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Office Of Recreation and Park Resources

Department of Leisure Studies
College of Applied Life Studies

Cooperative Extension Service
College of Agriculture

University of Illinois
at Urbana-Champaign



1989

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The Office of Recreation and Park Resources

Since 1969 the Office of Recreation and Park Resources has become the principal link between the University of Illinois Cooperative Extension Service, the Department of Leisure Studies, and the public in the field of leisure services.

The activities of ORPR are carried out through a multimethod approach that includes applied research and demonstration projects, workshops and seminars, teaching, preparation and dissemination of informational materials, personal visits, phone calls, and correspondence.

Issued in furtherance of Cooperative Extension Work Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. D. L. Uchtman, Director, Cooperative Extension Service, University of Illinois at Urbana-Champaign.

The Illinois Cooperative Extension Service provides equal opportunities in programs and employment.

Annual Report

1989 - 1990

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○ report & cover design ○ brent d. cornwell ○



Office Of Recreation and Park Resources

William R. McKinney, Ph.D. Associate Professor
Chief

Robert D. Espeseth, M.S. Associate Professor
Resource Based Recreation and
Rural Revitalization Specialist

D. James Brademas, Ph.D. Associate Professor
Community Recreation and
Community Development Specialist

Bruce E. Wicks, Ph.D. Assistant Professor
Tourism, Special Events and
Community Development Specialist

Kathleen C. Scheltens, M.S. Visiting Lecturer
Therapeutic Recreation and
Dependent Care Specialist

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Office Of Recreation and Park Resources

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The primary goal of the Office of Recreation and Park Resources (ORPR) has always been to provide park and recreation related research, education and service programs which enhance the provision of leisure services for all citizens of Illinois. Recently, however, this primary goal has been expanded to include the provision of services related to economic development and rural revitalization in Illinois.

Providing expanded leisure services in Illinois communities has a direct relationship to economic development and rural revitalization. Note, particularly, the efforts of Professor Robert Espeseth in his work with the fledgling aquaculture enterprise under the Illinois-Indiana Sea Grant Program as well as the promotion of community boating centers and facilities under the same program. His work in the promotion of bed and breakfast businesses and hospitality training also impacts on small communities in the enhancement of tourism.

Professor Jim Brademas has also been involved in rural revitalization activities through his work with the Illinois Family Community Leadership Program. The production of a new video on leadership in small communities and assistance given in several community analysis efforts have helped Illinois communities develop and implement an economic revitalization program. Dr. Brademas has also been instrumental in assisting a number of communities across this state in establishing their first public park and recreation agency.

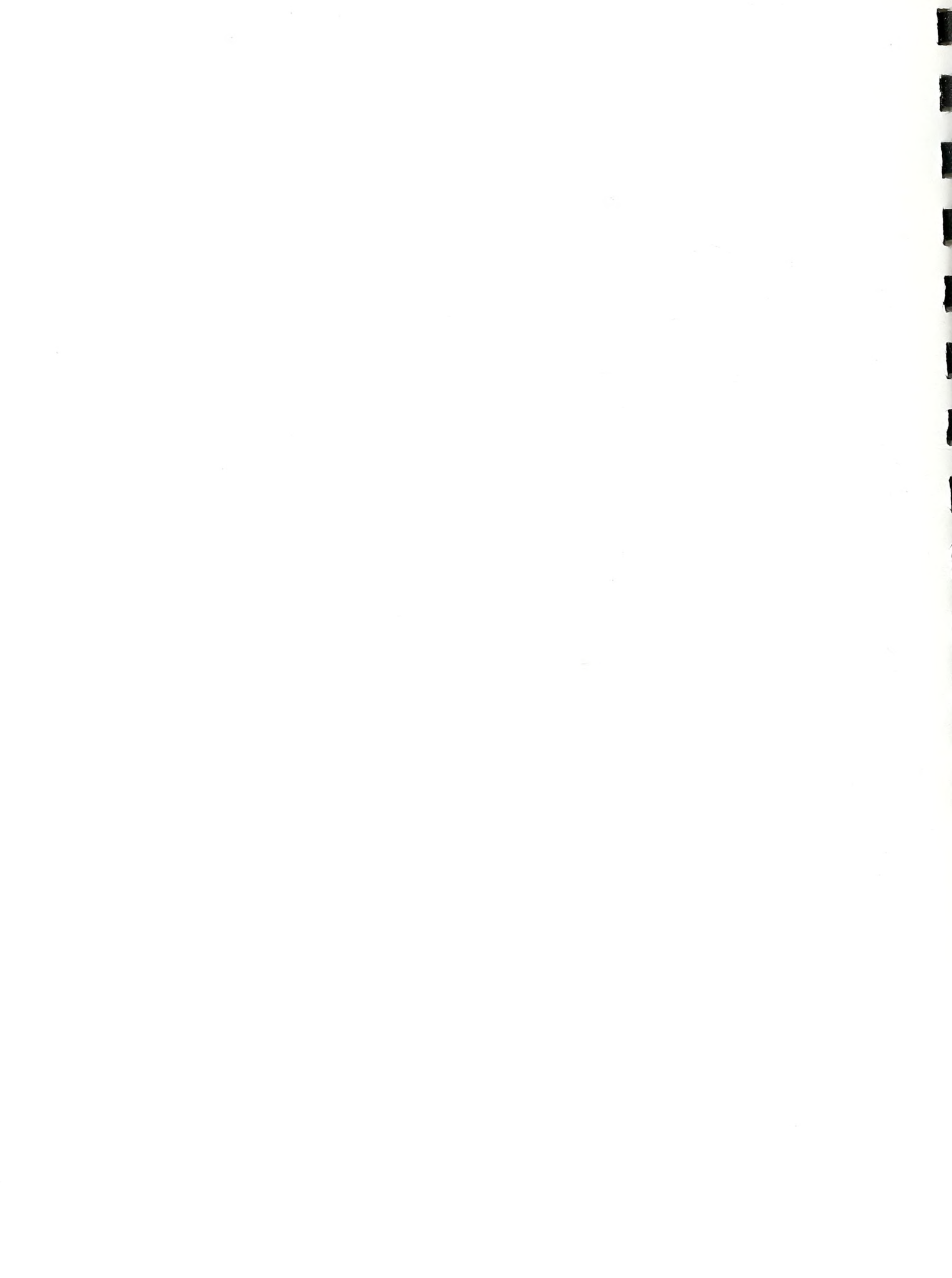
Kathleen Scheltens has contributed special programs to Cooperative Extension Service (CES) Advisers on the county and state level on the subject of family leisure and leisure for dependent care adults.

Professor Bruce Wicks, a new addition to the ORPR staff, has concentrated his efforts in tourism, particularly the marketing of tourism. His first workshop on managing festivals and special events was highly successful drawing participants from municipal governments, chambers of commerce, convention and visitors bureaus, tourism centers, and private enterprises across the Great Lakes Regional area.

Professor William McKinney, Chief of ORPR, has contributed considerable research in personnel matters affecting local governmental agencies. His work in personnel selection, pay and compensation, and performance appraisal provides procedures as well as instruments that can be adopted by private as well as public employers.

All staff members in ORPR have published this past year in journals and professional magazines and have made numerous workshop and conference presentations.

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Chief, Office of Recreation and Park Resources

Professor William R. McKinney has just completed a five year research contract with the Chicago Park District. This district has more employees and a larger operating budget than any other municipal park system in the world. Research conducted by the Office of Recreation and Park Resources helped the district to create new job titles and eliminate 47 non-essential ones, construct employee job descriptions and revise the district's salary schedule, develop more than 30 Civil Service selection examinations, and design a computerized test item-banking program for the storage, analysis, and creation of job specific personnel selection examinations. Along with contributing a whole new area of understanding in the field of leisure studies, this research project provided over 30 job descriptions and selection examinations for job titles common to the field of human services; most of the results of the research can function as a template for other park and recreation agencies.

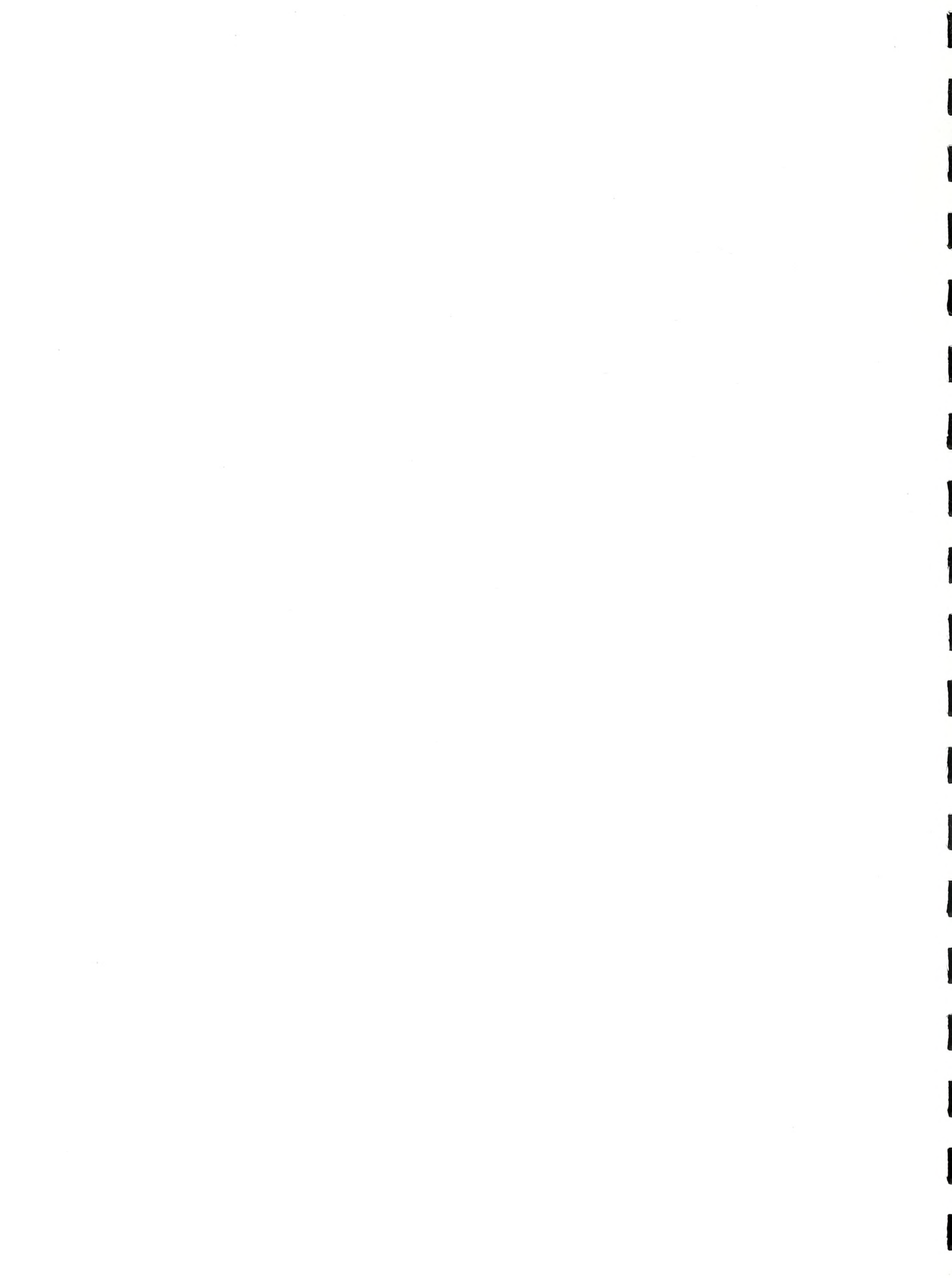
National Certification Examination

Professor McKinney has also served as a member of the National Recreation and Park Association Certification Examination Development Committee. This committee has been responsible for the construction, validation and approval of examinations which will serve as the basis for achieving professional certification. Acceptance of the examination as a valid criterion for professional recognition remains a controversial issue among practitio-

ners and academicians. Both groups contain those members opposed to the idea of conforming to certification examinations and those in favor of assuring a minimum level competence by those entrusted with the provision of park and recreation services. The first national certification examination for the leisure services field was administered at various points across the nation during the fall of 1990.

Full-Time vs. Part-Time

Dr. McKinney conducted a state wide study to assess the job duties performed by full-time and part-time recreation leaders. Recreation leaders have long been recognized as the key ingredients for influencing the participant's perceived quality of the recreation experience. This study provides the first comprehensive, systematically developed and empirically tested job descriptions for the important position of recreation leader. Results indicate that part-time recreation leaders perform significantly fewer job tasks and regard the work they do perform as significantly less important than full-time recreation leaders. Results also indicate that supervisors assume a whole new area of job responsibilities and that part-time recreation leaders require more and closer supervision than full-time leaders. When immediate cost reduction and flexibility in meeting staffing needs is a necessity, the employment of part-time leaders may be an appropriate human resource strategy. However, if the development of a stable, knowledgeable, and more highly motivated



work force is the goal, then employment of part-time leaders may not be the best alternative.

Personnel Compensation

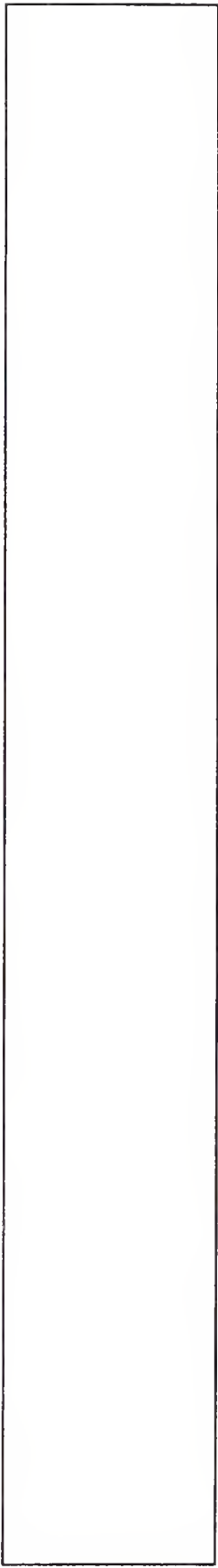
Maintaining a competitive compensation program should be a continuing concern for most organizations. The hiring, retention, and motivation of qualified employees is largely dependent upon the organization's compensation program. During the past year Dr. McKinney completed a study that examined the differences in compensation between organizations falling under the auspices of two governmental structures:

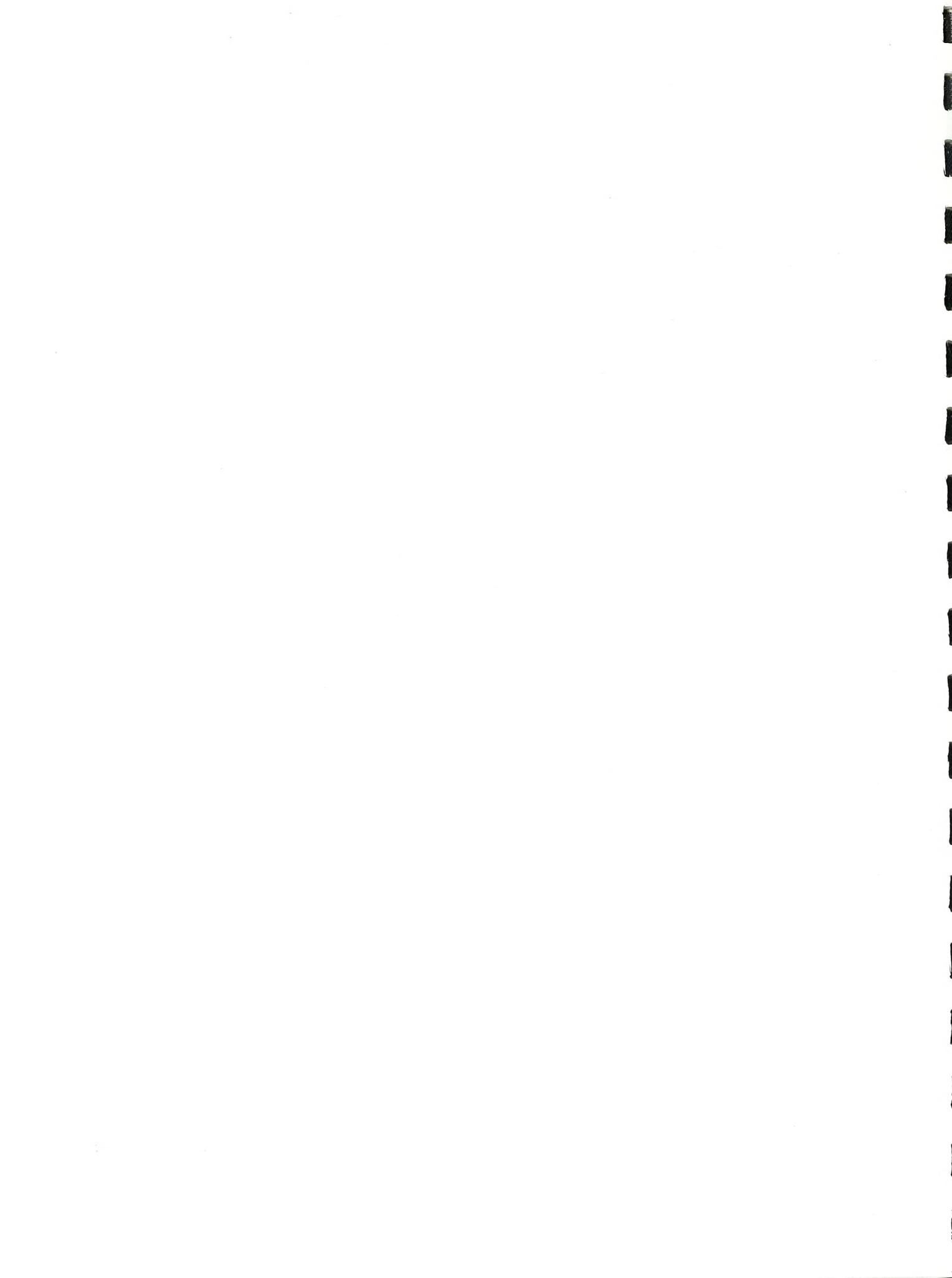
- *municipal departments*
- *special districts*

Compensation of both agency directors and professional employees was used as a basis for comparison. Results indicate that professional staff were not paid significantly differently regardless of governmental structure. However, a direct comparison of municipal directors and special-district directors showed that special-district directors were paid more. Further study will bring clarity to the competitive advantages or disadvantages caused by governmental structure and between private and public organizations.

Methods of Scoring Personnel Selection Examinations

Dr. McKinney also conducted a study which examined the utility implications of three commonly used personnel selection methods in terms of social and economic equity. This comparative analysis stemmed from the controversial issues of weighting social policy as identified by EEOC standards and affirmative action guidelines against an employer's right to hire the most productive job applicants. How the social equity and productivity issues are addressed according to an organization's desired outcome, can help determine the type of selection procedure adopted. The results from comparing these selection strategies demonstrated an inverse relationship between productivity and social equity and the gain in either outcome was dependent on the selection strategy chosen. These results should be of enormous assistance to both public and private organizations when making a final decision as to the appropriate selection strategy.





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Community Recreation, and Community Leadership Specialist

Professor Jim Brademas is finishing his third and final year as a member of the State Family Community Leadership Council. The Family Community Leadership (FCL) program is designed to increase leadership capabilities of those who are traditionally not represented in the public decision-making process. FCL is funded by the W. K. Kellogg Foundation, the Cooperative Extension Service, the Illinois Homemakers Extension Federation and the Illinois County Homemakers Extension Federation. Over the three year period approximately 200 women have been trained in the FCL program. Professor Brademas has served as co-chair and co-secretary of the State Council and has been a presenter at FCL institutes.

FCL II Institute

Professor Brademas was the chair of the planning committee for the FCL II Institute. The original FCL training program was considered "basic education." The need seemed evident for more in-depth training for resolving important public issues. FCL II was proposed to meet that need. Dr. Brademas arranged for the financing and co-sponsorship of FCL II with the State of Missouri. FCL II is an innovative simulation of a city with multiple problems. It was held on November 12-14, 1990. Approximately 50 women from Illinois and Missouri participated in FCL II. Key portions of the Institute were videotaped and the video will be

made available for other states interested in implementing the simulation program.

Research

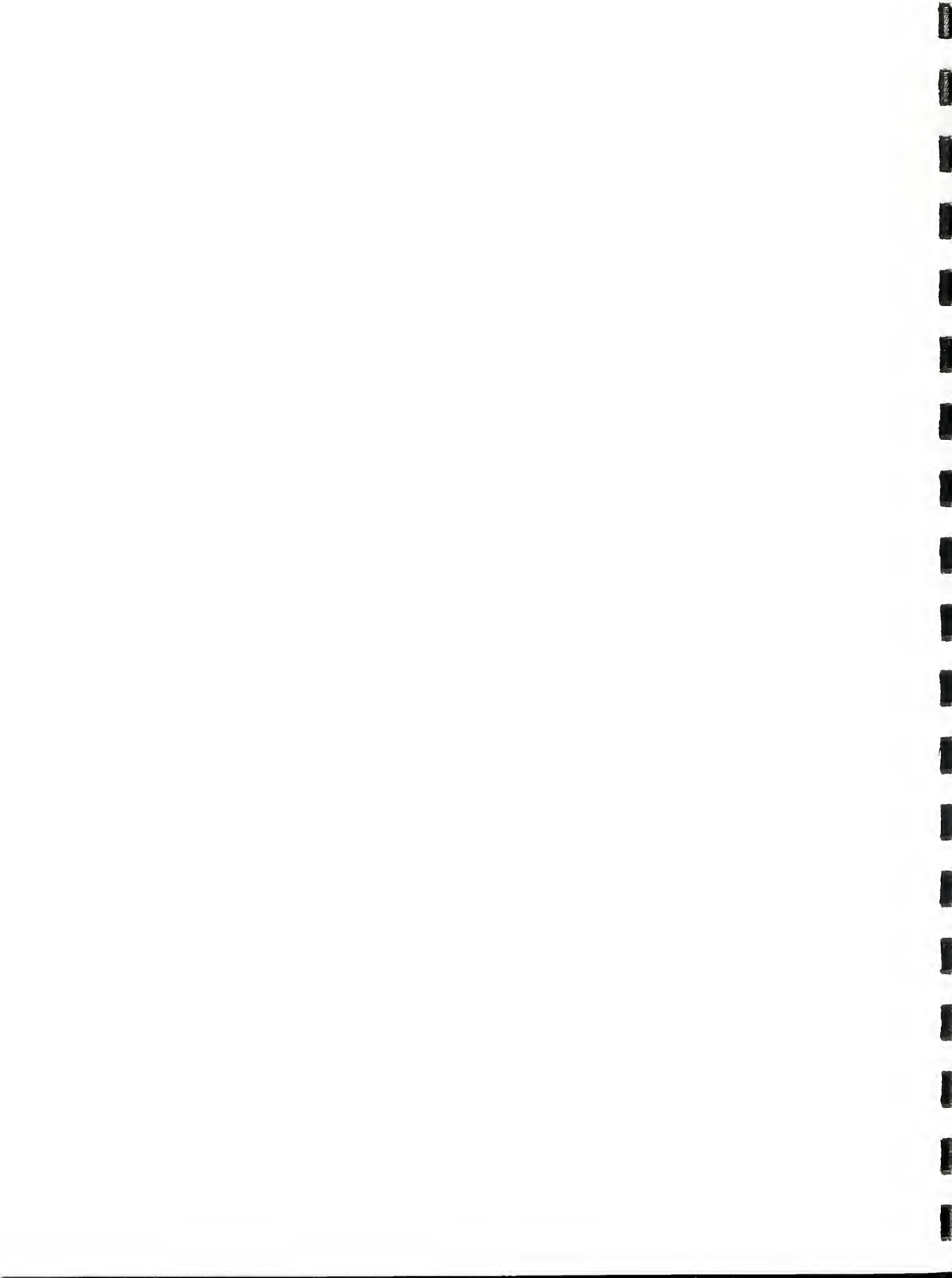
Dr. Brademas received a \$3,000 grant from the Administration and Finance Section of the Illinois Park and Recreation Association for continued research. In concert with the Board of the Administration and Finance Section the two current topics to be explored are:

- *The Status of Citizen Advisory Committees in Public Leisure Service Agencies in the NRPA Great Lakes Region (eight states).*

- *Status of Substance Abuse Programs in Public Leisure Service Agencies in the NRPA Great Lakes Region.*

Videotape on Leadership in Small Communities

This year marked the completion of a new video on leadership in small communities. Dr. Brademas serves on a North Central Regional Center for Rural Development (NCRCD) Leadership Task Force which received a \$50,000 grant from NCRCD to produce the video. The video highlights the leadership styles and efforts of two women and one man from small communities in Wisconsin, Nebraska and Michigan. It is approximately 25 minutes long and is now available for national distribution. In addition to the video,



a 30 minute slide/tape was simultaneously produced. The basic purpose of the products is to show emerging, potential and current leaders that leadership is not a mysterious process but common in many communities.

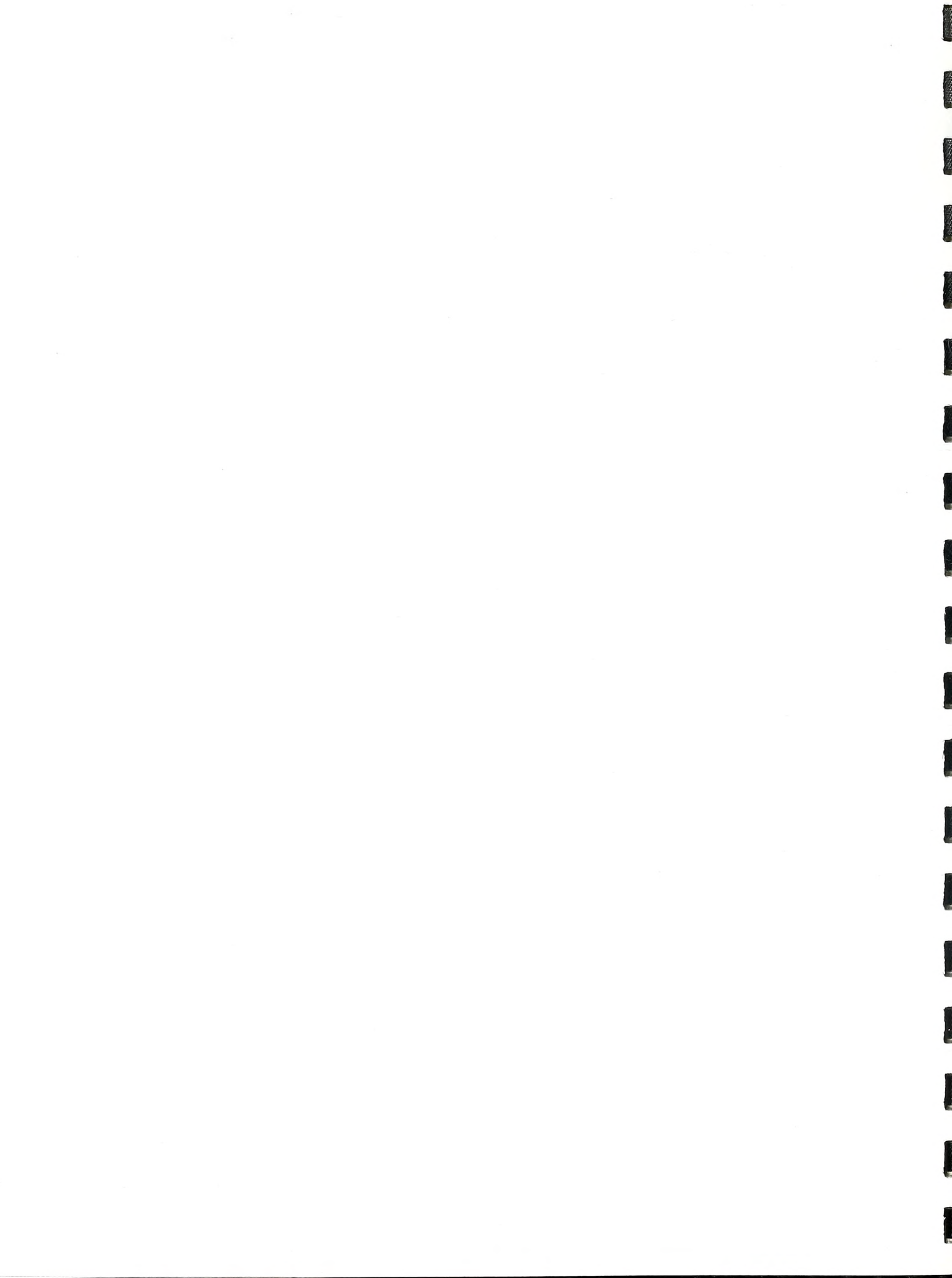
Community Analysis Projects

Professor Brademas offered on-going assistance to the Bureau County CES and to Virginia, Illinois CES in implementing community surveys. As a result, Bureau County CES led a successful effort to organize citizens for the promotion of tourism within the county. Virginia CES organized a very effective citizen committee to undertake a community analysis survey. Virginia was selected as a case study for the 1990 Annual CES Economic Development Conference. The conference was held off campus in Virginia and Cass County highlighting the citizen efforts.

Collinsville, Illinois

Dr. Brademas has provided assistance to the Collinsville League of Women Voters, the city council and the Collinsville Area Recreation District Citizen's Advisory Committee on the formation of a Park District. This has been a three year effort culminating in a successful vote to establish the new Collinsville Area Park District on November 6, 1990.





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Resource Based Recreation, and Rural Revitalization Specialist

Professor Robert Espeseth served as chair of the Community Development and Rural Revitalization/Leadership Cooperative Extension Service Blueprint Team, which was one of four teams charged with redesigning the Cooperative Extension for the year 2000. The Issue Blueprint Teams were major contributors to the final CES 2000 Report. The CES 2000 Report includes many innovative and creative approaches to the delivery of Extension education and public service and will serve as the guide for CES as it moves ahead in the next 10 years.

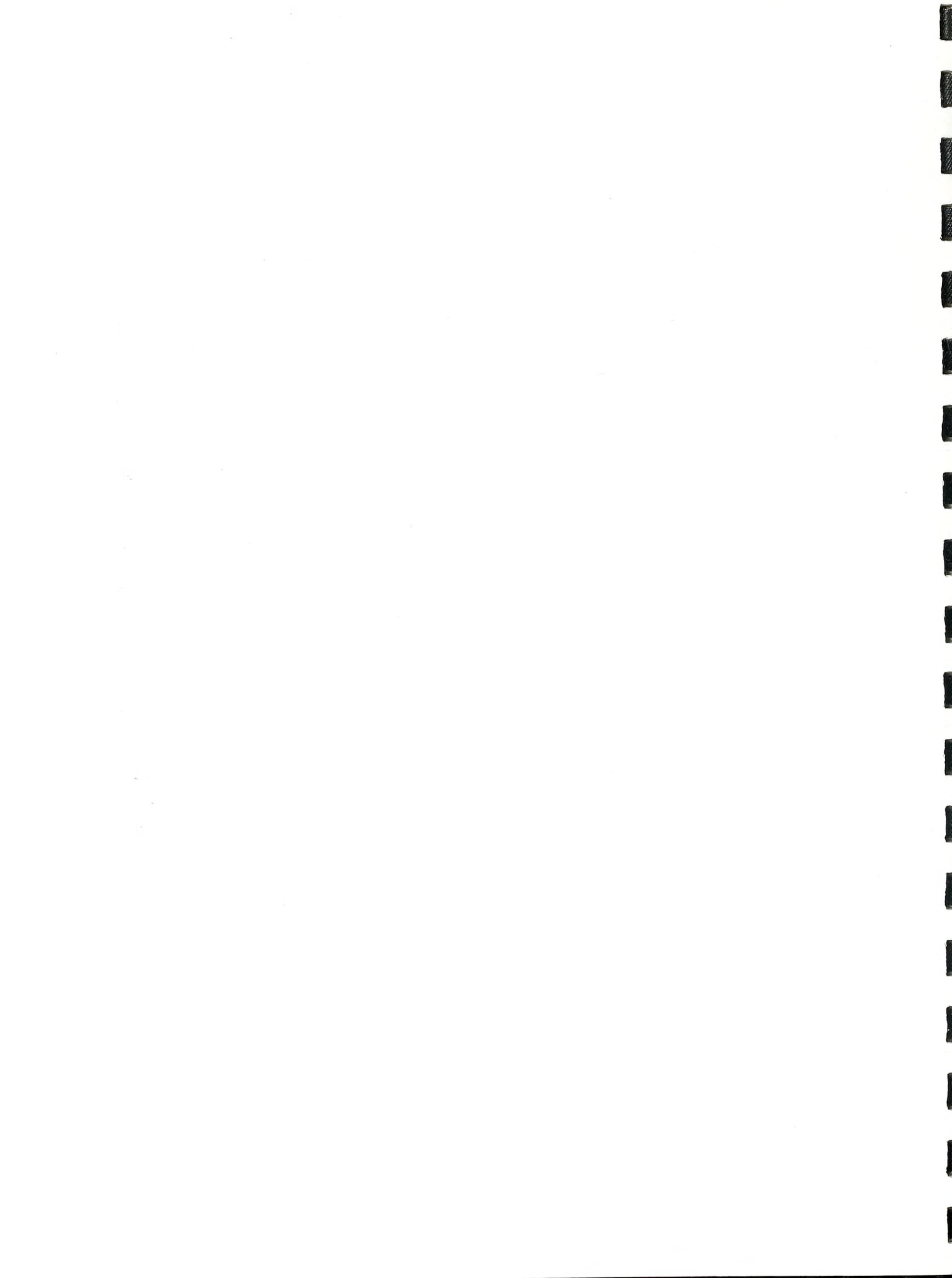
Risk Management for Small Communities and Cities

Professor Espeseth coordinates the Risk Management Program for Illinois CES and has been involved with the program since its inception at the national and state level. Most rural officials are unaware of how to implement a risk management program in the face of a current insurance and liability crisis. Illinois was one of two states which performed pilot testing and provided feedback for revision of the materials. Professor Espeseth was one of

three people from Illinois to attend the national training course. He has been responsible for coordinating training sessions for CES county advisors and has assisted with training of officials in specific counties. Several telenet programs have been held for advisors and local officials. Presentations or contacts have been made to all state associations related to local governmental units in Illinois.

Illinois-Indiana Sea Grant Program

Professor Espeseth coordinates the Illinois-Indiana Sea Grant program which is administered by the University of Illinois Cooperative Extension Service through a joint agreement with the Purdue University CES. Funding for the current year is \$350,000 with \$83,000 in pass-through funds from the U.S. Geological Survey. To date the National Oceanic and Atmospheric Administration (NOAA) has contributed \$1,888,000 to the Illinois-Indiana Sea Grant Program. The in-kind match provided for the program includes 50% appointment of Professor Espeseth.



In 1990, the program and the cooperating institutions were granted the status of a "*Sea Grant Institution*" by the national office in recognition of the maturation and advancement of the program.

In December, 1989 an aquaculture specialist was added to the staff as a result of the three-way funding agreement among Illinois-Indiana Sea Grant and the respective CES agencies. Aquaculture training of CES personnel in the two states has begun and private aquaculture interests are being better served within the two states.

Honors/Awards

Professor Espeseth was elected by the National Society for Park Resources (NSPR) to serve a three year term on the Board of Trustees of the National Recreation and Park Association. He will also serve on the Executive Committee of the NSPR Board as a result of the election. He was named as the Board of Trustees liaison to the newly formed National Aquatics Board of which he was a charter member.



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Tourism, Special Events and Community Development Specialist

Professor Bruce Wicks was named to serve a four year term on the newly formed Citizens Advisory Committee for the Champaign County Forest Preserve District (11/1989). Subsequently he was elected to serve as chair of that committee.

Festival and Special Event Managers Workshop

Professor Wicks planned, marketed, promoted and conducted the First Annual Festival and Special Event Managers Workshop to be conducted by the Office of Recreation and Park Resources. Forty-eight event managers from three states (Illinois, Indiana and Wisconsin) were in attendance and represented a wide array of agencies/organizations including the public sector, park and recreation agencies as well as many non-profit organizations. Written evaluations of this new program were extremely positive and plans for a 1991 program have begun.

Zechman Associates

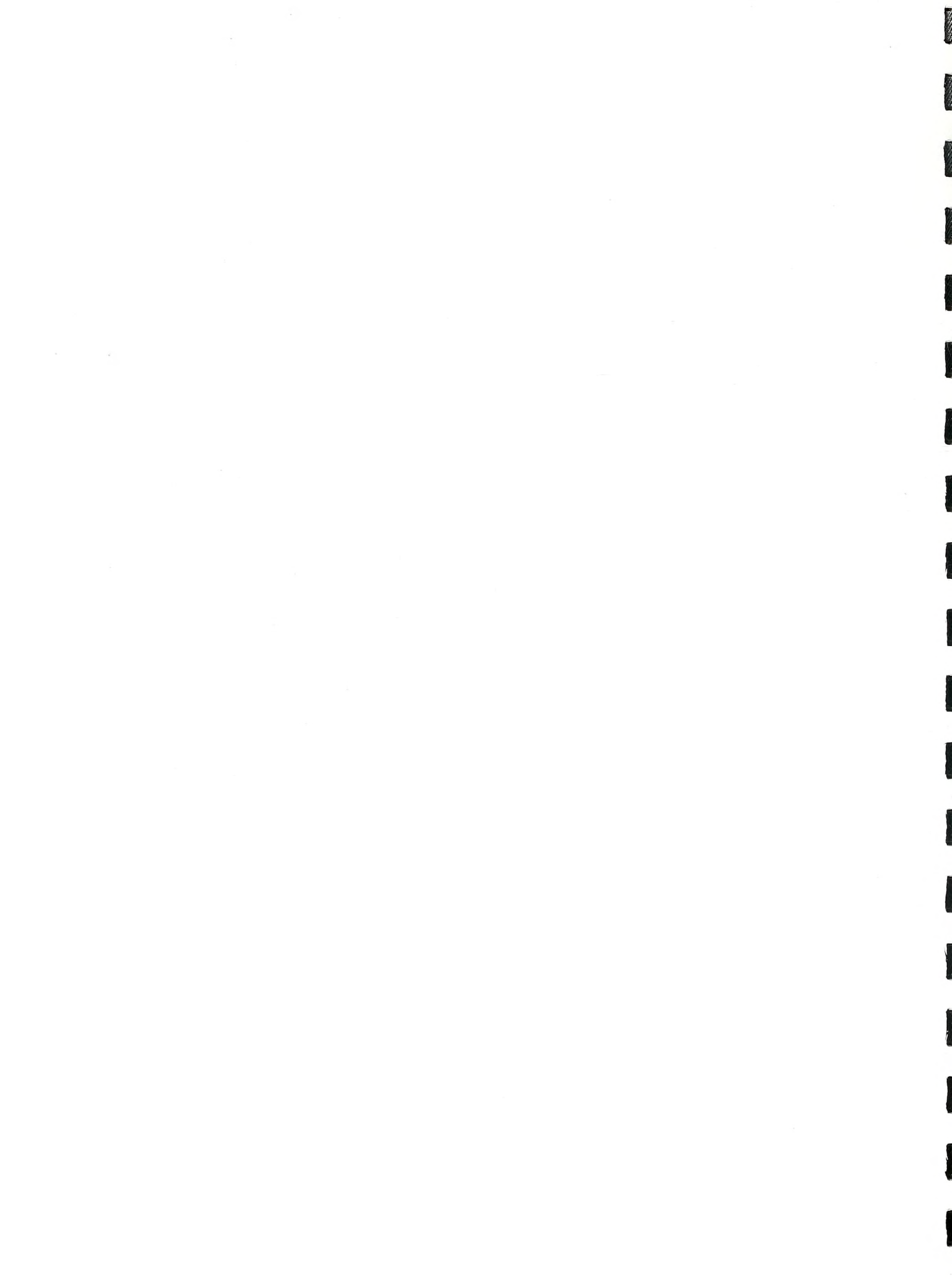
Professor Wicks completed a \$16,000 research project for the Illinois Department of Commerce and Community Affairs and Zechman Associates to evaluate the effectiveness of travel brochures and their dissemination. Through DECCA results were shared with regional tourism councils and interested parties on an as requested basis. A Journal article is in process.

Illinois Recreational Boating

Professor Wicks completed a study of the Illinois Recreational Boating Industry for the Illinois-Indiana Sea Grant Program for dissemination throughout the state. Report in press.

Planning Committee--National Recreation and Park Resources

Professor Wicks provided support to the National Recreation and Park Association as a member of the Annual Congress Planning Committee.



Therapeutic Recreation and Dependent Care Specialist

Visiting Lecturer Kathleen C. Scheltens, Therapeutic Recreation Specialist was on a nine-month teaching appointment with the primary assignment of on-campus teaching. The primary extension goals included professional development and dissemination and consultation in the areas of therapeutic recreation and leisure service delivery.

Seventeen requests for technical assistance or consultations were completed during the year. Topics included therapeutic recreation certification, job placement, integration, client assessment, leisure and aging, salary information, community needs assessment, quality assurance, campground development, recommended course materials, and recreation leadership. In addition there were several therapeutic recreation related projects sponsored by ORPR during the past year.

The therapeutic recreation specialist was involved in the compilation of the 7th edition of:

● Research Into Action: Applications for Therapeutic Recreation Programming

This annual publication published by ORPR presents reviews and interpretations of current research with applications for use by therapeutic recreation practitioners.

In May, 1990 ORPR co-sponsored a workshop for providers of recreation services for individuals with mental

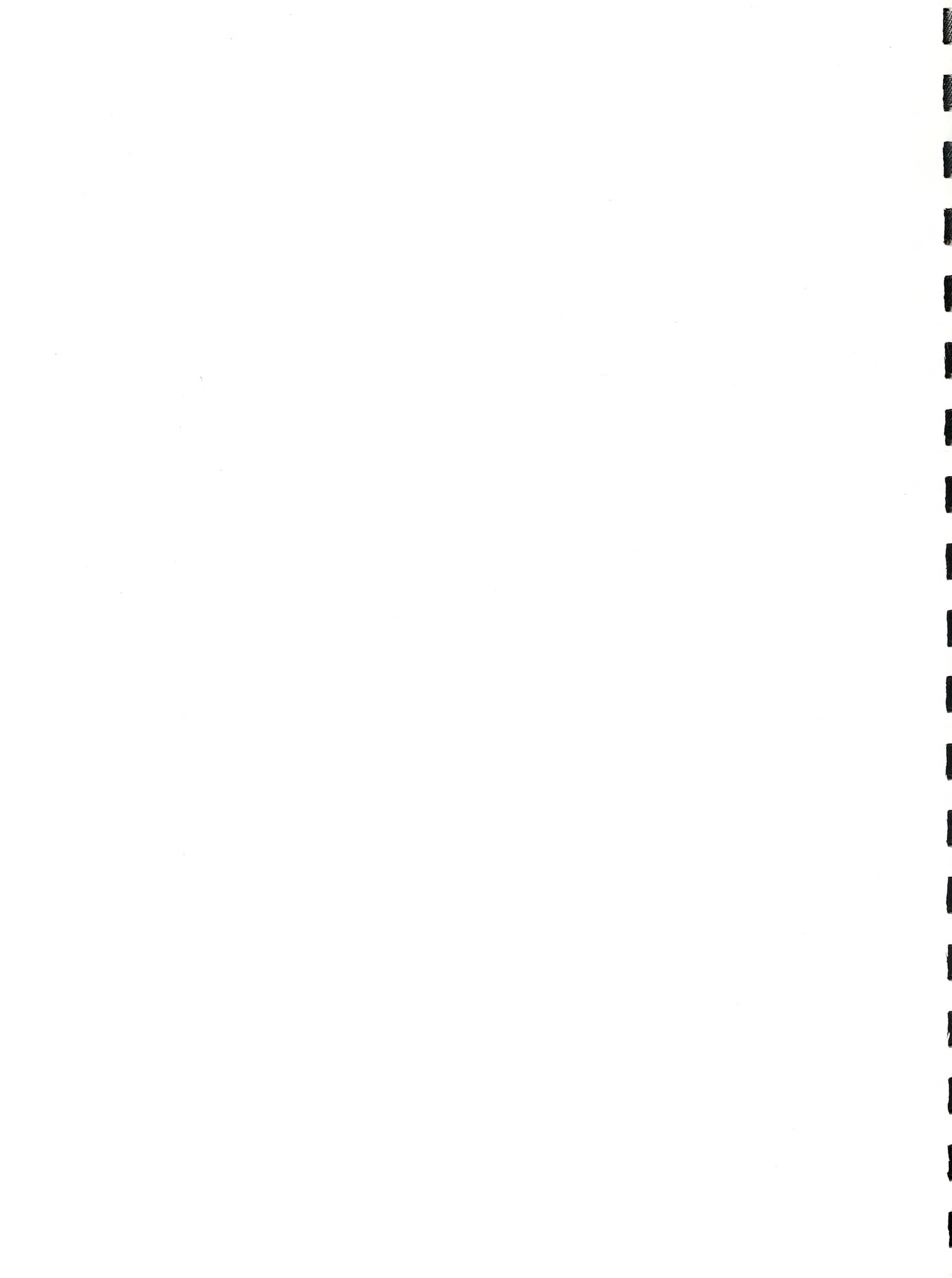
retardation. The therapeutic recreation specialist was involved in the coordination of this event and conducted a session within the workshop. A monograph entitled:

● Facilitating Leisure Autonomy and Integration: A Model Program for Young Adults with Mental Retardation (presently in press)

further explores the content areas introduced in this workshop.

A catalog of publications for therapeutic recreation professionals published by ORPR was compiled and disseminated at various conferences and to a nation wide mailing list of therapeutic recreation practitioners. There are presently thirteen therapeutic recreation related publications being marketed by ORPR.

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Journal Articles and Reviewed Publications

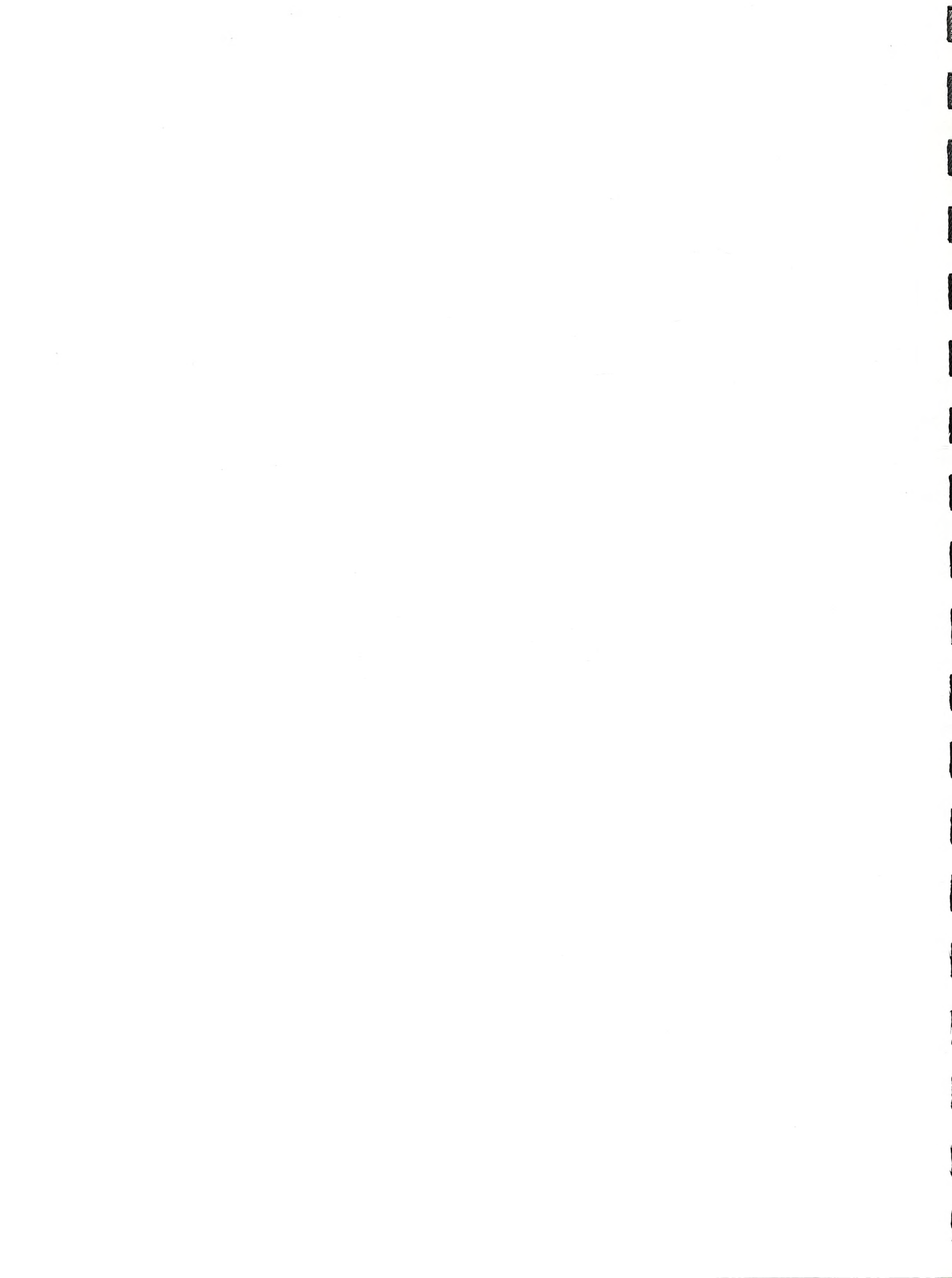
- McKinney, W. R. and Yen, T. H. (1989). "Personnel Management in the Largest U.S. Park and Recreation Organization." Journal of Park and Recreation Administration, 7-2, 1-25.
- McKinney, W. R. and Valerius, L. (1990). "The Influence of Governmental Structures on Park and Recreation Personnel Compensation." Journal of Park and Recreation Administration, 8-3, 25-37.
- McKinney, W. R. and Chandler, C. A. (1991). "A Comparative Assessment of Job Duties Between Full-Time vs. Part-Time Recreation Leaders." Journal of Park and Recreation Administration, 9-1, 13-30.
- McKinney, W. R. and Collins, J. R. (In Press). "The Impact on Utility, Race, and Gender Using Three Standard Methods of Scoring Selection Examinations." Journal of Public Personnel Management.

Juried Presentations

- McKinney, W. R. and Collins, J. R. "Maximum Utility Versus Optimum Utility in Personnel Selection for Park and Recreation Agencies." Paper presented at the Leisure Research Symposium, National Recreation and Park Association, San Antonio, Texas, 1989.

Presentations

- McKinney, W. R. "Comprehensive Planning for Leisure Service Administration," Illinois Park and Recreation Association Annual Conference, Chicago, Illinois, 1989.
- McKinney, W. R. "Linking Professional Resources with Support for University Research," Illinois Association of Health, Physical Education and recreation Annual Conference, Allerton Park, Monticello, Illinois, 1989.
- McKinney, W. R. "Resources and Services Available in Illinois to Support Travel and Tourism," Cooperative Extension Workshop on Tourism and Rural Revitalization. Champaign, Illinois, 1989.



Presentations

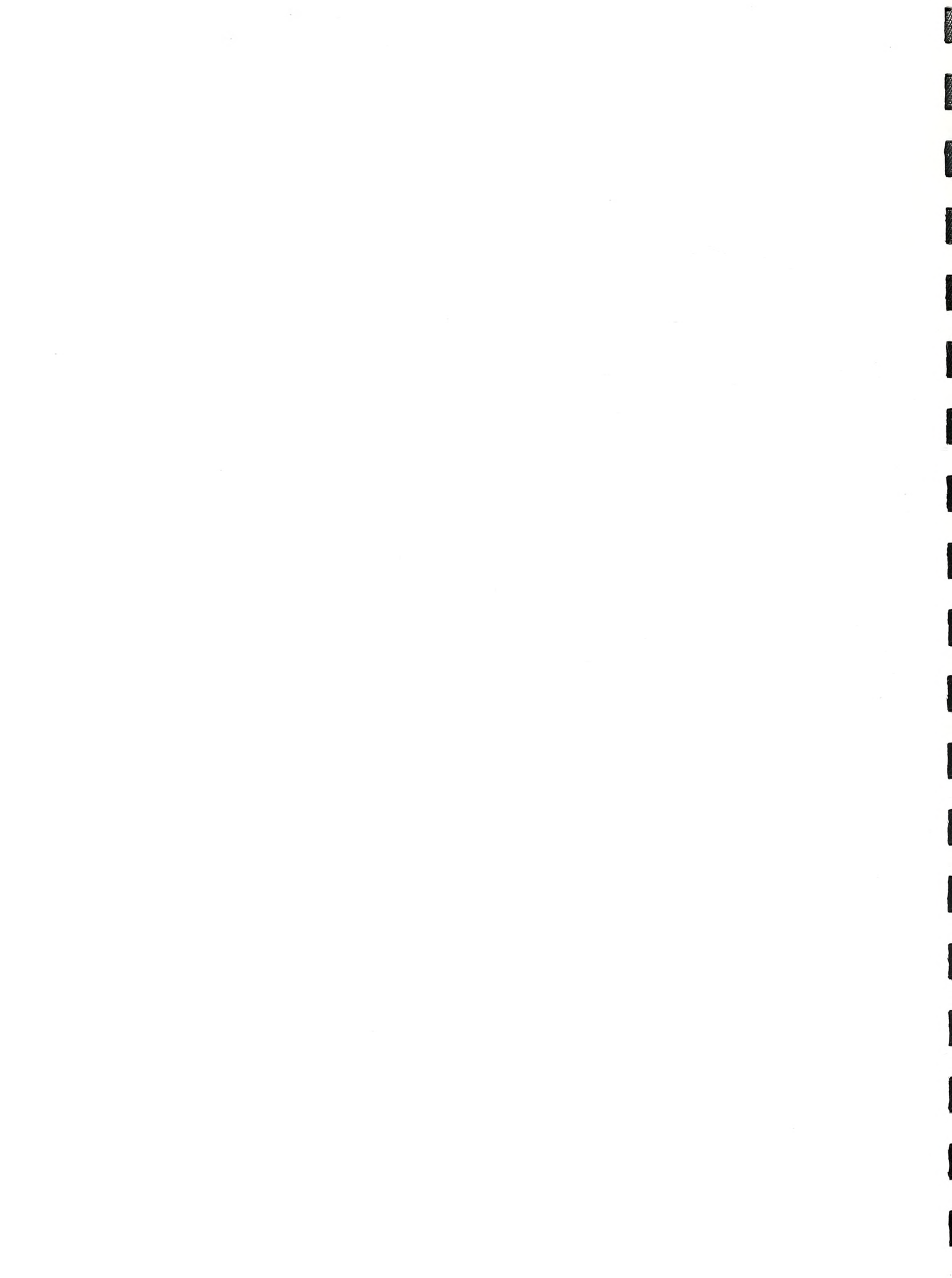
McKinney, W. R. "Performance Appraisal for Park and Recreation Personnel,' (3-hour C.E.U. Workshop). Illinois Park and Recreation Association Professional Development School, Pere Marquette State Park, Alton, Illinois, 1989.

McKinney, W. R. "Performance Appraisal in Athletic Business Agencies," (2-hour C.E.U. Workshop). Athletic Business Annual Conference, Orlando, Florida, 1989.

Recognitions and Awards

1989 Honored for three years of service as a member of the Board of Directors, Society of Park and Recreation Educators.

Spring
1990 Incomplete List of Teachers Ranked as Excellent by Their Students, Leisure Studies 310.



Presentations

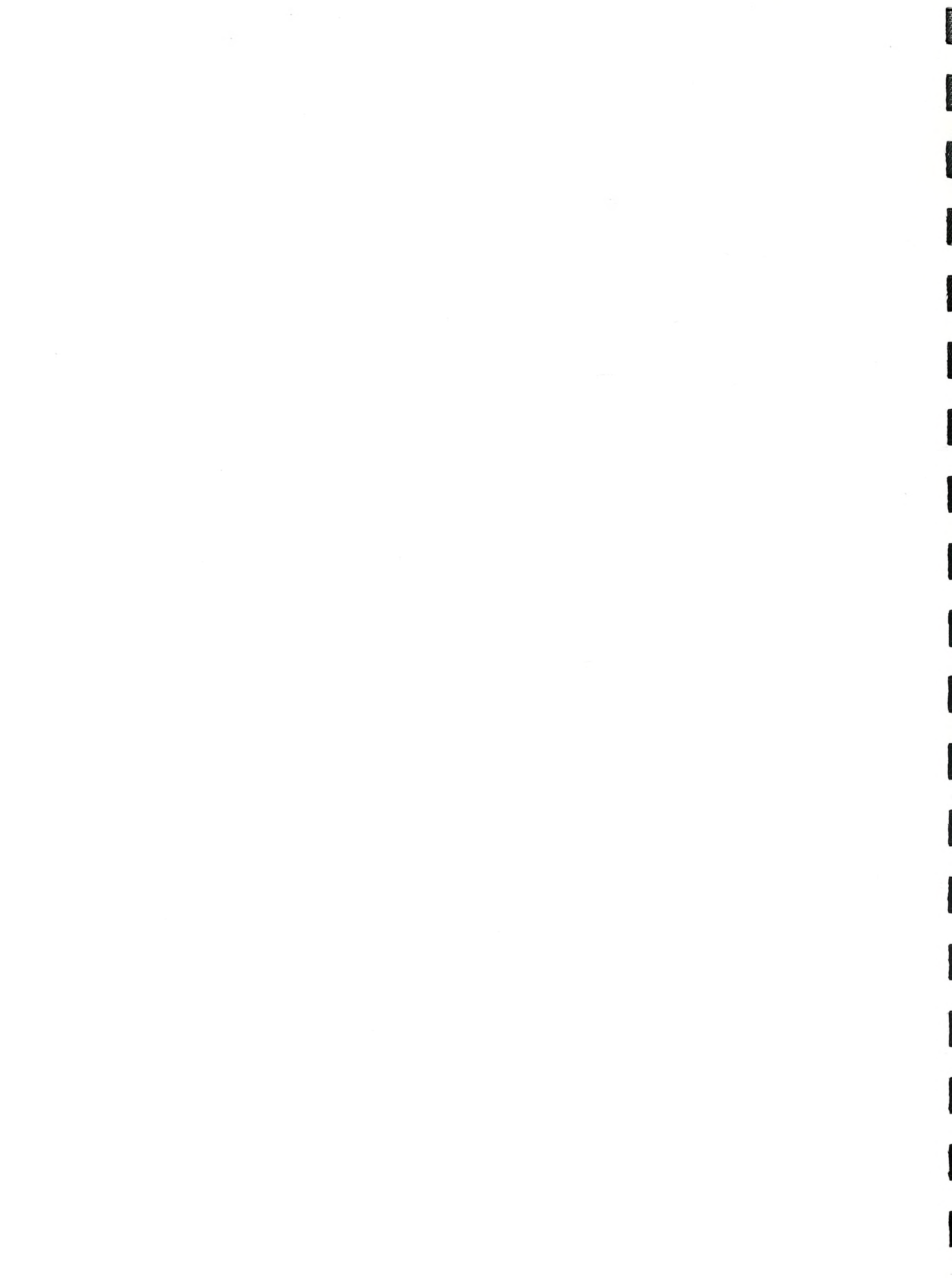
- Brademas, D. J. "Community Analysis," C.E.S. Conference on Tourism Development, Champaign, IL, 1989.
- Brademas, D. J. "The Nominal Group Technique," National Recreation and Park Association Annual Congress (C.E.U.), San Antonio, TX, 1989.
- Brademas, D. J. "Community Analysis," C.E.S. and Shelbyville Tourism Council, Shelbyville, IL, 1990.
- Conducted Long Range Planning Retreat for the First United Methodist Church using the Nominal Group Technique, Champaign, IL, 1990.

Recognitions and Awards

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| Spring
1989 | Incomplete List of Teachers Ranked as Excellent by Their Students, Leisure Studies 210 - reported in Daily Illini, November , 1989. |
| Spring
1990 | Incomplete List of Teachers Ranked as Excellent by Their Students, Leisure Studies 210 - reported in Daily Illini, October, 1990. |
| 1990 | Elected as representative of the Cooperative Extension Service to the UIUC Senate. |

Publications

- Brademas, D. J. and Readnour, J. J. (1989). "Status of Fees and Charges in Public Leisure Service Agencies," Journal of Park and Recreation Administration, 7 (4), pp. 42-55.
- Brademas, D. J. (In Press). "Status of Insurance Liability in Public Leisure Service Agencies in Eight Midwestern States," Journal of Park and Recreation Administration.



Publications

Espeseth, Robert D. "Focus on Trails: Linear Recreationways," Illinois Parks and Recreation. Vol. 20, No. 6, Nov/Dec 1989, pp. 20-22.

Espeseth, Robert D. and Buchanan, Robvert D. "Developing a Bed and Breakfast Plan." North Central Regional Publication 273 (2nd Edition), Cooperative Extension Service and Illinois-Indiana Sea Grant Program , August 1990, 64 pp.

Espeseth, Robert D. "Planning Communitywide Special Events." Office of Recreation and Park Resources (ORPR-70, 2nd Edition), University of Illinois at Urbana-Champaign, January 1990, 34 pp.

Workshops and Presentations

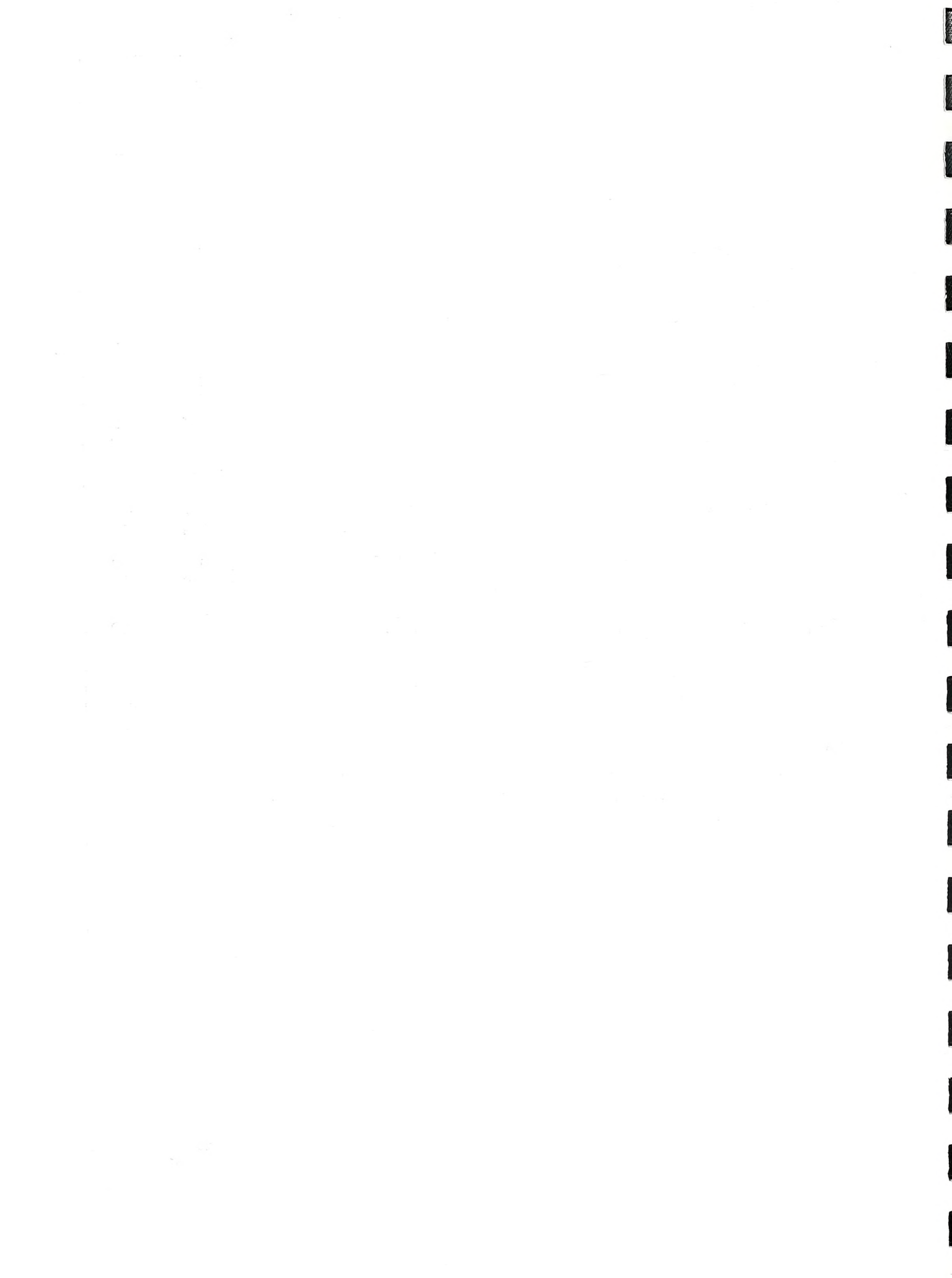
Bed and Breakfast Workshop given in Paducah, Kentucky and Louisville, Kentucky in cooperation with Purdue and Kentucky CES attended by 157 people; Alton, Illinois attended by 48 people; and a Telenet Program which reached 54 people.

Hospitality Training Workshops were presented in Shelby and Carroll Counties and to people involved with the Illinois-Michigan National Heritage Corridor. Approximately 105 people attended these workshops.

Espeseth, Robert D. "The National Scope of Marine Recreation and Tourism" were given to the National Recreation Trends Symposium III, Indianapolis, Indiana (March 30) and at the Congress on Coastal and Marine Tourism, University of Hawaii, Honolulu, Hawaii (May 25).

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Journal Articles and Reviewed Publications

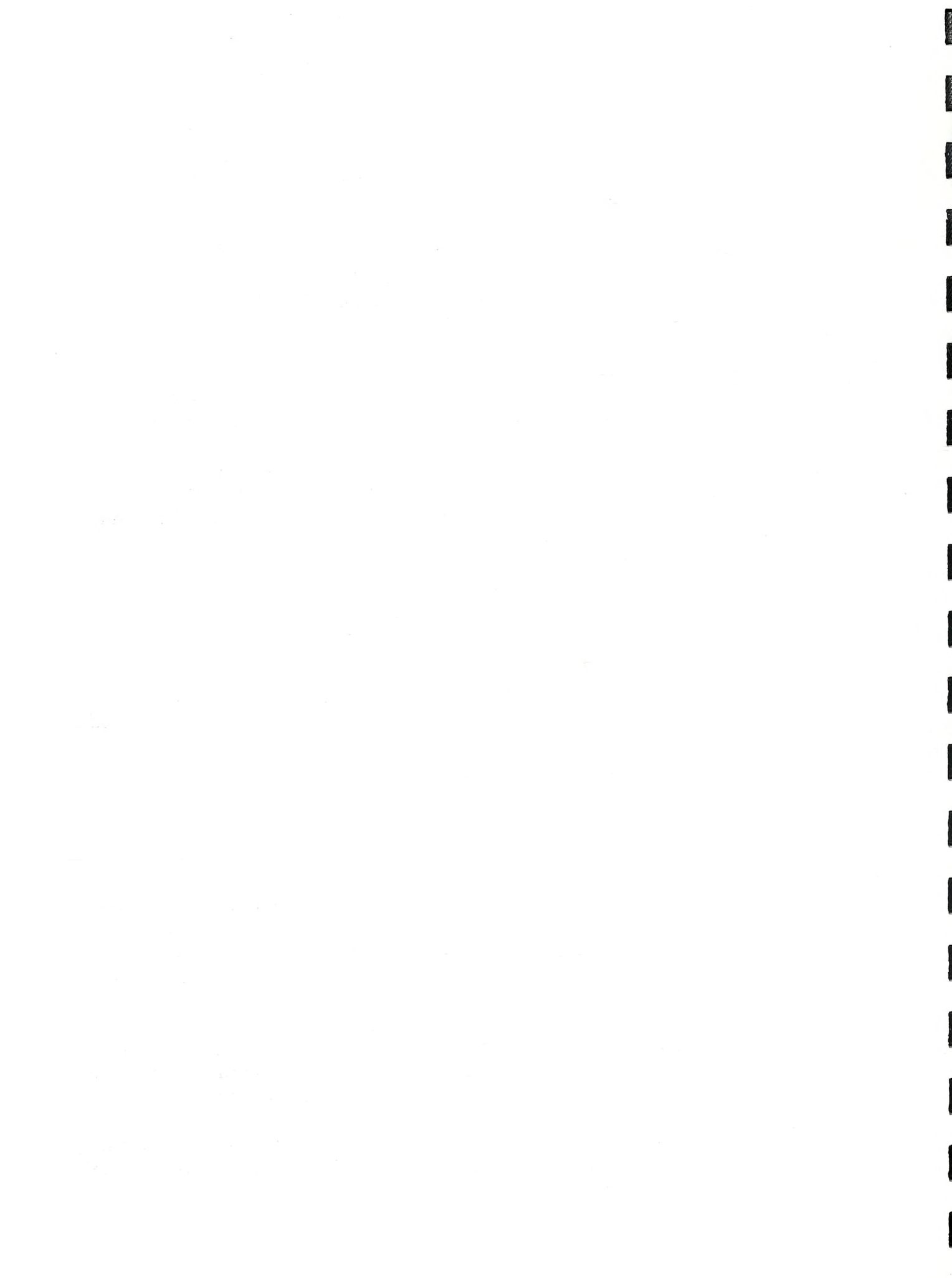
- Wicks, Bruce E. and Crompton, John L. (1990). "Predicting the Equity Preferences of Park and Recreation Department Employees and Residents of Austin, Texas. Journal of Leisure Research, 22 (1) pp. 18-35.
- Wicks, Bruce E. and Watt, Carson E. (1990). "Decentralized Decision Making for the Travel Industry: Implementing a Tourism Market Information System," Proceedings: Outdoor Recreation Trends Symposium III. Indiana, IN.
- Wicks, Bruce E. and Crompton, John L. (1989). "Allocating Services for Parks and Recreation: A Model for Implementing Equity Concepts in Austin, Texas," Journal of Urban Affairs 11 (2) pp. 169-188.
- Wicks, Bruce E. (1989). "Values of Leisure Service Decision-Makers: A Challenge for Education." Scholar: A Journal of Leisure Studies and Recreation Education 4: pp. 15-34.

Publications

- Wicks, Bruce E. and Schuett, Michael A. (1990). An Investigation of the Utility of Using Brochures as a Tourism Communication Tool. Springfield, IL: Department of Commerce and Community Affairs.

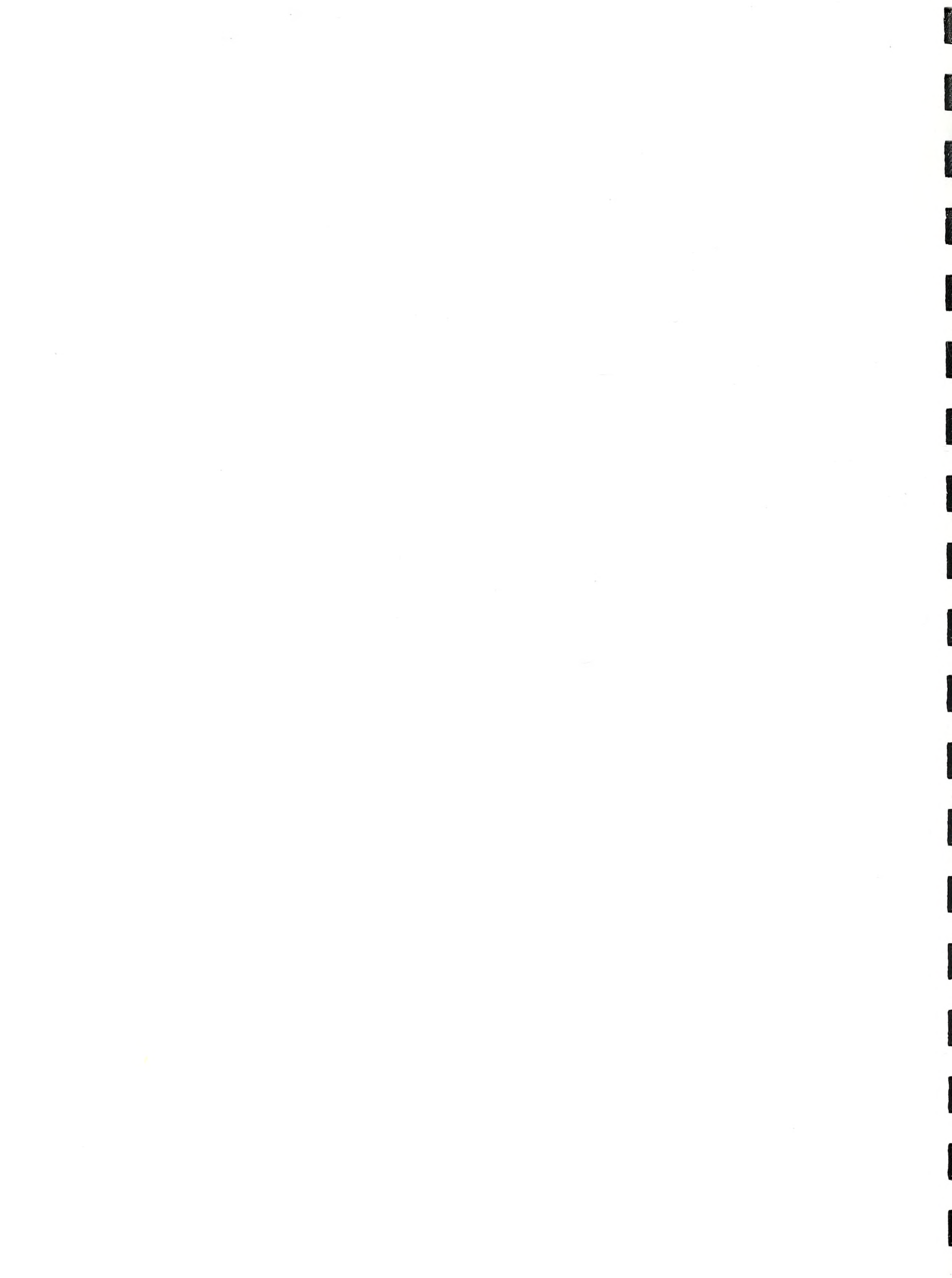
Juried Presentations

- Wicks, Bruce E. "Decentralized Tourism Decision-Making for Coastal Communities: Implementing a Tourism Market Information System." Symposium on Predicting Community Character, Tourism and Economic Development. Michigan State University, East Lansing, MI. April 1990.
- Wicks, Bruce E. "Decentralized Decision-Making for the Travel Industry: Implementing a Tourism Market Information System." Outdoor Recreation Trends Symposium III. Indianapolis, IN. March 1990.
- Wicks, Bruce E. "The Stability of Equity Preferences: A Longitudinal Study of Austin, Texas Residents." NRPA Symposium on Leisure Research, San Antonio, Texas. October 1989.



Presentations

- Wicks, Bruce E. "Marketing Local Attractions." Illinois Cooperative Extension Service and Shelbyville Tourism Council, Shelbyville, IL. March 1990.
- Wicks, Bruce E. "Creative Financing and Resource Allocation Techniques." Illinois Park and Recreation Association Annual Conference. Peoria, IL. January 1990.
- Wicks, Bruce E. "Issues in Park Law Enforcement." Illinois Park and Recreation Association Annual Conference. Peoria, IL. January 1990.
- Wicks, Bruce E. "Tourism Marketing Information Systems: A Case Study of Fredericksburg, Texas."
- Wicks, Bruce E. "Management Training for Festivals and Special Events." Building Illinois Communities: Tourism and Rural Revitalization Workshop, Illinois Cooperative Extension Service. Champaign, IL. October 1989.

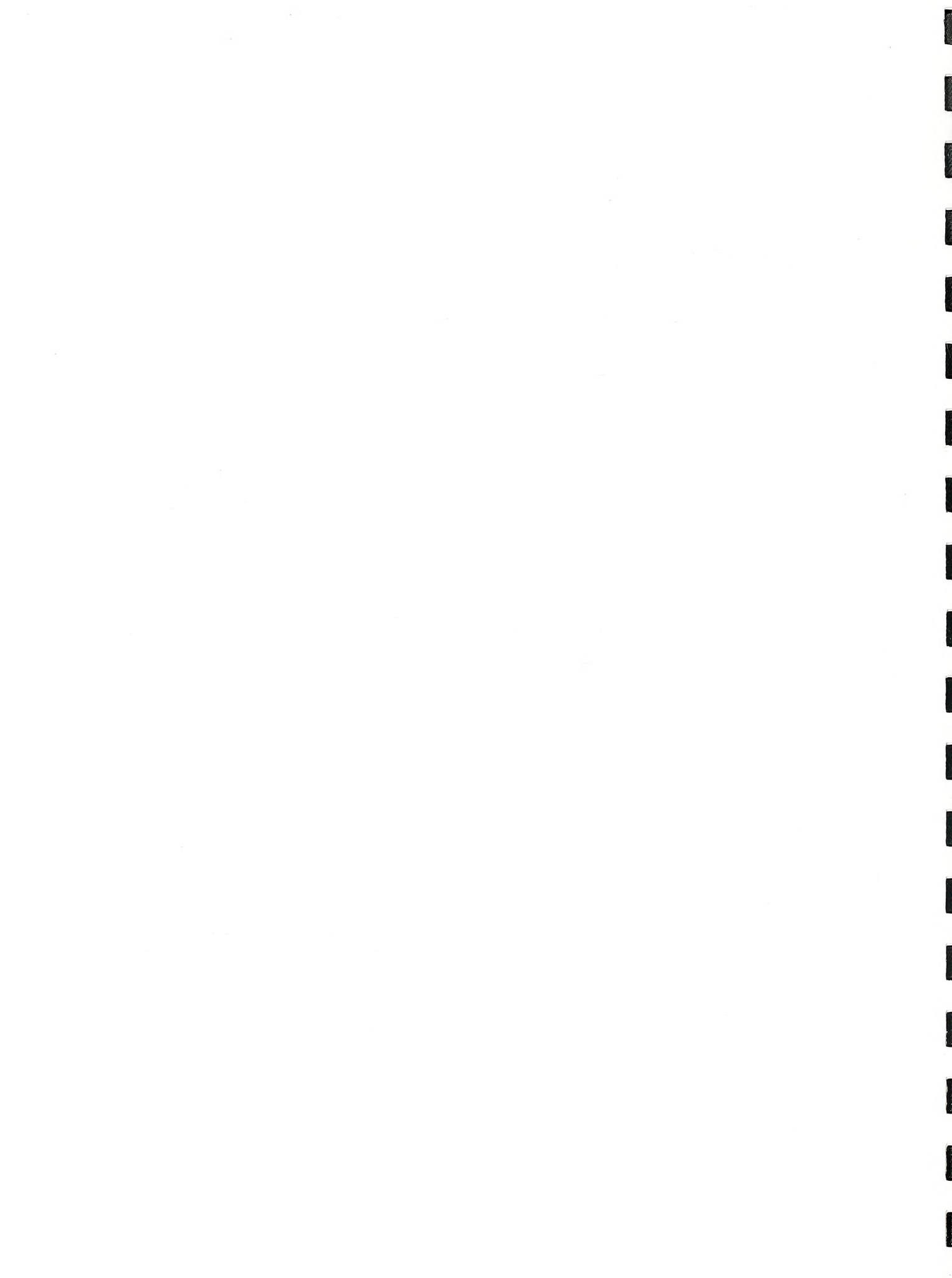


Professional Presentations

- Scheltens, Kathleen C. "Mainstreaming Considerations in Municipal Recreation." A Transitional Approach to Recreation Programming for Young Adults with Mental Retardation Workshop. University of Illinois. May 1990.
- Scheltens, Kathleen C. "Family Leisure." Macoupin County Illinois Cooperative Extension Service Workshop. May 1990.
- Scheltens, Kathleen C. "Exploring Adolescent Alcohol Misuse." Midwest Symposium on Therapeutic Recreation. April 1990.
- Scheltens, Kathleen C. "External Standards and Therapeutic Recreation Practice." (Session Chair). Illinois Park and Recreation Association Conference. January 1990.
- Scheltens, Kathleen C. "Relaxation Techniques for Personal and Programmatic Application." (Session Chair). Illinois Park and Recreation Association Conference. January 1990.
- Scheltens, Kathleen C. "Developing Leisure Interests in Dependent Care Adults." Practical Help for Caregivers of Dependent Adults Workshop, sponsored by University of Illinois Cooperative Extension Service. September 1990.
- Scheltens, Kathleen C. "Adult Leisure and Play." Illinois 4-H Conference. July 1989.

Presentations

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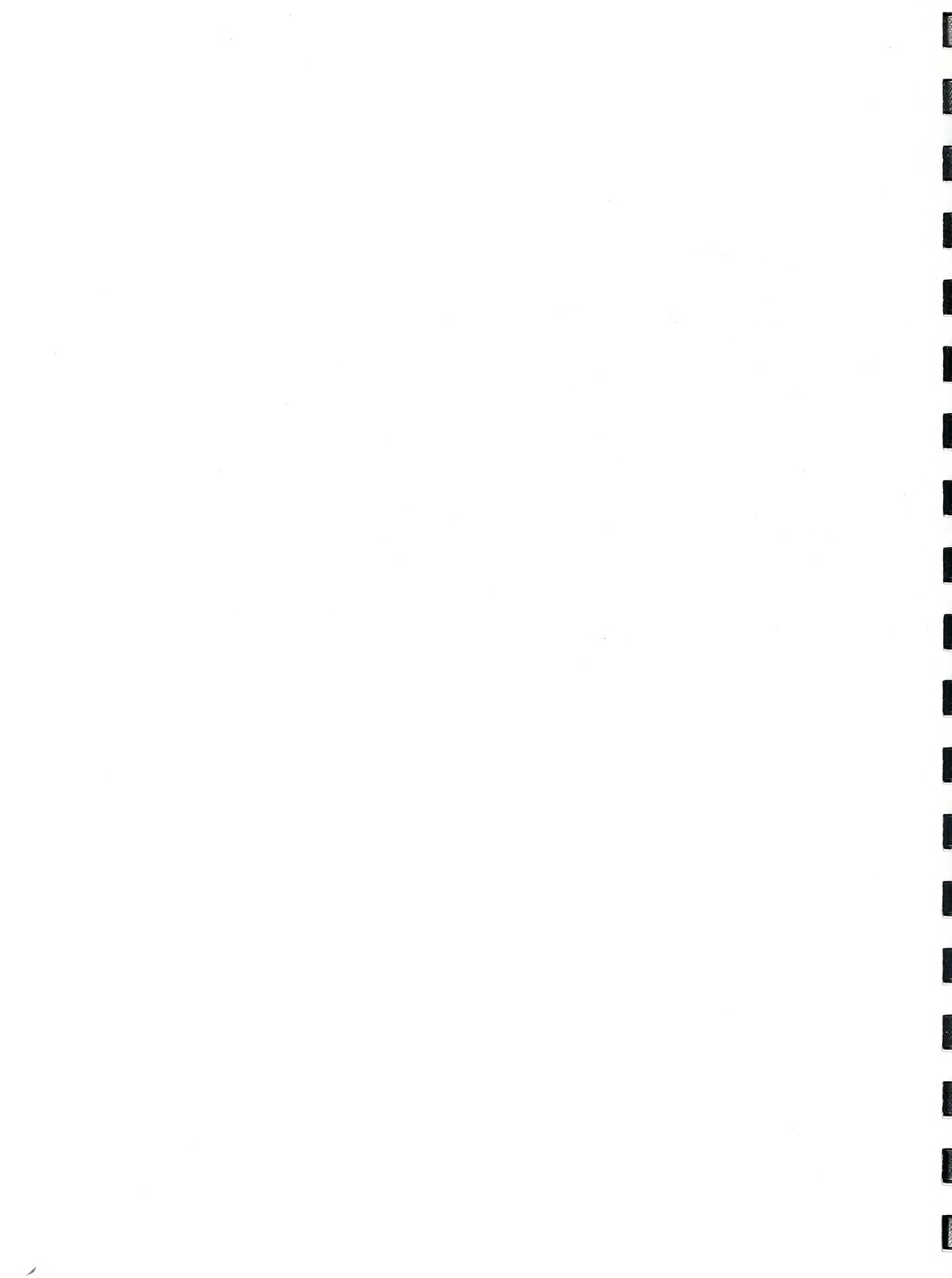
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