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"To advance parks, recreation, and environmental conservation efforts that enhance the quality of life for all people."

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MAGAZINE

Chief Executive Officer
Barbara Tulipano, CAE

Editor
Philip Hayward
phayward@nrpa.org

Managing Editor
Elizabeth Board
eboard@nrpa.org

Senior Editor
Maureen Harzon
mharzon@nrpa.org

Publication Design
Benoit & Stacie, Inc.
www.bcsdesign.com

Advertising Sales Representatives
James Boston, National Sales Manager
The Townsend Group
2 Worcester Circle, Suite 500
Clay City, MD 20815
301-453-5710 ext. 115
jboston@townsend-group.com

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