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RESORT AND COMMERCIAL RECREATION ASSOCIATION (RCRA)

BY

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ABSTRACT

This article explores the role of RCRA in the leisure industry.

RESORT AND COMMERCIAL RECREATION ASSOCIATION (RCRA)

The Resort and Commercial Recreation Association is the result of eight progressive resort recreators who met in October of 1981 at Fripp Island, South Carolina "to brainstorm with others in this highly competitive and demanding field".

Edwin "Butch" Trelue, Vice President of Recreation for the Fripp Island Company, started the ball rolling in his letter of September 4, 1981, when he invited representatives from twenty-seven resorts in the Southeast to attend a Recreation Workshop, October 5-7, on Fripp Island, South Carolina. "The purpose of this workshop is to discuss various programs offered by each resort community so that we in resort recreation can offer the best programs possible for each facility and situation...The workshop has been organized so three major areas of recreation can be covered. These are Golf, Tennis, and General Recreation. We encourage the participation of not only the General Manager, but also the department heads of the separate recreation facilities."

An agenda for the workshop was included; Item VI listed one topic: Resort Recreation Organization.

Eight resort recreation directors attended the Fripp Island workshop. An immediate rapport was evident among us and two days were filled with an electrifying network of communication and ideas. We all agreed that an organization was needed to seek out and share with other pioneers is the resort and commercial recreation agencies.

Existing organizations were discussed regarding affiliation and/or branch status.

We decided to strike out on our own and the following items were voted upon and unanimously approved by all present.

NAME OF ORGANIZATION: Resort and Commercial Recreation Association

MEMBERSHIP AFFILIATIONS: Professional, Associate, Student

PURPOSE: A non-profit organization established to further the resort and recreation industry through appropriate services to professionals, educators and students involved or interested therein.

GOALS:

- 1) To establish a functional and effective national vehicle in order to communicate, educate, disseminate and promote professionalism within the industry.
- 2) To involve all facets of the industry.
- 3) To provide opportunities for continuing education.

MEMBER SERVICES:

- 1) Educational Workshops
- 2) Quarterly Newsletter
- 3) Job Mart
- 4) Program Exchange
- 5) Annual Directory

DUES STRUCTURE:

- \$50.00 Professional-Voting
- \$30.00 Associate-Non-Voting
- \$15.00 Student-Non-Voting

CO-FOUNDERS AND OFFICERS:

- President-Debbie Regnone, South Seas Plantation
- Vice-President-Butch Trelle, Fripp Island Company
- Secretary/Treasurer-Leslie Cashdollar, Fripp Island Company
- Academic Advisor-John DePass, East Carolina University
- Membership-Frank Oliveto, Seabrook Island Resort and Loren Van

Oordt, Kiawah Island Resort

Charter Committee-Katherine Zachry, Sea Palms and Steve Shawler, Sawgrass

Membership was the number one priority, followed by the establishment of a Charter and By-Laws and development of an Association Workshop to be held in February, 1982.

Six of the original founding members remained active and worked tirelessly to achieve the goals set forth. Two additional members highly instrumental to the initial growth and development of RCRA were Karyl Stewart and Ann Barker, of Amelia Island Plantation.

Through the combined efforts of these eight individuals, RCRA grew from eight to forty-six members by April, 1982. Our first Association Workshop was held February 28-March 2, 1982 on Amelia Island Plantation in Florida. Sixty-two delegates representing resorts, clubs, universities, colleges and students from as far away as Arizona and New York gathered for two days of creative brainstorming and to develop the guidelines under which RCRA would grow.

Formal organization of the Board of Directors and Committees was established as follows:

Officers: President, Vice-President, Secretary-Treasurer

Regional Directors: New England, Middle States, Midwest, Middle Atlantic, Missouri Valley, Inter-Mountain, Northwest, Pacific Northwest, Pacific Southwest, Southwest, Southern, Southeast, and International.

Interest Sections: Academic, Student

RCRA Committees: Budget, Conference, Constitution and By-Laws, Legislation, Membership, Nominating, Public Relations, Scholarships, Ways and Means, Resorts, Clubs, Theme Parks, and Educational Workshops.

In March, 1982 we were featured in DATELINE N.R.P.A. in an article titled "Resort Communities Turning to Recreation Professionals."

Our membership blossomed to 154 members by October, 1982, our one year anniversary, representing fifty-nine agencies, twelve colleges and/or universities and eighty-three students.

The RCRA sponsored a membership booth at the NRPA National Congress in Louisville, Kentucky in October, 1982, further promoting awareness of our growing Association.

Election of Officers and Regional Directors took place in the fall of 1982. The following individuals were elected to lead RCRA in 1983:

President: Frank Oliveto, Seabrook Island Resort

President-Elect: Lynn Masterson, Ahnert Enterprises

Vice-President: Butch Trelle, Fripp Island Racquet Club

Past President: Debbie Regnone, South Seas Plantation

Secretary: Leslie Cashdollar, Fripp Island Racquet Club

Treasurer: Karyl Stewart, Amelia Island Plantation

Regional directors:

New England-Wayne Stormann, Ithaca College

Midwest-Pat Doyle, Central Michigan University

Mid-Atlantic-John Earles, Christianburg Recreation Department

Inter-Mountain-Taylor Ellis, University of Utah

Pacific Northwest-Howard Uibel, Eastern Washington University

Southwest-Linda Christmas, The Village Tennis Club

Southern-Carolee Hayler, Jekyll Island Resort

Academic Section: Frank Guadagnolo, Pennsylvania State University

Student Section: Mitzi Davis, East Carolina University

The Board of Directors were installed at the first RCRA National Conference held on Kiawah Island Resort, South Carolina, January 30-February 2, 1983. Attendance at the Conference peaked with 193 delegates representing 21 states.

Performance objectives for 1983-1984 were approved by the Board which establish the guidelines under which RCRA will continue to expand and develop. Major accomplishments to date have included:

- 1) Computerized membership services
2. Publication of an Annual Directory of RCRA Members
- 3) Timely publication of a quarterly Newsletter
- 4) Board approval for funding a Graduate Research Assistantship to conduct research and surveys for RCRA

5) Coordination of a Job Mart with the Pennsylvania State University

6) Appointed qualified committee chairpersons to each of the existing RCRA committees

7) Member adoption of the Constitution and By-Laws

The Resort and Commercial Recreation Association not only has reached an avenue of recreation not previously served through any existing associations: it has gone beyond to influence growth and commitment to the advancement of professional recreation programs and staff in the commercial industry.

We are currently seeking agencies and/or individuals in the commercial recreation industry to become involved in RCRA. Through your support RCRA will continue to provide for and meet the varied needs of this unique group of recreation professionals.

For further information, please contact:

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