

# Parks & Recreation

WWW.NRPA.ORG • FEBRUARY 2011 • VOL. 46 • NO. 2

MAGAZINE

## COVER STORY

### 48 **Best Practices**

How best practices help agencies achieve award-winning levels of performance.

Elizabeth Beard



## AQUATICS

### 56 **Sink or Swim**

As the recession continues to tighten budget belts at community facilities all around the country, pools and aquatic facilities are finding it even harder to breathe.

Rachel Roberts

## AQUATICS

### 62 **Wounded Warriors**

These pilot programs offer injured soldiers water-based rehabilitation

Maureen Hannan

## DEPARTMENTS

### 8 AGENCY SPOTLIGHT

City of Des Moines, Iowa

### 11 KIOSK

News, Features, and Interviews

### 67 NRPA IN ACTION

News of the Association

### 73 OPERATIONS

Facebook and Fundraising

### 75 PRODUCT ROUNDUP

New goods and services for park and recreation agencies

### 76 MARKETPLACE

### 79 INDEX TO ADVERTISERS

### 80 PARK BENCH

Pueblo's Carousel Centennial



# Contents

**Chief Executive Officer**  
Barbara Tulipane, CAE

**Editor**  
Philip Hayward  
phayward@nrpa.org

**Managing Editor**  
Elizabeth Beard  
ebeard@nrpa.org

**Senior Editor**  
Maureen Hannan  
mhannan@nrpa.org

**Publication Design**  
BonoTom Studio, Inc.  
www.bonotom.com

**Advertising Sales Representatives**  
James Boston, National Sales Manager  
The Townsend Group  
4800 Hampden Lane, Suite 200  
Bethesda, MD 20814  
240-482-4863  
jboston@townsend-group.com

Parks & Recreation (ISSN 0031-2215) is published monthly by the National Recreation and Park Association, 22377 Belmont Ridge Rd., Ashburn, VA 20148, a service organization supported by membership dues and voluntary contributions. Copyright ©2011 by the National Recreation & Park Association.

Reproduction in whole or in part without permission is prohibited. Opinions expressed in signed articles are those of the writers and not necessarily those of NRPA. Issued to members at the annual subscription price of \$30, included in dues. Subscription: \$36 a year in the U.S.; \$46 elsewhere. Single copy price \$4.50. Library rate \$48 a year in the U.S.; \$58 elsewhere. Periodical postage paid at Ashburn, VA, and at additional mailing offices. Editorial and advertising offices at 22377 Belmont Ridge Rd., Ashburn, VA 20148. 703-858-0784. Postmaster, send address changes to Parks & Recreation, 22377 Belmont Ridge Rd., Ashburn, VA 20148-4501.

**NRPA's Mission:**  
*"To advance parks, recreation, and environmental conservation efforts that enhance the quality of life for all people."*

## COLUMNS

**4 PERSPECTIVES**  
We Can Do Better  
Barbara Tulipane

**6 EDITOR'S LETTER**  
Best in Practice  
Philip Hayward

**29 ADVOCACY UPDATE**  
The 112<sup>th</sup> Congress  
By Stacey Pine

**33 LAW REVIEW**  
Cardiac 911 Call  
James Kozlowski, J.D., Ph.D.

**41 FUTURE LEADERS**  
Visit a Park Day  
Michael Bradley

**45 COMMUNITY HEALTH**  
Partnering with schools to  
Prevent Childhood Obesity  
Zarnaaz Bashir

Visit the digital version  
of *Parks & Recreation* at  
[www.parksandrec-magazine.org](http://www.parksandrec-magazine.org)

