



## 2014 – 2015 Education Portfolio

1021 E. South Boulder Road, Suite N  
Louisville, CO 80027  
303-501-7697  
[www.gpred.org](http://www.gpred.org); [info@gpred.org](mailto:info@gpred.org)

*The Mission of GP RED is to facilitate the creation of inter-disciplinary, innovative, practical management tools and strategies intended to enhance and promote integration of health, recreation, and land management industries through research, education, and development.*

STRATEGIC  
LEADERSHIP

BUILDING  
HEALTHY  
COMMUNITIES

MEASURING  
WHAT  
MATTERS



## GP RED Current Initiatives

◆ **Organizational and Leadership Development Workshops:** offering trends-based practical guidance and training to parks and recreation agency leaders and support staff in financial sustainability, building healthy communities, Complete Streets, organizational excellence, agency positioning, and high-level service delivery.

◆ **USFS Children's Forest Corridor Project:** a collaborative effort with the US Forest Service Rocky Mountain Division that will link parks and nature centers to create a cohesive network of outdoor spaces along the South Platte River, near downtown Denver. A website for resource sharing will also be developed.

◆ **Safe Routes to Play:** a child-centered active transportation initiative helping communities develop active transportation access to parks, recreation facilities and natural areas for children and families.

◆ **Healthy Communities Research Group – Surveillance & Management Toolkit Project:** a team of national experts working with universities and local parks and recreation departments have developed an assessment tool to enhance parks and recreation agency effectiveness, influence active living behaviors in 10-14 year olds, and position agencies as public health providers.

◆ **RedLine Survey:** a trends oriented e-survey of practitioners around the country on hot topics such as management strategies, facility use and design, succession planning, user fees, measuring park carrying capacity.

◆ **Whole Measures for Parks & Recreation:** a values-based community visioning process and measurement tool focused on universal access to public lands, social equity in parks and recreation service delivery, and sustaining natural resources.

◆ **GP RED News You Can Use:** A trends based e-newsletter featuring research, resources, and profiles of organizations and communities making a difference.

◆ **Operation Recreation Response:** Save the Children, Foundation for Sustainable Parks and Recreation, and GP RED bring training tools, and resources for disaster preparedness and recovery for parks and recreation agencies.

## About GP RED

*GP RED was initially created and funded in 2008 by GreenPlay LLC (a leading national management and planning consulting firm) to further promote non-profit research and educational functions - to strengthen, activate, fund, fill in the gaps, and enhance collaboration for education and research in our field.*

*GP RED's Boards and Faculty now include representatives from many other governmental agencies, universities, and private and non-profit organizations, working together to achieve RED's Mission.*

- Supporting Practitioners
- Promoting Healthy Communities
- Researching Trends

# GP RED SAMPLE WORKSHOPS

Today's parks and recreation leaders need to be progressive thinkers focused on continuous improvement. Major shifts in the role of parks, recreation, and land management professionals in building healthy communities and championing the sustainability movement call for innovative approaches and high-level collaboration skills.

**GP RED's Speakers' Bureau is prepared to deliver the information you need to:**

- **advance** your leadership skills
- **shift** your thinking and positioning in the field
- **measure and communicate** your agency's effectiveness to policy makers and your community

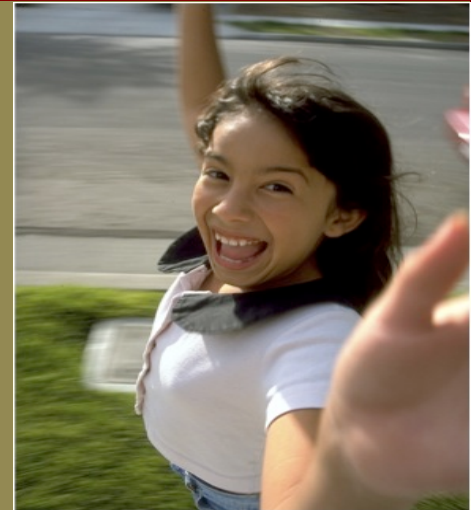


## Strategic Leadership

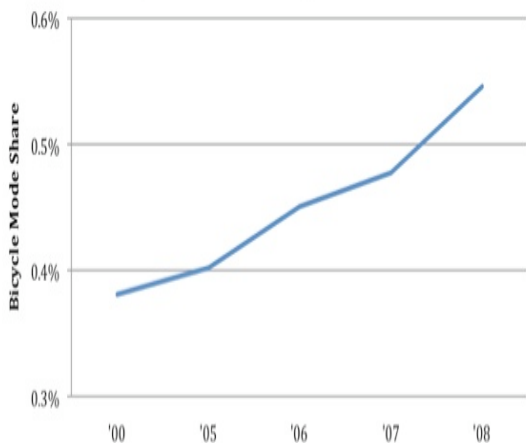
- **Leading In Lean Times** – The Six E's Approach to Park and Recreation Management
- **Succession Planning** – Leading to Change or Changing to Lead
- **Keys To Relevance** – Repositioning for Parks and Recreation Agencies
- **Getting Them To Listen** – Community Engagement and Needs Assessment
- **Financial Sustainability, Revenue Management, Pricing Strategies**
- **Authentic Leadership & Team Building** – Exploring Effective Work Groups
- **Building Cultural Competency in Your Agency**
- **Living The Brand** – Promising Our Customers An Experience

## Building Healthy Communities

- **Healthy Communities Surveillance & Management Toolkit Project**
- **Trail & Greenway Design Standards** – What Works & What Doesn't
- **Safe Routes To Play** – A Child Centered Transportation Initiative
- **Operation Recreation Response** – Preparing for and Responding to Disaster
- **Parks & Recreation** – A Solution for Public Health Issues
- **Health Impacts of an Active Transportation System**
- **Complete Streets** – Creating & Implementing Policies to Insure Safe Travel for All
- **Whole Measures For Parks & Recreation** – Values Based Community Visioning



### Bicycle Commuting in the U.S.



## Measuring What Matters

- **Research To Practice** – Gathering Input From A Diverse Public
- **Measuring Quality of Life in Your Community**
- **Preserving Essential Services & Creating Financial Sustainability**
- **Economic Impacts of Trails & Greenways**
- **Creating Healthy Communities Through Level of Service Assessment**
- **Innovations in Trails & Land Inventory Analysis**
- **Services Assessment & Cost Recovery Methodologies**
- **Inclusion Policies & Clinical TR Services** – Deciding What Your Agency Needs
- **Understanding the Value of Health Impact Assessments**



# GP RED FACULTY



**Kim Bailey, M. ED:** Kim acts as a consultant and educator, and most recently served as the Vice President of Programs for Outward Bound USA, with a focus on urban communities. Prior to these positions, Kim was the Manager of Parks and Recreation for the City & County of Denver and Region Manager for the Chicago Park District. Kim received her Bachelor's degree in psychology from Northeastern University, a Master's degree in counselor education from New York University, and has extensive hours in doctoral level courses focusing on education policy and urban planning and design.



Emily Rudin, MLA is GP RED's Initiatives Project Manager. Emily has been a consultant to Sandia National Laboratories, the New Mexico Secretary of Economic Development, Denver University Research Institute, and several Presidential Commissions. Previously, Emily was an international program manager at the U.S. Geological Survey, National Science Foundation, and a White House Science Advisor. Emily holds a Master of Landscape Architecture from the University of New Mexico and is a Life Member of Tau Sigma Delta National Professional Honor Society for Architecture & Allied Disciplines.



**Chris Dropinski, CPRE,** is Senior Principal & Managing Member at GreenPlay LLC. Over her 30+ year career, Chris has presented at the local, state, and national level on large and small-scale management, strategic, and master plans, and facility development and funding, as well as open space and park planning; public process facilitation; Board/Council relations; analysis of organizational needs; public and alternative funding, pricing philosophies; and policy research and development. Chris served as the Director of the Boulder, CO Parks and Recreation Department and is a Fellow of the prestigious American Academy for Park and Recreation Administration, past Chair of the Rocky Mountain Revenue Management School, and past Chair of the GP RED Operating Board.



**Leslie Fritz, B.S., CPRP,** is in her 18th year as Director of Education for the California Park & Recreation Society, planning and implementing professional development experiences for park and recreation professionals as well as association management professionals. Leslie is a member of the California Society of Association Executives, and serves on a number of conference and administrative committees, along with volunteering at an American Cancer Society resale, re-purposing retail store. Leslie assists in coordinating GP RED's Think Tank, a multi-disciplinary gathering of great minds discussing professional trends and issues.



**Cindy Heath, CPRP,** is the Executive Director of GP RED, and has 30 years of experience in public parks and recreation agency leadership. She presents nationally on building healthy communities, the health and economic impacts of active transportation systems, community engagement strategies, and green initiatives. Cindy is a member of the National Complete Streets Coalition Speaker's Bureau, the Dartmouth Hitchcock Medical Center Healthy Eating Active Living Partnership, and served as the Chair of the 2009 NRPA Congress Program Committee. Cindy is the creator of Safe Routes to Play<sup>®</sup>, a GP RED planning initiative which develops safe, non-motorized connections for children and families between play spaces, schools, and neighborhoods.



**John R. Henderson, J.D., CPRP,** is currently the Research and Evaluation Manager for the Maryland-National Capital Park & Planning Commission. John previously served as the Chief for the Redevelopment Authority of Prince George's County, Maryland, and the Director of Research, Planning, and Evaluation for the Chicago Park District. John holds a Juris Doctor degree from The John Marshall Law School, Bachelors in Community Planning from the University of Cincinnati and a Certificate in Public Performance Measurement from Rutgers University. He serves on the Commission for Accreditation of Park and Recreation Agencies, and teaches evaluation, action research, and public engagement at the national Park and Recreation Directors School.

## Contact GP RED

*Research, Education and Development for Health, Recreation and Land Agencies*  
1021 E. South Boulder Road, Suite N, Louisville, CO 80027  
Phone: 303-501-7697, [info@gpred.org](mailto:info@gpred.org)

# GP RED FACULTY



**Deb Jordan, PhD**, is a professor and Department Chair in the Recreation and Leisure Studies program at East Carolina University. Deb has written three textbooks (leadership, programming, and introduction to leisure), over 40 articles and book chapters, and more than 30 technical research reports. Deb is actively engaged with parks and recreation agencies providing expertise with needs assessments, evaluations, and long range planning. Deb has given more than 150 presentations and workshops across the U.S. and internationally on leadership, programming, evaluation, diversity, and leisure behavior in parks. Deb currently serves as the Vice Chair of the NRPA Council on Accreditation, and the Education, Training & Professional Development Committee.



**Rob Layton, FASLA, CPRP**: Rob's interest has always focused on how the landscape of the public realm affects the lives of people. This has led to his involvement nationally towards helping communities understand, create, and manage their public spaces. A primary architect of the GRASP® methodology and founding partner of Design Concepts, a national landscape architecture firm, he is dedicated to perfecting the science and practice of measuring how the built environment affects the people who live within it. Rob travels throughout the world, presents at conferences, leads community workshops, and writes articles on the processes he has helped develop for improving the built environment.



**Teresa Penbrooke, MAOM, CPRE**, founded GreenPlay LLC in 1999, and is lead faculty for GP RED. Teresa has been integral in the research, quality, recommendations, and implementation of innovations for the field of parks and recreation. She teaches and researches best practices in agency administration and planning for national and state conferences and individual agencies. Teresa was previously Curriculum Chair for the Reitz Marketing and Revenue School Planning and Management Institute, and directs the Healthy Communities Research Group. She is also an Official Visitor for the Commission on Accreditation for Parks and Recreation Agencies (CAPRA).



**Dirk Richwine, MPA, CPRP**: Dirk currently serves as Recreation Superintendent for the City of Henderson, Nevada, one of the fastest growing communities in the US. Previously, he was the Assistant Director of Recreation and Parks in Henderson, and the Director of Parks, Recreation and Community Services for the City of Brighton, CO. Dirk has held numerous state and national leadership roles, including Chair of the NRPA Revenue Management School and President of the Nevada Parks and Recreation Society. He is an Official Visitor for the Commission on Accreditation for Parks and Recreation Agencies (CAPRA) and a member of the prestigious American Academy of Parks and Recreation Administration. Dirk earned a Masters Degree of Public Administration from Golden Gate University.

*"Teresa's presentation's are engaging and full of valuable information than can be applied to any department or community. Her presentations definitely need to be added to your MUST attend list!"*

*Julienne R. Hefter, MSOLQ, CPRP, AFOI, Deputy Director, Wisconsin Park & Recreation Association*

*"Cindy, Laurie & Greg: Thanks so much for briefing the NH DOT Major Staff about "complete streets" today. You all thoroughly nailed the topic beyond any expectations. You had the right team, your delivery was organized and your message informed the Commissioner, directors and bureau administrators."*

*Larry Keniston, Intermodal Facilities Engineer, Rail and Transit Bureau, NH DOT*

## Contact GP RED

*Research, Education and Development for Health, Recreation and Land Agencies  
1021 E. South Boulder Road, Suite N, Louisville, CO 80027  
Phone: 303-501-7697, info@gpred.org*

# GP RED EDUCATION PROGRAM EXPERIENCE

GP RED faculty have provided educational workshops at all levels and internationally. Here is a partial list of organizations we have worked with.

## **National & International Organizations**

National Recreation & Park Association  
World Leisure Congress  
Rails to Trails Conservancy  
American Trails  
International Making Cities Livable Conference  
International Federation for Housing & Planning  
Active Living Research Conference

## **Regional Organizations**

New England Bike-Walk Summit  
Sustainable City Network

## **State Organizations**

Southern NH Regional Planning Commission  
Miami Valley Ohio Regional Planning Commission  
Numerous State Recreation & Park Organizations  
California Recreation & Park Society Administrator's Workshop  
Colorado Built Environment Collaborative  
Maryland Recreation & Park Association  
New Hampshire Health Foundation  
New Hampshire Department of Transportation

## **Local Organizations**

Five Rivers MetroParks  
Green Spaces for D.C.

### **Contact GP RED**

*Research, Education and Development for Health, Recreation and Land Agencies*  
1021 E. South Boulder Road, Suite N, Louisville, CO 80027  
Phone: 303-501-7697, [info@gpred.org](mailto:info@gpred.org)