



ONTARIO

INPUT

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**C.I.R.A. — ONTARIO
IS PLEASED TO INTRODUCE
THE 1990 — 1992
EXECUTIVE**



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(photo not available)



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The **INPUT** is anxious to receive any articles from the general membership. All articles are willingly accepted by the editor:

Pat Finch
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London, Ontario
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CIRA - Ontario

Goals & Objectives

GOALS

C.I.R.A. - Ontario is committed to promote intramural recreation and provide support assistance to the intramural recreation professionals in Ontario.

OBJECTIVES

1. To develop and encourage professional growth in the field of intramurals and recreation.
2. To collect and disseminate resource material to practioners.
3. To increase the body of knowledge in relation to intramural and recreation programs.
4. To cooperate with and provide assistance to all allied organizations.

1989-90 C.I.R.A. - Ontario Executive

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GYM RATS

By Sandy Blackshaw, Lambton Kent Secondary School

These are the kids who are in the gym every free minute and every school has them. At our school, we had them keep their own attendance in the gym during open time -pre school, and when they had been in the gym 15 times and their attendance sheet was verified by a Phys Ed. staff member, they received a free tee-shirt with the GYM RAT logo on it. Now they are our chaperones/student assistants in the gym in the morning. They have their own basketballs and can play 1 on 1 or 21 but no full court games. Staff look in on them as we get ready for the day, but they have been pretty good at policing themselves. The only two rules are gym shoes must be worn and no full court games are allowed.

Also, the weight room is above the gym, and we have students using the universal under the same guidelines. The kids have their own pins. One of the lifters is our "mechanic" (this cost the Physical Education Department a pair of sweat pants) and he keeps an eye on the students and does routine repairs on the Universal.

The students appreciate the use of the gym and realize their behaviour is key to the facility being open without a staff member being present.

Here are a few new ideas we are considering

1. Car show or Autorama or Truck show at noon
2. Circle the Wagons — students use car radios/stereos for noon hour dance outside, park cars in circle for stereo sound (this one really sounds dumb, but it might just work!)

These articles may get some others sharing some of the activities they do at their schools. If you have an idea or event that has been successful, why not send it to the INPUT!



What Business Are We In?

Post Secondary Contributing Editor Meg Innes, York University

Did you know that you could probably change jobs and begin working in the business sector? Most of you are probably saying "No, I couldn't do that, I don't have the necessary training." We have all been trained in the area of recreation or physical education and not many of us have had the formal business administration background to enable us to step into the business world. But think about what you are doing! Take one minute and look at the job that you do.

In Management there are three basic roles that a manager plays:

1. Coordinating activities of staff, clients or business associates
2. Processing information by gathering and analyzing it and then disseminating to others, and
3. Making key decisions in terms of resource allocation, problem solving and conflict resolution, and developing new products or services.

In the recreation-intramural field we are responsible for many specific areas. These include:

- a) **Goals and Policies**
We must provide leadership in formulating the philosophy, goals and policies that govern our operation.
- b) **Organizational Development**
We are responsible for developing, reviewing and improving the organization's structure.
- c) **Personnel Management**
We are responsible for planning and carrying out the recruitment, hiring, training and supervision of staff members. In addition, we must maximize the productivity of personnel.
- d) **Program Planning and Implementation**
We conceptualize, plan, and put into action a varied range of program activities.
- e) **Fiscal Management and Marketing Leadership**
We formulate financial priorities and policies, maintain control of all revenues, expenditures and other aspects of fiscal management. We must develop and promote funding sources and we must "market" programs as imaginatively as possible.

With "Marketing" in mind, let us review where we have been and where we are heading.

Then	Focus	Means	End
Sales Concept -Product Oriented	Intramurals	Drop Ins Flyers	Involvement in Activities -numbers through the door

Now	Focus	Means	END
Marketing Concept -Consumer Oriented	Consumer Needs -excitement with the "me" generation	Integrated Marketing	Involvement through Customer Satisfaction

- f) **Public and Community Relations**
We must enrich our public's understanding of our program. We must also achieve positive relations with community groups.
- g) **Liability**
We must ensure that our programs and facilities are safe for our participants.
- h) **Evaluation**
We must establish procedures for evaluating all of our operations. Beyond this, we should be conducting need studies, cost-benefit analyses and other research to provide a solid base for planning and decision making.

As you have read the responsibilities, have you agreed with the basic premise that we could indeed be working in the business sector?

We have been inadvertently practicing business principles for years! We have been resourceful in the past by seeking out innovative forms of program support such as, implementing hockey fees and fines for fighting, default or forfeit fees, and membership fees for services; but we need to do more!

Initially, we must all agree and accept the fact that recreation is no longer a soft service but rather a business that depends on productivity and accountability. Once this fact has been accepted, we must become more knowledgeable in practicing sound business strategies. If we do not strive to learn more about marketing techniques, such as forecasting, pricing, advertising, selling and distribution, we will never match our services with our clients needs or their cash flow with our expenses.

If we do not take on a different style of leadership and become "proactive" instead of "reactive" we will no longer have the opportunity of servicing our clients because they will simply join another program.

So after all this, have you discovered what business we are in? We are in the business of recreation and we must continually learn more in order to be effective.

This article is based on:
Kraus, R. and I. Curtis, Creative Management in Recreation, Parks and Leisure Services, 1986.

(reprinted from INPUT November 1986)

Elementary Contributing Editor Brent McFarlane

The 24th Olympiad - A Unique, Thrilling and Heartbreaking Experience

Brent McFarlane,
Canada National and Olympic Hurdle Coach
1988 Seoul, Korea

"As I sit on the plane on my return flight home from Seoul, I am emotionally drained and physically exhausted. Thirty days (Sept. 5 to Oct. 6) away from home, family and some faint glimpse of sanity, can leave one totally disillusioned and out of touch with one's own feelings. I had just witnessed the 1988 Seoul Olympiad (my 5th Olympics) — specifically track and field—a technological masterpiece and a thrill of a lifetime.

I had also witnessed the race of the century—Ben Johnson vs Carl Lewis (USA)... and on that day I exploded with pride at Ben's feat a 9.79-100 metre world record and **Olympic gold**. Like all Canadians I will never forget what I saw, felt and the immediate pride I had in being a Canadian. Similarly, the year before, I was sitting in the Olympic stadium in Rome at the 1987 World Championships, when Ben set a new world record of 9.83 in the 100 metre. At that time I could barely believe what I had witnessed ... shock best describes it! The world loved Ben! In Seoul he did it again. .. 'he did us proud'. Two days later I was in shock again Ben was stripped of his gold medal and world record for testing positive for anabolic steroids; the Canadian public was shocked, hurt and angry; the Canadian team was in dismay and turmoil; the Canadian press was looking for the story; and the world had been turned upside down for those of us on the track and field team. This Olympic thrill had turned into the ugly Canadian nightmare.

The lie was known to the world!
CONFUSION...CRITICISM...QUESTIONS...
ANSWERS...THE TRUTH????

For the team, not an emotion was left unturned or untested. There are always two sides to any story and then there is the truth...but the damage has been done by that time. We were told it was better

to be in Seoul than in Canada. I can't imagine! The press killed Ben...and questioned all of us. I, and many others, don't believe in the use of steroids, but after reading a few Canadian press releases I was left wondering if a rapist or murderer had ever received such bad publicity. It was sad to see so many of the Canadian public immediately turn on Ben...Only the children kept faith. The truth of the matter was—nobody really knew the truth.



Can you match this
face ...

And this may remain the unanswered question of the decade. How fickle we are at times!

In the end, I was still proud to be a Canadian...but not proud of all Canadians."

The Olympic Games were introduced almost 5,000 years ago in 776 BC in Greece. Their rebirth came in 1896 in Greece when Baron de Coubertin of France brought together 12 nations and 80,000 spectators to found the present day Olympics.

The Seoul Olympics cost an estimated three billion dollars (US) with an estimated profit of 80 million dollars (US). A record number of 20,000 international athletes and team staff from 161 countries (26 different sports) made this the largest Olympics of modern times. Over 200,000 foreign visitors and 30,000 Korean volunteers who acted as guides, translators and workers were joined by over 3 million T.V. spectators for the opening day spectacular...thousands of dancers, Buddhist rituals; Korean folk dancers; parachuting display from Olympic rings and greetings from the 1988 mascot 'Tiger Hodori' representing the symbol of the Korean spirit.

Korea, often called the country of courtesy, borders mainland China and Siberia and lies between 33° and 43° north latitude. The average income per capita is \$3,000 (US) per year.

Seoul (means capital) is a city of splendor and tradition dating back to 1394 when it became the capital. After the Korean War in 1953 Seoul was reduced to rubble, even worse than Berlin. Surrounded by mountains, bisected by the Han River

24th Olympiad cont...

and having a population of over 10 million (one of the top 5 populated cities in the world), it built over 80 institutes of higher learning. Shopping in Seoul is an experience in itself with many underground shopping arcades, the Namdaemun open Korean market and 'the strip' or 'long street', It'aewon. A 40-minute taxi ride to any shopping area in Seoul costs less than \$5.00. No price is final and bartering is the only way when purchasing such things as leathers (coats, bags, luggage), silks (scarves, shirts, suits), ski suits, woollens (suits, pants) and shoes (leather, eelskin) all at 75-50% below Canadian prices. Korea is the world's 3rd largest footwear and 4th largest garment exporter. Open markets 5 to 10 acres in size sell all varieties of fish, frozen or alive; meat and produce. A visit to a local folk vil-

lage, such as Suwon or Changhokdong, or the Ghangdok Palace and Secret Gardens built in 1394 can give one a unique feeling for Korean culture. Pollution in Seoul is one of the highest in the world, partly because 54% of all cars in Korea are in Seoul. Because of the enormous amount of pollution, all industry was shut down a week before and during the entire Olympic Games, and many athletes still had problems.

There were two main competition sites or areas, designed with easy access to transportation, (bus, subway, car). The 75,000-seat main Olympic stadium where the opening and closing ceremonies took place, as well as the track and field events, was part of the 135-acre Seoul Sports Complex Area which also had the competition sites for diving boxing and baseball. The 750 acre Olympic Park was the second main site and was situated within walking distance of the athlete's

village across the street. It held the sites for cycling, gymnastics, swimming, tennis, weight lifting and fencing. The athlete's village was a series of newly built, 13-floor apartment buildings, blocked in by country and individually enclosed by a 15 foot fence. Each spacious apartment contained 4 bedrooms, 2 bathrooms, living room and kitchen, and housed 4 to 5 athletes. Security in the village was superb and extremely well hidden. Very few police or armed security were ever evident. Many were hidden and dressed as cafeteria workers, cleaning staff, athletes or guides...and always present.

Within the village was an area known as the international zone where cafeterias were open 24 hours a day and banks, phones, post office, press centre, information centre and shopping areas were located. At no time in the village or on any competition site was anyone ever in danger!



...with these awesome legs

For my part, as a national and Olympic coach, I joined the team in Vancouver in early September for what was termed the 'staging'. This is where uniforms, clothing, accreditation and team information is given out. From here we travelled to Tokyo for a week-long preparation camp to acclimatize and sharpen for the Olympics. Then on to Seoul for 3 weeks. Daily practices, staff meetings and actively participating and cheering on other Canadian team members, amongst the constant air of controversy and turmoil, left me with mixed feelings. There were some great and special moments for me. Dave Steen's 3rd in the decathlon; hurdler Julie Rochelequ making the finals; Lynn Williams and Sue Lee's superb middle distance runs; and Kitchener's Lennox Lewis winning the gold in boxing. I met many old friends and made many new ones. To be an Olympian is unique. To know one is also unique in itself. How many of us can be so lucky.

CANADIAN INTRAMURAL RECREATION ASSOCIATION - ONTARIO NOTICE OF ANNUAL GENERAL MEETING

The Annual General Meeting of the Canadian Intramural Recreation Association - Ontario will be held on the afternoon of Tuesday May 15th, 1990 at the University of Waterloo, Waterloo, Ontario.

NOTICE OF PROPOSED BY-LAW CHANGES

21. Unless otherwise determined by a majority of the voting members the number of Directors shall be not less than seven.

By-law 29, 30 and 31 have been moved under Committees with the following changes:

43. To give regional representation to the Board, Advisors shall be appointed or elected to the Regional Advisory Committee to represent so far as possible the regions of Ontario in which the Association is active and to represent the functional needs of the Association. In addition there will be a conscious effort to ensure representation of the various levels of educational institutions. To secure these intentions, the committee will consist of one Regional Advisor for each region. Every Director must be a member entitled to vote at a meeting of the Association.
44. Unless otherwise determined by the Members there shall be eighteen (18) regions as recognized by the Board of Directors.

NOTE: A full document of revised By-Laws incorporating all changes passed by the AGM during the past few years and reflecting accompanying house-keeping items will be presented at the Annual General Meeting in May. All questions and concerns should be addressed to the President, Frank Erle 519-661-3077.

CIRA XII
presents

THE GAMES PEOPLE PLAY

May 13-16, 1990
University of Waterloo
Conference Centre



Canapress Photo Service/Jacques Nadeau

Keynote speaker:
Rick Hansen



Mr. Duane Shadd
K.E.H. Recreation Centre
Conestoga College
299 Doon Valley Drive
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Come play with us!

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01/99

Edited by Pat Finch - Board of Education for the City of London - 1250 Dundas Street, London Ont. N5W 5P2