



Featured Article

ACCT Strategic Plan Update

Gotcha Covered?
by Reb Gregg

The Brain, Learning and
Reflection
by Jen Stanchfield

ACCT Research Grant Recipient
by Research Advisory Committee

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Welcome to Parallel Lines™!

We are pleased to present our Members with this online, user-friendly design and format. Our goal is to provide our Members with an accessible and useful periodical that reflects the modern world in which we live.

In this edition of Parallel Lines we will be sharing the 2014 — 2018 Strategic Plan member survey results, information about our upcoming 25th Anniversary ACCT Conference, the 2014 ACCT Research Grant recipient, and much more.

We encourage you to share Parallel Lines with your colleagues in your community. Remember, you can view the publication on our website at www.acctinfo.org. As always, if you have a program, member, or topic that should be included, then please let us know! We can be reached at membership@acctinfo.org.

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**THE NEXT ISSUE OF PARALLEL LINES WILL BE PUBLISHED IN OCTOBER.
ARTICLE SUBMISSION DEADLINE IS SEPTEMBER 19, 2014.**

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September

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Online registration for 25th Annual International ACCT Conference & Expo opens

29
ACCT Clipboard Published

About ACCT

The Association for Challenge Course Technology (ACCT) is a standards developer recognized by the American National Standards Institute (ANSI) and was responsible for the development of the first Challenge Course Technology standards that were originally published in 1994. These internationally recognized standards are currently being maintained by ACCT through our accredited ANSI public comment process.

ACCT has served as the leading trade association for the Challenge Course industry (including Aerial/Adventure Parks, Zip Lines, Canopy Tours, Team Challenge Courses, and Climbing Structures) worldwide since its inception. Currently ACCT has 41 accredited Professional Vendor Members (PVMs) and over 2,600 individual and organizational members globally.

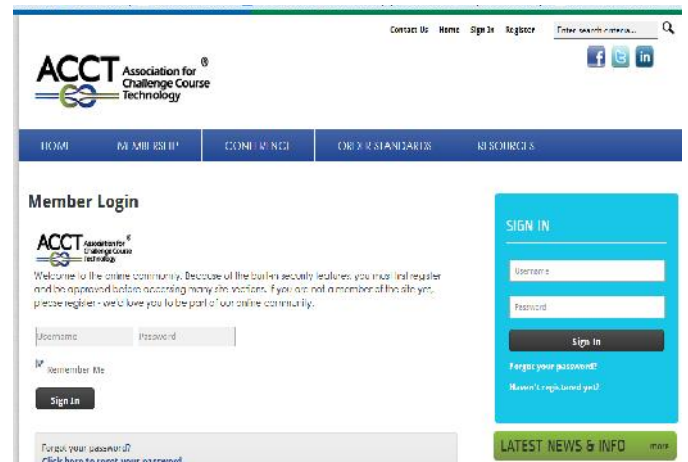
What is a Challenge Course?

Challenge Courses are organized environments that rely on structures composed of, but not limited to, poles, buildings, trees, beams, and cables. They may incorporate specialized technology and components, such as fall arrest systems, trolleys, pulleys, harnesses, and ropes. Operation often includes, but is not limited to, staff-managed and participant-directed activities by groups and/or individuals navigating various challenges where the perception of risk is an essential component in the overall experience. They are managed and maintained by qualified professionals functioning under strict standards, including those developed by the Association for Challenge Course Technology.

Some examples of Challenge Course Technology include Aerial/Adventure Parks, Zip Lines, Canopy Tours, Team Challenge Courses, and Climbing Structures.

ACCT's New Website

The Association for Challenge Course Technology is pleased to announce the completion of their website migration from Affiniscap to YourMembership.com. Check out the fresh new look of the ACCT Website at www.acctinfo.org.



If you have not signed in on the new ACCT website, then please be aware that your login name will remain the same, but your password for the first time you log on is **"ACCT2014."** You can change your password once you have logged in by going to "Manage Profile" and then "Edit Bio."

This new platform has many new features for our members and is much more user-friendly. You have the ability to update your own bio information, renew and pay your membership dues online, view or print invoices and receipts, share or view resumes (depending on membership type), print a membership card with your membership number, and utilize some great networking resources. We are confident that our members will be very pleased with the new resources that are now available. If you haven't done so already, be sure to check them out!



Exciting Progress

by Micah Henderson
ACCT Board Chair

As many of you know, the ACCT began pursuing ANSI accreditation for its Standards development back in the summer of 2006. Through the years, you have probably heard about the progress and setbacks of this endeavor and may have even wondered what would eventually become of it in the end. I am excited to say that we are finally getting there with the help of countless volunteers, tireless and dedicated ACCT staff, and very thoughtful commenters. The ACCT intends to submit its final paperwork for approval to ANSI before the end of July!

If any of you are like me, then you would find the whole ANSI approval process quite confusing. A few years ago I decided to sit down and figure it out in my own words. I didn't really understand the importance, as everyone I worked with already followed the ACCT standards and didn't seem interested in having to follow a second set of standards. Considering that, I decided to share my words and try to help you understand why the ACCT has spent so much time and energy on this endeavor.

ACCT Standards are voluntary Standards that builders, operators, and jurisdictions may choose to use to guide their practices. Our Standards are relatively easy to understand and navigate, while allowing for creativity in a constantly developing market. Standards are not a "how to" manual, but more of a set of parameters to work within when creating courses or programs. As our industry has grown and developed, more jurisdictions have researched Standards that already exist in order to integrate them into their legislative requirements. Jurisdictions

have done this in other industries when they choose to regulate them for safety reasons. Due to the fact that jurisdictions have experience with so many other industries, they have grown to trust Standards that have the ANSI accreditation. This stamp of approval indicates that the organization developing the Standards follows an open and

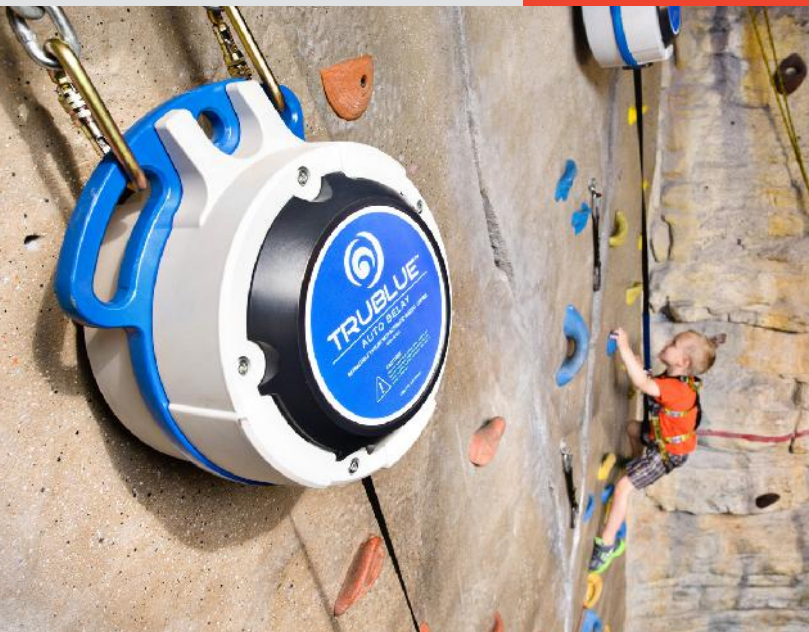
"Our Standards are relatively easy to understand and navigate, while allowing for creativity in a constantly developing market."

inclusive formal process that allows for ANY materially affected individual to have input in the creation and maintenance of the Standard. It was clear that the ACCT should pursue ANSI accreditation in order to help advocate for our many members in jurisdictions around the world.

The ACCT submitted its procedures for Standards development to ANSI back in 2006 and was approved as an ASD (Accredited Standards Developer). Following that approval, the ACCT submitted several chapters of the 7th edition Standards for public review. Materially affected commenters sent hundreds of comments responding to that draft of the proposed ANSI standard. The Consensus Group and the Standard Development committees worked together to respond to all of the commenters and revise the standard draft. At that time, the ACCT decided to print the revision in our internal process for the updated 8th edition Standard, which was not considered an ANSI-approved standard, as the process had not been completed. In response to the original commenters and anyone new hoping to be included in Standards development through the ACCT, we submitted the revised 8th edition Standard for public comment. Hundreds of comments were again received, but this time, we knew how to efficiently process those comments due to past experience, additional staff resources, and a custom ...

Continued on page 11 . . .





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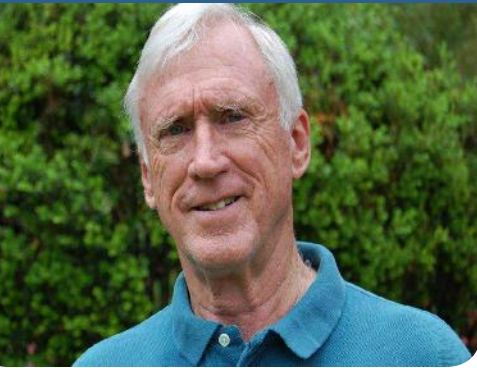


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Legal Corner

Gotcha Covered?

by Reb Gregg

The issue is whether your exculpatory agreement (that document by which, among other things, you seek to be released from claims of injury or other loss) covers the folks who might decide to make a claim against you.

You (your legal entity, directors, staff, and owners) want protection from those people who might suffer some harm that they can blame on your operation or site. They are in your “danger zone” or “area of Risk”.

Consider the people to which this legal concern relates. It includes participants in your activities, other visitors to your activity site (observers, chaperones, and participants who have withdrawn from active participation) vendors of goods and services, and staff members who are off duty or not otherwise covered by your workers’ compensation insurance plan. People could be hurt in a parking area owned or operated by you, or while being transported by your services to the activity site, or simply while moving about your site.

The scope of your agreement must be very clear with respect to the identity of people from whom you seek protection. As I have noted before, Courts do not like these agreements and will look for ways to avoid enforcing them. Confusion

regarding who is covered, and what activities are covered, can lead to a ruling of invalidity.

Start with the title. If your agreement is titled “Participant Agreement”, the presumption is that it applies to people who are actually participating in the activities that you offer -- or something else.

“The scope of your agreement must be very clear with respect to the identity of persons from whom you seek protection.”

What about the parent, or the school or corporate representative, who is merely observing? A title of “Visitor Agreement” presumably covers everyone “visiting” your site, but does that include vendors? Off-duty Staff members?

Whatever you choose for a title – and it must be reasonably accurate – be sure to eliminate any possibility of confusion by explaining the intended coverage in the introductory section of your agreement. For example: “In this agreement “Visitor”(or

“Participant”) includes all individuals who.....”. Got it?

That same introductory section will explain that the agreement must be signed by all adult (Visitors, Participants, Trainees, Students... whatever) and by the parent or legal guardian of a (Visitor, etc.) who is a minor. There will be more about that in a later issue of Parallel Lines.

Most programs allow people onto their sites whose exposure to harm is so slight that requiring them to sign an agreement might be considered an unnecessary nuisance. Make that determination carefully, keeping in mind the hazards around your operation: falling objects, including timber and people, uneven terrain, weather, and the carelessness of others, even including the staff. Some programs have a roster-type agreement for such people, consistent with the larger agreement, but much simpler and shorter.

So, take a look at your agreement. What do you call it? Is the title accurate? Is the intended coverage clear? Are there people who come into the physical or liability orbits of your operation who are NOT covered by your agreement? Should they be? If there is any uncertainty in this area, then get it fixed!



Featured Article

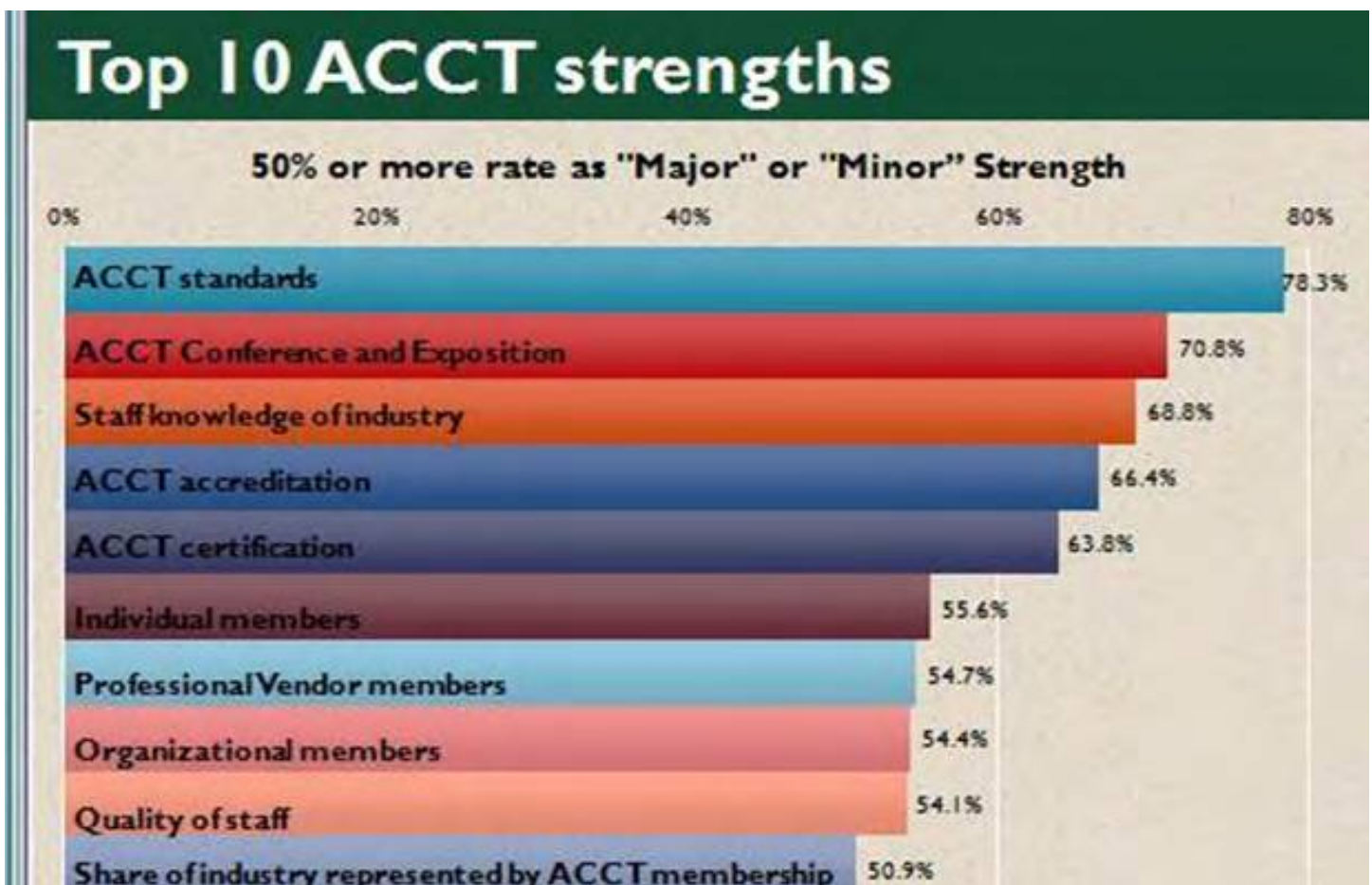
ACCT Strategic Plan Update

by the ACCT Board of Directors

The Board of Directors is finalizing the 2014-2018 Strategic plan, as outlined in the previous edition of Parallel Lines. This article will highlight the salient findings from the membership survey that is utilized to better inform the decision-making process. It will focus on the survey items identifying the expectations and concerns of the members. The return rates were positive, with 21% of our membership responding.

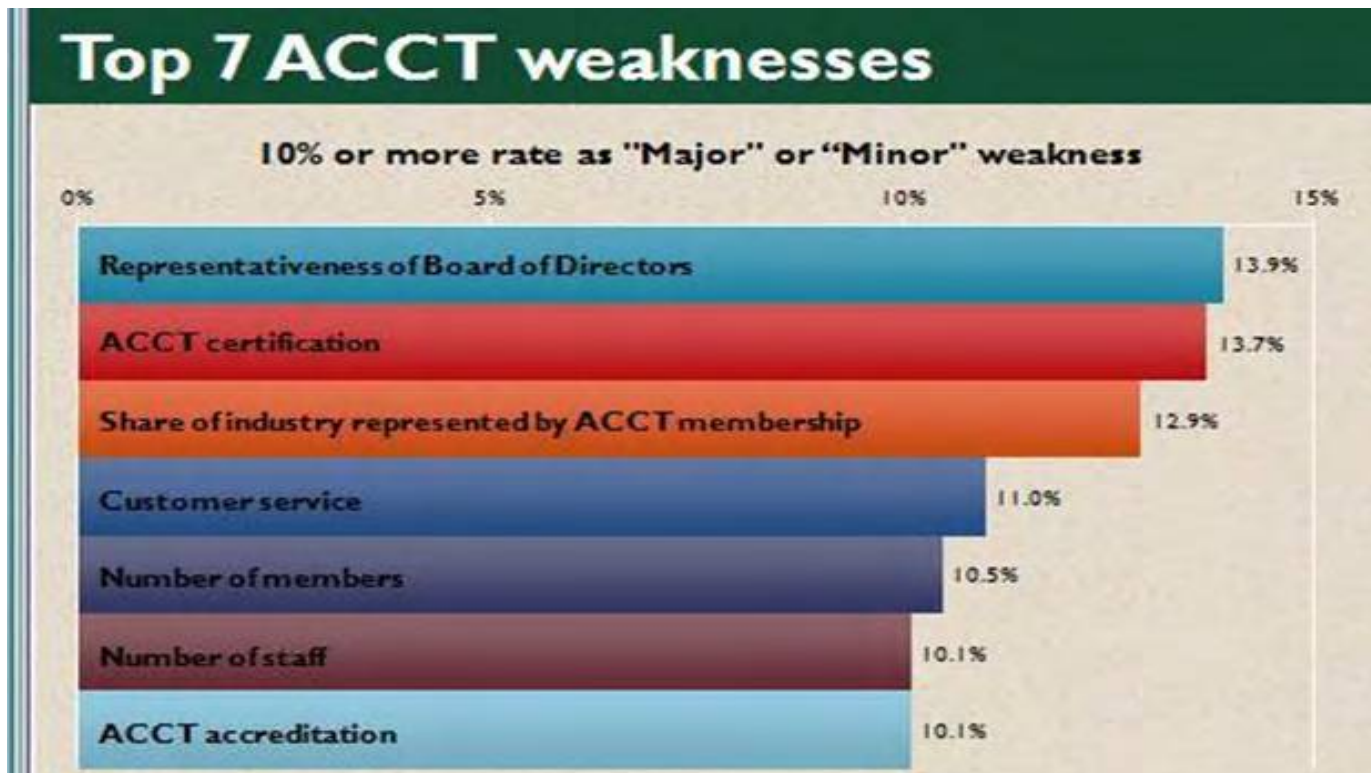
Future articles will highlight survey results regarding the current state of the industry. As the strategic plan is finalized, future articles will describe the implementation plan.

Survey results:



Continued on page 8 . . .

... Continued from page 7



Continued on page 9...

... Continued from page 8

Top 10 issues and opportunities

60% or more rate "Very Important" or "Important"



Top 7 promotional and member service enhancement possibilities

60% or more rate "Very Important" or "Important"



Continued on page 10...

... Continued from page 9



These survey highlights, which represent information gathered from industry stakeholders, and a strategic planning consultation with Forrest Consulting have directed the development of these core strategies:

Core Strategies:

- I. Develop a clear positioning and brand value proposition; use this branding to market the industry to potential stakeholders, develop alliances and partnerships that advance ACCT's interests, and increase ACCT's global reach.
- II. Focus on accreditation, certification, professional development, and risk management programs to enhance the industry and promote even greater safety standards. Leverage these programs to benefit the industry in legislative and regulatory advocacy.
- III. Increase ACCT's value to members, non-members, and other stakeholders, while also expanding revenue sources and amounts to meet ACCT's growing needs by: developing new services, enhancing and adding conferences, meetings, and other educational opportunities, tailoring benefits for specific segments of the membership, and using up-to-date technology for service delivery.
- IV. Create a policy governance structure built on clear and transparent processes, data-driven decision-making, and strategy/budget alignment. We will strive to develop strong leadership, volunteer resources, and empowered staff.

Message from the Practitioner Certification Test Committee

What is going on in the world of practitioner certification? It continues to be an ongoing topic among challenge course and canopy/zip line tour practitioners and industry professionals. Stakeholders in this industry have similar interests and ultimately work towards the same objectives regarding operations and assessment. As we move forward as an industry, we are searching for ways to continue creating standardized measures for the assessment of practitioners involved in the operation of these systems.

The Practitioner Certification Test Committee was developed to create a standardized test to present to the ACCT board of directors. We are charged with creating a Level 1 written exam for the challenge course and canopy/zip line tour industry.

We have taken measures to support this responsibility, and we are now ready to debut a database that will allow your voices to be heard. The welcome page will explain the why and how behind our collection of information. The committee would like to point out that this is a completely voluntary process. We invite you to click on the following link or copy/paste it to a new

browser. Google Chrome and Firefox have reported the best access for this. Link to access: <http://goo.gl/qek0Bg>

The site will be open for test question submission until September 5th, 2014. We are only collecting this information via the online database. The committee will be reviewing submissions, but we are only set up to review, process, and create as a committee through submissions to this database.

Thank you for your contribution to this amazing industry. We sincerely appreciate it.

Practitioner Certification Test Committee
Leslie Sohl, Chris Cindric, Mark Lindsay, Natalie Justice, Niels Damman, and Brenda Reed

Exciting Progress . . . Continued from Page 4

database to manage comment communication and edits made to the Standard. The changes proposed to the 8th edition draft standard were significant enough that the ACCT had to submit the proposed changes for one final public comment period. There were several comments submitted, but the Consensus Group, standards writing committees, and staff members were able to propose and approve all comment responses relatively quickly. At this time, the Consensus Group has already voted on the final draft of the proposed ANSI standard and intends to submit all relevant documentation and information to ANSI for final approval!

This has been a long process with a number of setbacks along the way, but I am very proud that the ACCT Consensus Group has determined that we are ready for submittal to ANSI and I look forward to seeing how

this progress will soon be able to support all of our members in jurisdictions around the world. I encourage any of you that has found this information exciting to consider getting involved in the ACCT's process by applying to join the Consensus Group or a Standards Development committee. Thank you all for supporting the ACCT in this pursuit.





Message from the Board

by Todd Domeck
ACCT Board Vice-Chair

Dear ACCT Members,

I hope that all of you are having an excellent summer season, but this time of year means preparing for the 2015 ACCT Board of Directors election. This year 4 positions are open for election. Three of those positions are elected by the Professional Vendor Member community, while one position is elected by Individual and Organizational members.

Election Procedures:

According to the current Association for Challenge Course Technology bylaws, any member of the association may nominate another individual, with that person's permission, to serve on the Board of Directors, and any member may place his/her own name up for nomination for a position on the Board of Directors.

Individual and Organizational Nominations:

A candidate must be an Individual or Organizational member of the ACCT and may not work for a Professional Vendor Member. Candidates in this part of the election may not run for a seat elected by PVMs in the same election. Anyone wishing to run for this Board seat must submit in a nomination form to James Borishade by Friday, December 5, 2014. The nomination form must be submitted electronically to elections@acctinfo.org and must include the following information.

Nomination Statements must include:

- Full Name and headshot photo

- Brief work history as related to the challenge course industry

- Previous volunteer experience (inside and/or outside of the ACCT)

- Qualifications

- Position Statement, including pressing issues or hot topics that you are passionate about in our industry

Nomination forms can be found on the ACCT Website at www.acctinfo.org.

Voting for a Board Member Elected by the Individual and Organizational Members

Voting for this position will only be conducted online prior to the conference. A member may cast one vote. Online voting will be available from Monday, December 15, 2014 until Friday, January 16, 2015. Individual and Organizational Member voting can be completed electronically. Information about voting will be emailed to all ACCT members in good standing.

Accredited Professional Vendor Member (PVM) Nominations:

Candidates wishing to run for this position must fill out a nomination form, which includes a nomination statement (maximum of 400 words) and must be submitted electronically to Todd Domeck, ACCT Board Vice Chair by December 5, 2014. Candidates do not have to be affiliated with a Professional Vendor Member Company, but will be elected by PVMs.

In accordance with the current

ACCT bylaws, write-in nominations or candidate nominations for positions voted on by PVMs shall be submitted to the Vice Chair no later than forty-eight (48) hours before the scheduled election, set to be held at approximately 3:00pm on Thursday, February 5, 2014.

Nomination Statements should include:

- Full Name and headshot photo
- Brief work history related to the challenge course industry
- Previous volunteer experience (inside and/or outside the ACCT)
- Qualifications
- Position statement including pressing issues or hot topics that you are passionate about in our industry

Last-minute ballots will not be accepted. Elections will be held in person using a paper ballot during the Annual General Meeting on Thursday, February 5, 2015. Election results will be announced at the conference. For any additional information about submitting a nomination for an open seat on the ACCT Board of Directors, please contact Todd Domeck, ACCT Board Vice-Chair at todd.domeck@acctinfo.org.

Nomination forms can be found on the ACCT website at www.acctinfo.org.

Thank you,

Todd Domeck
ACCT Board Vice-Chair
todd.domeck@acctinfo.org



25th Anniversary Conference to be held in sunny Palm Springs, California!

by Cynthia Paris
Conference Committee Chair

Can you believe that it's been 25 years!? Yes, ACCT will be celebrating its 25th anniversary this year at our upcoming annual conference event in Palm Springs, California.

The conference committee has been busy working on your conference to make it as valuable as possible for you and your staff. To help celebrate 25 years, our theme this year is "Silver Anniversary." Palm Springs was founded by many famous stars of the Silver Screen and our events will include some old-fashioned classic Movie & TV themes as well.

We are excited to announce that Emily Harrington, an elite North Face Athlete, has been selected as the Keynote speaker to kick off the festivities. Emily is an accomplished climber and adventurer and is our first female keynote speaker at the ACCT annual conference. Congratulations Emily! Considering that ACCT membership is gaining more and more women each year, it's about time that we hear from our female adventurers! Emily works closely as an ambassador for organizations that represent causes that she believes in, such as outdoor education and inspiring youth to get outside. Watch your registration brochure for more exciting information about this fantastic young woman!

The conference committee created a workshop task force this year to assist in qualifying workshop presenters. The task force is still in the process of evaluating over 100 different sessions! We hope to have some descriptions available on the

ACCT website by August, which is much earlier than in years past. Watch for announcements so that you can plan to get the most out of your time at this amazing event.

To extend your experience, consider registering for a pre- or post-conference session. Proposals for both sections were also reviewed by the task force. There will be ten (10) pre-conference workshops and four (4) post-conference workshops to choose from. Zip line, canopy tours, facilitation, course management, and technical topics will all be part of this year's selections. Sessions begin at 8am Thursday and finish in time to attend the annual general meeting, opening ceremony, and Keynote speaker. Thursday evening the exhibit hall opens with a silver-themed social hour. Bring your silver clothes and accessories and join the fun! The registration brochure will have more details on creative ideas for this year's theme.

Our hotel host & resort is located in Indian Wells, part of the greater Palm Desert/ Palm Springs area. It boasts balmy weather year round and is a great destination to beat the winter chill. We are fortunate to be at the Renaissance Esmeralda Resort, a beautiful location in the heart of this desert climate. The hotel is built around a central open lounge area that opens onto a lively patio with more lounges and a panoramic view of the lake area. Early morning

walks around the hotel grounds are a quiet and peaceful way to start the day, with breakfast and coffee at the on-site restaurant and cafe. For the late-night crowd, an in-hotel club provides TV screens and plenty of music. The hotel has promised to stay open well into the night ... just for us. If you are looking to add some vacation experiences to your conference stay, consider some of the hikes along the beautiful cliffs or take a cable car up the side of the mountain. Hiking trails abound in the Coachella Valley and Joshua Tree Recreational area is not too far away either. Visit the Indian Wells and Palm Springs Chamber of Commerce to discover more nearby places to visit.

We look forward to seeing you at this year's conference. Mark your calendar and make plans to attend from February 5th - 8th, 2015, at the Renaissance Esmeralda, in Indian Wells, California.

If you have any ideas that you would like to share with the conference committee, please email cparisconsulting@gmail.com or melissa@acctinfo.org. We are planning events more than a year ahead, so we welcome your suggestions for 2016 as well.

IRON GATOR

Iron Gator Crawls into Southwest Florida

by Bob Scallan



The Everglades are home to many species of wildlife – panthers, bears, deer, pythons, the Skunk Ape (Florida's version of Big Foot), and a whole lot of alligators. Situated on the fringe of the Everglades, the *Iron Gator Challenge Course* is beginning to take shape. Named for being tough as iron, as well as for its geographic location, this course will function as a nonprofit organization. The owner, Bob Scallan, recognized the need for a challenge course in Southwest Florida, considering that the five counties that make up the area do not have any challenge courses. His vision is to provide a free service, primarily to veterans, police, fire fighters, Boy Scouts and Girl Scouts, high school JROTC units, and other nonprofit organizations that want to use the course for fundraising activities for their cause. For those local athletes who enjoy the Tough Mudder runs and similar activities, Iron Gator will provide them with a place to train. While the course is located on an entire acre of land, it is quite compact and not suited for run events. The course will feature level I – IV obstacles, as well as low ropes, team-building activities, and physical fitness training.

“We really want to focus on our vets – give them a place to meet and work through some of the challenges they face as they assimilate back into society. This allows them to do it with others of similar interests in a setting similar to where they began their military training. We also want to provide our first responders with a place where they can train and hone the skills they rely on in their day-to-day duties.”

Iron Gator will also work to have a positive impact on the youth of the area by providing them with opportunities to build self-confidence and self-esteem, discover their inherent leadership skills, and super charge their confidence. Other nonprofits will also benefit from the course, as it will be made available for their organized challenges that can serve as fundraiser events for their organization.

“We are committed to being a community-based organization that gives back to those who so much deserve the assistance that we can lend.”

Iron Gator is currently in the process of fundraising to assist with the construction of the course. If you are interested in assisting this tremendously worthwhile project, please visit [gofundme.com](http://www.gofundme.com) (<http://www.gofundme.com/b1r8gs>) or contact Bob at bscallan@comcast.net or 239-340-1292.



ACCT Research Grant Recipient released by Research Advisory Committee

ACCT, in conjunction with the Research Advisory Committee, is excited to announce this year's Research Grant recipient, Scott VanderWey!

This year marked the return of ACCT's Research Grant. Calls for proposals have been going out all year, and closed on May 30th. After being reviewed by the committee, Scott's proposal titled, "Providing Evidence for Benefits of Challenge," was awarded this year's funding. Scott is the Director of 4-H Adventure Education at Washington State University Extension. Through the development of a unique evaluation tool, specifically targeting the intended outcomes of communication, teamwork and decision-making life skills, this research will attempt to find answers to the following questions:

1. Does participation in low elements on the 4H Challenge Course provide participants with increased communication, teamwork, and decision-making life skills?
2. Does participation in high elements on the 4H Challenge Course provide participants with increased self-efficacy, teamwork, and decision-making Life skills?
3. Do demographic or descriptive characteristics (i.e., age, gender, race, residence) mediate the effects of our programming?

In Scott's own words, "For years, course managers and facilitators have compiled anecdotal evidence in support of challenge courses as a means for changing lives, developing character and supporting student behavior change, but have had very little substantive proof. The purpose of the research is to provide evidence-based programming by instituting systematic outcome evaluation of our programs." Scott hopes to present this research at the 25th Annual International ACCT conference in Indian Wells, California next February. We are looking forward to hearing about what they find!

The committee would like to thank all of those individuals and institutions that submitted proposals. We are working on strengthening the process, including adding more guidelines and tips for submissions to the website. It's wonderful to see the research that is being done that will ultimately strengthen the whole industry. Thanks for everything that you do!



Potential New Industry Magazine Survey

The Adventure Park Industry is growing, at a rate rarely seen in the recreation industry since the post-war boom years. Hence our desire to provide a forum for the exchange of ideas. And who are we, you might ask? We have been in business for 52 years publishing B2B publications that are devoted to the growth of each market we participate in (check us out at www.saminfo.com). And we find that this market has great potential—it provides a unique combination of time well spent outdoors, a sense of challenge, and getting rid of that couch-potato guilt.

But, for us to serve the industry, we need your help. This is a collaborative process, as we discovered when we launched our winter sports and equine magazines. We know how to identify trendsetting and industry-leading ideas and get other people to adopt them. And we understand the need for active two-way communication with those who are on the front lines every day. And it boils down to those who are on our front lines to supply us with ideas.

So, will you join us in our mission to grow this industry? We are working in conjunction with ACCT to debut our first publication in 2015 at ACCT's 25th anniversary conference in California, a B2B guide devoted solely to this industry.

Please take a few minutes to fill out this survey to better help us serve you. Not to mention, you could win \$250—and who doesn't like that?

<https://www.surveymonkey.com/s/AerialAdventure>

Thanks in advance,

The Beardsley Team
Jennifer Rowan
Publisher
SAM Magazine

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ACCT Logo Usage Policy

by the ACCT PR & Marketing Committee

The Association's logo is a trademark and is the property of the ACCT. However, the ACCT may grant a license to use the ACCT member logo to specific members that are in good standing.

To use the ACCT Logo, Organizational and Professional Vendor Members must receive written consent from ACCT's Main Office. Permission may be granted for its use on Business Cards, Letterheads, Websites, and Brochures.

When using the Logo on printed material and websites, please consider including the following statements that are appropriate to explain your relationship to ACCT.

Organizational Members

We are an Organizational Member of the Association for Challenge Course Technology (ACCT) and our products and services are independent from those offered by the ACCT. We are not an agent of ACCT, nor does the ACCT warrant, endorse, or approve any product or service offered by us.

Professional Vendor Members

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Facilitators Toolbox: The Brain, Learning, and Reflection

(Excerpt from the Inspired Educator, The Inspired Learner)
by Jen Stanchfield



Reflection can be referred to by many different names: processing, reviewing, and Debriefing, just to name a few. I now refer to this key ingredient of teaching and group facilitation as reflection or reflective practice. These terms imply an ongoing, meaningful practice that is woven throughout your learning experiences. Reflection is defined as deliberately focusing on thinking about what one has been doing – the intentional attempt to synthesize, abstract, and articulate the key lessons taught by experience (Di Stefano, Gino, Pisano, Staats, 2014).

A century ago, John Dewey emphasized the importance of engaging learners in reflection. He believed that our experiences shape us, and that when reflective practice is part of the learning, meaning and relevancy is created, initiating further growth and change (Dewey, 1933). Reflection is a key tenet of the experiential education philosophy.

The modern day field of educational neuroscience reinforces this aspect of experiential education by showing us that we are indeed shaped by our



experiences, and continue to be throughout our lives. Educational neuroscientists emphasize that intentional engagement in reflective practice is key to “cementing” learning and enhancing application, transfer, retention, and recall. It does so by facilitating patterning and meaning-making, creating multiple pathways to learning, and providing a forum for feedback.

“... our experiences shape us, and when reflective practice is part of the learning, meaning and relevancy is created, initiating further growth and change (Dewey, 1933).”

Patterning

This is the word neuroscientists use to describe how the brain searches for patterns to construct meaning from the input received. Learning takes place when the brain uses these patterns and attaches meaning to them. Brain researchers are finding that knowledge increases through pattern recognition and by matching new information to memories. This creates more extensive neural networks as we tend to remember things if we think we have seen them before. When new information is recognized as being related to prior knowledge, learning extends beyond the domain in which it occurred, making

it transferrable to new learning and problem-solving situations (Willis, 2010). Positron Emission Tomography (PET) scans show that when people are given new information, their brains activate the stored memory banks. When these connections are consistently made, long-term memory is enhanced.

When learners retrieve or reflect upon experiences, they are activating neurons that help more dendrites to grow and interconnect, thereby increase long-term memory storage. Memory is enhanced when learners understand the connections and relationships between prior learning experiences and new learning experiences. Reflection enhances this process by allowing learners to explore the patterns that connect their experiences with real-life applications, contexts, personal meaning, and relevancy. This creates stronger and more numerous neuronal connections or “pathways” to learning.

Relevancy and Meaning

Our brains search for meaning and relevancy in lessons. We pay attention to and remember information that is relevant to our survival, interesting to us, and useful in promoting our success. **Meaning** creates an important mental structure around details.

When we have an association or a context for a lesson—an emotional connection or sense of relevancy in ...

Continued on page 20 . . .

Facilitator's ToolboxContinued from page 19

regards to learning—we are more likely to remember it than if the information is in the form of random facts. Reflection and metacognition (thinking about thinking) enhance this process by intentionally helping learners explore the patterns that connect a learning experience with real-life application, context, personal meaning, and relevancy. Reflection helps learners understand HOW information is relevant to them and teaches them specific ways to apply the information that was learned in future situations. Reflective practice fosters an emotional connection to the material being learned.

Multiple pathways to Learning

Powerful experiences, ongoing practice, and varied stimuli enhance the strategy of multiple pathways to learning. The more ways a learner reflects upon and applies the information learned through movement, artwork, writing, or social-interaction, etc. and the more "personal" the learning experience is, the stronger the neuronal connections and the more pathways to storing and recalling the information are created.

Feedback

Educational neuroscientists, such as Dr. Judy Willis, emphasize the importance of ongoing feedback throughout educational experiences to promote the strengthening of neural networks. When learners can see their progress and receive ongoing feedback about what they did well and what they still need to do to improve, intrinsic motivation is increased because they see the work as what Dr. Willis calls an "achievable challenge" (Willis, 2011). According to Dr. Willis, when learners see their progress through a challenge, even if it is not complete, they experience a pleasurable dopamine response and increased intrinsic motivation to continue learning. Ongoing reflective practice is a vehicle for providing feedback and supports/ promotes buy in, ownership over learning, and a more positive view of learning.

Researchers from Harvard Business School, The University of North Carolina and HEC Paris have recently released an exciting new study on the impact of reflection on learning outcomes (Di Stefano, Gino, Pisano, Staats, 2014). Their study, one of the first, if not the first, empirical tests on the effect of reflective practice on performance, explored the idea that learning is enhanced by intentional reflection. This study, which combined laboratory and field experiments, found a significant improvement in performance when learning-by-doing was coupled with reflection. These researchers hypothesize that the process of reflection build's one confidence in self-efficacy, also known as the belief in your

ability to achieve a goal. They argue that their research demonstrates the key role that reflection plays in enhancing learning outcomes. They state that learning generated by reflection coupled with experience will lead to greater improvement in problem-solving capacity as compared to learning generated by experience alone." (Di Stefano, Gino, Pisano, & Staats, 2014 p. 5).

As a proponent of reflective practice in education and group work, I am excited by the research on the brain and learning that helps us understand WHY reflection is such a key ingredient in our learning processes. For more reading on this subject check out these valuable resources on the brain and learning:

Willis, Judy. (2006). Research-Based Strategies to Ignite Student Learning. Alexandria, VA: ASCD.www.radteach.com (Judy Willis' website)

Wang, Sam and Aamodt, Sandra. Welcome to Your Brain (2008)

Wang, Sam & Aamodt, Sandra. (2011) Welcome to Your Child's Brain. Bloomsbury Publishing. Their website also has great resources: <http://www.welcometoyourbrain.com/>

References:

Dewey, J. (1933). How We Think: A Restatement of the Relation of Reflective Thinking to the Educative Process. Boston: D.C. Heath.

Dewey, John. (1938) Experience and Education. New York: Macmillan Publishing Co.

Di Stefano, Giada and Gino, Francesca and Pisano, Gary P. and Staats, Bradley R., Learning by Thinking: How Reflection Aids Performance (March 25, 2014). Harvard Business School NOM Unit Working Paper No. 14-093; Harvard Business School Technology & Operations Mgt. Unit Working Paper No. 14-093. Available at SSRN: <http://ssrn.com/abstract=2414478>

Willis, Judy (2010) ASCD Edge "Want Children to Pay Attention? Make Their Brain's Curious. www.radteach.com (Judy Willis' website)

For more information on reflection and experiential education contact jen@experientialtools.com or follow her blog at www.experientialtools.com.

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Get Involved!

ACCT Committees

Would you like to be a part of an ACCT Committee? We are currently taking applications for various committees. Please see the ACCT website or contact the ACCT office for an application.

Other Opportunities

There are many ACCT committees that could use volunteers to help accomplish specific tasks, such as creating a brochure on a certain subject, helping to obtain auction items for the live auction at the conference, and many, many more. We are looking for a wide range of skills and people who want to get involved at a lower level of time commitment than being involved on a committee. If this is something that interests you, please contact the Membership Manager Trudy Robbins at membership@acctinfo.org.

Did You Know?

The early development of Ropes Challenge Courses came from the Outward Bound movement. Outward Bound was developed in the UK during the Second World War and spread to the USA in the 1960s where Ropes Challenge Courses were pioneered in 1968. Then in the 1970s, an Outward Bound offshoot program called Project Adventure got underway.

Project Adventure was developed to create in-school adventure learning activities using Outward Bound-type principles. As a result, Ropes Challenge Courses are used as educational elements or tools in and of themselves, not just a single component from an Outward Bound program. By the 1990s, Project Adventure had created an attractive series of rope course elements and related fun, educational, and training-oriented activities that could be delivered in a variety of settings.

Ropes Challenge Courses often operate using a Project Adventure philosophy, which emphasizes "Challenge-by-Choice" -- it is made clear to all participants that they are to exercise personal choice about whether or not to attempt or complete any activity. At other times, Ropes Challenge Course facilitators use more of an Outward Bound philosophy, which tends to "push" people a little further.

Today, there are roughly 6,000 to 12,000 rope courses around the world, with the vast majority being in North America, followed by courses in Australia/New Zealand, Asia, Europe and the UK, each of which has at least several hundred courses.

Fun Facts

by Trudy Robbins

JULY

- Here's an event to celebrate with relish! Horseradish Month offers a chance to add zing to your menu. Find out how this tasty herb can beef up all kinds of meals!

Horseradish has been grown for over 3,000 years, and was prized by both the ancient Egyptians and Greeks. Over the centuries, it has been used as everything from a cough medicine to a love potion. While low on calories and fat, it's famously big on flavor – and packed with valuable vitamins and minerals.

- Tuesday, July 17th is "World Student Day."
- Monday, July 21st is "Get Out of the Doghouse Day."
- Saturday, July 26th is "One Voice Day."

AUGUST

- AUGUST is Golf Month. The sun is shining, and the grass is green – celebrate Golf Month by getting out on the course!

- Tuesday, August 5th is "Underwear Day."
- Tuesday, August 12th is "Middle Child's Day."
- Saturday, August 23rd is "Ride the Wind Day."

SEPTEMBER

- Chicken is a staple food in many western countries, and as such, is often taken for granted. Chicken Month aims to bring the humble chicken off the backburner and into the spotlight, highlighting the versatility, value, and importance of the original white meat.

- Wednesday, September 10th is "Swap Ideas Day."
- Friday, September 12th is "Stand Up To Cancer Day."
- Sunday, September 21st is "Wife Appreciation Day."

Parallel Lines Ad Space

Advertise Your Products & Services in Parallel Lines

Parallel Lines (ACCT's Quarterly Newsletter) circulates to all ACCT members and customers each quarter. This communication tool keeps recipients up-to-date on educational opportunities and industry happenings.

	1 Issue	2 Issues	3 Issues	4 Issues
Back Cover	\$550	\$1000	\$1400	\$1600
Inside Front Cover	\$450	\$850	\$1225	\$1400
Inside Back Cover	\$450	\$850	\$1225	\$1400
Full Page Ad	\$350	\$600	\$875	\$1150
Half Page Ad	\$175	\$325	\$475	\$600
Quarter Page Ad	\$150	\$300	\$450	\$550

Additional Advertising Opportunities

Showcase Your Products & Services on the Zip Line List Serve

The Zip Line List Serve website is more than a basic information source; it also provides an opportunity for networking and purchasing. Banner ads throughout the site connect buyers to your products with a single click of a button.

www.ziplinelistserve.com

	1 Month	3 Months	6 Months
Position 1	\$400 per month	\$375 per month	\$350 per month
Position 2	\$350 per month	\$325 per month	\$275 per month
Position 3	\$300 per month	\$275 per month	\$250 per month



Founded in 1993, The Association for Challenge Course Technology (ACCT) is the world's leading and largest American National Standards Institute (ANSI) Accredited Standards Developer that is focused specifically and solely on the challenge course industry. It is the mission of the organization to establish and promote the standard of care that defines professional practice and effective challenge course programs.

The Association for Challenge Course Technology is a non-profit trade association with its main office in Illinois and satellite offices in Maryland and Washington. Parallel Lines is the organization's publication that is sent to all of our affiliates and friends. With member organizations across the United States, Europe, Asia, the Caribbean, Canada, Japan, Korea, Central America, and across the globe, the ACCT is the leading organization dedicated to supporting professionals in the challenge course industry.

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