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Fall 2010 Newsletter

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FROM MY LITTLE WOODEN DESK...

By: Dr. Bill Hendricks, Department Head

Each fall quarter incoming students arrive at Cal Poly with exuberance, confidence, a sense of adventure, a thirst for knowledge, and a bit of the unknown awaiting them in San Luis Obispo. One of the hats the RPTA faculty wear is to challenge new and returning students to stretch themselves beyond their comfort level. In part, this means recognizing the vast array of co-curricular opportunities available that is a crucial ingredient to students' learning and "the college experience."

In this issue of the newsletter, you will read about the steps many of our students have taken to gain experiences outside of the classroom. [Read more.](#)



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EDITORIAL: WHERE HAVE THOSE DAYS GONE?

By Anthonia Edgren (RPTA '12), Editor, The Report



Remember the days when children played in their neighborhood parks and streets, chasing each other with sticks, playing in the mud and rolling around on their front yard lawns? Where have those days gone? Now as many of us drive down any residential street, the screams and laughter of children playing outside in the fresh air are absent. Where have they gone? It saddens me to think that the children who used to play outside now sit inside glued to the latest Spongebob episode or new video game. They sit in front of the computer for hours chatting with friends via Facebook and IM, instead of being outside and having actual conversations with friends. This is the activity or lack thereof that much of the American youth partakes in, and we

wonder why childhood obesity has skyrocketed across the U.S. [Read more](#)

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OFF TO CONFERENCES WE GO...

By Kim Saavedra (RPTA '13), Staff Writer

Back when recess was the best subject in school, the word "conference" often denoted a need to panic, as the thought of parent-teacher conferences crossed a student's mind. However, as an RPTA major at Cal Poly, it has become a much less daunting thought. With professors constantly providing students with opportunities to attend professional conferences in our field, there is no need to run in fear, but rather embrace the opportunity to experience future professional possibilities and build connections and network with experienced individuals. [Read more.](#)



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RPTA BRINGS HOME QUIZ BOWL CHAMPIONSHIP

By RPTA Public Relations & Cal Poly Public Affairs

The Recreation, Parks, & Tourism Administration (RPTA) department's first-ever Academic Quiz Bowl team of Amber Black ('11), Amy Lepp ('12), Kristen McClay ('11), and Kelsey Pavao ('11) was not satisfied with

championship at the 2010 National Recreation and Park Association (NRPA) Annual Congress in Minneapolis, MN. [Read more](#)

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Dr. Jeff Jacobs was honored with the 2010 CAFES New Faculty Teaching award; this same honor was bestowed upon Dr. Marni Goldenberg in 2009. Congratulations to both of these well-deserving RPTA faculty! [Read more](#)



just the excitement of attending their first national professional conference; they were determined to bring home a championship to San Luis Obispo. They did just that. [Read the full press release through Cal Poly News.](#)

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TOURISM CONFERENCES PROMOTE SUSTAINABILITY

By Kevin Mould (RPTA '14) & Kim Saavedra (RPTA '13), Staff Writers

As many of us are aware, there are conferences aplenty when it comes to the recreation and leisure field. Recently, there were two conferences that had a particular impact on Cal Poly faculty and students: the Ecotourism and Sustainable Tourism Conference hosted by [The International Ecotourism Society](#) (TIES) in Portland, OR; and The California Sustainable Tourism Summit hosted by the [California Travel and Tourism Commission](#) (CTTC) in Lake Tahoe, CA. [Read more](#)



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CPRS DISTRICT 8 CONFERENCE: ESTABLISHING THE PROFESSIONAL CULTURE EARLY FOR STUDENTS

By Annie Wagner (RPTA '14), Staff Writer



The 2010 District 8 Conference was held on November 5 in Santa Maria, CA at the Santa Maria Veteran's Memorial Center. Dr. Greenwood's RPTA 101 class had the opportunity to attend this district conference during fall quarter. In efforts to enhance networking opportunities and opportunities for volunteering and/or interning, Dr. Greenwood encouraged his students to attend. Greenwood states, "It's important for RPTA majors to start connecting with professionals in the field early on, so by the time they are ready to graduate, they're already linked to career opportunities and a network of professionals." Greenwood went on to explain that all RPTA faculty value the importance of students becoming involved with their major. In addition to the entire class attending the conference, selected students were invited to volunteer and helped with registration, introduced speakers, and assisted with cleanup/breakdown. [Read more](#)

SOULE NAMED FUTURE SCHOLAR

By RPTA Public Relations & Cal Poly Public Affairs

Katherine Soule, a Recreation, Parks, & Tourism Administration master's degree recipient, recently received the prestigious "Future Scholars" award from the Society of Park and Recreation Educators at the National Recreation and Park Association Annual Congress in Minneapolis, Minn.

Soule was chosen as one of two "Future Scholars" from a pool of 20 nominees from schools throughout North America. Faculty members sponsored nominees; Soule's sponsors were Bill Hendricks, RPTA department head, and Marni Goldenberg, RPTA faculty member. [Read the full press release through Cal Poly News.](#)



READY, SET, GLOW!

By Antonia Edgren (RPTA '12), Editor, The Report

The RPTA Introduction to Program Design (RPTA 210) class has done it again! This year, the class planned and executed another successful Midnight Fun Run complete with a 5K race, Nada Rasta performance, refreshments, and 300 energized participants. The hard work and diligence of the class made it possible to raise \$2,500 to benefit San Luis Obispo's Special Olympics. The students in the class, under the guidance of Prof. Cynthia Moyer, worked hard for seven weeks and each put in approximately 40 hours of work to pull together the event that took place on November 18th at 12AM.



To read more about the Midnight Fun Run organized and hosted by Cal Poly's RPTA Department, visit the Mustang Daily website at www.mustangdaily.net and search "Midnight Fun Run." Photo credit: Nha Ha (Mustang Daily)

PARTNERSHIP SPOTLIGHT: PROJECT SURF CAMP

By: Annie Wagner (RPTA '14), Staff Writer

[Project Surf Camp](#) is a nonprofit organization created for special needs individuals.

Many programs and efforts have gone into designing programs that enhance access to various goods and services for individuals with special needs, however Project Surf Camp is designed to give those individuals the opportunity to participate in fun activities in leisure time and recreation. The main objective of this organization is to expose people to the water who would normally never receive the opportunity to do so. For example, Project Surf Camp uses surfing, the beach, and various ocean activities as fun yet educational ways to develop self-confidence and self-esteem in special needs individuals. Additionally, the program offers chances to progress physically and socially. The program utilizes volunteer staff to run the one-on-one instruction, which is where RPTA students have been and can continue to be invaluable in continuing this partnership. Not only does this help reduce costs, it gives a chance for “employees” to teach and learn simultaneously; camp staff volunteers receive feedback, constructive critiques and support from two paid specialists. [Read more.](#)



Photo Credit: Mike Jones (Azhiaziam)

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EXPLORING DOWN UNDER

By: Annie Wagner (RPTA '14), Staff Writer

Ever dream of studying abroad? So did three RPTA students (and friends) Megan Oliver, Erika Norling and Megan Murphy. This past year, their dreams became reality in studying at the [International College of Management Sydney \(ICMS\)](#), a management-education college located in Manly, Australia, just 30 minutes outside of Sydney.

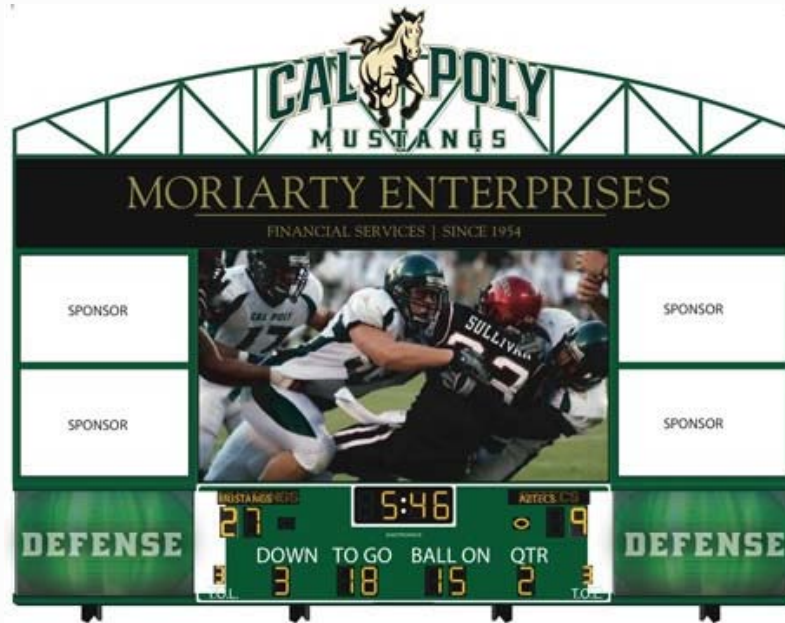


This particular college gives international students the opportunity to study abroad in Australia. The program involves about 1,500 students from 15 different countries. Last winter (Australia's summer) Oliver, Norling, and Murphy had the opportunity to travel to Australia to partake in an ICMS study abroad program. [Read more.](#)

BEHIND THE SCENES: MUSTANG SCOREBOARD

By Anthonia Edgren (RPTA '12), Editor

"GOAL" OR "TOUCHDOWN!" These are the words we all love to see flash across the Mustang scoreboard at Alex Spanos stadium at athletic contests. Yet, how do these celebratory words, flashing lights, instant replays, and special effects all end up on the new video screen?



The answer, of course, is RPTA students Robert Cooper ('12) and Ryan Swearingen ('11). When Cal Poly Athletics was deciding whether or not to invest in a new multimedia scoreboard for Spanos, they approached Drs. Hendricks and Brian Greenwood to see whether the department and RPTA students would be interested in assisting with the gameday experience. Hendricks and Greenwood jumped at the opportunity, so RPTA students are the first students contacted when students are needed to help manage the scoreboard and gameday experience. [Read more.](#)

INTERN SPOTLIGHT - LINDSEY CRAWFORD, LENDING A HELPING HAND

By Kevin Mould (RPTA '14), Staff writer

Living with ALS is clearly no easy task. Otherwise known as Lou Gehrig's Disease, ALS is a motor neuron disease that decreases a person's ability to control their muscle movements. Groups such as the [ALS Association](#) provide help and resources for patients by sponsoring support groups, loaning equipment, and funding research for a cure. The group holds several big fundraisers, which is

where interns like RPTA student Lindsey Crawford, who works with the ALS Association's Golden West Chapter, come in. As an events intern, Crawford works alongside the Director of Special Events and the Event Coordinator to help with some of their programs. [Read more.](#)



RHO PHI LAMBDA: ENCOURAGING SUCCESS

By Kevin Mould (RPTA '14), Staff writer

Alpha Mu, Cal Poly's chapter of Rho Phi Lambda, the national honorary society for parks, recreation, and leisure-oriented departments, welcomed its newest members during an initiation ceremony held on October 18 at the Dolphin Bay Resort. For those who may be unfamiliar with Rho Phi Lambda, the honor society consists of three main goals; promote leadership, scholarship, and service within the broad community of RPTA students. Entrance criteria include: a cumulative GPA of at least 3.0; a 3.2 GPA in RPTA classes; completion of 67 units (minimum 12 in RPTA classes); evidence of leadership; and evidence of service to the campus and community. Students who qualify are notified and invited to apply, and this year 27 Cal Poly students joined the ranks. [Read more.](#)



RPTA CLUB: BACK IN ACTION AND BETTER THAN EVER!

By Kim Saavedra (RPTA '13), Staff Writer

Have you seen those fantastic black tank tops with sign language neon green hands floating around campus lately? Strictly translated, they read: "RPTA CLUB!"

Yes, that's right, this year's RPTA club has been off to an amazing start with stylish tanks and a record number of memberships. With a successful jump start to the year, the club has seen the return of several old faces and a ton of new members who are excited to be an active part of the RPTA family! Club membership has skyrocketed this year to a record high of 114 members thanks to the hard work of this year's officers. The fall has not only brought new members but more opportunities to volunteer, socialize, and network in the RPTA world. [Read more.](#)



RPTA FACULTY: ONLY THE BEST AS AWARDS KEEP ROLLING IN

By Anthonia Edgren (RPTA '12), Editor

Every year Cal Poly's College of Agriculture, Food and Environmental Sciences(CAFES) awards a New Faculty Teaching Award. This award is given to faculty that have been nominated and then selected for their positive impact on students both inside and outside of the classroom. Cal Poly's RPTA department is proud to say that two years running, RPTA professors have won this coveted award.



For the 2008- 2009 academic year, Dr. Marni Goldenberg won this award in "recognition of her excellence in teaching,



professional development (research and grant acquisitions), and service" according to Dr. Bill Hendricks, Department Head. This year, Dr. Jeff Jacobs won the award. Dr. Hendricks added, "This is a fitting tribute to Dr. Jacobs, who maintains an incredible passion for teaching, a genuine interest in all students who come across his path, and an amazing array of creative teaching techniques that engage students in learning every day."

Congratulations to Dr. Goldenberg and Dr. Jacobs for winning this award and for inspiring Cal Poly's RPTA students!

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WELCOME TO NEW ADVISORY COUNCIL MEMBERS

By Anthonia Edgren (RPTA '12), Editor

This quarter, the RPTA department would like to welcome three members to the RPTA Advisory Council: **Cady Wolf**, the Vice President of Partner Marketing (North America) for Travelocity; **Lisa Mayo**, the Executive Director of the Calaveras Visitors Bureau and Film Commission (CVB); and **Dianne Hoover**, the Director of Recreation and Parks for the City of Bakersfield and President of the National Recreation and Park Association (NRPA). [Read more.](#)

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MEET THE STAFF OF "THE REPORT"

Staff for "The Report" are nominated by RPTA faculty for demonstrating excellent writing skills in RPTA classes. Student writers then coordinate with the editor and faculty advisor Dr. Brian Greenwood to develop and write articles.

The editor for 2010-2011 is **Anthonia Edgren** (RPTA '12), and this year we welcome an all new staff comprised of **Kevin Mould** (RPTA '14), **Kim Saavedra** (RPTA '13), and **Annie Wagner** (RPTA '14). [Read more about the staff.](#)

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Interested donors should first choose "**College of Agriculture, Food, and Environmental Sciences**" and then have the choice of giving to the "**Recreation,**

Parks, and Tourism Administration department" OR the "Excellence in Recreation Administration (REC Excellence) fund," which is designated to benefit RPTA student and faculty professional development.

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For three months these students were able to take courses abroad, travel, immerse themselves in the Australian culture and meet people from all around the world. ICMS offers specialization classes in the following areas: Business Management, International Tourism, Event Management, Hospitality Management, Retail Services Management,

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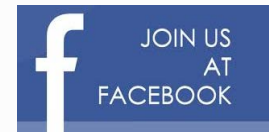
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Property Services Management, Marketing and Sports Management. Additionally, the classes taken at ICMS are fully transferable to Cal Poly. Since returning to Cal Poly, the three students love talking about their experience and have even formally presented information on several occasions. Norling said, "I always love talking about my experience. I am already trying to figure out a way that I can maybe go back..." Norling explained that a typical school day was like most college days, except for the mere 10 minute walk to the beach from the breathtaking and historical building where her classes were held (also known as the "castle").



Norling also commented on the personal relationships she developed with her teachers. She explained that each teacher made a true effort to get to know their students and were extremely helpful in assisting with any of the students needs. Additionally, outside of school Norling described the people of Australia as, "laid back, respectful, and always willing to help out." She recalled an incident where she and her friend met some local Australians one night that invited them to stay with their family any time up in the Gold Coast region. Although it may be a little abnormal in the states, hospitality to all is encouraged in Australia. Overall, Norling, Oliver, and Murphy describes their trip as one never to be forgotten. For more information on what ICMS has to offer, you can visit:

<http://www.icms.edu.au/>



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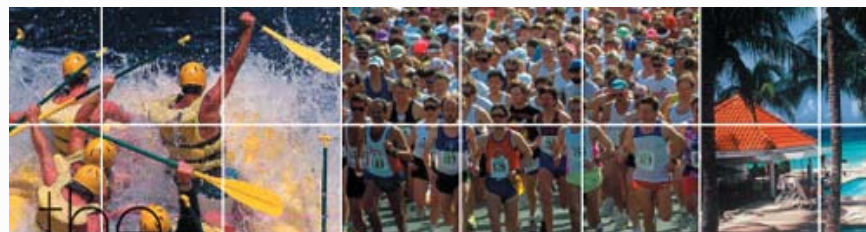
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In fact, conferences have proven to be some of the most beneficial points of contact to the professional world that a student has access to. According to Dani Correll (RPTA '10), who recently attended the The International Ecotourism Society (TIES) conference in Portland, OR with Dr. Bill Hendricks, the conference enabled her to, "gain helpful knowledge about the best marketing techniques for sustainable tourism organizations, companies, and suppliers" and "make memorable connections with industry leaders from around the world. I'm still in contact with many of them." Many students, like Correll, have already attended conferences such as TIES, the National Recreation and Park Association (NRPA) Annual Congress, the California Sustainable Tourism Summit, the American Camp Association conference, and the California Park and Recreation Society (CPRS) District 8 Conference.

This issue highlights those opportunities and more...

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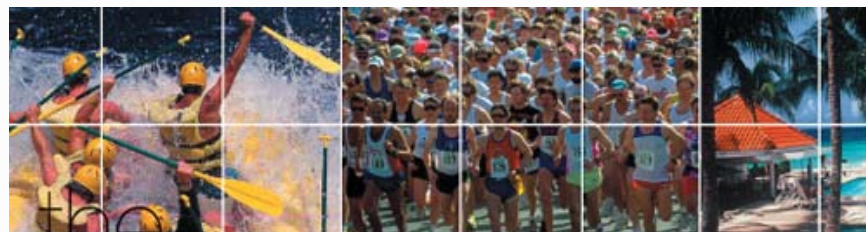
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Two such programs are their Walks to Defeat ALS, which take place in Long Beach and Pasadena, respectively. Crawford's duties include gathering volunteers and creating jobs for them, gathering donated items (food, water, gift cards), and contacting participants to offer support and assistance in reaching their goals. Then, after the walk is over, Crawford gathers the donations together and totals the earnings. So far, their operations have been successful; the ALS Association exceeded their donation goal in Long Beach and expects to reach their desired total in Pasadena. In response to her internship experience, Crawford remarked, "It's very rewarding to help such a great cause and watch



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everyone enjoy themselves. I love knowing all my hard work made a difference."

Crawford's hard work, passion, and the specialized skills that she developed through RPTA led to her being hired full-time by the ALS Association after completion of her internship. Congratulations Lindsey!

Those who may wish to pursue volunteer opportunities or a future internship can contact Angie Thorpe at angie@alsala.org, and donations can be made by visiting the ALS website at <http://webgla.alsa.org>

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Cal Poly is dedicated to "learn by doing" and this type of co-curricular activity outside the classroom is therefore highly valued and encouraged. As an attendee of the CPRS District 8 conference, I thought the conference was extremely helpful as well as interesting. The conference started out with an exceptional keynote speaker, Marissa Edwards. Edwards is the "Director of Fun" at the new Terranea Resort in Rancho Palos Verdes. Her lively and educational presentation on how to "Wow!" hotel guests by coordinating exceptional recreation activities, providing sincere hospitality and putting on a friendly face taught all attendees a little something about working in customer service and being a director of programs. In addition to the keynote speaker, there were a number of educational sessions that each attendee was able to attend. Some of the educational sessions included: strategies to enhance your career, surviving in local

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government today, leveraging events and partnerships, and strategies for recruiting part-time support staff. Topped with a Santa Maria style tri-tip BBQ lunch, auction, and special falconry presentation, the District 8 Conference was a success!

Look out for more opportunities to get involved with RPTA and CPRS. Most of the faculty will be accompanying a large group of students to the 2011 CPRS annual conference in Sacramento March 8-11, 2011. For more information about CPRS, visit <http://www.cprs.org>

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EDITORIAL: WHERE HAVE THOSE DAYS GONE?

By Anthonia Edgren (RPTA '12), Editor, The Report

Remember the days when children played in their neighborhood parks and streets, chasing each other with sticks, playing in the mud and rolling around on their front yard lawns? Where have those days gone? Now as many of us drive down any residential street, the screams and laughter of children playing outside in the fresh air are absent. Where have they gone? It saddens me to think that the children who used to play outside now sit inside glued to the latest Spongebob episode or new video game. They sit in front of the computer for hours chatting with friends via Facebook and IM, instead of being outside and having actual conversations with friends. This is the activity or lack thereof that much of the American youth partakes in, and we wonder why childhood obesity has skyrocketed across the U.S.

How has this happened? Perhaps it's because parents are afraid that their children will be in danger outside? Or maybe that they may get hit by a Prius that silently rolls down the street? Maybe it is because parents became too busy to watch their children outside? Or felt that the TV made a better babysitter? Or, just maybe it's because schools began to cut P.E. programs that encouraged children to go outside and play?

The lack of playing children saddens me, as playing in the neighborhood streets and parks are some of my fondest memories. How do we get kids to go outside and play in the mud and get grass stains on their clothes again? How do we get children to ride their bikes and rollerblade and play tag? How do we get the kids of today detached from technology and back outdoors in the fresh air? By going out there with them. Be an example; that's one obligation we all have as RPTA majors and recreation advocates. Play outside with kids, make mud pies, jump rope, play tag and show them that no one is too old to live an active life and have fun.

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Adults (yes, I mean you too my fellow college students), my final message to you: we are not too old to play tag, go on the swings, or play hide and go seek. Find the kid in you and pass it on. Teach the children of today the beauty of being outdoors.

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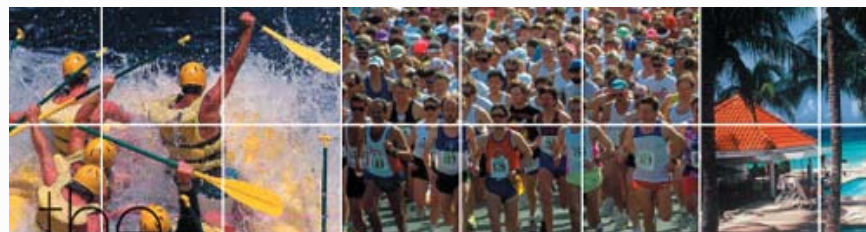
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MEET THE STAFF OF "THE REPORT"

Staff for "The Report" are nominated by RPTA faculty for demonstrating excellent writing skills in RPTA classes. Student writers then coordinate with the editor and faculty advisor Dr. Brian Greenwood to develop and write articles. The editor for 2010-2011 is **Anthonia Edgren** (RPTA '12), and this year we welcome an all new staff comprised of **Kevin Mould** (RPTA '14), **Kim Saavedra** (RPTA '13), and **Annie Wagner** (RPTA '14).

Here's more about the staff:

Anthonia Edgren (RPTA '12), Editor

Edgren is a second year RPTA student concentrating in Sports Management and Special Events. She has been on The Report staff for two years and truly enjoys the opportunity to be Editor. Edgren hopes to intern with her hometown team, the San Diego Chargers this summer and has a career goal of one day being the General Manager for the team. In her free time, her favorite outdoor activity is running in Poly Canyon and at Pismo Beach.

Kevin Mould (RPTA '14), Staff Writer

Mould is excited to be a part of The Report staff for the first time. A freshman from Mountain View he hopes to concentrate in Sports Management, a tribute to his love for the San Jose Sharks. Why he chose RPTA: "All through high school I knew I wanted to do something related to sports business, and this seemed like the perfect way to do that!"

Kim Saavedra (RPTA '13), Staff Writer

A second year RPTA student, Saavedra knows how "truly awesome" it is to be an RPTA major. Next fall Kim will be studying abroad in Spain and looks forward to the new experiences it will bring. Carrying that adventuresome attitude, Saavedra explains that the reason she chose RPTA: "I was looking for a way to have fun for the rest of my life

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doing what I love!"

Annie Wagner (RPTA '14), Staff Writer

Wagner is a first year RPTA student from Ventura. She chose RPTA because "I am really interested in travel and tourism. I graduated high school one year early and spent a 'gap year' abroad in Sevilla, Spain. Traveling around Europe gave me travel fever. I would love to end up with a job that takes me around the world."

If you have ideas for stories, ideas about how to improve The Report, and/or feedback about the current or past issues, please feel free to email us at rptanewsletter@gmail.com.

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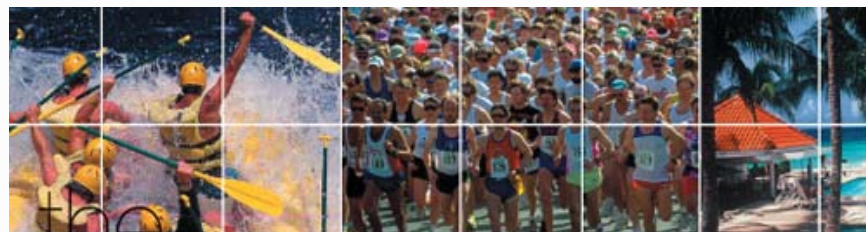
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WELCOME TO NEW ADVISORY COUNCIL MEMBERS

By Anthonia Edgren (RPTA '12), Editor

This quarter, the RPTA department would like to welcome three members to the RPTA Advisory Council: Cady Wolf, the Vice President of Partner Marketing (North America) for Travelocity; Lisa Mayo, the Executive Director of the Calaveras Visitors Bureau and Film Commission (CVB); and Dianne Hoover, the Director of Recreation and Parks for the City of Bakersfield and President of the National Recreation and Park Association (NRPA).

Here are the brief biographies for each of the new members:

Cady Wolf is the Vice President of Partner Marketing (North America) for Travelocity. Wolf is responsible for managing Travelocity's relationships with destination, attraction, hotel and e-commerce providers in North America. Wolf's 15 plus years of experience in marketing, sales, media and business development are in addition to her bachelor's degree from Arizona State University and Masters from the Harrah College of Hospitality Administration at UNLV. In addition to being on the Cal Poly RPTA advisory board, she also serves on the Vail Resorts and Arizona State University's Megopolitan Tourism Research Advisory Boards.

Lisa Mayo is the Executive Director of the Calaveras Visitors Bureau and Film Commission (CVB), a non-profit membership association. The CVB is located in California's High Sierra and Gold Country regions. As the Executive Director Lisa's main objective is to market Calaveras County as a tourist destination and to grow the local economy through tourism. Lisa oversees production of an annual Calaveras travel planner, print advertising, social media, media and tour operator outreach, travel shows, three websites and the Calaveras Visitors Center which all support this objective and goal. This fall, Lisa will have her own community television show that will

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emphasize tourism and the important role it plays in rural regions.

Dianne Hoover serves as the Director of Recreation and Parks for the City of Bakersfield as well as President-Elect of the National Recreation and Park Association. She has spoken at several state conferences, served on various national committees, chaired two NRPA Regional Councils, the American Park and Recreation Society and recently led a task force to change the structure of NRPA. Dianne graduated from the University of Dayton with a Master's in Public Administration; from Western Illinois University with a master's in Parks and Recreation Administration, and from Graceland College with a bachelor's in Physical, Health and Recreation.

For more information on the Advisory Council and its members, [click here](#)

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PARTNERSHIP SPOTLIGHT: PROJECT SURF CAMP

By: Annie Wagner (RPTA '14), Staff Writer

Project Surf Camp is a nonprofit organization created for special needs individuals. Many programs and efforts have gone into designing programs that enhance access to various goods and services for individuals with special needs, however Project Surf Camp is designed to give those individuals the opportunity to participate in fun activities in leisure time and recreation. The main objective of this organization is to expose people to the water who would normally never receive the opportunity to do so. For example, Project Surf Camp uses surfing, the beach, and various ocean activities as fun yet educational ways to develop self-confidence and self-esteem in special needs individuals. Additionally, the program offers chances to progress physically and socially. The program utilizes volunteer staff to run the one-on-one instruction, which is where RPTA students have been and can continue to be invaluable in continuing this partnership. Not only does this help reduce costs, it gives a chance for "employees" to teach and learn simultaneously; camp staff volunteers receive feedback, constructive critiques and support from two paid specialists.

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The Executive Director of Project Surf Camp, John Taylor, created the program three years ago, designing the program to revolve around surfing as the main concentration when working with individuals with special needs. John not only received his Bachelors Degree in Recreation Administration from South Dakota State University but also went on to earn his Masters Degree in Therapeutic Recreation from Indiana University. In addition, John received a Clear Education Specialist Teaching Credential from Cal Poly, which focused on teaching individuals with mild to moderate disabilities. Now residing in the Central Coast, John continues to oversee and direct Project Surf Camp. He lives with his wife and two kids and religiously spends his off-time dedicated to water sports and activities. Taylor is an exceptional example of how to take one's education in recreation and utilize it in ways which create a positive outlet for others as well as oneself. For more information on the project and how you can get involved, visit <http://www.projectsurfcamp.com>.

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RHO PHI LAMBDA: ENCOURAGING SUCCESS

By Kevin Mould (RPTA '14), Staff writer

Alpha Mu, Cal Poly's chapter of Rho Phi Lambda, the national honorary society for parks, recreation, and leisure-oriented departments, welcomed its newest members during an initiation ceremony held on October 18 at the Dolphin Bay Resort. For those who may be unfamiliar with Rho Phi Lambda, the honor society consists of three main goals; promote leadership, scholarship, and service within the broad community of RPTA students. Entrance criteria include: a cumulative GPA of at least 3.0; a 3.2 GPA in RPTA classes; completion of 67 units (minimum 12 in RPTA classes); evidence of leadership; and evidence of service to the campus and community. Students who qualify are notified and invited to apply, and this year 27 Cal Poly students joined the ranks.



One of the society's main functions is to develop professional development trips for students to meet and visit with professionals within the field. This year Alpha Mu hopes to hold two trips: one to Pebble Beach and another to Southern California. After expanding its membership with this initiation, Rho Phi Lambda looks forward to a largely protective year of service to Cal Poly and the surrounding communities. For more information on Cal Poly's chapter of Rho Phi Lambda, [click here](#)

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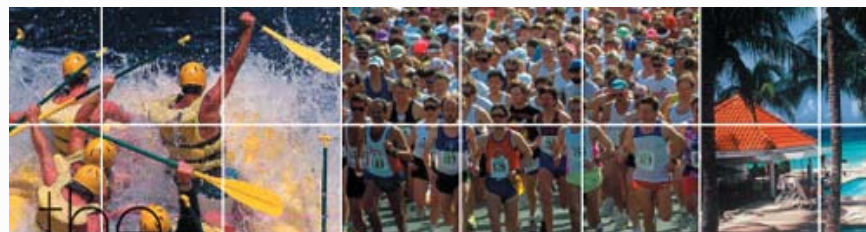
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RPTA CLUB: BACK IN ACTION AND BETTER THAN EVER!

By Kim Saavedra ('13), Staff Writer

Have you seen those fantastic black tank tops with sign language neon green hands floating around campus lately? Strictly translated, they read: "RPTA CLUB!"

Yes, that's right, this year's RPTA club has been off to an amazing start with stylish tanks and a record number of memberships. With a successful jump start to the year, the club has seen the return of several old faces and a ton of new members who are excited to be an active part of the RPTA family! Club membership has skyrocketed this year to a record high of 114 members thanks to the hard work of this year's officers. The fall has not only brought new members but more opportunities to volunteer, socialize, and network in the RPTA world.



Officers for 2010-2011 include:

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Ryan Swearingen - President
Catherine Cresalia - VP
Kelsey Pavao - Treasurer
Dani Correll - Secretary
Jen Lovas - Socials/events
Eddie Stefani - IM Coordinator
Tiffany Fowler - Ag Representative
Kim Saavedra - New Members
Kelley Mangan - Social Media

Officers have a lot planned for the year including recruiters from SLO Blue's Baseball, the International Wilderness Leadership School, and many others. In addition, the club is looking forward to a newfound alliance with Poly Escapes, thanks to new member and fellow adventure seeker, Lindsay Fitzgerald. After an awesome spelunking trip last year with Poly Escapes, RPTA club members look forward to this year's upcoming adventures in the Winter and Spring. However, the fun doesn't end there; the RPTA Club is planning on continuing the tradition of attending Wildflower, a prestigious triathlon founded by Cal Poly graduates, and participating in volleyball, dodgeball, and softball intramurals for Winter and Spring. With such an experienced group of officers, there is no doubt this year will continue to be amazing for new "reccies" and old.

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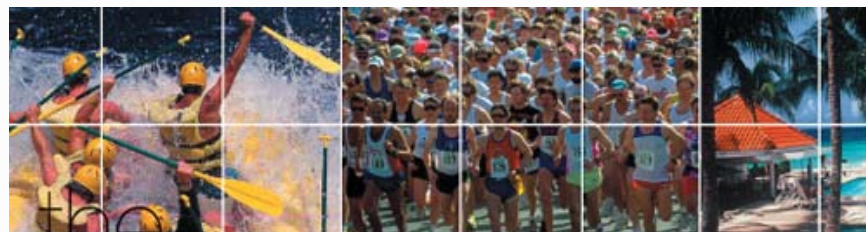
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BEHIND THE SCENES: MUSTANG SCOREBOARD

By Anthonia Edgren (RPTA '12), Editor

"GOAL" OR "TOUCHDOWN"! These are the words we all love to see flash across the Mustang scoreboard at Alex Spanos stadium at athletic contests. Yet, how do these celebratory words, flashing lights, instant replays, and special effects all end up on the new video screen? The answer, of course, is RPTA students Robert Cooper ('12) and Ryan Swearingen ('11). When Cal Poly Athletics was deciding whether or not to invest in a new multimedia scoreboard for Spanos, they approached Drs. Hendricks and Brian Greenwood to see whether the department and RPTA students would be interested in assisting with the gameday experience. Hendricks and Greenwood jumped at the opportunity, so RPTA students are the first students contacted when students are needed to help manage the scoreboard and gameday experience.

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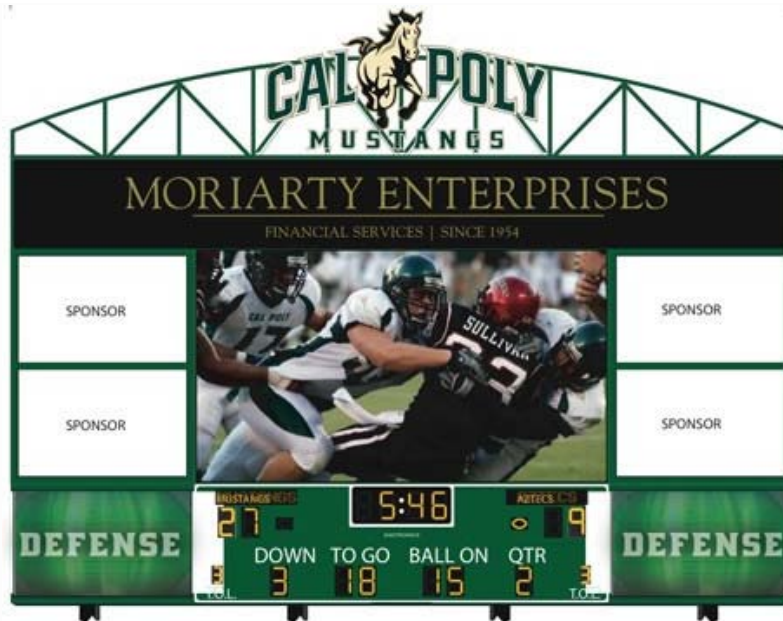


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Cooper and Swearingen both manage the videoboard operations at the Football and Men's and Women's soccer games. Cooper stated, "I took it for RPTA 330 credit last year, but this year I came back because I love doing it and the perks of the pre-game BBQ, tickets and working with the Athletic Department are awesome. I also love that I get to work with professional level equipment." Cooper who now has two years of experience working with the videoboard says that, "prior sound and tech systems experience is recommended. I learned how to use similar computer and sound systems when I was in high school." Working the scoreboard requires working with sound and graphics that are pre-programmed and syncing with the cameramen on the field for instant replays.

Want to sit in the skybox and be a part of the gameday Mustang Athletics experience? Be on the watch for emails from Drs. Hendricks or Greenwood via Cal Poly Athletics.

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TOURISM CONFERENCES PROMOTE SUSTAINABILITY

By Kevin Mould (RPTA '14) & Kim Saavedra (RPTA '13), Staff Writers

As many of us are aware, there are conferences aplenty when it comes to the recreation and leisure field. Recently, there were two conferences that had a particular impact on Cal Poly faculty and students: the Ecotourism and Sustainable Tourism Conference hosted by The International Ecotourism Society (TIES) in Portland, OR; and The California Sustainable Tourism Summit hosted by the [California Travel and Tourism Commission](#) (CTTC) in Lake Tahoe, CA.

The first conference was the Ecotourism and Sustainable Tourism Conference, which took place from September 8-10 in Portland, Oregon. The conference, put on by [The International Ecotourism Society](#), had around 500 attendees, including Cal Poly's own Dr. Jeff Jacobs and Dr. Bill Hendricks, along with 5 RPTA students. Among them was senior



Dani Correll who said of the conference, "The TIES conference in Portland was my first introduction to the sustainable tourism industry. I was surrounded by industry leaders from around the world. Their passion and knowledge of sustainable tourism inspired me to look towards the possibility of combining my interests in travel and sustainability." For the full three days, attendees enjoyed presentations and speakers, an opening ceremony with sustainable wine and fashion show, as well as a sustainable tourism

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culinary showcase and various panel discussions. The prestigious speakers included: Bruce Poon Tip, the founder of Gap Adventures; Rick Ridgeway, the Vice President of Patagonia and many others.

According to Hendricks, "This conference provided opportunities for students to have access to internships worldwide," not to mention the hundreds of representatives from world-renowned industry leaders such as the Golden Gate National Parks Conservancy and Costa Rica's La Cusigna Eco Lodge just to name a few. As one of only two universities to attend the conference, Cal Poly students received enormous attention from tourism professionals who flocked to America's most sustainable city from around the world. Although this was the first year that Cal Poly students and professors were in attendance, it will surely not be the last, so keep an eye out for emails from Dr. Hendricks to learn about next year's conference in Hilton Head, SC! For more information on TIES, [click here](#)

The second conference, [The California Sustainable Tourism Summit \(CSTS\)](#), was put on by the California Travel and Tourism Commission (CTTC) and took place from October 14-15 at the Ritz Carlton in Lake Tahoe, CA. For the second annual summit, this year's theme focused on how to increase marketability for sustainable tourism companies or organizations. It consisted of presentations by key sustainable tourism leaders, followed by trips to experience local sustainability. Two-hundred professionals attended as well as ten students, seven of whom were from Cal Poly and RPTA. The Cal Poly RPTA department also had the honor of designing and presenting a Sustainable Tourism Marketing Handbook, a project undertaken by professors Bill Hendricks and Jerusha Greenwood in conjunction with graduate student Tyson Stockton and undergraduate student Dani Correll (RPTA '11). The handbook exists as a living document online, and will continue to be updated as new information arises. Anyone wishing to view the handbook can visit www.tourism.visitcalifornia.com/green.



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FROM MY LITTLE WOODEN DESK...

By: Dr. Bill Hendricks, Department Head

Each fall quarter incoming students arrive at Cal Poly with exuberance, confidence, a sense of adventure, a thirst for knowledge, and a bit of the unknown awaiting them in San Luis Obispo. One of the hats the RPTA faculty wears is to challenge new and returning students to stretch themselves beyond their comfort level. In part, this means recognizing the vast array of co-curricular opportunities available that is a crucial ingredient to students' learning and "the college experience." In this issue of the newsletter, you will read about the steps many of our students have taken to gain experiences outside of the classroom.



For example, the International College of Management in Sydney has become a popular study abroad choice of RPTA majors. In fact, based on the results of a recent National Survey on Student Engagement, more than 1 in 5 Cal Poly RPTA seniors has studied abroad and nearly 70% of first-year students intend to study abroad. Similarly, in recent years RPTA students seem to have caught the professional development conference bug. Conferences provide students with an opportunity to network with seasoned professionals, to learn first-hand about industry trends, and to investigate job opportunities, internships and graduate school. Of course, as faculty we often boast of our students as if they are our own children. Please join me in congratulating our Academic Quiz Bowl team of Amber Black, Amy Lepp, Kristen, McClay, and Kelsey Pavao who along with their coach Dr. Brian Greenwood, returned from the National Recreation and Park Association (NRPA) Congress in Minneapolis as the National

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Champions of the first ever parks and recreation quiz bowl. Moreover, Katherine Soule, a recent M.S. degree recipient from our program deserves accolades as one of only two future scholars in North America recognized at the NRPA Congress.

In parting, rejoice in the holidays, take time to visit a special place, create new memories, and don't forget as my dad always said, "keep those cards and letters (emails) coming."

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