

# GP RED Education Portfolio

# 2017



*Strategic Leadership  
Building Healthy Communities  
Measuring What Matters*



## About GP RED

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.

GP RED was created in 2008 to promote non-profit research and educational functions

– to strengthen, activate, fund, fill the gaps, and enhance collaboration for education and research in our field.

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

## 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.

**Research Briefs:** Journalistic summaries of the current state of research and/or methods as they relate to promoting health in community settings, focused on relevant topics in the realms of public health, parks and recreation, active transportation, and access to nature.

**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:** 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, to influence active living behaviors in 10-14-year-olds, and to 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.

**Youth Engagement Strategies (YES):** A two day 'train-the-trainer' workshop designed to help practitioners engage youth in community planning through photovoice participatory research, Umap activities, and youth focused surveys.

**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.



## 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

### Workshops available:

- Keynote, 1 & 3 Hour Sessions
- Full Day Leadership Retreats
- Webinars
- One on one leadership coaching with experienced national experts

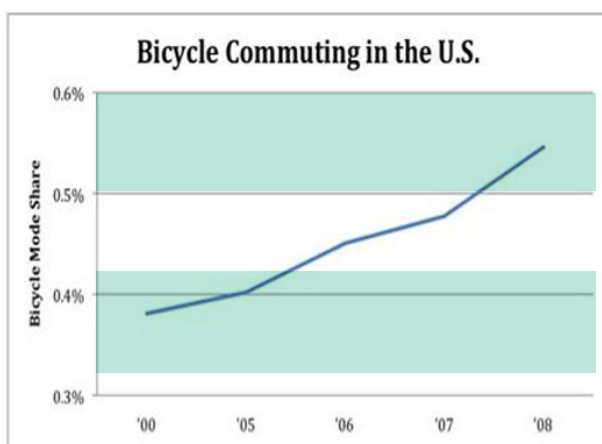


### Strategic Leadership

- **Leading In Lean Times** – The Six E's Approach to Park & 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 & Successful Team Building** – 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
- **Youth Engagement Workshop** – Youth Based Community Visioning



### 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



GP RED's distinguished faculty present worldwide on issues and trends in leadership, open space and park planning, health, livability, obesity prevention, financial sustainability, therapeutic recreation, active transportation and walkability, Complete Streets, and translational research.



**Adam Bossi, MA** is a long time parks, planning and natural resource conservation professional with extensive experience assisting local governments enhance the overall quality of life in their communities. He has served as a collaborator and advisor to boards, commissions, stakeholders and key staff in decision making related to community infrastructure and development, parks, waterbodies and natural areas, outdoor recreation, and conservation planning. He has a Master's Degree in Landscape Design, Bachelor's Degree in Environmental Design and Urban Studies and Certificate in Landscape Management. He also received advanced training and has extensive experience in real estate and land use planning, environmental regulation, site design and construction issues, sustainability/LEED, wetland and soil science, ecology, stormwater and floodplain management, local and regional planning, grant writing and administration.



**Melissa M. Chew, CPRP** is a Project Manager with GreenPlayLLC, with 35 years of experience in public parks and recreation for state, county, municipal and special district agencies in Colorado. During her career, Melissa was involved in bringing two new recreation centers and an expansion on line and administered large multifaceted departments including traditional parks and recreation programs and facilities, natural resources management, cemeteries, forestry, museums, historic preservation and special events. Melissa has assisted agencies with master plans, feasibility studies, operational analyses and pro-forma business plans. She is skilled at facilitation and communication, building consensus within diverse groups. She has spoken at numerous local and national venues on parks and recreation related topics.



**David M. Compton, MPH, Ed. D., FALS** is Professor Emeritus, Department of Environmental Health and Department of Recreation Park and Tourism Studies at Indiana University and Professor Emeritus, College of Health, University of Utah. He is a Senior Research Fellow for the GP RED Healthy Communities Research Group which he founded in 2009, and has produced several books and monographs, chapters in books, articles, technical reports, and over 60 miscellaneous publications. His most recent monograph is entitled Positive Policies and Practices: Concepts, Context and Process (2014). He co-edited with Dr. Michael Muehlenbein Healthy Communities: Management and Surveillance Toolkit. Dave is a member of the prestigious American Leisure Academy, and received the Distinguished Service Award, National Therapeutic Recreation Society (2005).



**Tom Diehl, MS, CPRP**, is a Recreation and Athletics Management Professional with over 31 years of experience at both public and private institutions. His expertise includes strategic and master planning, feasibility studies, procurement/contract administration, risk management, construction management and historical renovations. Much of his work has been focused on collegiate-level projects including recreation and athletics programming, community relations, and special events management.



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**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, Colorado 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.

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**Leslie Fritz, B.S., CPRP**, is in her 20th year as Director of Education for the California Park and 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.

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**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®, a GP RED planning initiative which develops safe, non-motorized connections for children and families between play spaces, schools, and neighborhoods.

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**John R. Henderson, J.D., CPRE**, 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.

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**Deb Jordan, ReD**, is a professor in the 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 is a fellow in the American Academy of Parks and Recreation Administration as well as the Academy of Leisure Sciences.

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**Rob Layton, PhD, FASLA, CPRP**, 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.

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**Pat O'Toole, Principal** with GreenPlay, brings more than thirty-five years of management planning experience for parks and recreation agencies, and has been leading projects for GreenPlay since 2003. Prior to joining GreenPlay, Pat worked for Leon Younger and PROS and as a private consultant. He also served as director and assistant director for several progressive agencies in four different states. Pat has extensive expertise in budgeting, operational pro-formas, cost recovery, activity-based costing, public process, and all other facets of agency leadership. Pat excels at providing creative visioning and implementation strategies to forward-focused projects and teams. Pat has been speaking at NRPA, many state Park and Recreation conferences, NRPA Revenue Schools, and NRPA Executive Development Schools since the 1980's and through 2016.

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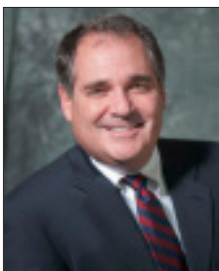
**Dylan Packebush, MBA, CPRP** is a Project Consultant for GreenPlay, LLC. His career in recreation began in collegiate athletics and the non-profit sector. He earned his MBA at the prestigious Warsaw Sports Marketing Center at University of Oregon where he worked as a business and market strategy consultant. Since joining GreenPlay, he has been involved in projects ranging from master planning to feasibility studies. Dylan transformed his life through his own access to recreation, and he looks to provide those same opportunities to others. He is a lover of stories, often blending one into the next to anyone that will listen.

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**Teresa Penbrooke, PhD Candidate, 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), and is currently pursuing her PhD at North Carolina State University.

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**Dirk Richwine, MPA, CPRP**, currently serves as a Trustee on the NRPA Board of Directors. Previously, he was the Director of Recreation and Parks in Henderson, NV and the Director of Parks, Recreation and Community Services for the City of Brighton, CO. Dirk has held numerous state and national leadership roles, and 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.

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**Art Thatcher, MPA, CPRP**, is a Principal and Project Manager with GreenPlay, LLC with 30 years of experience in public parks and recreation operations, strategic and master planning, volunteer board leadership, coastal community programming and management, outdoor adventure recreation, and community engagement facilitation. Art has presented at Virginia Recreation and Parks Society Annual Conferences, GP RED Think Tank, California Parks and Recreation Society Annual Conference, VRPS Management Conference and other regional and local conferences and workshops. He is also a guest lecturer in the Parks and Recreation Management Department at Old Dominion University.

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## GP RED Education Programs

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

### National & International Organizations

- Active Living Research Conference
- American Trails
- Environmental Design Research Association
- International Federation for Housing & Planning
- International Making Cities Livable Conference
- National Recreation & Park Association
- Rails to Trails Conservancy
- Society of Landscape Architects
- Society of Outdoor Recreation Professionals
- World Leisure Congress

### Regional Organizations

- New England Bike-Walk Summit
- Sustainable City Network

### State Organizations

- Southern New Hampshire Regional Planning Commission
- Miami Valley Ohio Regional Planning Commission
- Colorado Built Environment Collaborative
- New Hampshire Health Foundation
- New Hampshire Department of Transportation
- More than 30 state parks and recreation associations

### Local Organizations

- Five Rivers MetroParks, OH
- Green Spaces for D.C.

GP RED was founded in 2008 by GreenPlay, LLC, a leading national recreation and parks consulting firm, and is supported by other industry business leaders. GP RED is a 501(c)(3) tax-exempt organization. Your contribution is fully tax-deductible to the extent allowable by law.



**RESEARCH, EDUCATION  
AND DEVELOPMENT  
FOR HEALTH, RECREATION  
AND LAND AGENCIES**

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