

california state park rangers association

NEWSLETTER®

ISSUE NO. 35 FEBRUARY 1983

Training Info

by Steve Horvitz

The Education and Training Committee is building a library of information on State wide training centers, seminars, schools and colleges. We hope in the next few months to develop this to the point of assisting you to locate training topics and facilities or to advise you of classes in general within a particular geographical area. Our resources will be easily accessible. Simply drop us a card stating what course you're looking

cont. pg 2

1983 Convention

Presented by PRAC/CSPRA

Keynote Speaker - Cliff Young
Nat. Wildlife Fed
First opportunity to hear new DPR
Director

Changing Role of the Ranger Women in Parks

Reno Headliners: Dione Warwick 3/9 Sammy Davis Jr 3/10 & Hello Hollywood Hello.

Plus: Tours, Tournaments, Contests and More.

El Dorado Hotel Reno, Nevada March 8-11

CSPRA EXPANDS

by Cliff Wade, Vice-President

The California State Park Rangers Association has now opened its doors to all employees of the Department of Parks and Recreation.

We have long recognized that there are other professionals in the field of recreation that share common concerns with C.S.P.R.A. With the recent elections of various unions to represent departmental employees in areas of benefits and working conditions, it has now become clear to all that C.S.P.R.A. is not a labor organization. We exist for the purpose of maintaining the highest possible level professionalism in the recreation field. To maintain the integrity of the State Park System, to protect the resources within the system and to provide quality services to all the people of California will require the very best thoughts and efforts of all professionals within the Department of Parks and Recreation.

C.S.P.R.A. will provide an organization where concerned individuals can express their views and concerns as well as add their energies to constructive ways of improving the finest park system in the world. C.S.P.R.A. provides a much more effective way for an individual to have an affect than to act alone.

cont. pg. 9

for, in what radius from your home, 10, 20, 30 etc miles. Or ask us what training facilities, exist in your locale. The only requirement we ask, is that you be, or become a CSPRA member. You can help us in this endeavor by placing committee member Mike Whitehead's name on the mailing list of any or all training facilities you have access to. Or drop Mike a card at P.O. Box 8 Bodega Bay, CA 94923 to tell him of training you've heard of or know about that might be of interest to our profession. Also, send your requests for information about training to Mike directly, he'll be coordinating this service.

Remember, once you find your training, if you need help to defray the expense, we can assist with the CSPRA scholarship fund. The fund has money. Money that we put aside to help members with their education. Don't let it sit idle! Make use of it! To apply, follow these steps:

- 1.) Put in a training request (DPR 392) to the Department.
- 2.) If they turn you down, or cover only partial costs, send me a copy of your DPR 392, receipts, information regarding the class; where, when, how much etc. (the course announcement would be helpful) Also, send the application found in this Newsletter.
- 3.) The committee will consider your request and give you a prompt response.
- 4.) We will ask you, upon completion of your training, to write a brief article for the Newsletter to evaluate the course. (see Jan Ahlman's Nov. Newsletter article)

If you've attempted to get assistance from the Department and you are a CSPRA member, chances are you will be awarded a grant.

Thanks to all those who offered to lend their talents to the Resource Management Handbook. You'll be happy to know that work has begun on several chapters so far. Interpretation of Resource Problems, Vegetation Management, Tide Pool Ecology, and Fire Ecology are in the process of being written. With several other topics in the planning stages. Our graphics department is working up cover designs and will handle chapter illustrations as they come in. The response from the field so far has been great. However, we can still use help, especially in writing chapters. Also we need your suggestions as to what you'd like to see covered in the handbook. Your advice is valued and will be used. Let me know.

Please take note that my address has changed by some 431 miles in a southernly direction. Now; for scholarship requests, handbook information, or if there is anything we can help you with write me, Steve Horvitz, Chairman, Education and Training Committee, 110 Mara Ave. Ventura, CA 93004. Our resources are available for your use. Don't be bashful, let us know if we can help!

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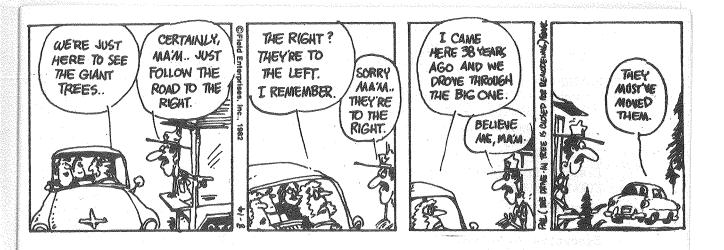
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EDUCATION AND TRAINING COMMITTEE SCHOLARSHIP REQUEST

Name	Address	
Area	Phone, H	W
Description of training	3	
How will it be of value	e to you?	
To the profession?		
Tuition \$Mate	erials \$Travel	\$Misc. \$
Total amount requested	\$How much wil	l the Department pay \$
When did you send your	DPR 392 in?	CSPRA member? yes no
Please attach a copy of if possible.	your returned DPR 392	and a course announcement
Return this form to Ste Committee. 110 Mara Ave	eve Horvitz, Chairman, E e. Ventura. CA 93004	Education and Training

Proposed	Budget 83	/84	: A
Estimated Income			4
Dues, Active 442 @ \$48.00			= \$21,216
Retired 56 @ 9.00			= 504
Supporting 5 @ 18.00			= 90
Total Dues			\$21,810
Advertising			\$1,000
Reserve from previous year TOTAL INCOME			_\$1,003
			\$23,813
EXPENDITURES	Proposed	Budget	Estimated
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Executive Secretary	\$2,100	\$2,100	\$1,900
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Office Supplies Plaques	(600)		(500)
Equipment Repairs	000 des 1000		(150)
Phone	(200)		(150)
Printing	(240)		(200)
Miscellaneous	(400)		(380)
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President	1,600	2,500 800	1,800
Telephone/Postage	(600)	800	1,200
Travel/Per Diem	(750)		(<i>5</i> 00) (600)
Clerical	(150)		(000)
Miscellaneous	(100)		(100)
Board Meetings	2,000	2,000	1,000
Board of Directors	1,100	tool spine grow	900
Telephone/Postage Travel/Per Diem	(250)		(35)
Miscellaneous	(600)		(700)
Committees	(250)		(100)
Retired (includes plaques)	\$3,100	\$1,000	\$235
Legislative Specialist	(250)		(35)
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WAYS & MEANS, NOMINAT.

Denzil Verardo 10899 Palm Street Castroville, CA 95012 Home (408) 633-2726 Work (408) 649-2954

84 CONVENTION

85 SITE SELECTION

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Joe McCall 9028 Talisman Drive Sacramento, CA 95826 Home (916) 363-7566

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Mike Kania 135 School Street #2 Santa Cruz, CA 95060 Home (408) 423-4418 Work (415) 822-9266

1983 CONVENTION

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Rick Parmer (see above)

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CSPRA NEWSLETTER

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Work (415) 726-6238



CAL RANGER (semi-annually) Heidi Doyle 2451 South M Street Oxnard, CA 93033 Home (805) 483-5920 Work (805) 654-4611

Nevada & California: Two State Park Systems In Action.

March 8-11, 1983

Convention Rate: \$35.00 per night Sgl./Dbl. Occup.



For reservations call 1-800-648-5966

DISCOVER

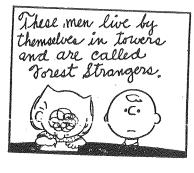
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A division of the Department of Conservation and Natural Resources









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TRAVEL - TIPS -

October 21, 1858 marked the beginning of the Butterfield-Overland stage route through Banning Cut and San Francisquito Canyon. A very beautiful postcard put out by the Wells Fargo Bank gives an indication of the trials and tribulations faced by those early stagecoach travelers. The postcard reprints hints given to stagecoach riders by the Omaha Herald in 1877. Herewith is a sampling of those hints:

"When the driver asks you to get off and walk do so without grumbling, he won't request it unless absolutely necessary. If the team runs away--sit still and take your chances. If you jump, nine out of ten times you will get hurt.

"Don't growl at the food received at the station; stage companies generally provide the best they can get.

"Don't keep the stage waiting. Don't smoke a strong pipe inside the coach--spit on the leeward side. If you have anything to drink in a bottle pass it around. Procure your stimulants before starting as 'ranch' (Stage Depot) whiskey is not 'nectar.'

"Don't swear or lop over neighbors when sleeping. Never shoot on the road as the noise might frighten the horses. Don't discuss politics or religion. Don't point out where murders have been committed especially if there are women passengers.

"Don't lag at the wash basin. Don't grease your hair, because travel is dusty. Don't imagine for a moment that you are going on a picnic. Expect annoyances, discomfort, and some hardship."

Some of these tips could probably apply to train travel as well.

WELCOME NEW MEMBERS

Donald Murphy Larry Tierney Boulder Creek

Edward D. Wilson

Missing!

Some members have not notified Doug Bryce of address changes. The January Newsletter was returned for lack of correct or current address for the following. If you know their whereabouts tell them to contact Doug ASAP, so we can keep them informed.

- James Alexander
- Michael Poret
- P. Watkins
- Alfred Welcome
- John Atkinson
- Gregary W. Hayes

MEDICAL NOTES

Our best wishes go to Hank Sadler, Charter Member of CSPRA, who is having a pacemaker installed. Please write Hank at St. Joses Hospital, 2700 Dolbeer, Eureka, CA 95501 and wish him a speedy recovery.

Technical medicine has put our Executive Manager, Doug Bryce, back in the pink. A cardiac catheter balloon inflated inside a clogged artery has his blood flowing freely again.
Welcome back Doug! We need you to keep CSPRA pumping.

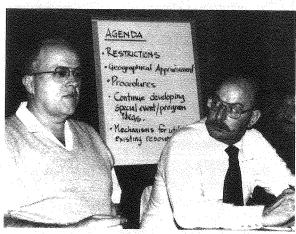
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CSPRA ATTENDS MARKETING WORKSHOP

by John Mott

CSPRA President John Mott and Vice President Cliff Wade attended a two day workshop designed to develop programs and promotion strategies which will better "market" the California State Park System.

DPR Marketing Coordinator Heather Fargo defined "Marketing" as, "Not just selling: it's a process for determining a visitor's needs and wants and then meeting those needs." Others added that marketing is basically a more sophisticated extension of what many units are already doing. For example, all park units advertise interpretive programs within the park, but how many utilize local newspapers, radio stations, T.V. or cable networks? (Imagine a supermarket or department store advertising bargains only with the store's walls!) Marketing will allow the public to benefit because park programs and events will, ideally, be more relevant to their needs. Then, park resources would benefit from greater protection made possible from increased funding and constituancy building.



Small group discussions at marketing workshop.

The Marketing Workshop was divided between speakers (on such topics as, "Marketing Tools in State Parks", "Special Events - What We've Learned", and "Broadcast Media and Special Events") and discussions on practical ways to market our services and resources. Hundreds of ideas developed, including getting CalTrans to put park signs along state highways, reducing the complexity of the special events permit process, developing a "Hot Shot" crew or coordinator to help field personnel professionally plan, organize, promote and present special events, getting talented field people on local T.V. stations

and preparing several taped 3-30 minute T.V. and radio segments.

After the workshop, I felt that marketing is definitely a field responsibility. Cutbacks in Sacramento staff and the state's current fiscal crisis

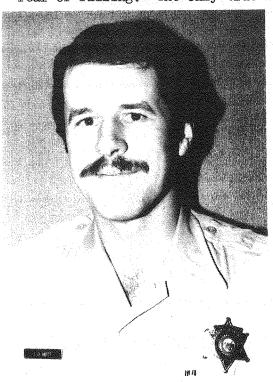
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dictate that we (unit level rangers) must immediately begin active marketing programs to keep California's State Park System intact. In Michigan, six state parks were recently either sold to private investors or transferred to other agencies due to that state's financial problems. Even so, Michigan still has not developed an effective marketing program for its state parks.

Pete Dangermond concluded the workshop by asserting that, "Marketing will be part of present and future administrations. Don't be afraid to try, for fear of failing. The only true failure will be not trying at all."



CSPRA President JOHN MOTT

WIA SPRING CONFERENCE

The Western Interpreters Association's Spring 1983 National Workshop is slated for March 16-20 at Calamigos Star Ranch in Santa Monica Mountains. The theme, "Interpretation is Management Too". Three levels of presentations are planned: field; mid-level; and executive level management.

According to Jann Young, WIA 1983 Conference Chairperson, all scheduled activities, four nights lodging, all meals, conference fees, and workshops will be under \$100.00 total.

Contact WIA Executive Manager Doug Bryce at P.O. Box 28366, Sacramento CA 95828, for registration forms.

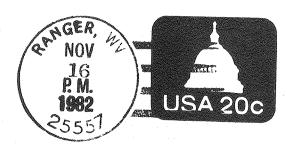
EXPAND cont. from pg. 1

I believe all concerned professionals in the Department of Parks and Recreation need C.S.P.R.A. To continue to be an active, effective force, C.S.P.R.A. needs the new members. Let each of us personally contact new potential members and let them know they are welcome. They need us! We need them! Welcome aboard.

by Bill Krumbein

The area first became settled in the early 1800's, along the bank of the Guyandotte River, Lincoln County, West Virginia.

As the story goes, farmer Elkins had a hunting dog named Ranger. Ol Ranger was the finest hunting dog in that part of the county - - that is, until he tangled with a black bear, and lost.



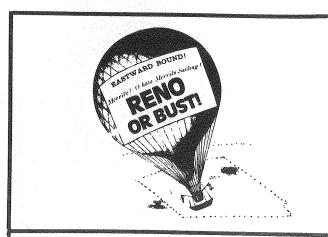
In memory of his dog, Elkins named the settlement Ranger. It's a farming community now, with about 700 families according to Troy Bell, the Postmaster.

Ranger Cloth Crew Jacket.

Lightweight, quickdrying 65% cotton/ 35% nylon "Ranger Cloth" jacket



Bean's Ranger Oxford and Women)



Write a letter to the editor.

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CSPRA NEWSLETTER Published for its members by the California State Park Rangers Association, John Mott, President. Editor Jeffery B. Price, 95 Kelly Ave., Half Moon Bay, CA 94019. Publication deadline 15th of each month. CSPRA is a tax exempt corporation. Dues are tax deductible. IRS #23-7088236.

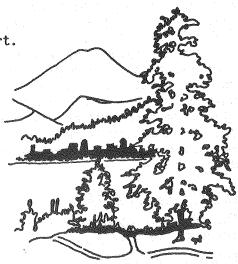
CHANGE OF ADDRESS contact Doug Bryce, Box 28366, Sacramento, CA 95828.

PRIVATE/PUBLIC PARTNERSHIPS--NEW APPROACHES FOR PARKS IN CALIFORNIA

- What are the true benefits and the true costs of adequate urban parks programs and the lack of them?
- and the same
- How do we develop a process to help undertake such policy analysis and then engage the public in setting priorities and making decisions about the park programs and facilities they want and how to support them?

These are the questions addressed in this report. Much of its space is devoted to setting forth examples of innovative programs already underway throughout California. They show what has already been done successfully to stretch and enhance limited resources in urban park acquisition, operation, and maintenance. What has been done successfully at one level of government can be adapted elsewhere.

This report was prepared by Marge Sutton for FORUM on Community and the Environment, and funded by The James Irvine Foundation and Atlantic Richfield Foundation.



I am available to speak to professional park people and others concerned with maintaining effective park programs for people throughout the nation. I can be contacted through FORUM, 360 Bryant Street, Palo Alto, CA 94301 (415) 321-7347.

Marge Sutton
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Affiliation

CSPRA/CPRS Form Special Affiliation

In early December, the Board of Directors of the California Park and Recreation Society (CPRS) and the California State Park Rangers Association (CSPRA) formally ratified a Special Affiliation Agreement between the two organizations. The main purposes of the Affiliation are to present a united, coordinated legislative front, eliminate duplication of efforts, and provide a better format for pooling resources to resolve common issues and concerns.

Affiliation Specifics

The two year Special Affiliation Agreement includes:

Publication Sharing - The CSPRA and CPRS Board members will receive periodic Newsletters and other publications from the affiliate organization to keep officers abreast of current issues and developments. For a 6 month period all CSPRA members will receive the monthly CPRS Newsletter, Leisure Lines. CSPRA members are also invited to contribute relevant articles to Leisure Lines.

CSPRA representative on CPRS State

Board - CSPRA will have an exofficio
representative at the quarterly CPRS
Board meetings. CSPRA's input can
now be directly voiced to the largest
professional park and recreation
association in California.

Legislation - CSPRA will have a representative member on the CPRS Legislative Committee. This laison will greatly increase our legislative capabilities.

Workshops - A joint sharing of workshop publicity and involvement is currently available. (You may have noticed that the Jan '83 CSPRA Newsletter contained a flyer describing a CPRS sponsored workshop).

Conferences - A CSPRA representative will be a member of the CPRS State Conference Planning Committee. In addition CSPRA members may attend the CPRS Annual Conference at "CPRS member" rates

Affiliation - A Major Accomplishment!

An affiliation agreement has been discussed for many years, however not until last December could both organizations formally agree on what the agreement should include. According to CSPRA President Mott, "This major accomplishment began with CSPRA/CPRS dual member Charlie Willard's efforts. He not only chaired a CSPRA/CPRS Coordination Committee during the '82 Sacramento GEC, but also addressed the Board and suggested ideas for closer ties. Charlie's efforts are indicative of how one member with a little persistance can positively change the effectiveness of our entire organization."

The actual Special Affiliation Agreement was developed over a two month period by John Mott, Denzil Verardo and CPRS representative Richard Bunnel. The Affiliation does not involve the exchange of funds. CPRS currently represents the concerns of over 3,500 city, county and private sector park and recreation professionals. Like CSPRA, CPRS is not a union and does not address issues of wages, hours and working conditions.



california state park rangers association

ADVERTISING RATES (Camera Ready copy)

Plan	Publication	One-quarter Page Horizontal (4 1/2xx 1 7/8) Vertical (2 1/2 x 3 3/4)	Half Page (4 1/2 x 3 3/4)	(4 T/2 x 7 1/2)
#1	1 Newsletter (monthly publication)	\$50	\$90	\$160
#2	1 California Ranger (quarterly publication)	\$50	\$90	\$160
#3	1 Convention Program (published each March)	\$50	\$90	\$160
E	CONOMY ADVERTISING PACKA	GES		
#4	6 Newsletters 2 California Rangers 1 Convention Program	\$350 (\$450 value)	\$700 (\$810 value)	\$1,250 (\$1,400 value)
#5	12 Newsletters 4 California Rangers 1 Convention Program		\$1,300 (\$1,530 value)	\$2,400 (\$2,720 value)

Please complete, detach and mail the below form to:
Doug Bryce, CSPRA Executive Secretary
P.O. Box 28366, Sacramento, CA 95828

(916) 383-8558

CSPRA is a non-profit organization - advertising payments are tax deductable. Your payment will be refunded on a prorated basis if you are not completely

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NEW SITE-SELECTION PROCESS

by Cliff Wade, Vice-President

As CSPRA has grown over the years, so have the needs of the organization. In addition, costs continue to rise making it more and more important for members and CSPRA as an organization to get the most for their dollar. The economics of the time have also shown that there are now many communities and/or convention facilities that need and are willing to compete for our business. All we need to do to take advantage of this is to be flexible. If we can adjust the date of our G.E.C. and in other cases adjust minor requirements, the benefits to all can be significant. There are other organizations that also share our concerns, goals and objectives. Joint conferences with these organizations can give us the opportunity to have bigger, better, and possibly more economical meetings. In order to plan, organize and carry out any joint conference parties must be flexible.

With these thoughts in mind, the Board of Directors have established the following new procedure for future selection of CSPRA G.E.C.'s.

A committee consisting of the Executive Secretary and one or more members appointed by the President will:

- A. Select a theme for the G.E.C.
- B. Explore possibilities for joint conferences with other similar organizations i.e. Western Interpreters Assoc. (WIA), Park Rangers Association of California (PRAC), etc.
- C. Select general area for meeting.
- D. Present plan to Board and members for approval.

Upon approval of above, the Committee will have flexibility to adjust dates and times of the conference to take advantage of the best facilities and rates. The result should be bigger and better G.E.C.'s each year.

Convention March 8-11 1983

Registration:

\$10 per person if you register before Feb. 15

1983 Convention Committee

P.O. Box 28366 Sacramento, CA 95828

John Kolb, Chair (916) 324-0312 work (916) 487-1493 home

Code of Ethics For The California State Park Rangers Association

Park professionals as members of the California State Park Rangers Association shall be dedicated to preserving prime examples of California's natural and cultural heritage and to providing quality recreational experiences to the people of California. To exemplify this dedication, members shall be guided by the following principles:

- . . Constantly strive to identify and preserve current and future park values.
- . . . Respect people as individuals and willingly serve them impartially.
- . . . Through self-discipline, develop individual competence in order to respresent the park profession in a manner that brings credit to themselves and all other members of the profession.
- Accept the moral responsibility for the safety and well being of the park visitor.
- . . . Promote the future of the Park and Recreation profession by inspiring promising young people to prepare for it.
- . . Establish close working relationships with allied professions and citizens groups to meet the recreation and park needs of the people of California and strive to influence future improvement of our total environment.
- . Actively promote the purpose and objectives of the Association.

california state park rangers association

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PRESENTED BY: 1.

CALIFORNIA STATE PARK RANGERS

95 Kelly Ave, Half Moon Bay, CA 94019 FEBRUARY 83

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