



california state park rangers association NEWSLETTER.®

DISASTER FUND

by Dan Abeyta

What do you do when you live under the towering redwoods of Big Basin Redwoods State Park and 12 inches of rain and hurricane force winds are predicted? You leave, right? That's exactly what PMA Larry Tierney and his wife Tori Nahnsen had planned. The predicted storm was due to hit that evening (Jan. 26th) and their plans were to stay outside the park with the park's carpenter, Mike Paine and his wife Mary.



DAN ABEYTA presents CSPRA check to Larry, Tori and "Kelly" at the site of their former residence.
Howard King photo.

At 5 pm the "Warden's Tree" (12 ft. dbh & 250 ft. in height) came down with a Thunderous crash! The impact shook the park headquarters building (100 yds away) as if an earthquake had struck. The "Warden's Tree", named at a time when rangers were called wardens, was the large leaning tree that towered over the camp-fire center. The tree knocked down two 3 ft. dbh redwoods which fell into the residence and the old Big Basin Inn (built around 1912-1915). The residence was destroyed and the old inn was severely damaged and may have to be demolished. Fortunately, Tori had gone over to the Paine's home after work and Larry and Mike were on the way down to pick up some things before leaving the park-- but were blocked off by two trees across Sky Meadow Road. The delay caused by having to cut their way through saved them from being in the residence at the time the tree fell. Larry and Tori's dog "Kelly" was in the residence at the time but escaped injury. A phone call

continued page 2

Disaster Relief cont. from pg 1

from another ranger, Dennis Carriere, requesting that I check his residence before going off duty, probably saved me from being in the area also.

With quick action at the Feb. 5th meeting the CSPRA Board of Directors voted to grant Larry and Tori \$250 from the general fund, and campaign to raise another \$250 by soliciting the membership to send \$1.00 each and also by taking contributions at the GEC with a total contribution of \$500.00.

The Board is currently studying various alternatives to the handling of a Disaster Relief Fund as no policy or procedure has been adopted yet.

Larry and Tori will now have to find a residence outside the park. Please send your contributions to Doug Bryce at P.O. Box 28366, Sacramento, CA 95828 payable to CSPRA. If each member sends one dollar we can easily raise the money.



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IRS#23-7088236.

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

"HOW TO GET GOOD PRESS"

Want a handy guide on how to set up a media contact program for your unit?

Mike Silvestri at San Diego Coast has developed a complete "Press Kit" which can be very helpful. Write: SILVESTRI at 2680 Carlsbad Blvd., Carlsbad CA 92008.

Thank You!!

Please express our thanks to the Association for it's generosity and thoughtfulness. The money will come in very handy. I think we'll probably use it for a couple of small kitchen appliances. We lost a lot of kitchen items, many of which were wedding presents from 3½ years ago.

Thanks Again
Larry & Tori TIERNEY

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KOLB, "G.E.C. Simple..."

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The Reno Convention seemed to just "flow" with never a hitch. The NEWSLETTER interviewed 1983 GEC Chairman John Kolb to find out what went so right!

John was very appreciative of the site selection work done, and credits Mike Lynch with the advance hotel arrangements.

Kolb says he tried to keep the agenda simple and leave time slots vacant for seeing the sites. This seemed to work very well as all but one of the speakers had a packed house. With little interest in "challenges" such as golf, tennis and pistol matches in recent years he left them out to make more time for other events.

One of Kolb's goals was to make the '83 GEC self-supporting by not being extravagant. He kept registration fees very low and still managed his budget so well he left a reserve for next year.

The photo contest had an interesting variation. The slides in synchronization with tape and lights ran continually and participants could view and vote for best slide. They could also select any slides and order copies at the GEC. Dave Vincent set up the viewing system.

Kolb reflected back some six months when a group interested in putting on the GEC got together in Sacramento. No one wanted to be chairman, but there was enough interest to meet weekly. The issues eventually came out, then individuals focused on what was interesting to them. He says he only "facilitated".

Kolb feels any Area could put on a great GEC with cooperation and a basic approach. Get a "name" person first, then set the program. Don't double book speakers into opposing time slots - keep choices few. You need a good hotel and good committee people.

NEWSLETTER credits Kolb and his '83 GEC Committee with good planning, a great location and a fantastic program.

GEC PHOTO ESSAY IN JUNE

Space limitations and unforeseen delays prevent Newsletter from running the many photos from the Reno GEC in this issue. The June issue will carry them.

KSPRA / TSPRA ?

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We have received letters from State Rangers in Kansas and Tennessee who are trying to develop non-union, professional organizations in their states. Our President, John Mott, sent copies of our Constitution, By-Laws, Newsletter and California Ranger to get them started. Good Luck KSPRA and TSPRA from CSPRA.

CSPRA SPONSORS LEGISLATOR TOURS TO PARKS

Have you felt that your park or Area would benefit if only certain state legislators (or the State Park Commission) would just visit the park themselves and see first hand what's there (and thereby know more about how their decisions can effect things?) Specific lobbying may not be proper or desirable, but general orientation for such persons may be very helpful.

CSPRA may be able to help make such a visit possible, by sponsoring a tour or visit to your park. For more information, contact CSPRA Director Janet Carle at P.O. Box 99, Lee Vining, CA 93541; (619) 647-6331.

SALE

Retired CSPRA member Paul Quandt has some near-new Ranger uniform items that he wants to sell. If you could use a 42 Regular jacket 36X31 trousers or 7 $\frac{1}{4}$ Stetson write Paul at P.O. Box 393, Graeagle, CA 96103.

Retired Members

by Joe McCall

The CSPRA Historian is looking for pictures from your retirement party and especially of the CSPRA plaque presentation for the files.

I know there were pictures taken of Ron McCall presenting me the CSPRA plaque when I retired, but I do not have one. It would be appreciated if CSPRA photographers that have photographs of retirement parties or if photographs are not available, retirees please have copies made of your plaque (I find that Xerox copier makes the best copies) and identify as to date and place and send these

to: AL SALZGEBER, Historian
5311 Calle Arena
Carpenteria, CA 93013

Any other information that I can help retirees with - drop me a line at 9028 Talisman Drive, Sacramento, California 95826



Please send me more information on the benefits of CSPRA membership.

name

street

city

state

zip

Clip and mail to Doug Bryce, CSPRA
P.O. Box 28366, Sacto, CA 95828



GENERAL EXECUTIVE COUNCIL SUMMARY

Resolution 83-1 Motion to support confirmation of Carol Halett as Director. Passed.

Resolution 83-2 Motion to support a 30 day camping limit per year. Passed.

Resolution 83-3 Motion to support retaining DPR Interpretive Office and not cut as recommended by Legislative Analyst. Passed.

WELCOME NEW MEMBERS

ROBERT W. LOVE
Mineral

JAMES OWEN FITZPATRICK
Shell Beach

VALERIE G. MEYER CARLISLE
Long Beach

PAUL E. SANGUINETTI
Santa Cruz

MARK FAULL
Half Moon Bay

CSPRA-WIA-PRAC JOINT CONFERENCE

Asilomar, California

March 11 - 16, 1984

1. What speakers/presenters would you recommend for the '84 Convention?
2. Would you be interested in attending or presenting a research symposium?
Attend: YES _____ NO _____ Present: YES _____ NO _____
3. Would you purchase printed proceedings of this conference if they were available? YES _____ NO _____
4. What would you want to have happen as the result of a panel discussion of an issue (e.g. position paper) etc?
5. Are there any similar-interest groups or organizations that should be invited to this conference? Name, address:
6. Would you like to get involved in putting on this conference?
If so, please check:

<input type="checkbox"/> Put on a session	<input type="checkbox"/> Local arrangements	<input type="checkbox"/> Publicity
<input type="checkbox"/> Program committee	<input type="checkbox"/> Social activities	<input type="checkbox"/> Tours
<input type="checkbox"/> Other _____		

Name & address: _____

Return to: 1984 CONFERENCE COMMITTEE, Broc Stenman, Chairman
P.O. Box 699, Pacific Grove, CA 93950

★ MARKETING ★

by Dick Troy

The term "marketing" has been frequently bantered about the department in recent years. "We've got to market this and market that". I have personally heard "marketing" used in so many different contexts, that it is easy to see why it has become a very misunderstood term. Well, I took a one-day seminar in marketing a few years ago, so I think I qualify as a marketing expert. On this solid foundation, I want to share with you my personal definition of marketing and try to convince you, as a park and recreation professional, that marketing is not just for specialists and experts; but rather it is a process in which everyone should become involved.

My Definition

Many associate the term "marketing" with "hard sell" or "manipulation" or that "marketing is the same as selling". Marketing is not selling; rather selling is just one type of promotion, which is just one aspect of marketing. Marketing is not developing a product and then finding some sucker to sell it to. Rather, marketing in its most basic form is first finding out what people need (MARKET RESEARCH); developing a product or service to meet that need (PRODUCT DEVELOPMENT); and communicating the product's availability through brochures, announcements or publicity (IMPLEMENTATION). If done successfully, it is a no-lose situation; you will be providing a product or service that people will voluntarily seek out.

In my opinion, the marketing process is the essence of public service. It is matching our services with the people's wants. We avoid providing people with services which we think they want, or which we think will do them good, or which we think they deserve.

Everyone Should be a Marketer

Marketing is not just for specialists and experts. State Park System employees use the marketing process every day, and have done so for years.

For example, employee X determines through discussions, complaints, surveys etc., that there is a significant unmet demand for horse camping in his area (MARKET RESEARCH). Using this and other information, he identifies an appropriate location, style and scale for an equestrian campground and seeks approval for funds and resources to construct the facility (PRODUCT DEVELOPMENT). The campground is constructed and the availability of the facility is promoted through local media and equestrian-oriented publications (IMPLEMENTATION).

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MARKETING by Dick Troy

Another example, employee Y notes that many young park visitors have expressed an interest in learning to fish (or pan gold, or dig clams, etc.) (MARKET RESEARCH). She develops a fishing demonstration program aimed specifically at young people (PRODUCT DEVELOPMENT) and informs all incoming families with kids of the time, location and nature of the program (IMPLEMENTATION).

Success is not always guaranteed. You may have clear signals as to what people want, but find it difficult to adequately develop a product that responds to that want. Or you may identify a clear need, develop a fine product, but miss success because it was inadequately promoted, over-priced or poorly timed.

My Conclusion

The bottom line is you can have fun trying. Even in these tough economic times, it will be hard for your supervisor to criticize you for trying to better serve the public by enriching programs and increasing customer (visitor) satisfaction. And it won't hurt to convince him/her that such actions enhance our credibility, build new constituencies and will, directly or indirectly, increase visitation and revenues to the State Park System.

Most important of all, however, the marketing process is a "creative" process and I think, in these troubled times, we all need to get involved in as many creative ventures as we can.

COMMISSION TO CONSIDER LIMITING CAMPING

The State Park Commission will hold a public hearing relative to proposed changes in the CAC which include changing CAC 4455 (Time Limits). Presently 4455 permits the occupancy of a camping facility of a State Park System unit by the same persons for up to 30 calendar days. Proposed changes would limit camping to 30 calendar days/year/unit. These changes have been reviewed and approved by the four DPR Regional Directors.

Copies of the proposed regulation changes are available at the DPR Regional Offices and the DPR Headquarters in Sacramento. CSPRA President Mott has appointed Director Rick Parmer to represent CSPRA. The CSPRA Board is expected to formulate an official position. Please voice your feelings (pro or con) to CSPRA President Mott or Director Rick Parmer via letter or phone call.

OFFSHORE OIL LEASING THREATENS STATE PARKS

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by Rick Parmer

It is late 1984...A visitor to Torrey Pines State Reserve stands at the Yucca Point overlook gazing seaward toward an oil derrick. The rig is framed by the hazy red glow of the setting sun where it stands just three miles offshore.

A chilling scenario? This nightmare could become reality according to a report by the federal Mineral Management Service, an arm of James Watt's Interior Department. The agency has put out to bid 9.2 million acres of the outer continental shelf (OCS) near the Southern California coast. In nominations of tracts throughout this area, most requested lease permits were clustered just outside the three mile limit.

If the oil companies get their way, the nearshore area between Oceanside (north San Diego County) and the Mexican border may become dotted with exploratory drilling platforms.

Dr. Cedric Garland, spokesperson for a San Diego coalition opposed to drilling, estimates the maximum potential yield from the environmentally sensitive tracts to be only a 36 hour supply for the whole country.

CSPRA is joining forces with concerned groups to oppose the granting of those nearshore leases with greatest potential for damage to the marine, visual and recreational resources of coastal State Parks.

Senator Cranston and Representative Panetta have introduced bills to place a moratorium on exploration within 15 miles of the coast. The area extends from the Mexican border to Newport Beach and north from Pismo Beach to the Oregon line. Members are urged to phone or write their local congressman or Senator Cranston in support of HR 2059 and S760. Neither bill had passed committee as of mid-April. It may not reach the floor of either House until summer.

POSSIBLE ALCOHOL SALES AT STATE BEACHES!

The State Park Commission will hold a public hearing to approve or disapprove alcoholic beverage permits at El Capitan, Refugion and Carpinteria State Beaches and Gaviota State Park. Since 1978 CSPRA has opposed the general sale of alcoholic beverages by concessionaires on State Beaches.

CSPRA President Mott has appointed Heidi Doyle to solicit members current views on the alcohol sale question. The CSPRA Board is expected to formally act on the current alcohol beverage permit question. Director Rick Parmer will personally convey CSPRA's official position at the meeting. Please voice your feelings (pro or con) to CSPRA President Mott or Heidi Doyle via letter or collect phone call.

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Ranger "Stuff"

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**NOW HERE!
V-6 ENGINE RANGER**

HERE'S OUR PROPOSITION!

I really had quite a collection of products and pitches using our namesake "Ranger" this month.

First, thanks to all you San Francisco Bay folks who sent the full page ad for a Ford dealer selling his Ranger pickups. No room here to show you readers, but the ad pictured a Stetsoned Ranger in dress uniform with the big headline, "SPEND A NIGHT WITH A HANSEL FORD RANGER". The Ranger is shown saying, "Here's our proposition!". The fine print is an offer to keep their truck overnight on a trial basis, but that full page Ranger in dress uniform sure caught the eye of many members.



Ken Wilbur, Pendleton, sends this shotgun ad for the model 120 Ranger.

MIDLAND®

VHF marine radio



Mike Whitehead, Bodega Bay, sends two items: the Midland SEA RANGER marine radio and one I especially liked, the RANGER III LIGHT BAR from Lectric Lites of Fort Worth. Wonder if they make a Ranger IV model? Heidi Doyle of Channel Coast tells me the NPS boat for Channel Islands is dubbed the SEA RANGER as well.

MYTHS of m

by Heather Fargo, Manager
Recreation Technical Services

At the CSPRA-GEC last March (Reno), there were many discussions on the subject of Marketing. Sprinkled throughout many of those conversations were expressions of apprehension and confusion about just what marketing is and is not. Marketing has been linked to revenue generation, promotion, extra work, resource destruction and intangibles such as improved service and quality of life. To clear up some of the misconceptions is the following brief discussion of five "Myths of Marketing."

1. Myth:

"Marketing is aggressive 'hard selling.' It is offensive, and an unprofessional way to attract people to our programs and services."

Reality:

The emphasis of a marketing program is on the visitors wants and on determining how to efficiently develop and deliver a service to satisfy these wants. Success is measured by client satisfaction, not just the number of participants. Selling is just one type of promotion, which is just one aspect of marketing. Properly done, marketing can be a valuable management tool, helping us to gain public and political support and to improve our services and State Park System.

2. Myth:

"marketing is simply manipulation. It's self-serving."

Reality:

Marketing is a basic business concept or approach that takes into account the "company" and the "client," in our case, DPR and the "public" or "visitors." It is a conscious effort to achieve voluntary exchanges with user groups. The emphasis of marketing is not on personal gain for the Department, but on satisfying the wants and needs of the public.

3. Myth:

"Marketing is a luxury. We would need a Madison Avenue marketing expert on our staff."

Reality:

An interesting fact about marketing is that almost all park and recreation agencies engage in it, but frequently they do not realize they are

doing it. For example, we identify the user groups (clients) whom we serve, develop programs and services, make decisions on the appropriate price to charge, schedule and locate our programs and services at a variety of locations and promote or communicate their availability through brochures, announcement or publicity. All of these activities are components of a marketing program. While there are professionals in the marketing field, all of us can perform marketing activities (and probably do).

4. Myth:

"Only management should be involved in marketing."

Reality:

Everyone in the Department has a role in the implementation of a marketing program. Each individual plays an important role in creating an image of quality and service and in delivering a first-rate product. You never get a second chance to make a good first impression. That first impression is often made by maintenance workers, park aids, and volunteers, as well as rangers. As the Department's front line you are in the best position to assess the wants and reactions of our visitors.

5. Myth:

"Promotion is the most important part of marketing."

Reality:

Promotion is a very important aspect of marketing, but many people equate marketing only with promotional activities. In fact, a well-orchestrated marketing program is a continuous effort involving research and analysis, strategy development, implementation and evaluation. Promotion is one component of a set of interrelated activities, along with the price, the product and the location, that can be changed to encourage support and visitation.

Bill Mott, President of the California State Parks Foundation, summarized the subject recently. "Properly applied, marketing a park system should relate to the community or the users and their aspirations for a higher quality of life and a better environment, rather than orient the idea of the internal needs of the system such as more equipment, higher salaries and so forth. The successful approach is one that springs from the needs, desires and aspirations of the people themselves, rather than from the needs and desires of the organization itself."

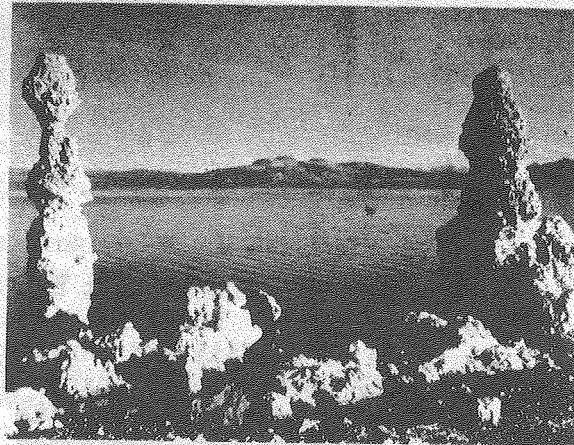
MONO LAKE

A NEW STATE RESERVE AT MONO LAKE

by Janet Carle

It is early March at Mono Lake. The tufa towers stand clad in their white blankets of snow. The only sounds are the rush of the wind and the drip of melting snow. Suddenly a flock of large birds appears -- California gulls! They are a sure sign that spring is on its way.

Mono Lake Tufa State Reserve was established by the state legislature in January of 1982. Ranger staff arrived in April. The 17,000 acre Reserve includes the entire lake-shore -- all the "relicted lands" (lakebed) that have been exposed by the lake's lowering water level.



The calcium carbonate tufa towers are the most unusual natural feature, but they are only the beginning of Mono Lake's special offerings. Billions of tiny brine shrimp live in the lake providing an abundant food source for over a million birds. During November, an estimated 800,000 grebes were on the lake at one time. The lake itself is unique. Its extreme salinity allows swimmers to float effortlessly, and its alkalinity washes their clothes "as if they'd been through the ablest of washerwomens' hands" according to Mark Twain.

The first year of operation as a State Reserve was a busy one. An estimated 70,000 people visited the park during the summer months. The main interpretive effort has been on the south shore of the lake, site of a spectacular tufa area. "Tufa Walks" were given twice daily on weekends during the summer. The walks proved to be so popular that they were continued on a reduced schedule this winter. In February, they became cross-country ski tours! Exhibit shelters have been installed in two locations and planning is underway for a self-guided nature trail. Hiking trails from 3 of the parking areas around the lake will be completed this spring, including a long boardwalk across sections of wet shoreline.

Honorable Willie L. Brown Jr.
Speaker of The California State Assembly
State Capitol
Sacramento, CA 95814

The California State Park Rangers Association opposes the Legislative Analyst's recommendation to the California State Legislature of a 25% reduction in staff for the Office of Interpretive Services.


The State Park System must offer a balance of services to the public. Interpretation provides rangers with a positive, rather than negative, approach to working with park visitors. Rangers use interpretation to educate, to explain management policies and regulations to people in a positive program. Without interpretation, rangers become mainly agents of police power, focusing on apprehension and citation of violators. Interpretation is as vital as law enforcement and maintenance; it deserves the same level of support.

Rangers in the field require training and technical assistance to develop and maintain interpretive programs. The Office of Interpretive Services provides this assistance. If its general fund positions are eliminated, as recommended by the Legislative Analyst, interpretive programs, the field staff, and the public will be adversely and significantly affected.

During tough fiscal times, interpretation seems to be the first area to be cut. Interpretive programs have already suffered reductions of staff and funding within the Department of Parks and Recreation. The California State Park Rangers Association believes that further reductions would severely impair rangers' abilities to provide interpretive services, thereby creating a serious imbalance in service to the public.

CSPRA opposes reductions in the Office of Interpretive Services. Field rangers need those services in order to perform their increasingly challenging role.

Sincerely,


John Mott, President

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84 CONVENTION

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Pacific Grove

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85 SITE SELECTION

vacant

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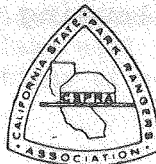
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Work (415) 822-9266

ENVIRONMENTAL ISSUES

Rick Parmer
(see above)

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(semi-annually)
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Work (805) 654-4611



JONES & HALLET at GEC

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A highlight of the Reno Convention was the presentation of State Park Commission Chairman Robert Trent Jones II and newly appointed DPR Director Carol Hallet.

Jones briefly addressed the gathering of 250 PRAC, CSPRA and NEVADA Park Rangers. He sees California Rangers as a highly educated gentle enforcement body. In outlining Commission duties he stressed the role of Rangers as an information source, and thanked CSPRA for assistance to him as Chairman.

CSPRA was asked for support by Jones, as the Commission is once again being assaulted through legislation (AB 532 Goggins).

Jones spoke about the currency of California that makes it so rich: its State Parks. He sees Rangers as the trustees of this natural resource currency. Jones concluded by advising James Watt to "take a hike".

In personal conversation with Jones it is immediately apparent he cares very much for California's parks and the people who operate and maintain them. Hopefully the next Commission Chairman will be as fond of the parks he is appointed to govern.

New DPR Director Carol Hallet made a very warm and friendly introduction of herself, her plans and her feelings about California's State Parks.

She comes from a "park family". Her father was a Ranger in the SF Bay area and she grew up in parks. Her father's supervisor was William Penn Mott Jr. She recounted her childhood memories of backpacking along the Big Sur River and Barlow Flats for the opening of fishing season.

She told the Ranger group a little about her husband Jim Hallet. He was a park aid at Point Lobos SR working for former Superintendent and Commissioner James Whitehead. His father was once supervisor at Point Lobos SR.

Director Hallet has been a pilot since 1964, plays classical piano and likes dry fly fishing. She told of her plans to fly around the State and visit as many of our park units as possible (That's 277 tours!) over the year.

She served the 29th Assembly District from 1976 to 1982.

Our new director promised to be partisan on defending parks. She stressed her loyalty and wants ours. Throughout her well received address, Hallet stressed teamwork in park operations and key word "communication". She feels professionalism is of great importance and said she will support training as a method of keeping DPR "Number 1".

continued page 16

Her transition could be made easier if CSPRA will help. She wants field input and wants more people to know about California parks. She stressed the importance of recognizing key legislators as a new constituency.

In an outline of how she is getting to know the DPR Hallet told the Convention she had met with State Park Commissioners; was seeking legislative support; had met with Pete Dangermond, Bill Mott and Ike Livermore; and, of a planned discussion with former Chief of Operations Jack Knight.

Hallet promised to remain accessible. She said she will take positions and not straddle the fence. Some politicians put themselves on a pedestal, she wants to change that image and seeks field input.

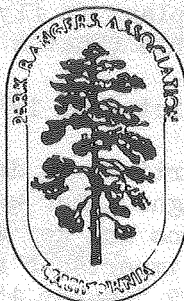
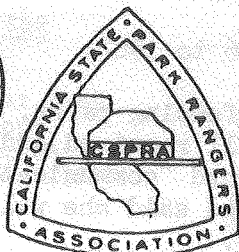
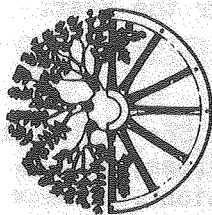
Hallet closed by asking for optimism. She vowed to rid the Department of negative attitudes and negative people. Her final statements centered around the idea that parks are not here just for today but for the future.

CALL FOR PAPERS : 1984 INTERPRETIVE CONFERENCE

The 1984 CSPRA-PRAC-WIA Joint Interpretive Conference will be held at the Asilomar Conference Grounds on March 13-17, 1984. The theme will center around the future of Interpretation and Interpretation in the future. Proposals for papers should be sent by July 1, 1983 to:

Denzil R. Verardo
Presentation Selection Committee
10899 Palm Street
Castroville, CA 95012

Proposals should include a summary or abstract of less than one page for the proposed paper, and should be accompanied by a vita. It is anticipated that papers selected for presentation will be published as a portion of the Proceedings of the Conference.



SUBTHEMES:

- Park Management
- New Technology
- Techniques
- Resource Management

RETIRED INFO

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Instructions: Please return completed sheet to Mr. McCall at least 4 weeks prior to retirement date to insure prompt arrival of CSPRA Retirement Plaque.

RETIRED MEMBERS COMMITTEE
Mr. Joe McCall, Chairman
9028 Talisman Drive
Sacramento, CA 95826
(916) 363-7566

I. Retirees Background

Name to Appear on plaque: _____

Official DPR Position: _____

Location, Title, Date when hired with DPR as a permanent employee: _____

Date first hired as a DPR Seasonal (if applicable): _____

Total years of DPR service: _____

Ending date with DPR: _____

Ending location & position: _____

Outstanding or notable accomplishments during career: _____

The retiree is best remembered by his/her fellow workers for being: _____

Spouses first name: _____

II. Retirement Party Information

Time, Date and Location: _____

CSPRA member who will be presenting plaque: _____

Coordinator's name and phone#: _____

III. Retirement Plaque Information

Mr. McCall, please have plaque inscription refer to retiree as a
"Ranger", "Manager", "Employee" or other _____

IV. Comments:

EDITORSHIP TO CHANGE IN JUNE

by John Mott

Beginning with the June 1983 issue of the CSPRA Newsletter, Rangers Mark Faull and Wendy Lieber will assume co-editor responsibilities. The Newsletter address will not change as both the new editors and the "retiring" editor Jeff Price, are at San Mateo Coast Area.

I want to thank Jeff for the tremendous commitment and effort he delivered the past three and one-half years as founding editor of the Newsletter. The work put forth each month in delivering a quality publication filled a tremendous void in CSPRA communications. Under his editorship members knew their ideas would be expressed even if they were not in vogue with popular philosophy. Jeff promises to continue in an advisory capacity during the transition.

I am confident the Newsletter will continue to move forward under the new editorship of Wendy Lieber and Mark Faull.

Mono Lake

from pg 12

Many CSPRA members have been involved in the effort to save Mono Lake. The existence of the State Reserve does not in any way effect the water rights of the City of Los Angeles. The four major streams that feed the lake continue to be diverted south in the Los Angeles aqueduct. Most visitors have heard about the diversions and are curious about the whole controversy. As staff, we must explain the facts while remaining neutral on the political situation. The Reserve office offers literature from both the Mono Lake Committee (the "Save the Lake" group) and the L.A. Dept. of Water & Power in an attempt to present both sides of the issue.

Another interesting aspect of the new Reserve is that the enabling legislation ordered that "reasonable historic uses" shall be allowed to continue. Local input and on-site monitoring has resulted in a Management Plan that allows hunting and winter snowmobiling in certain areas.

Mono Lake Tufa State Reserve is a truly spectacular place, and an exciting addition to our State Park System. If you've never been to Mono Lake, try to visit soon. The Reserve office is located in the town of Lee Vining on Hwy. 395.

THE CALIFORNIA RANGER - A QUESTIONNAIRE

1. Is the California Ranger meeting your expectations as a professional journal? YES _____ NO _____
2. What is your favorite Cal. Ranger feature?
3. What would you do differently if you were editor?
4. How often should the Cal. Ranger be published?
_____ Bi-annual _____ 3 times per year _____ Quarterly
5. Additional Comments:

Return to CAL RANGER, 2451 South "M" St., Oxnard, CA 93033

Thank you for completing this survey. The Cal. Ranger is only as good as the support it receives from the membership. Please include your name and address on the return label if you would like a response. CR.

CSPRA

CODE OF ETHICS

Park professionals as members of the California State Park Rangers Association shall be dedicated to preserving of 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 represent 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 & citizens groups to meet the recreation and park needs of the people of California and to strive to influence future improvement of our total environment.
- * Actively promote the purpose and objectives of the Association.

Adopted 1978

california state park rangers association

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