School of Recreational Sports Management Level 1

- June 4-7, 2001 in Orlando, Florida

In June, the School of Recreational Sports Management Level I will be offered for the first time ever. This vital career development opportunity is designed for professionals with 1-5 years of experience. Professionals in the first years of their careers will gain insights that take managers many years to learn on their own.

The faculty for the School of Recreational Sports Management brings decades of collective experience in the area of managing recreational sports programs. Each faculty member will share his or her personal perspective for ways to address the challenges faced by new professionals. Some topics include: communication, integrity, political climates, and budgets.

The faculty of the School of Recreational Sports Management features:

- Eric Nickel, CRSS, James Madison University
- Kurt Carmen, University of Toledo
- Maureen McGonagle, DePaul University
- Dr. Jane Russell, CRSS, University of Georgia
- Dr. Sarah Young, University of Nevada–Las Vegas

Early registration fees through May 1, 2001

- Professional Member from Institutional Member: $440
- Additional NIRSA Member from same Institutional Member: $415
- Professional Member: $525
- Non-Member: $625

For more information or to register: Visit the NIRSA Website at www.nirsa.org/99symp.htm

Executive Institute: Be a catalyst for continuous improvement

- June 5-7, 2001 in Orlando, Florida

The 2001 Executive Institute provides interactive and intensive instruction of high-performance coaching. Not sports coaching, but professional coaching that gives instruction and training to others. A high-performance coach helps employees see their potential, guides them to reach that point where their excellence surpasses their imagined goals, then encourages them to rise even higher. As a participant, you will leave the Executive Institute with the ability to create in others a vision that continually stretches.

To be an effective high-performance coach you must possess more than a basic understanding of professional coaching. Dr. Joan C. Curtis, owner of Executive Expertise, is an outstanding professional in this field. With 17 years of experience in human-relations training as a communications consultant, Curtis will provide you with the communication skills necessary to effectively facilitate continuous improvement. You will learn the methods necessary to provide encouragement. She will show you how to share the possibility of success with other professional employees while coaching them to move up to the next level. She will also impart the important skill of how to assist employees to accept, tolerate, and learn from a loss as they move forward toward their goals.

Who can attend?

This symposium is for professionals with 7+ years of full-time experience or 5+ years of full-time experience and graduation from the School of Recreational Sports Management Level II.

Early registration fees through May 1, 2001

- Professional Member from Institutional Member: $440
- Additional NIRSA Member from same Institutional Member: $415
- Professional Member: $525
- Non-Member: $625

For more information or to register: Visit the NIRSA Website at www.nirsa.org/99symp.htm

SOURCE: U.S. Census Bureau December 8, 2000
NIRSA Announces
Membership Milestones

January 2001 brought record-breaking numbers for both institutional and professional membership categories.

The total of 725 member institutions, nine more than at any other point in NIRSA history, is composed of two-year and four-year universities, military MWR departments, correctional facilities, YMCAs/YWCA facilities, community recreation departments, and elementary/secondary schools. NIRSA institutional members serve as the core base for their students and professionals who lead the Association and who strive to continuously improve the quality and integrity of the field of recreational sports, intramural sports, fitness and wellness.

Additional records broken
- Professional memberships in the Association rose to an all-time high of nearly 2,400 recreation-related specialists.

“NIRSA continues to expand and improve because of the influence and contributions of its members. Our members know the value of the Association. Invite a nonmember colleague to your next NIRSA workshop or symposium, and send a friend a NIRSA membership application,” says Kim Daley, NIRSA’s membership services coordinator.

“With your help, NIRSA will continue to be the leading association for recreational sports professionals.”

Institutional Members.............725
Professional Members.............2,358
Student Members.....................809
Associate Members.................135

Career Management Tips

What is the secret to success for job seekers? Often what sets a candidate apart is his or her proactive approach to a job search. According to “How to Take Charge of Career Progress” by Sherridan Revell from careerjournal.com, following the steps below will help you get started:

Before you start
1. Determine your priorities. What’s most important to you in your job? Assess your priorities to identify the types of companies to target in your job search.
2. Identify your long-range goals. What’s your motivation to leave your current position—lack of advancement, under-appreciation, seeking tuition reimbursement? It takes time to decide if a change is a step in the right direction.
3. Stay on top, educationally and professionally. The job market changes rapidly, so education is an important continuing commitment. Take all opportunities to boost your knowledge, whether through higher education, professional workshops or conferences. Investing the time, effort and money to earn job-specific certifications will give you an edge.

Your action plan should include
1. A well-tailored, professional-looking résumé is the first thing your potential employer sees that reflects how you view yourself as a professional. To be effective, it should convey your position level.
2. Start networking. Don’t overlook any contact that might help open doors of opportunity. Professional associations and trade-show contacts often are untapped resources.
3. Identify the players in your field. Research and list companies that ideally suit your qualifications and long-range interests. Include recruiters who specialize in your level of employment and types of companies.
4. Send an appropriate résumé and custom-written letter to the key decision-maker of the company. This proactive approach gets assertive job candidates in the door.
5. Pursue advertised positions through the Internet, industry journals and/or classified newspaper ads.
6. Utilize the resources right under your nose. Take advantage of NIRSA’s Career Opportunities Service, which provide the most current positions available in your field. Check out this valuable service in the Members Only section of www.nirsa.org and get started on your future.

For more information about accessing this service or to post a position: Contact Kim Daley, NIRSA Membership Services Coordinator at (541) 766-8211 x21 or kim@nirsa.org.
# 2001-2002 NIRSA Committee Chairs

## Reports to President

### Affirmative Action
- **Mary Bohlig**, University of Utah  
  Term Ends: 2002  
  Email: mbohlig@campnet.utah.edu

### Bylaws
- **Nadine Essel**, Syracuse University  
  Term Ends: 2002  
  Email: ncessel@summon2.syr.edu

### Conference Program 2002
- **Bill Sells**, Ohio University (Athens)  
  Term Ends: 2002  
  Email: bsells1@ohiou.edu

### Nominations and Elections
- **Ruth Olsen**, University of Alaska  
  Term Ends: 2002  
  Email: ruth.olsen@uaf.edu

### Nominations and Elections Chair
- **Mary Ellen Milam**, Texas Christian University  
  Term Ends: 2002  
  Email: m.e.milam@tcu.edu

### Nominations and Elections Sub-Chair Region II
- **Chris Wise**, Virginia Tech  
  Term Ends: 2002  
  Email: wisecg@vt.edu

### Professional Ethics
- **Larry Spencer**, Bowling Green State University  
  Term Ends: 2002  
  Email: lspence@bgsu.edu

### Research
- **Sue Delmark**, University of North Texas  
  Term Ends: 2004  
  Email: sue@dsa.admin.unt.edu

### Student Leadership and Academic Awards
- **Stephen Rey**, University of Southern Mississippi  
  Term Ends: 2002  
  Email: stevenrey@usm.edu

## Reports to President-Elect

### Aquatics
- **Nicole Distel**, James Madison University  
  Term Ends: 2002  
  Email: distelrm@jmu.edu

### Community/Junior College
- **Doug Rogers**, Pensacola Junior College  
  Term Ends: 2002  
  Email: drogers@pjcc.fl.us

### Correctional
- **Lou Garzarelli**, Indiana University of Pennsylvania  
  Term Ends: 2002  
  Email: lgarzarelli@iu.edu

### Facilities
- **Sandi Carlisle**, Oregon State Park District  
  Term Ends: 2002  
  Email: scarlisle@oregonstatepark.org

### Family and Youth
- **Robin Bell**, Washington State  
  Term Ends: 2002  
  Email: rbell@mail.wsu.edu

### Health and Wellness
- **Winona Pugh**, University of Victoria  
  Term Ends: 2002  
  Email: wpuugh@uvic.ca

## Reports to NCC Staff

### Career Opportunities
- **Yvette Kell**, University of Wisconsin (Whitewater)  
  Term Ends: 2002  
  Email: kelly@uw.edu

### Conference Exhibits
- **Juliette Moore**, University of Arizona  
  Term Ends: 2002  
  Email: juliettemoore@email.arizona.edu

### Extramurals (Manager)
- **Michael Bond**, University of West Florida  
  Term Ends: 2003  
  Email: mbond@uwf.edu

### Membership
- **Gene Grzywacz**, Northern Eastern University  
  Term Ends: 2002  
  Email: g.grzywacz@ner.edu

### Publications
- **Tim Miller**, Baldwin-Wallace College  
  Term Ends: 2002  
  Email: tim@bw.edu

## Sport Club Championships
- **George Brown**, University of Alabama  
  Term Ends: 2002  
  Email: gcbrown@uta.edu

### Certification
- **Barb Aiken**, University of Maryland (College Park)  
  Term Ends: 2002  
  Email: ba4@umd.edu

### Curriculum
- **Robert Barcelona**, Indiana University (Bloomington)  
  Term Ends: 2002  
  Email: rbarcelo@indiana.edu

### Standards
- **Dixie Bennett**, Loyola University Chicago  
  Term Ends: 2002  
  Email: dbennett@lu.edu

### Student Professional Development
- **Patrick Bailey**, University of Florida  
  Term Ends: 2002  
  Email: pbailey@hpf.ufl.edu

### Basketball
- **Chad Rogers**, Southern Illinois University (Edwardsville)  
  Term Ends: 2002  
  Email: chad@sisu.edu

### Flag/Touch Football
- **Christopher Morris**, Ohio University (Athens)  
  Term Ends: 2002  
  Email: morrisc2@ohio.edu

### Floor Hockey
- **Jeff Dvorak**, University of Wisconsin-Madison  
  Term Ends: 2003  
  Email: jdvorak@education.wisc.edu

### Soccer
- **Jason Powers**, Georgia Southwestern State University  
  Term Ends: 2002  
  Email: jpowers@gsu.edu

### Softball
- **Lisa Schuetz**, University of Wisconsin (Eau Claire)  
  Term Ends: 2002  
  Email: lschuetz@uwec.edu

### Volleyball
- **Jung Park**, University of Connecticut  
  Term Ends: 2002  
  Email: jung.park@uconn.edu
**Sport Club Symposium**

- **June 21–23, 2001, Albuquerque, New Mexico**

**Sport Club Standards: Do we need them?**
The Sport Club Symposium is a terrific opportunity for you to get informed on current trends. This year’s symposium will focus on Sport Club Standards. Are they needed? How do they get established? Will they be required or recommended? How can they be implemented? This symposium will be a professional development opportunity you won’t want to miss.

**Registration**
The following registration fee discounts end May 21, 2001.
- Professional/Student Member from Institutional Member: $235
- Additional Member from the same institution: $210
- Professional/Student Member: $285
- Non-Member: $385

**Tentative post-conference activities**
More information will be provided with the registration materials.
- Option 1: Tour of a living pueblo.
- Option 2: Tour of Santa Fe.

**Sheraton Old Town Hotel**
This conference will be at the Sheraton Old Town Hotel, located in the city’s historical and cultural corridor. It is within walking distance of Historic Old Town, which features more than 200 specialty shops, restaurants and galleries, as well as the Albuquerque Museum, the New Mexico Museum of Natural History, the Explora Science Center, and the Albuquerque Aquarium and Botanic Garden.
- Rate: Sheraton Old Town Hotel, $95+tax for single or double. Call (505) 843-6300 by June 6, 2001 to receive the NIRSA discounted rate.

**For information or registration materials:** Contact Mary Callender at the NIRSA National Center at (541) 766-8211 x14 or email mary@nirsa.org

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**Outdoor Recreation Symposium**

- **July 8–11, 2001, New River Gorge, WV**

Looking for a way to combine your occupation with your recreation? At the Outdoor Recreation Symposium, you can play in one of the best recreation areas in the United States while at the same time enhance your career with knowledge of recreation standards and current trends.

The Outdoor Recreation Symposium is perfect for networking and sharing. The format includes formal instruction and hands-on sessions that cover key topics for outdoor recreation professionals and students.

**Who should attend?**
Professionals and students with responsibilities in outdoor recreation administration and management will benefit, however, all outdoor enthusiasts are welcome and encouraged to attend.

**For more information:** Contact the NIRSA National Center at (541) 766-8211 or www.nirsa.org

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**Effective Email Marketing**

Email is an excellent way to promote your recreational sports activities, especially if you are on a shoestring marketing budget. You’ll maximize your email’s effectiveness when you follow a few key steps:

- **Target your message to the appropriate audience.** Provide information and special offers relevant to your customers’ interests.
- **Keep it short and concise.** Focus your email on information your participants NEED to know.
- **Keep it clean.** Avoid the temptation to be too sophisticated in your design. Keep it easy on the eye with a lot of line breaks and white space.
- **Put your editor’s cap on.** Proofread.
- **Break up run-on sentences and use simple language.**
- **Value is key.** Your customers already receive an average of 60 emails a week; make sure yours is one that is read.
- **Maintain consistency with your messages by always providing timely, relevant information.**

**Source:** ActiveLeagues Exchange, e-newsletter, December 14, 2000

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**Aquatics Symposium**

- **October 2001, check www.nirsa.org for date and location**

In October 2001, an Aquatic Symposium will be offered for the first time ever. The actual site and date were not confirmed as of this printing, but are now available on the NIRSA website. Plans include a pre-conference workshop for Aquatic Facility Operator certification, or re-certification.

**Covering topics of:**
- In-service training
- Lifeguard pay and retention
- Updates to American Red Cross certifications
- Risk management
- Automatic external defibrillator and oxygen training
- Facility maintenance
- And much more

**For more information:** Contact the NIRSA National Center at (541) 766-8211 or www.nirsa.org

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Interactive PDF content goes here.
Help Double a Major Investment to the NIRSA Foundation

For the second year, the NIRSA Foundation has the opportunity to double contributions made during the 2001 NIRSA Annual Conference & Recreational Sports Exposition.

If a minimum of $10,000 is contributed prior to the Honor Awards Banquet on Saturday, March 31, an anonymous donor will match the amount for the NIRSA Foundation! This would bring a grand total to at least $20,000!

Contributing is made easy this year with donation boxes placed conveniently in the registration area and at the NIRSA booth in the Exhibit Hall and the NIRSA Store.

Remember, if everyone gives a little then everyone earns a lot. Support the NIRSA Foundation, give until it feels good, reach $10,000 in contributions during the conference and the funds will be matched! For more information, come to the Opening General Session, Tuesday, March 27 at 7:30 p.m.

2001 NIRSA Foundation Scholarship Recipients


2001 NIRSA Annual Conference & Recreational Sports Exposition Scholarship Recipients

- Megan Alexander, University of Nebraska
- Rebecca Beumer, Ball State University
- Allison Dollar, SUNY Cortland
- Angela Hagstrom, University of Southern Mississippi
- Robin Hatchwell, University of Arizona
- Jay Iorizzo, Elon College
- Jennifer Leighton, Oklahoma State University
- Patrick Madine, Ohio University
- Nathan Martin, University of Southern Mississippi
- Danielle Pouzol, Western Illinois University
- Jeffrey Schmitt, The Ohio State University
- William Thornton, Indiana University

Region VI SoCal Scramble Scholarship Recipient

- Joana Ziuraitis, Arizona State University

Historical Prints Now Available

Remember and honor NIRSA’s African-American heritage and history by proudly displaying photos of the founders of the National Intramural Association. The NIA became the National Intramural-Recreational Sports Association in 1975. Next year’s National Recreational Sports & Fitness Day, which coincides with NIRSA’s Founding Day on February 22, 1950, will be a particularly appropriate time to display photos at your organization.

Our heritage originates when twenty African-American men and women intramural directors from eleven Historically Black Colleges met at the first NIA Conference at Dillard University in New Orleans. We proudly honor NIRSA’s heritage and history by sharing our story and archives with people who are willing to learn of this significant moment in recreational sports history. You too can share NIRSA’s past.

You may purchase two feature archive photos—at market cost—through the NIRSA National Center by calling (541) 766-8211 to place an order. Each photo set includes an 8x10 photo of NIRSA’s founder Dr. William Wasson and a 6x10 group photo of the first meeting of the NIA. The cost of the black and white two-photo set is $18 plus shipping. Please use code “C50.TOUNDER” when ordering.

Additional items celebrating NIRSA’s proud history are also available:

- 50th Anniversary Remembrances Video, $14.95, “C50.VIDEO” (1999)
- Signed 50th Anniversary Commemorative Lithograph, $85, “C50.LITH” (1999)

To order these photos or historical items: Visit www.nirsa.org/founders.htm or call (541) 766-8211.
NIRSA Know

ActiveLeagues’ New Data Tables Save Time

Our friends at ActiveLeagues are always looking for ways to save you time and make recreational sports administration easier. The recent changes they made to the data tables will do just that.

The data tables are found with league, season, division, team and player information. You’ll save time with these new features:

• You can now sort the information any way you like (e.g. name, age, etc.)
• Use the new SIZE button to select how much, or how little, information you want to view on your screen.
• Transfer existing data with ease. If you already use a computer spreadsheet program, simply cut and paste data from ActiveLeagues’ tables right into your software.

For additional information on these features, contact your ActiveLeagues account manager.

ActiveLeagues’ Help Center Has the Answers You Need

ActiveLeagues’ easy-to-use, comprehensive, online help has instructions, tips, downloads, examples, templates. You will find “The LABB,” open forums and more—all devoted to helping you manage your recreational sports programs better.

Also, check out the new “Tip Sheet” for increasing online registrations, as well as the downloadable packets of captain/player instructions, and administrator instructions for making your homepage look great.

Visit the new Help Center at www.Help.LeagueLink.com, and send your feedback and suggestions to activeleagues.exchange@active.com.

It was designed specifically for a three-ring notebook to easily access the full-size forms, so you can constantly refer to this subject-tabbed notebook as well as have an organized place to save future clippings, articles, or notes per subject. Compiled from the experience of 27 facility directors and managers, this manual offers specifics on: client recruitment/retention; marketing; public relations; building and equipment maintenance; managing risk, security, emergencies, crowd control; specialized spaces for tennis, aquatics, bowling, wall climbing, theaters, fitness, and ice rinks; staff recruitment, training, supervision, evaluations; budgets, revenue, assessments; and working with an architect on facilities.

©1999. 312 pages. PM.0770 • Institutional Member: $95 • Retail: $120

Managing the Collegiate Recreational Facility

Get your hands on one of the best publications: Managing the Collegiate Recreational Facility. This comprehensive manual provides both the experienced and the new recreational sports professional with specifics on the day-to-day operation of a sports facility. An excellent personnel training source, each of the 14 chapters contains key terms and concepts.
Code of Ethics available at the NNC

“An outstanding characteristic of a profession is that its members are continually striving to improve the quality of life for the population they serve. In making the choice to affiliate with a professional association, individuals assume the responsibility to conduct themselves in accordance with the ideals and standards set by the organization. For NIRSA members, this means they will strive to uphold the Bylaws in a manner illustrated in the Code of Ethics.” – Preamble, Professional Code of Ethics

All new Professional and Student members of NIRSA receive a Code of Ethics, suitable for framing, included in their membership packets. Longtime members of NIRSA who may not have received a copy upon joining the Association, or those who may have misplaced their copy, are encouraged to email kim@nirsa.org or contact Kim Daley at 541-766-8211x21 at the NNC to receive a free copy.

Reminders for events at the NIRSA Annual Conference

• For continuing dialogue regarding the future of CEUs and certification, be sure to attend the NIRSA Town Hall meeting at the 2001 NIRSA Annual Conference & Recreational Sports Exposition in the Silver State Pavilion at 2:15 P.M. Friday, March 30, 2001.

• Reminder – Due to liability constraints, no one under 18 years of age may be admitted to the Exhibit Hall of the 2001 NIRSA Annual Conference & Recreational Sports Exposition.

NIA Executive Secretary, NIRSA Past President, Paul Gunsten, dies

NIRSA president (1969), Paul H. Gunsten passed away in January. Paul was an Associate Professor Emeritus at Virginia Tech in Blacksburg where he had been recreation and intramural director for many years. Paul earned his master’s degree from the University of Kentucky, and then began his teaching and coaching career at Bridgewater College in Virginia. He was active in the field of health, physical education and intramurals for his entire career at the secondary, college and university levels.

Beginning in 1966, Paul was active in the National Intramural Association (NIA), which later became NIRSA. He became President of NIA in 1969 and was also elected the first Executive Secretary, a position he held from 1969 through 1971. He received the NIRSA Honor Award in 1973. His contributions to the Association are numerous: newsletter editor, numerous committees, compilation of the first operating code, instrumental in having the conference proceedings printed, host of the NIA conference at Virginia Tech in 1971, author and conference presenter. Through his efforts in 1972, an intramural section was formed and officially recognized as a part of the Virginia Association of Health, Physical Education and Recreation-VAHPER; he was its first chairman.

Paul’s contributions to the field of recreation over the past 35 years continue to provide valuable opportunities for NIRSA members today. He will be missed.

NIRSA member retires

Barbara Brimi, CRSS, University of Texas at Austin, retired January 31, 2001. She has been a NIRSA member for 27 years, has earned the NIRSA Service Award, and is a past NIRSA Foundation Board Chair.

NIRSA insurance update

NIRSA’s sponsored insurance for recreational sports programs continues to provide the best insurance at the most reasonable rates, though now operating under a different name. NIRSA Insurance is now offered through P5e.Heath Services Insurance Agency in Salt Lake City. The former administrator—Continental Insurance—team ed with P5e.Health to create a larger company, with expanded services. Your primary contact will remain the same, although the address and phone number has changed (see below).

This NIRSA Institutional Member benefit through P5e.Health Services Insurance Agency helps Institutional Members manage the risk of their programs and activities. An insurance policy protects participants, the institution, as well as the administrator. Continue to get quality, reliable insurance at discounted rates through NIRSA Insurance:

NIRSA Insurance
P5e.Health Services Insurance Agency
2455 East Parleys Way, Suite 210
Salt Lake City, Utah 84109
855-P5 SPORTS
801-412-2626
Fax: 801-412-2625

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<th>Calendar of events</th>
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<tbody>
<tr>
<td><strong>March 27-31, 2001</strong></td>
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<tr>
<td>April 1, 2001</td>
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Deadlines for submitting classified ad text for position listings on the NIRSA Website are the 10th and 25th of each month.