

# **NEW JERSEY RECREATION AND PARK ASSOCIATION**

## **POLICY ON THE USE OF SPEAKERS REPRESENTING COMMERCIAL FIRMS**

The New Jersey Recreation and Park Association, in fulfilling its educational mission to its members, seeks to present information in the parks, recreation, conservation, and leisure service field through the sponsorship of conferences, workshops, seminars, and forums. The Association seeks to provide these educational programs with the highest quality content, and at the most affordable cost to the membership

While planning the Association's educational offerings, the designated planning committee and the staff shall ensure that all featured presenters and speakers have acknowledged expertise in the subject matter selected. Speakers and presenters may be recruited from the profession, from related fields, and from a variety of sectors- for-profit, not-for-profit, and institutional.

From time to time the committees and/or staff may deem it advisable to select a presenter or a speaker who represents a product or service that is sold commercially to the membership of the Association. Speakers representing such a product or service shall be aware of the following conditions of their service to the educational program:

1. No speakers fee or honoraria shall be claimed for the presentation by the individual speaker, or by the company he/she represents.
2. No product or service endorsement, commercial, or testimonial shall be made by the speaker or any other individual at the educational program on behalf of a represented product, service, or company; however the speaker or presenter may acknowledge his/her representation of a commercial product, service, or company during the introduction of the program.
3. For educational programs presented at the NJRPA Annual Conference and/or other events where exhibits or tabletop displays are sold, and where the product or service is sold to the NJRPA membership in New Jersey, the speaker's company is encouraged to be an exhibitor at the event. The company is also encouraged to be a "Commercial" member of the Association.
4. Disregard of these conditions shall generally result in audience disapproval of the commercially related content of the program, and a negative evaluation of this speaker/presenter and the respective product or service.

*APPROVED BY THE NEW JERSEY RECREATION AND PARK ASSOCIATION – January 17, 1991  
TECHNICAL REVISION – June 2001  
POLICY REVISED – November 18, 2003*