

Parks & Recreation

WWW.NRPA.ORG • AUGUST 2010 • VOL. 45 • NO. 8

MAGAZINE

COVER STORY

24 Happy Campers

Feeding the hungry
one child at a time

By Andrea Lynn

MARKETING

32 Marketing Parks

What agencies need to
know in any economy

By Peter Harnik

36 Recession Recovery

How to get back on track

By Greg A. Weitzel and Andrew J. Mowen

COVER PHOTO: DAVID CROSBY

Contents

Chief Executive Officer
Barbara Tulipane, CAE

Editorial Director
Philip Hayward
phayward@nrpa.org

Managing Editor
Jennifer Barnett
jbarnett@nrpa.org

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

Advertising Sales Representatives
James Boston, National Sales Manager
The Townsend Group
7315 Wisconsin Ave., Suite West 750
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 ©2010 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."

DEPARTMENTS

8 OPENINGS
Discovery Playground,
Spokane Valley, Washington

11 KIOSK

43 OPERATIONS

55 NRPA IN ACTION

62 PRODUCT ROUNDUP

66 MARKETPLACE

71 AD INDEX

72 PARK BENCH
Lawnwood Skate Park
Fort Pierce, Florida

COLUMNS

4 PERSPECTIVES
On the Road
Barbara Tulipane

6 EDITOR'S LETTER
A Place at the Table
Phil Hayward

17 ADVOCACY UPDATE
The Heat is On
Opportunities for Parks and
Recreation in Proposed
Climate Legislation
Jon Wisbey

19 LAW REVIEW
Legal Duty Requires Control
Of Injury Causing Condition
James C. Kozlowski, J.D., Ph.D.

Visit the digital version
of *Parks & Recreation* at
www.parksandrec-magazine.org



ISTOCKPHOTO

