



# WPRRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

## WPRRA 2020 Annual Report

### 55th Anniversary • 1965-2020

#### Mission

WPRRA provides professionals and agencies with leadership, engaged communities, advocacy and development opportunities to promote the benefits of park, recreation, environmental and cultural services throughout Wisconsin.

#### Vision

WPRRA strives to improve the quality of life for all of Wisconsin by demonstrating and supporting the critical services provided by the Park and Recreation profession related to wellness, conservation and social equity.

#### Values - LEAD

**Leadership** - WPRRA is committed to providing leadership through sustainable governance, professional education, membership diversity, public policy and effective communication resources.

**Enhance Community** - WPRRA promotes healthy living, social equity, conservation and economic development through sustainable facilities, programs and services which foster quality of life throughout communities.

**Advocacy** - WPRRA promotes the benefits of park, recreational, environmental and cultural services to residents, local and state leaders.

**Develop Opportunities and Resources** - WPRRA is dedicated to providing its members with diverse opportunities and resources through education, networking, leadership and innovative practices enhancing quality of life services.

## 2020-24 Strategic Plan

- I. **Strengthen Governance:** Strengthen WPRRA Leadership and Governance Structure
- II. **Professional Development:** Improve the Professional Development Offerings and Opportunities
- III. **Membership:** Grow and Retain WPRRA Membership
- IV. **Enhance Communications:** Strengthen and Optimize all WPRRA Communication Methods
- V. **Improve Advocacy:** Improve Advocacy and Lobbying on State and Local Level

## 2020 Outgoing Board of Directors

### President

Jake Anderson, AFO

### President-Elect

Dawn Comte, CPRP

### Past President

Chad Dallman, CPRP, AFO, CPSI

### Secretary/Treasurer

Shelly Strasser, CPRP

### Region I Rep

Kale Proksch, CPRP, CPO

### Region II Rep

Jen McCollian, AFO

### Region III Rep

Brandon Millner, AFO

### Region IV Rep

Derek Donlevy

### Aquatic Section Rep

Ann Moeller, CPRP, AFO

### Park Section Rep

Steph Schlag, CPRP, AFO

### Recreation Section Rep

Megan James

### Young Professionals Section Rep

John McDonald, AFO, LG, LGI

## 2021 Incoming Board of Directors

### President

Dawn Comte, CPRP

### President-Elect

Shelly Strasser, CPRP

### Past President

Jake Anderson, AFO

### Secretary/Treasurer

OPEN

### Region I Rep

Angela George

### Region II Rep

Jen McCollian, AFO

### Region III Rep

Curt Erickson, CPRP, AFO

### Region IV Rep

Derek Donlevy

### Aquatic Section Rep

Ann Moeller, CPRP, AFO

### Park Section Rep

Steph Schlag, CPRP, AFO

### Recreation Section Rep

Megan James

### Young Professionals Section Rep

Nick Buerger

## Past Presidents

1966 – Bill Anderson  
1967 – Bob Espeseth  
1968 – Don Brick  
1969 – Chet Miller  
1970 – Wayne LaBorde  
1971 – George Wilson  
1972 – Charles Drayna  
1973 – Ruth James  
1974 – Alan Domer  
1975 – Forrest Bradley  
1976 – Larry Lenox  
1977 – August Revoy  
1978 – Tony Bruno  
1979 – Bill Houtz  
1980 – Gene Park  
1981 – Gary Anderson  
1982 – Fred Zimdars  
1983 – Steve Stauber  
1984 – Jim Kavemeier  
1985 – Stan Dorff  
1986 – Charles Newby  
1987 – Steve Thompson  
1988 – Don Campbell/  
Bob Rundle  
1989 – Bob Rundle  
1990 – Jackie Schweitzer  
1991 – Ken Van Es  
1992 – Bill Landvatter  
1993 – Bob Lang  
1994 – Cindy Busch  
1995 – Bill Anderst  
1996 – Bill Faherty  
1997 – Marianne Pigeon  
1998 – Bob Holling  
1999 – Paul Leuthold  
2000 – Ken LePine  
2001 – Roger Kist  
2002 – Al Schaefer  
2003 – Rick Beattie  
2004 – Kelly Valentino  
2005 – Ron Grall  
2006 – Cyndi Keller  
2007 – Roger Kist  
2008 – Joe McLafferty  
2009 – Marty Kosobucki  
2010 – Bill Lecker  
2011 – Ed Englehart  
2012 – Dan Fiorenza  
2013 – Joel Gregozeski  
2014 – Roger Kist  
2015 – Sue McDade  
2016 – Craig Hoepfner  
2017 – Tom Flick  
2018 – Jeff Skoug  
2019 – Chad Dallman  
2020 – Jake Anderson

## Wisconsin Park & Recreation Association

### WPRA Office

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Holly Bloom, Account Manager: [holly@wpraweb.org](mailto:holly@wpraweb.org)

Michelle Boldt, Account Coordinator: [office@wpraweb.org](mailto:office@wpraweb.org)

## JANUARY

1/6: Quarterly Meeting & Board Meeting  
 1/15: Region III Meeting  
 1/19: WPRA Virtual CE Event  
 1/20: Region IV Meeting  
 1/21: Region I Meeting  
 1/21: Region II Meeting

## FEBRUARY

2/8: CPSI Course  
 2/11: Awards Ceremony  
 2/24: Board Meeting  
 2/24: Spring IMPACT Content Due

## MARCH

3/5: Spring Office Support Meeting  
 3/16: WPRA Virtual CE Event  
 3/17: Region IV Meeting  
 3/19: Region III Meeting  
 3/26: Aquatic Technician Workshop

## APRIL

4/7: Quarterly Meeting & Board Meeting  
 4/15: Region I Meeting  
 4/15: Region II Meeting  
 4/16: Region III Meeting  
 4/20: WPRA Virtual CE Event

## MAY

5/18: WPRA Virtual CE Event  
 5/19: Region IV Meeting (Park Tour)  
 5/26: Summer IMPACT Content Due

## JUNE

6/5: Playground Workshop

## JULY

7/1: Bylaws Changes Due  
 7/14: Quarterly Meeting & Board Meeting

## AUGUST

8/1: Ballot Names Due  
 8/17: WPRA Virtual CE Event  
 8/18: Region IV Meeting  
 8/19: Region I Meeting  
 8/24-8/25: Board of Directors Retreat  
 8/25: Fall IMPACT Content Due

## SEPTEMBER

9/1: Ballot Distributed  
 9/9: WPRA Foundation Golf Outing  
 9/16: Region I Meeting  
 9/16: Region II Meeting  
 9/17: Region III Meeting  
 9/21-9/23: NRPA Annual Conference (Nashville, TN)

## OCTOBER

10/6: Quarterly Meeting & Board Meeting  
 10/7-10/8: Fall Workshop & Park Walk (Wausau)  
 10/19: WPRA Virtual CE Event  
 10/20: Region IV Meeting

## NOVEMBER

11/1: Award Applications Due  
 11/3: Winter IMPACT Content Due  
 11/5: Fall Office Support Meeting  
 11/16: WPRA Virtual CE Event  
 11/19: Region III Meeting

## DECEMBER

12/1: Board Meeting & Holiday Party  
 12/1-12/3: Leadership Academy (Oshkosh)  
 12/15: Region IV Meeting  
 12/16: Region II Meeting  
 12/17: Region III Meeting  
 12/20: WPRA Virtual CE Event

PRMonthly content deadlines are on the first Friday of every month.

# Association Update

## "Oh, the Places You'll Go"

by President, Jake Anderson, AFO

One of my favorite books to read to my children is the Dr. Seuss classic *Oh, The Places You'll Go*. It's a story that I can relate to through the ups and downs of my personal and professional life, and I think this year in WPRA reads much like this great tale.

**"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose."**

The strength of our Association is in the collective passion and knowledge of our members. We started off the year with the always well-planned Leadership Academy in a new location in Oshkosh, and I was able to make it to all four Regions for some outstanding Region meetings with excellent speakers, park tours and a site visit at our partners at Burke, Inc. We also had our first ever Quarterly Workshop meeting with all sections, committees and board members for a comprehensive planning session of the year's activities.

**"Out there things can happen and frequently do to people as brainy and footsy as you."**

With our newly contracted government relations firm, Hamilton Consulting Group, I found myself sitting in the State Capitol providing testimony on a legislative bill on behalf of the Association. That was a great day to introduce ourselves to lawmakers and provide input on a potential bill. Our Public Policy Committee coordinated a legislative bill tracker, which notified members of current legislation affecting our field.

**"You can get so confused that you'll start in to race down long wiggled roads at a break-necking pace and grind on for miles cross weirdish wild space, headed, I fear, toward a most useless place. The Waiting Place..."**

Never in the history of the world has one event affected everyone the way COVID-19 has affected the human race. March 12, 2020, Governor Evers issued a Safer at Home Order for the State of Wisconsin, and we all go into scramble mode. Facilities closed, schools shut down, programs were canceled, we even had to close playgrounds. From the immediate concern of our own health, to our families, to how we serve the community, this has been the most challenging time in our careers.

**"Waiting for a train to go or a bus to come, or a plane to go or the mail to come, or the rain to go or the phone to ring, or the snow to snow or the waiting around for a Yes or No or waiting for their hair to grow. Everyone is just waiting."**

Tom Petty once said, "The waiting is the hardest part." And it's true. We all waited for more information, guidance on what orders meant, what can we do and where to go from here. While we waited, we entertained our communities with some great videos, learned about virtual programs and we all got used to Zoom and the phrase "You're on mute!"

**"NO! That's not for you! Somehow you'll escape all that waiting and staying. You'll find the bright places where Boom Bands are playing."**

With coordinated leadership from our Executive Board, Board of Directors and ARC Association Management Company, we pivoted quickly to address the needs of our members through *daily* COVID-19 Zoom calls, in which I witnessed the best of our Association. There was

great discussion, increased participation in our WPRA Connect, countless hours devoted to how we could serve our communities through innovative programming, safe practices and protocols for reopening plans and mental health programs. We had to make some difficult decisions with cancellations of the Spring Workshop, the Fall Conference and regional meetings. Our WPRA world was turned upside down with this pandemic, but we do what we do best....we improvise. We have amazing passion and enthusiasm in our membership, and there are so many to thank for their role in creating amazing plans to address the pandemic and how we can best make our communities a great place to live, work and play.

**"But on you will go though the weather be foul. On you will go though your enemies prowl."**

While we faced some of the greatest challenges our association has ever seen, we witnessed some amazing things:

- We grew our membership...in a pandemic. Through our daily COVID-19 calls, we had people from all over the state look to us for answers and communication.
- We improved our advocacy with communication with various state agencies, including the Governor's Office. We participated in the League of WI Municipalities' meetings to provide input on pool openings.
- Our committees were engaged in all aspects of the Association, including amazing growth in our Communications & Professional Development Committee.
- We enhanced our communication through our website, daily COVID-19 calls and outreach to relevant partners.
- We were able to make a monumental change in the date of our Annual Conference, which will allow for a more robust educational and event schedule for years to come.
- We have and are still participating in a legislative process to update the State Aquatic Code.
- We were *invited* to participate and provide input on the Knowles-Nelson Stewardship Grant program with the Governor.

**"So be sure when you step. Step with care and great tact and remember that Life's a Great Balancing Act."**

It's been a great honor to serve as your President for 2020, and while I'm disappointed that we were not able to hold the in-person events that we all hold near and dear to our hearts, I'm incredibly proud of our entire membership and leadership team for the impact you've had on me, your communities and the Association. I value your input, your words of encouragement and your strong opinions on the future of our great Association. As my mother always tells me during tough times, "This Too Shall Pass." I firmly believe that we will grow stronger because of the pandemic, and the essential role of what we do on a daily basis for our communities has been realized and will be appreciated in the years to come. Stay strong, stay safe and continue to do you!

Sincerely,  
**Jake Anderson**  
 WPRA President, 2020

# Membership

	Year-to-Date 2020 As of Sep. 11	Year-End 2019	Year-End 2018
<b>Total Members</b>	<b>1,281</b>	<b>1,271</b>	<b>1,203</b>
<b>Individual Memberships</b>			
Individual Professional	279	112	74
Administrative	*	*	20
Emeritus	21	19	23
Affiliate	3	1	4
Student	51	34	12
Premier Student	*	*	19
<b>Group Memberships</b>			
Departmental	*	69	79
Group Agency	*	142	150
Premier Contact	786	782	736
Non-Profit	0	2	4
University/Faculty	9	4	8
Board/Commissions	59	16	14
Commercial	54	55	60
Commercial Contact	73	73	
<b>Premier Agencies</b>			
Total Premier Agencies	40	33	31
Tier 1	34 (Premier Up to 15)*	17	18
Tier 2	*	11	8
Tier 3	6 (Premier 16+)*	3	2
Tier 4	*	2	3

\* Membership categories added/omitted per the 2020 Bylaws Amendments.



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