Sponsorships & Endorsements

sidelines

Reported in the Jan 13, 2000 edition of Wosport Weekly News

Did you know that of the 362 girls surveyed between the ages of six and 18, nearly half said the activity that made them feel good about themselves was athletics.

Center for Research on Women at Wellesley College 1996 study as cited in *The Boston Globe Magazine*, Oct. 24, 1999.



NIRSA, USTA, ITA launch Tennis National Championships

NIRSA, the United States Tennis Association, and the Intercollegiate Tennis Association, are pleased to announce the first annual

USA Team Tennis National Campus Championship.

This Co-rec event will be April 27, 28, 29 at the University of Texas at Austin and will feature a compass draw format limited to 32 teams. The teams (up to 10 players allowed) will have one men's doubles, one women's doubles, and one mixed-doubles match. To be eligible, participants must be registered for six credit hours, the institution must be a member of NIRSA and ITA, and currently (or in the process of) running USA Tennis 1-2-3 or Team Tennis Program(s).

For more information on how you can be involved, please call Valerie McCutchan at the NIRSA National Center (541) 766-8211.

Together we can grow the NIRSA Foundation endowment

"You've Made a Difference" Campaign

Are there people in your life and career who have "Made a Difference?" Maybe it's someone who mentored you and encouraged your potential? Perhaps someone took time to listen to your ideas and goals? Or a student who inspired you and re-ignited your professional commitment? Take time to thank these people. Make it a special occasion by sending them a "You've Made a Difference" postcard. For a minimum donation of \$50, you can receive up to 50 postage-paid postcards. We can also provide you with addresses for NIRSA members.

Golden Anniversary Endowment Drive

The NIRSA Foundation is working to develop resources necessary to assure a quality future for recreational sports. Foundation resources are built on the giving spirit and generosity of all NIRSA members. On the conclusion of our celebration of NIRSA's 50th year, the Foundation seeks your support to help grow the endowment fund. Please give, "In celebration of NIRSA's 50th anniversary, in commitment to NIRSA's next 50 years."

We invite you to participate in either of these exciting campaigns. Please fill out the form on page N2 and return it to NIRSA.



Golden Anniversary Endowment Drive & "You've Made a Difference" Campaign

YES! I would like to donate to the NIRSA Foundation. (Donations are cumulative) **Annual Giving Campaign** Yes. I would like to donate to the NIRSA Foundation's Annual Giving Campaign by making a tax-deductible gift of: \$ _ Optional: Place % of my gift into: O William Wasson Endowment O Region VI SoCal Scramble Endowment O Will Holsberry Endowment Six Special Levels of Giving: Participant \$25-\$99 Gold Club \$500-\$999 Director's Club \$1,000-\$4,999 Bronze Club \$100-\$249 Silver Club \$250-\$499 President's Club \$5.000 + "You've Made a Difference" Campaign Yes, I would like to donate to the NIRSA Foundation's "You've Made a Difference" Campaign by making a tax-deductible gift of: \$ postcards. Note: The minimum donation is \$50 in exchange for a maximum of 50 postage-paid postcards. NAME ORGANIZATION ADDRESS CITY STATE ZIP FMAII Affiliation O Institutional O Professional O Student O Associate O Non-member Payment O Check enclosed (Make checks payable to "NIRSA Foundation." U.S. funds only.) Please charge my: O Visa O Mastercard CREDIT CARD NUMBER EXPIRATION DATE: SIGNATURE





Mail this pledge form & payment to:

NIRSA Foundation NIRSA National Center 4185 SW Research Way Corvallis, OR 97333-1067 **Or call:** (541) 766-8211

6th Foundation Golf Tournament

Join us for golf at one of the finest courses in the Providence area - Exeter Country Club. Golf with your friends and support the efforts of the NIRSA Foundation. The tournament is a great way to interact with NIRSA professionals, students and exhibitors in a recreational setting.

The entry fee is \$85. A discounted Student Rate of \$60 is offered for students who sign up for the 7:45am start time. Space is limited to the first 288 paid entries. A portion of your entry fee will be donated to the NIRSA Foundation.

Register via the NIRSA Website at nirsa.org/ nirs6c1g.htm. A registration form can also be found in the conference registration brochure which was mailed to all current NIRSA members in early January.

For registration questions contact Dave Koch at (213) 740-6325, fax (213) 740-9739 or email: dkoch@usc.edu

Ultimate T-shirt Contest

If you take pride in your program or alma mater, you won't want to miss this new millennium fashion extravaganza! Seven categories are available and awards will be given for 1st, 2nd, 3rd and Honorable Mention in each category. All entries will be displayed during the conference. Entry rules are outlined in the conference registration brochure.

To be eligible for the T-shirt contest, two identical T-shirts must be submitted for entry. If your T-shirt is selected as a winner, one will be used for the T-shirt quilt to be auctioned off at next year's conference, and the second T-shirt will be awarded to the highest bidder at the Silent Auction. If your T-shirt is not selected as a winner, the two (2) highest bidders from the Silent Auction will be awarded the T-shirts. T-shirts will not be returned.

Direct questions to Peter Koutroumpis (401) 874-7871.

8th Foundation Silent Auction

Do you have a collectible item you would like to donate to a worthy cause? We're accepting items from individuals (sports memorabilia, albums, autographed items, etc.) as well as donations from institutions for the NIRSA Foundation Silent Auction. If you wish to participate, a contribution form can be found on the NIRSA Website at nirsa.org/pdf/fsaform.pdf or call the NIRSA National Center to have a form mailed or faxed to you.

Direct questions to Celeste Cianci, Education Program Coordinator, (541) 766-8211 or celeste@nirsa.org



If it ain't broke...

John T. Meyer, CRSS, NIRSA President

MY NIRSA SISTERS AND BROTHERS: The past few months have been incredible for NIRSA. When attending conferences, workshops, events, and business meetings, I have listened to and interacted with many of you. While several topics are important to our colleagues, the areas of governance, student and professional development, and finances have emerged as being of particular interest.

As a boy growing up in rural Iowa, I was familiar with the phrase "If it ain't broke, don't fix it." It seemed to be applicable in terms of maintaining old farm implements and vintage cars. But it doesn't work so well for an association in today's fast-paced world. Colin Powell noted in his 18 lessons on leadership that this quote is a slogan for the complacent, the arrogant, or the scared. He called it an excuse for inaction—a mind-set that assures (or hopes) that today's realities will continue tomorrow in a tidy, linear, and predictable fashion. He calls that thinking "Pure fantasy."

One of our particular strengths has been the wisdom of balancing the stability of our founding principles, with the uncertainty of solutions for our contemporary development. Communication continues to be the key for us to make the adjustments for the evolution of our association. You have always shown the willingness to challenge old, comfortable methods of doing things in order to modify our operation. While we don't always agree, we do embrace the dialogue of constructive criticism so that we can improve together.

In the area of governance, we have always cherished the concept of each member having a vote in our elections and on many issues. Few other organizations have that individual input, but this is one of the things that sets us apart from other associations. It is also the catalyst that gives us the ownership in NIRSA that feeds the fierce spirit of volunteerism, loyalty, and commitment within each of our members. The service provided by our committee members, conference hosts, event managers, and other volunteers, is unparalleled. Our current challenge is to find ways to

not only continue but to expand opportunities for our membership. The technology we have at our disposal should permit solutions to franchise all of our members and not just those who are able to attend annual conferences. It is time to re-examine the roles, responsibilities, and procedures for our elected and appointed positions. Flexibility must be allowed so that our members are encouraged to serve in volunteer leadership roles. We must promote organizational mechanisms that allow NIRSA to act nimbly enough so that we take advantage of new opportunities.

Students and part-time staff are the most valuable assets that we have and we must continue to include in our organizations. They are vital to our daily operations and continue to be a key to the success and vitality of our programs. These people are interested in skill development, career options, meaningful interactions, and entertainment opportunities for the best value. It is reasonable for us to mutually find solutions to all these concerns. Certainly we are concerned with providing for the development of students who are interested in professional recreation positions. Yet only a small percentage of our part-time employees will continue into our professional ranks. Our part-time employees need to have more opportunity to develop and exchange ideas on how they can improve in their current positions.

The Region III Student Lead-On Conference has been a great example of student-planned, -coordinated, and -attended events. Increased development in training and certification at our local and regional meetings serves our individual institutions and also

provides justifiable support to State and Regional NIRSA conferences. This can be an affordable extension of our educational investment in our students.

You probably think that I can't write a newsletter piece without talking about money. Maybe this is founded in the belief that service to our Association is almost a religious experience. There is an old proverb that says, "If I am not for me, then who will be? But, if I am only for me, who am I?" So it's about the money, but it's not just about the money. We are loaded with great ideas and super projects, which we can only accomplish if we have the financing to implement them. The quality and quantity of our programs, and the enormity of our clients, should be reflected in the appreciation for the importance of our profession. We need to raise our own expectation of the value of what we do in terms of the contribution to the wellness and happiness of our customers. We include a higher expectation for ourselves as we explain the essence of our role in the total learning environment. Only after we believe in our own value, can we expect that others will adequately value our contributions and our partnerships.

Thank you for your continued passion, energy, expertise, and judgement to make the choices that will impact the fate of our organization. Discuss issues with your colleagues and use your collective ingenuity to analyze and solve problems. Take the responsibility to follow through on the implementation of the solutions to our challenges. Our individual reward will not always be obvious as we contribute to our mutual success. Our efforts are force-multiplied when we work together for a common goal. At the end of the day, one-plus-one will not equal two, or even three. For NIRSA, one plus one will equal eleven.

From the words of 2PAC, "Picture Us Rollin."

Contact John T. Meyer, NIRSA President by writing to him at University of Colorado, Recreation Services, CB 355, Boulder, CO 80309 or calling (303) 492-7287, faxing (303) 492-7430, or emailing john.meyer@colorado.edu

important dates to remember

March 22, 2000

Deadline to submit Committee Year-end Reports to the NIRSA National Center CORVALLIS, OR

April 5-8, 2000

16th Annual NIRSA Collegiate Volleyball Sport Club Championships RENO, NV

April 14-18, 2000

51st NIRSA Annual Conference & Exposition* PROVIDENCE, RI

April 16, 2000

NIRSA Annual Meeting PROVIDENCE, RI

NIRSA Foundation Annual Meeting PROVIDENCE, RI

June 4-7, 2000

NIRSA School of Recreational Sports Management BRECKENRIDGE, CO

June 5-7, 2000

NIRSA Executive Institute BRECKENRIDGE, CO

October 4-7, 2000

NIRSA Facilities Symposium AUSTIN, TX

November 1-5, 2000

Region II NIRSA Conference* MEMPHIS, TN

November 2-4, 2000

Region I NIRSA Conference* MADISON, NJ

November 17-19, 2000

Region VI NIRSA Conference* ANCHORAGE, AK

November 15-18, 2000

7th Annual NIRSA Collegiate Soccer Sport Club Championships AUSTIN. TX

Deadlines for submitting classified ad text for position listings on the NIRSA Website are the 10th and 25th of each month. *Certification Exam Site.

Plan ahead to use the career center!

The NIRSA Career Opportunities Center will be in full operation April 15-18 at the 51st Annual NIRSA Conference and Exposition in Providence, Rhode Island.

It is not too late for employers to email their position listings (full-time, graduate assistant and intern) to nirsa@nirsa.org for inclusion in the listings distributed at the Center. Classified ad style positions received after March 10 will be listed in supplemental handouts and posted on the NIRSA website after April 1st. The current fees to list positions are: Institutional Members: First 100 words free; \$.50/word after the initial 100; Non-Members: \$.50/word. (NOTE: Each listing for the conference that is received between March 10 and April 18 will be assessed a late fee of \$25 in addition to any other applicable fees). These fees include the listing posted on the

NIRSA website for a maximum of 60 days.

For additional details on the NIRSA Career Opportunities Center, please refer to page 8 of the Annual Conference & Exposition registration brochure found within the February issue of the Recreational Sports & Fitness magazine.

The NIRSA year-round Career Opportunities Service continues to provide individual members of NIRSA an opportunity to view listings in the Individual Members Only section of the NIRSA Website at no additional cost. These listings are updated on the 1st and 15th of each month and NIRSA student and professional members may view the listings at their convenience. If you prefer to receive listings via email or first-class mail, subscriptions are available. (Contact the NIRSA National Center for details).

NIRSA's new newsletter

We're sure you've noticed by now that the name, look, color and style of NIRSA's newsletter has changed.

After many trial concepts and trips to a thesaurus, the name "NIRSA Know" was selected because of the definition.

know, knowledge: to enlighten, share, understand, recollect, be aware, grasp, be wise, perceive, comprehend.

This best fit what we were hoping to convey to NIRSA Members; we're in the know

and are sharing it with you.

The new look was designed to improve readability with larger type size and easyon-the-eye layout, something

you've asked for repeatedly.

Let us know what you think!



NIRSA National Center 4185 SW Research Way Corvallis, OR 97333-1067

tel: (541) 766-8211 fax: (541) 766-8284 email: nirsa@nirsa.org website: nirsa.org



NIRSA Know material is copyrighted by NIRSA.

SARAH JANE HUBERT

GRAPHIC DESIGNER **CORY GRANHOLM**

NIRSA National Center Staff

Phone Extensions & Email Addresses

tel: (541) 766-8211

RECEPTIONIST MELODY BALL, receptionist@nirsa.orgx10
EXECUTIVE DIRECTOR KENT BLUMENTHAL, kentb@nirsa.org
EDUCATION DIRECTOR JOELL BROWN, joell@nirsa.org
NATIONAL SPORT PROGRAMS DIRECTOR MARY CALLENDER, mary@nirsa.org
EDUCATION PROGRAM COORDINATOR CELESTE CIANCI, celeste@nirsa.org
website administrator TODD COTTON, webmaster@nirsa.org
GRAPHIC DESIGNER CORY GRANHOLM, cory@nirsa.org
EXPOSITION & ADVERTISING MANAGER CAROLE HOBROCK, carole@nirsa.org
PUBLICATIONS COORDINATOR SARAH JANE HUBERT, sarah@nirsa.orgx15
ASSISTANT EXECUTIVE DIRECTOR/ACTING DIRECTOR OF MEMBERSHIP SERVICES
NATALIE KOVAC, natalie@nirsa.org
KAY MASSEY, kay@nirsa.org
VALERIE MCCUTCHAN, valerie@nirsa.org
CONTROLLER PAM WATTS, pam@nirsa.org
ADMINISTRATIVE ASSISTANT VICTORIA FINDLAY, victoria@nirsa.org
,

NIRSA's Mission Statement

The mission of the National Intramural-Recreational Sports Association is to provide for the education and development of professional and student members and to foster quality recreational programs, facilities and services for diverse populations. NIRSA demonstrates its commitment to excellence by utilizing resources which promote ethical and healthy lifestyle choices.

nirsa know MARCH 2000 NIRSA WEBSITE: nirsa.org



Overcome intimidation one step at a time

Tina Hernandez, National Student Representative, Hardin-Simmons University

Intimidation (in-tim'-i-da'-tion). *To make timid; frighten.* Most people find new situations and new surroundings intimidating. The strongest—and weakest—people can feel intimidated when presented with various situations.

What intimidates people, and how can they overcome these feelings?

How does this affect NIRSA students and professionals in new situations?

Students officiating their first intramural games, aerobics instructors leading their first step class, or supervisors mediating their first dispute, are all good examples of intimidating situations.

Intimidating situations are basically when someone feels outside of his/her comfort zone, such as being around new people, traveling to a new city, or attending a NIRSA conference. Conferences are hosted for members to brainstorm, network, and create alliances together. But students who are new and feeling outside of their comfort zones can overcome these feelings of intimidation by attending a conference. NIRSA conferences are (in my opinion) the best place to overcome intimidating feelings. They are a great way to meet more people ...people who will eventually be your peers, and professional colleagues.

Step 1. The first intimidation-buster is to email the conference hosts, let them you are new and do not know any of the attendees, and that you want to volunteer. Volunteering is a great way to meet the conference staff, and others who are attending the conference.

Step 2. When you meet the other volunteers and conference hosts, speak with whomever will listen. As a NIRSA member, your field of interest provides you with enough similarity with the other attendees to hold full conversations. NIRSA members often talk about work and field-related incidents, so share your own stories!

Step 3. Find a mentor; intimidation will disappear when you are matched up with one. NIRSA is known for its outgoing members and for making all conference attendees feel welcome. It is a mentor's duty to make you feel comfortable and make sure you return. Student and professional mentors are always available. They will introduce their new protegee to their colleagues and help them feel at ease.

Step 4. Network, network, network. This term is widely used, but is one of the best intimidation-busters around.

Step 5. Arriving early to conference sessions is also an excellent way to beat intimidation.

NIRSA members must take an active role in destroying intimidation. Beating intimidation is not just something new members have to deal with; it is something the entire NIRSA family must help each other overcome. NIRSA members must go out of their way to meet/greet each another. We must create an atmosphere that abolishes intimidation and sets the stage for members to socialize. We must also step out of our comfort zones and invite people into our circle. Find ways to meet new people. Don't sit with just the people you know during sessions, or bring someone you just met to dinner with your colleagues. NIRSA's growth is dependent on how well we treat one and other, and how we welcome new members.

"Make new friends, but keep the old. One is silver and the other gold."

Contact Tina Hernandez, National Student Representative by writing to her at Hardin-Simmons University, Recreational Sports, Box 16180 HSU Station, Abilene, TX 79601 or calling (915) 670-1472, faxing (915) 670-1220, or emailing cnhernandez@hotmail.com

members on the move!

Have you, or a member of your staff, relocated? Have your job responsibilities and title changed? If so, please contact the NIRSA National Center with this information as we would like to update our records as quickly as possible and list the information in "NIRSA Members on the Move!"

Scott Arey, CRSS, has moved from Director of Intramural Sports to Assistant Director of Athletic Facilities at Northwestern University

Patrick Bailey, CRSS, has moved from George Washington University to be Intramural Operations Director at the Uni-

Michael Bouzan has moved from Fitchburg State College to be the Head Equipment Manager at Northeastern Uni-

Douglas Brickel has moved from the University of Scranton to be the Director of Intramurals at Stevens Institute of Technology.

Judi Bryant has moved from Georgia State University to be Vice President of Student Services at North Georgia College and State University.

Bryan Connor has left Crawford and Company to be Services Coordinator at Temple University.

Brian Davis has moved from Loyola University (New Orleans) to be Director of Campus Recreation at Samford Univer-

Mitch Gartenberg, CRSS, has moved from Associate Director, to Interim Director at Georgia State University.

Keith Hill, CRSS, has moved from Naval Station in Rota, Spain to be MWR Director at Naval Security Group Activity in Sugar Grove, West Virginia.

Jen Kaina has left Central Michigan University to be Recreation Assistant for Fitness and Wellness at the University of Pennsylvania.

John R. Laws, CRSS, has moved from Hampden-Sydney College to be Dean of Students at Ivy Tech State College.

Tom Lovins, CRSS, has moved from Marshall University to be Director at Pennsylvania State University.

Lori Lynn, CRSS, moved from Purdue University to be Director of Recreational Sports at Southeast Missouri State Univ.

Dan Magee has left Emory University to be the Intramural Coordinator at New York University.

Brad Pickle moved from St. Cloud State University to Manager at the Regional Fitness Center (Morris, MN).

Sara Rathsack moved from the City of Mesa to be Senior Recreation Supervisor at City of Roseville Parks and Recreation.

Rob Vik has moved from Assistant Director of Fitness and Wellness Programs, to the Associate Director of Facilities and Fitness at Tulane University.

The University of Southwestern Louisiana has changed its name and is now the University of Louisiana (Lafayette).

Are you ready to reach for your potential?

Join us for the School of Recreational
Sports Management or the Executive
Institute this summer in Breckenridge,
Colorado. Breckenridge is a gorgeous
alpine town located high in the
Central Rockies of Summit County,
Colorado. As you'll see, Colorado is a
spectacular place to visit any time of
year. There are always special events
occurring in the mountains
throughout the summer and plenty of
activities to make your Rocky
Mountain visit a memorable one.

EXECUTIVE INSTITUTE & SCHOOL OF RECREATIONAL SPORTS MANAGEMENT

Registration fees

Prices in **bold** indicate registration fees received **on or before May 15, 2000.**

- Professional Member with Institutional Member Affiliation: \$425/\$475
- Additional Member(s) from same member institution: \$400/\$450
- Professional Member: \$510/\$560
- Non-Member: \$595/\$645

Accommodations: Beaver Run Resort

Rates range from \$85/night (hotel room) to \$150/night (2-bedroom condo). Rates do not include applicable taxes. Reservations will not be accepted until April 1,2000. Get more information about Beaver Run at: www.beaverrunresort.com

Getting there by air:

You or your travel agent may call United Airlines (800- 521-4010) and use NIRSA ID #582CY to receive discounted airfares.

EXECUTIVE INSTITUTE June 5-7, 2000

This interactive and intensive symposium provides focused coverage and in-depth analysis on a specific topic each year. Targeting upper-level administrators, the Institute covers topics pertinent to long-range planning and methods to provide vision and direction for staff. This year's topic is *Project Management*.

This symposium is for professionals with five or more years of full-time experience or graduates of the School of Recreational Sports Management.

Facilitator **Tina Finch** will introduce the tools and techniques of Project Management to better prepare you for work in a project environment. She will take you step-by-step through the fundamentals, plus give handson application through exercises and a case study.

Tina has worked in marketing for IBM, where she designed and implemented client-learning centers and developed multimediatraining tools. Currently she is a Learning Consultant developing executive business and leadership curriculum. Tina has a bachelor's degree in Chemical Engineering from the Wharton School at the University of Pennsylvania.

Schedule

Sunday, June 4

- *8:15am*–*9:00am*. Registration
- 9:00am-5:00pm. Team Building/Managing Organizational Change

Monday, June 5

- 9:00am-4:15pm. Writing Job Descriptions/ Interviewing/Performance Appraisals/Conflict Resolution
- 5:30pm-7:30pm. Social (with Institute)

Tuesday, June 6

■ 9:00am-12:00pm. Leadership & the Organization/Case Study Exercises

Wednesday, June 7

- 9:00am-4:30pm. Motivating Employees/ Political Posturing/Communication/Presentation of Case Studies
- 5:30pm-7:00pm. Closing Banquet (with Institute)

SCHOOL OF RECREATIONAL SPORTS MANAGEMENT June 4-7, 2000

This interactive symposium provides a broad range of materials for attendees to enhance their management skills and acquire new problem-solving techniques. Designed for mid- and upper-level recreational sports professionals, this year the School will cover topics integral to managing effectively.

This year's faculty includes: **Kurt Carmen,** University of Toledo; **Dr. Betty Montgomery,** Keller Graduate School of Technology; **Eric Nickel, CRSS,** James Madison University; **Dr. Jane Russell, CRSS,** University of Georgia; **Dr. Jeffrey Vessely, CRSS,** Indiana University-Purdue University

This symposium is for professionals with five or more years of full-time experience. (Experience does not need to be within recreational sports.)

Schedule

Monday, June 5

- 1:15pm-2:00pm. Registration
- 2:00pm-5:00pm. Introduction/Role of Project Manager
- 5:30pm-7:30pm. Social (with School)

Tuesday, June 6

■ 9:00am-5:00pm. Project Chapter/Charter Exercise/Work Breakdown Structure/Activity Identification/Development/Network Analysis/Network Calculations

Wednesday, June 7

- 9:00am-5:00pm. Duration Estimating/ Trade Off Analysis/Resource Planning & Budgeting/Control Techniques/Scheduling/ Management Software
- 5:30pm-7:00pm. Closing Banquet (with School)

N6 nirsa know March 2000 Nirsa website: nirsa.org

FACILITIES SYMPOSIUM

October 4-7, 2000 in Austin, Texas

If you are designing, building or operating a recreational sports facility, this symposium is for you! Learn from your colleagues and experts in the field how to build and/or operate an outstanding recreational sports facility.

Accommodations

Housing and meetings will be at the Radisson Hotel & Suites Austin. Reservations will not be accepted until July 1,

■ Single/double: \$125/night (+ taxes)

Registration Fees

Prices in **bold** indicate registration fees received on or before Sept. 1, 2000.

- Professional Member w/ Institutional Member Affiliation: \$315/\$365
- Student Member w/ Institutional Member Affiliation: \$315/\$365
- Additional Member(s) from same Member Institution: \$285/\$335
- Professional Member: \$395/\$435 Student Member: \$395/\$435
- Non-Member: \$595/\$475 Member One-Day: \$125/\$175
- Non-Member One-Day: **\$275**/\$325

NIRSA MARKETING SYMPOSIUM 2000

Developing a Marketing Plan: Fall 2000

Not sure what all this "marketing" stuff is about? Want to go beyond fliers and brochures? Think you might be ready for a basic marketing plan? You've done the basics - now you're ready for a comprehensive marketing plan.

If you or your department fit any of the above categories, then the NIRSA Marketing Symposium 2000 is the place for you. This symposium will give you the tools to return to your office and develop your own plan and/or allow you to leave the event with a complete product that's ready to be implemented.

Dates and location will be available in mid-April.

IT'S PROVIDENCE!

April 14-18, 2000 in Providence, Rhode Island

The 51st NIRSA Annual Conference & Exposition is your biggest professional development opportunity this year.

With nearly 100 education sessions offered, there's something for everyone and you'll have the chance to network with the experts - your peers! Continuing Education Units (CEU's) will be available for selected sessions and special sessions will focus on military recreation professionals.

This year's Exposition is NIRSA's largest ever. It's your one-stop shopping opportunity to learn about the latest fitness equipment, sporting goods, cutting-edge software, architectural services, aquatic supplies and more. Sharing information has never been easier; as an attendee you will have a scannable card that lets exhibitors register your information in a flash!

Contact the NIRSA National Center (541-766-8211) or visit the NIRSA Website, nirsa.org, for upto-date conference information.

Thanks to our sponsors

The following corporations and institutions have made significant contributions to ensure the success of this year's social events, specifically the Century of Games and the Clambake Blues Festival.

- HNTB Architects
- National Media Group
- Nautilus
- North Coast Health & Fitness
- Sunflower Marketing
- Region I Contingency Fund
- Assumption College
- Brown University
- John Hopkins University
- University of Maine
- Northeastern University
- Princeton University
- University of Rhode Island
- St. John's University
- Stonehill College
- Temple University
- Towson University
- West Chester University

Click on nirsa.org/nirsa6c1.htm to get the latest conference information. Registration materials were mailed out at the end of December.

certified recreational sports specialists

Hey, way to go!

Heartfelt congratulations go to Bob Golson, Michael Bond, Jennifer Klabunde, Steven Flowers, Ryan Stevens, Jennifer Nigrini and Christopher Jason Boyle who successfully passed the challenging CRSS exam and who are now recognized as NIRSA Certified Recreational Sport Specialists.

This is no small feat and we applaud their success and competence. The CRSS certification is a means of identifying individuals who have specific skills and knowledge in the recreational sport field. It promotes educational standards and encourages professional growth. The exam covers Programming, Management & Operations, Risk Management & Legal Concepts, Program Evaluation, Participant's Rights, History & Philosophical Foundations, and Professional Ethics.

The CRSS exam is offered throughout the year at regional/state workshops and conferences. For an information packet that includes a study guide and application, contact Celeste at the National Center (541) 766-8211 or email celeste@nirsa.org.

Future exam sites will be listed after April.

The USTA Tennis on College Campus Program

The USTA Tennis on College Campus Program kicked off in January of 1999 and will continue through 2000. The following programs can be offered on your campus.

USA Tennis 1-2-3

- \$5 per participant paid to the instructor by USTA.
- Complimentary nine (9) hour curriculum guide.
- Complimentary participant and site data collection forms.
- USTA novelties and supplemental materials available through its catalog.
- Reduced pricing for tennis equipment through USTA equipment suppliers.
- Institutions may charge nominal class registration or program fees.
 - No USTA membership required.

USA Team Tennis

- \$25 paid to the host site by USTA for every team registered in the program.
- Free USA Team Tennis T-shirt for participants listed on the form.
- USTA novelties and supplemental materials available through its catalog.
- Reduced pricing for tennis equipment through USTA equipment suppliers.

• Institution may charge nominal team registration or program fees.

 No USTA membership required.

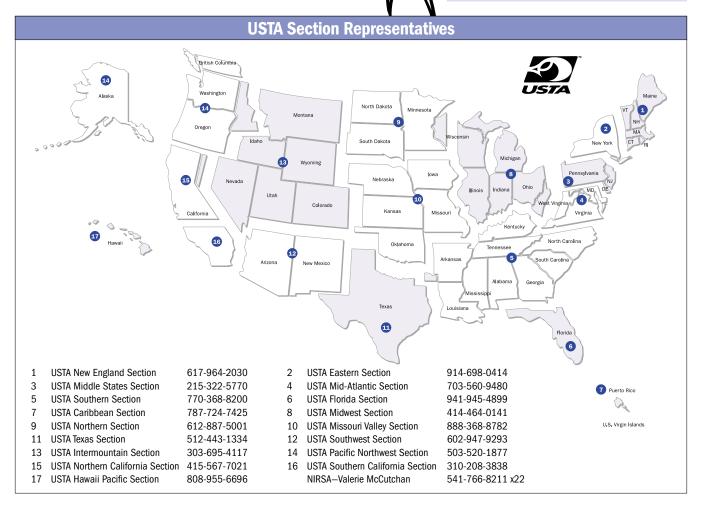
January of 1999 and will the USA Tennis Programs:

"We switched last year to the USA Tennis 1-2-3 and Team Tennis programs from a normal tennis competition tournament. In doing so, we had a 40% increase in the number of participants. I feel this is due to the focus shifting from a high competitive level to one that is more recreational. Our entries this year have also increased. They are 25% higher than last year. The program is going very well. It really is a win/win situation for all involved. WE LOVE IT!" — GEOFF HUBBARD, ARIZONA STATE

Here's what NIRSA Members are saying about

"I really liked the opportunity to provide recreational experiences alongside the educational aspect. The teaching of classes over 6-day periods encouraged people in those classes to participate. Our numbers in the recreational sports singles and doubles increased as well. Both programs have been very successful here at Southern Mississippi." STEVE REY, SOUTHERN MISSISSIPPI

Please contact your USTA Section Representative for these support materials. (See below.)



NS nirsa know March 2000 Nirsa Website: nirsa.org