



From the Co-editors

As the new co-editors of this newsletter, we are excited to hear from you. Please send us interesting and newsworthy information—program updates, suggestions for newsletter content, honors and awards given or received, or information about upcoming events. Academy members benefit when we share your news. We look forward to hearing from you!

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PRESIDENT’S CORNER

I hope this year’s first combined Research & Teaching Conference hosted by The Academy of Leisure Sciences left you feeling as inspired as it did me. I imagine you were either inspired by the many thought-provoking presentations and tantalizing discussions or you were inspired to make sure you did not miss out next year when we head to Clemson, SC (see info later in the newsletter for more details). Thanks go out to many people, but especially to Brooke Burk, R&TC Committee Chair, and Rasul Mowatt, Site Host, for all of their incredible work in advancing our organization’s mission with this event.

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GETTING PERSONAL: BARBARA SCHLATTER

Barb Schlatter is professor and assistant school director at Illinois State University in Normal, IL. She’s also had academic appointments at Chicago State University and SUNY Cortland. Barb grew up in Hancock, NY, and earned her bachelor’s, master’s and PhD degrees from SUNY Cortland, Springfield College, and the University of Illinois.

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**IMPORTANT INITIATIVES: AND BEAUTY FOR ALL,
JOHN DE GRAAF**

At a time when parks and the environment almost seem to be under siege, and when polarization and anger dominate our politics, is there a way to move forward toward greater, more meaningful leisure and a less harried, healthier quality of life? After 15 years of work on the Take Back Your Time campaign, and precious few policy changes to show from that work, I’ve decided to test the hypothesis of Doug Tompkins, the outdoor adventurer who co-founded both the North Face and Esprit clothing companies. “If anything can save the world,” Tompkins declared, “I’d put my money on beauty.” My new campaign AND BEAUTY FOR ALL (www.andbeautyforall.org) seeks to reduce polarization and further the cause of sustainability and environmental justice by focusing on both natural beauty and human design, with the understanding that all Americans have a right to live, work and play in beautiful places.

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PRESIDENT'S CORNER CONTINUED FROM PAGE 1

During the conference, I provided an update on the many initiatives that are currently underway with TALS. I will recap those here to help us reach those who could not be with us at the conference or to remind those of us who were.

- The new year brought about the need to restaff TALS' BOD and Committees. If you're not currently involved in one of these but would like to be, please let me know and I will point you in the right direction.
- We hosted our Research & Teaching Conference, increasing attendance from ~120 people last year to over 160 this year.
- Denise Anderson, past-president, has continued her work to develop memorandums of understanding (MOU) with connected organizations, creating an MOU with LSA and developing a more informal but enhanced relationship with ACA, to add to existing MOUs with ANZALS and NASSM.
- In support of these new partnerships, TALS made its first attempt at webcasting a few of our conference sessions to make them available for LSA and ANZALS members, for whom attending the conference might be too cost prohibitive.
- New research awards have been created to supplement the teaching awards TALS already had in place (See z.umn.edu/TALSAWARD for info on the call for the 2019 Awards).
- Due to changes in the timing of our annual conference and the structure of TALS as a standalone organization, we've also been updating the TALS website and standard operating procedures manual.
- Recent efforts have led to both a growth of membership in TALS (from 433 individual members and 19 institutional members to 618 and 37, respectively) and a growth of our Future Scholars Fund, from \$60,088.19 in September 2017 to \$69,993.95 in February 2018.
- We are currently working with major journals (initially from Sagamore-Venture and Taylor & Francis) to develop the protocol to provide regular postings of the Table of Contents of our most popular journals on TALS Listserv.
- The sites for the 2019 and 2020 R&TCs have been secured (Clemson and the University of Illinois, respectively).
- Significant work on a new lecture series to replace the George Butler Lecture Series, which will remain at NRPA's Congress.
- Our efforts most recently have turned to preparing for a Strategic Planning Workshop with TALS Board of Directors. We have also included three non-members who are emerging professionals who have expressed an interest in additional involvement with TALS. In this way, we hope to ensure that we remain viable and best able to meet the needs of our members from a variety of professional levels.



As we get ready for that Strategic Planning Workshop, we will continue to send out short, 1-3 question surveys on TALSnet, ones that you can take straight from your email. We encourage you to give us your feedback so we can continue to best serve our members. Additionally, if you have more developed thoughts on where TALS should be going, what we should be doing or how you can be involved, please feel free to let me know: westst@appstate.edu.

STEPHANIE WEST, President
The Academy of Leisure Sciences

1. How did you get into the field, and what inspired you to pursue a career in recreation and leisure?

People ready to engage in leisure are often in a state of mind where they are ready to relax, try something new, and hopefully have a little fun. Working with people in this mind-set is a joy! Informing my family and friends back in the late 70s *I'm going to major in recreation* was met with confusion and some snickers. Students have asked me over the years how I explain the field to others. I do so by posing three questions. First, how did you meet your best friends or even your significant other? Many times it occurred in a leisure setting (I met my husband in a bar). Second, after you've paid the rent and bought groceries, how do you spend your discretionary income? Often we spend it on our leisure. And lastly, what do you dream about doing when work and subsistence obligations are finished? Often it is about what we plan to do in our leisure.

2. Whose work has inspired you over the years and why?

When I started my undergraduate studies in recreation and leisure studies, there were no books on recreation programming. Leadership, yes, but not for programming. Even during my master's studies in the mid-1980s, there was little available in terms of program planning, yet it was the bread and butter to everything we did! When Bob Rossman's *Recreation Programming: Designing Leisure Experiences* was published in 1989, it included a statement that still rings true today: "Programming is the central focus of the leisure service profession and the primary mission of leisure service organizations" (p. 15). Who would have guessed that 14 years later Bob would ask me to join on the third and subsequent editions of the book?

3. What are some important trends and issues we should be addressing in our field (from any perspective - research, education, outreach, administration/leadership, etc.)?

Pine and Gilmore's work on the *experience economy* has really begun to impact our field. We're seeing places like Brigham Young University and CalPoly change their department names to Experience Design and Management, and Experience Industry Management. The field continues to move beyond the provisions of leisure goods and services, and into the design of meaningful and memorable experiences for leisure, tourism, sport, events, and more.

I also think we need to move beyond our borders and globalize, not just our academic programs but in The Academy of Leisure Sciences, too. It is a global stage we play on, and our profession should be doing all it can to connect with people around the globe in terms of teaching, research, and service.

4. What career contributions are you most proud of?

Co-authoring *Recreation Programming: Designing and Staging Leisure Experiences* with Bob Rossman continues to be a great honor. Bob remains one of the most motivated and creative people I know, and having the opportunity to work with him over the years has been a joy.

I was honored to have been the president of the American Leisure Academy (ALA) during the time when the organization was integrated into the newly reframed The Academy of Leisure Sciences (TALS). While it was no easy task, *we did* it thanks to guidance and support of Chris Edginton, Karla Henderson, Joe Bannon, Al Ewert, and many more! I was later elected as president of TALS, and our first strategic planning meeting led to the establishment of an annual teaching and research conference, TALSnet, and raising \$16,000 in a challenge campaign to build the Future Scholars Endowment Fund. While I was not responsible for these accomplishments, I got to *ride the wave* with many talented colleagues to get these things done!

5. Where do you find leisure?

I find leisure in my relationships with family and friends and the things we do together. It may be as simple as sitting on the front porch talking or traveling to far flung places. I also find leisure at Illinois State University. Work is like leisure when surrounded by clever faculty and fine students!



IMPORTANT INITIATIVES: AND BEAUTY FOR ALL, JOHN DE GRAAF CONTINUED FROM PAGE 1

Since I and others began this new campaign last May, we have begun to get cities on board passing proclamations supporting the effort, built a website, begun to seek partnerships with other organizations and assembled a top-flight team of endorsers and advisors. In the past month, I have spoken at several colleges and to the National League of Cities about our campaign, and together with Vallejo, CA mayor Bob Sampayan and former Seattle City Council president Nick Licata, I've written for the National League of Cities websites, urging that its focus on infrastructure require that new developments be based on sustainability, social connection, health, and beauty instead of transit speed and short-term growth.

In short, our new effort aims at nothing less than a transformation of American values away from a materialistic obsession with wealth and growth and toward an emphasis on quality of life and sustainability. Beauty is an overarching theme for this change in values. I have written extensively about the concept of "bread and roses," especially with regard to issues of time and leisure. But in James Oppenheim's 1911 poem, roses meant more than just the time to smell them, however important that was. "Small art and love and beauty, their drudging spirits knew," the poet wrote of immigrant mill workers, "Yes, it is bread we fight for but we fight for roses too...Hearts starve as well as bodies, give us bread but give us roses." Aldo Leopold and John Muir both spoke of the need for both bread and beauty. A hundred years ago, the City Beautiful, Country Life, Arts and Crafts and Nature Study movements called Americans to a different, less acquisitive vision of the American dream. This new campaign repeats that call.



AND BEAUTY FOR ALL: GETTING INVOLVED

The And Beauty for All campaign is based loosely on the national "beautification" project of the 1960s, led by Lady Bird Johnson and Interior Secretary Stewart Udall. During that period, Congress passed bipartisan beautification legislation creating national parks and monuments, expanding local parks and open space, saving rivers, improving air and water quality, establishing a Wilderness Preservation System, and employing thousands of youth in environmental restoration programs. Part of that campaign was a commitment to healthy recreation and leisure for all Americans.

What I hope is that you will consider our website and the essays it will take you to, consider focusing research projects on the goal of beauty for all, inspire your students to work for an America where leisure can be enjoyed in beautiful surroundings, document the projects in your communities that preserve and promote beauty and engage in some way in And Beauty for All Day, which we will celebrate on or around October 2nd of this year. That date is the 50th anniversary of Lyndon Johnson's signing of four "beauty bills"—the North Cascades and Redwoods National Park Acts and the Wild and Scenic River and National Scenic Trails Acts. As we remember these bills and the efforts of millions of Americans to save open space, create parks and restore our landscape let us commit to doing our share to protect and extend that legacy in the years to come.

If you can help or are looking for projects and internships for students, please contact me at jodg@comcast.net. Consider being a part of And Beauty for All Day and getting active in this campaign. And thanks so much!



TALS PARTNER: LEISURE STUDIES ASSOCIATION (LSA)

TALS has recently signed memoranda of understanding and initiated relationships with several like-minded organizations. Each 2018 issue of the TALS newsletter will include an introduction and update from one of these organizations. Please read on to learn about the important work of the Leisure Studies Association.

According to its Constitution, the object of LSA is to educate the public in all matters relating to leisure. The LSA aims to do this by fostering research in leisure studies; promoting interest in leisure studies and advancing education in the field; encouraging debate through publications, and an international journal *Leisure Studies*; stimulating the exchange of ideas on contemporary leisure issues; and disseminating knowledge of leisure studies to create the conditions for better-informed decisions by policy makers.

The LSA is totally dependent on volunteers to establish its strategic direction and achieve its objectives. The LSA Executive Committee, elected by its members, carries out all the administrative tasks of the Association. The current Executive Committee consists of eight defined roles plus honorary and ordinary members. The roles that currently form the Committee are: Chair, Secretary, Treasurer, Newsletter, Digital Communications, Publications, Membership and Student Representative. In addition, at the annual conference hosted by Salford in 2013, LSA's Constitution was amended to include the role of LSA 'Ambassador'. These Ambassadors will take on presidential roles: firstly, they will support the aims of the Association and provide support and guidance to the Executive Committee (as guided by the Executive Committee); and secondly, they may be asked to undertake specific work for the Executive and current Officers of the Association (as required and agreed).

The LSA is not a large organisation. The current membership fluctuates around 100 members. Membership is international and includes colleagues from countries such as the USA, New Zealand, Australia, Brazil, and Spain. The vast majority of members (probably around 90%) are based in the UK. This number is probably below the overall number of academics working in leisure-related subjects in the UK. However, as has been reflected elsewhere (Fletcher et al., 2017), the field of leisure studies is now quite crowded in terms of different learned societies, all of which are competing for members. For example, the Political Studies Association (which has a Sport Study Group), British Sociological Association (which has separate Sport and Leisure & Recreation Study Groups), Association for Event Management Education (AEME), Association for Tourism and Leisure Research and Education (ATLAS) and British Society of Sport History (BSSH) will each have members interested in leisure studies, but who perhaps prioritise membership to a single learned society.

The LSA is a learned society within the Academy of Social Sciences. We continue to be actively involved in the AcSS's 'Campaign for Social Science' and other events, including conferences, seminars and workshops. As a learned society within the AcSS we have the capacity to work with other learned societies which might have overlapping interests in leisure pedagogy.

The LSA holds an annual conference, which showcases research from around the world, presented by scholars at various stages in their research careers. The University of Bath will host the event in 2018 around the theme of "Mobilising change: Creative and critical leisure practices in the post-disciplinary era" (see <http://www.bath.ac.uk/events/leisure-studies-association-lsa-annual-conference-2018/>). The LSA has strong links and works in partnership with a number of universities in the UK; both in supporting their teaching and learning practices in leisure studies, as well as supporting leisure research in other ways, for example, through sponsoring conferences. At its AGM in July 2017, LSA launched its Research and Enterprise Development Fund which aims to promote the study of leisure and the LSA more broadly.

If you would like to find out more about the LSA please get in touch with Dr Thomas Fletcher, Chair via t.e.fletcher@leedsbeckett.ac.uk. To join and to find out more about member benefits, please visit www.leisurestudies.org.

Thomas Fletcher, LSA Chair
(Leeds Beckett University, UK)

TALS CONFERENCE RECAP

The 2018 TALS Conference on Research and Teaching was a great success! Record attendance, record learning, and record fun!



Katherine Ann Jordan (Clemson University) being tutored in the art of DJing by Rob Swift of the New School in NYC.



Callie Spencer Schultz (Western Carolina University) and her colleagues presented about teaching social justice from a position of privilege.



Hongping Zhang (University of Florida) shares her research on the leisure engagement of Chinese international students at the poster session



Panelists Ingrid Schneider, Heather Gibson, Corey Johnson, Rasul Mowatt, and Marcia Jean Carter shared their wealth of experience and answered questions about publishing leisure research.



Lindsay Usher (Old Dominion University), Marcia Shrilla (University of Delaware) and Ellen Drogin Rodgers (George Mason University) enjoy downtime at the Emerging Professionals Social

SAVE THE DATE

We look forward to seeing you at the 2019 TALS Conference on Research and Teaching! Mark your calendars for February 26-March 1 and make plans to join us in Clemson!

