

THE *Recreation* LANDSCAPE



GENERAL | RECREATION, INC.

FROM CONCEPT THROUGH COMPLETION, WE DELIVER QUALITY

Spring 2008
Issue One

Shared vision for innovation drives memorial playground in Pilesgrove-Woodstown, New Jersey

Pilesgrove-Woodstown, New Jersey, is a small community with a big heart. In 2007, the community rallied together to build a playground in honor of John Vascek, Jr., a local young man who died in a motorcycle accident in 2004.

"His family established the John Vascek Jr., Memorial Foundation to keep his name alive, while donating to charitable causes. John loved children, so it was a perfect fit for the foundation to fund a new playground that would also be a memorial," recalls Jamie Danner, treasurer

of the Pilesgrove-Woodstown Recreation Commission's board of directors.

With funding in place, the commission interviewed playground design consultants and connected immediately with General Recreation, Inc. "We hit it off," says Danner. "They were professional and fun— an awesome combination."

General Recreation's "Prince of Playgrounds," Michael Wiley agrees. "We also connected because our company and the commission understood commitment to quality products and engineering. So, I took the opportunity to introduce them to Evos™, a very unique product line that they'd never seen before," he explains.

"Whoa—what is that?" was our initial reaction," Danner recalls, laughing. "We fell in love with Evos. It was new, different, challenging, and definitely not boring— exactly what we were looking for."

"We excel by listening to what our client wants, fulfilling needs, and exceeding expectations. When our client shares our vision for quality products, innovative structures, and community building, we can accomplish great things."

— **Michael Wiley, Regional Sales Consultant**

With less than 100 EVOS playgrounds in the United States and only a handful in New Jersey, Pilesgrove-Woodstown was excited to have a unique playground. It wasn't difficult to garner community-wide support.

The commission was ecstatic that General Recreation and Wiley would not



only design the playground, but also manage construction and oversee having the community build it. The winter season was getting closer, so efforts were sped up to organize the community build.

On February 29 and December 1, 2007, more than 50 community members helped build the John Vascek, Jr. Memorial Playground for the community's 100-acre park complex. With a winter storm scheduled to hit that weekend, the team rallied together and finished a day ahead of schedule.

Wiley was impressed by the diversity of the work crew. "Teenagers, moms, dads, neighbors who didn't even know they were neighbors, you name it, everyone was there...It was an amazing community build—potentially the best ever," says Wiley.

"The Vascek and Ostrum families were also there to help with the build. They were determined to honor John's name," adds Danner.

To learn more about Evos, contact General Recreation at **800-726-4793**. ■

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The Recreation Landscape is a quarterly newsletter for the customers, community partners, and colleagues of General Recreation, Inc., a company specializing in the design and installation of parks, playgrounds, skate parks, athletic areas and outdoor leisure spots.



A Letter From Our General Manager

As General Recreation, Inc., is always looking for better ways to serve our partners, friends, and clients, we thought that a quarterly newsletter would be a great way to keep you informed about industry trends and updates, product innovations, safety standards, and project highlights.

We welcome you to *The Recreation Landscape* with the hope that you will find the articles timely and useful. We also want to further communicate the product quality differences we offer, as well as the dedication and personal service that we strive to provide for our clients on every project.

We'd also like to introduce our newest partner, Water Odyssey™, of San Marcos, Texas. After evaluating a number of aquatic playground manufacturers, we discovered a company that shares our values in customer service, product quality, and outstanding personnel. Read more about Water Odyssey in "Product Spotlight" below.

If you have particular topics, stories or projects that you would like to read about in this newsletter, we welcome your ideas and feedback.

Andy Cush
Andy Cush, CPSI



Water Odyssey: flexible and fun year-round



Summer will be here before we know it, and that means active kids are seeking an outlet to cool down. Water Odyssey™ Aquatic Playgrounds provide the kind of wholesome summertime experience that kids will love—and their superior durability and flexibility ensure that they'll be enjoyed year after year.

Innovative Design. Remember the days of open fire hydrants, or running through sprinklers? Well, Water Odyssey has taken yesterday's basic concepts to an entirely new level, with aquatic playgrounds that create a brilliantly colored landscape of fountains, misters, and even crystal clear water "mushrooms." They offer options for all ages, and since the systems create no standing water, they require no lifeguards. Themed products such as the Flower Shower™ and Trickle Tractor™ inspire creative, imaginative play.

Built to Last. While others have chosen to ignore quality and durability, Water Odyssey makes both a priority. And that's a big reason that General Recreation, Inc., is so excited about the company. "Their unique coating system, an elastomeric urethane, is the best

and most durable finish available in the industry," says General Recreation's general manager Andy Cush. "Water Odyssey products don't experience the paint adhesion problems that seem to plague most manufacturers of stainless water features." Below ground, Water Odyssey has also designed recirculation and distribution systems with equally high standards in durability.

Endless Possibilities. Interchangeability is another advantage to Water Odyssey systems. "Their simple aquatic feature mounting details allow for ease of installation, and allow features to be moved around a park or throughout a park system," says Cush. This is great news for parks seeking to keep their play systems fresh and stimulating for kids from season to season.

Water Odyssey Aquatic Playgrounds can certainly stand alone in any park setting, but also make great enhancements to a community pool. To learn more about Water Odyssey, contact General Recreation at **800-726-4793**. ■



Calendar of events *Spring 2008*

- March 31- April 1** International Main Street Show
Philadelphia, P.A.
- April 1** PTO Today, Parent Group Expo
Secaucus, N.J.
- April 10-11** New Jersey Conference of Mayors, Annual Conference
Atlantic City, N.J.
- May 11-13** Pennsylvania State Association of Township Supervisors, Educational Conference & Tradeshow
Hershey, P.A.



Kids love a challenge. And with the introduction of Evos™ Playsystems, never before has play looked more challenging or more intriguing. One look at this gyroscopic network of cables, arches and slides may initially have kids wondering, “Where do I begin?” The answer: anywhere. “What parts can I climb on?” The answer: all of them.

Evos is a complete departure from the standard ladder-to-platform concepts used by most playsystems. Kids use their own sense of creativity and adventure to determine how to explore the Evos landscape. Entry points are limitless, as are the options for play, which engages a broad range of ages.

Unique Features. To play on an Evos playsystem means constant activity. With no place to sit or stand around, kids are forced to use upper body strength and core muscles to make their way throughout the system’s many features.

The variety of features has magnetic appeal. The O-Zone™ Climber is a series of suspended rings that challenges kids to question exactly how they will navigate through, over, or around the structure. Suspended pods called Swiggle Stix™ create wobbly steppingstones that hone skills like balance and depth perception, and are an original take on the playground bridge. Even the Gliders—the Evos interpretation of slides—keep kids engaged with a non-traditional design enabling sliding or scaling.

Site Versatility. Evos playsystems also provide versatility to the site itself. Since the system creates a circular footprint, it can accommodate virtually any site. There are more than 25 components to choose from, and they can be linked together or stand alone. This makes Evos a creative option for a phased playground. Start with a basic configuration, and then gradually add components to create a network of conjoined zones, each presenting their own opportunities for imaginative fun.

Quality From The Ground Up. Parents want to know that their kids are going to stay safe when they venture onto playground equipment. Evos playsystems are constructed using the latest in innovative materials recognized for superior durability, which itself provides a lasting measure of safety. The sweeping structural arches are composed of sturdy five-inch diameter galvanized steel. The system also features Corocord® cable, which is remarkably strong, easy on small hands, UV-stable, and will not fray.

Evos systems come in an array of colors made from architectural-grade TGIC polyester powdercoat paints that will retain their finish. Painted metal surfaces



are covered in TenderTuff™ coating that keeps them cool to the touch.

Evos has burst onto the scene as more than a playground, but as a *destination* for kids and families. Each visit to an Evos playsystem invites a truly innovative approach to fitness and above all, absolute fun.

To learn more about Evos, contact General Recreation at **800-726-4793**. ■

Stealth - Health

It's a shameful truth that kids in our country are steadily becoming more overweight. Simply put, taking in more calories than what is burning off through physical activity—even a net gain of 50 to 100 calories per day—can add up, and add pounds over the course of a year.

Everyday, millions of kids take to the playgrounds of their schools and community parks. “They don’t go there to ‘workout,’ but rather to play, challenge themselves, socialize and be with friends,” says Steve King, chairman of Landscape Structures™, creator of Evos playsystems. “What if while doing all of those things they could also get 30 to 60 minutes of vigorous exercise each day?”

Through innovative and irresistible design, the Evos playsystem is the ultimate workout in disguise, improving:

- Strength, coordination, balance, and agility.
- Large muscle development, upper and lower body strength, and core muscle strength.
- Spatial awareness, cause and effect, and problem solving skills.

Play it Safe

Safety Tip

Is your playground about to bite the dust?

Have you renovated your playground since 1993? If the answer is “no,” you may need to check the safety of your playground. Outdated playground equipment can be extremely dangerous. For example, during the 1960s, 70s, and 80s, heavy metal swings were commonplace on playgrounds. This equipment can act as a lethal battering ram, potentially injuring children who walk in front of them.



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Effective skate park planning needs specialists, community leaders, and local skateboarders

Skate parks make a great addition to any community and provide a sanctioned, safe place for skate board enthusiasts. For some municipalities, creating a skate park might seem like a daunting task. Working closely with a skate park specialist assures that the site will be planned with care and thoughtful design. The end result? A place that draws kids in like a magnet to an environment perfect for challenging exercise and social interaction.

It is natural for communities to have concerns when considering the addition of a skate park. "Making a skate park a success for everyone involved is very much a team effort," explains Will Hemler, General Recreation, Inc.'s skate park specialist. "The design process alone usually includes municipal officials, engineers, landscape architects, skate park designers and, of course, the local riders themselves."

Skate park specialists like Hemler make ideal liaisons between the municipality and the local users, too. Local users need to understand the issue of liability and the effects of poor planning, while municipalities can be assisted in grasping the design needs of those who will be practicing and participating in the sport.



"For most communities, this may be their first and only skate park, so there is very little room for error, especially when there are concerns with liability, management, and the choices in terms of a safe location, materials and design."

— Will Hemler, Skate Park Specialist

Armed with creative design skills and a keen understanding of quality materials and features, skate park specialists can help take a community skate park from initial vision to amazing reality.

If you would like to receive a free planning guide with detailed information, or prefer a personal consultation, contact Will Hemler at General Recreation at **610-304-1973** or will@gen-rec.com. ■

The Next Level

That's where Skatewave® Modular Skatepark Systems can take a community's plans for a skate park. Key Skatewave features include:

- Modular components to mix and match for a unique, flexible skate park design.
- Built-to-last materials, such as durable, high-quality steel construction.
- Two interchangeable riding surface options: stainless steel or TekTrak™, a low-maintenance, textured powdercoat steel surface.
- Features for all experience levels, from beginner to professional.
- Talented research and development team comprised of engineers, skate park designers and professional athletes.
- 15-year limited warranty.

To learn more about Skatewave, contact General Recreation at **800-726-4793**.

Skatewave™
Modular Skatepark Systems



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