Another Great Year for PRTM

Thanks to the hard work of our students, staff and faculty, and the strong support of the college and university, the Department of Parks, Recreation and Tourism Management had another banner year. Enrollments in our undergraduate and graduate programs continued to grow, and the quality of our students at all levels continued at a high level. The scholarly work of our faculty and graduate students expanded strongly; in the first year of work on a five-year strategic plan, faculty exceeded the fifth-year goal for peer-reviewed journal articles, and they secured roughly $3 million in external grants and contracts this past year.

At the same time, we continued our long-standing excellence in undergraduate education and community engagement. This is a dynamic department that is widely considered among the best in the country.

New Space

One of the major events this year was our expansion into the third floor of Biltmore Hall, filling renovated space vacated when the Department of Forestry and Environmental Resources’ moved to Jordan Hall II. With the additional space we were able to move Tourism Extension and the Recreation Resources Service (RRS) from the Varsity Drive trailer complex (fondly known as the “Vinyl Village”) to Biltmore. The day-to-day proximity of faculty and staff will benefit the collaborative work of all. We were also able to secure office spaces for our growing graduate program, a new conference room on the fourth floor, and more functional space for our undergraduate and graduate academic affairs team.

Faculty and Staff Changes

We welcomed a number of new faculty and staff members this year. Michelle Harrold completed her doctoral work at the University of Florida and joined the sport management team. Michelle’s sport experience includes being named an All-American swimmer and a number of years as coach of collegiate swim teams. She teaches Sport Finance & Administration in Sport. Her research focuses on consumer behavior in sport and, specifically,

Howes Receives Lifetime Achievement Award

Jon Howes was presented the 2008 PRTM Lifetime Achievement Award by Dr. Doug Wellman, department head, Friday, May 16, 2008.

The Lifetime Achievement Award was created to recognize individuals who have provided distinguished service to the park and recreation field over their careers. First awarded in 1997, we have previously recognized the career contributions of 11 exemplary leaders, and now we honor the twelfth—Jonathan Howes.

After working in Washington as Director of the Urban Policy Center and in top policy positions in HUD and the Housing and Home Finance Agency, Jonathan got his priorities straight, and in 1970 he moved to North Carolina to direct the Center for Urban and Regional Studies at the University of North Carolina at Chapel Hill. He also served as mayor of Chapel Hill from 1987-1991.

In 1993 he accepted Jim Hunt’s call (I don’t think I’ve ever heard of anyone who didn’t accept a Jim Hunt call) to serve as director of the Department of Environment, Health, and Natural Resources. It was in this post that he made the contributions to parks and...
Great Year for PRTM (continued from page 1)

on how ethnicity relates to sport marketing and consumption. Andy Betz moved from head golf professional at MacGregor Downs Country Club to become the Internship Coordinator of PGM, while Robb Wade was promoted to PGM Director and Michael Kanters assumed leadership in the development of a professional distance masters program (see below). Janell Henderson, who has taught part-time in PRTM while working for Raleigh Parks and Recreation, was selected from a strong pool of applicants to serve as our first professional academic under-graduate advisor. She provides skilled curricular guidance for the majority of our undergraduate students, thereby freeing tenure-track faculty for career advising. Samantha Rozier will join the faculty in July 08 as Assistant Professor and Extension Specialist. Samantha will replace Carol Kline who completed her doctoral work and accepted a position as Assistant Professor in the business school of North Carolina Central University. Samantha grew up near Charleston, SC, and during her graduate work at Clemson and Illinois she worked with the tourism industry in Charleston and surrounding areas, so she has a good personal foundation for helping rural NC communities develop sustainable tourism ventures. Her research specialty is communications in tourism marketing. Stacy Tomas, who has worked for five years in our Tourism Extension program, completed her doctoral program at Texas A&M in December and started as Assistant Professor and Extension Specialist in January. Stacy’s scholarly work focuses on tourism marketing. Stacy and Samantha will build on the strong foundation Stacy and Carol laid down. With the decline of traditional industries in rural North Carolina, tourism is expected to make significant contributions to economic health and community stability, and state leaders are enthusiastic about the future of our Tourism Extension program. Beth Wilson entered phased retirement, devoting her half-time work to re-structuring the masters programs in Natural Resources and providing leadership for alumni relations. Phil Rea completed his phased retirement but continues to serve the department by serving as liaison between PRTM and the five Oglebay schools (see below). Anju Singh joined the staff as Student Services Manager, admirably filling behind Felicia Mangum who joined coach Kay Yow’s women’s basketball staff. Brookie Lambert, retired CNR Student Services Manager, returned on a part-time basis to provide much needed support for our Tourism Extension program.

Noteworthy Achievements

PRTM faculty, staff and students accomplished much this year, and the list of accomplishments could be long. However, space is limited, so at the risk of giving offense I note the following:

Ben Hickerson, who will complete his Ph.D. this spring, won the stiff competition for a faculty position at Pennsylvania State University.

Our PRTM and GIS proposals represent precisely the kind of niche market programs DELTA is seeking. Hugh Devine, who has led work in geospatial sciences at NC State for years, secured $180,000 in first-year funding, while Michael Kanter, an early-adopter of distance education in PRT 200 and PRT 406, garnered $160,000. Work on both degree programs is proceeding well. When fully implemented, they will serve working professionals seeking to upgrade their skills and credentials but unable to take time away from work and family to pursue advanced degrees on campus. These new programs will also help us contribute to meeting college and university goals for growth of graduate enrollments.

Continuing Professional Education
We continued and expanded our offerings. Together 150 practitioners and scholars from across the state to consider how research can guide practice aimed at countering obesity and related health problems.

After five years as head of this wonderful department, I will be retiring this year at the end of June. A national search for my successor has been completed and as offer tendered. I believe the stage is set for PRTM to continue its positive path, although there inevitably will be many challenges facing the new department head. I am confident that these challenges can be surmounted because we have talented, hard working, and collegial faculty, staff and students, and we enjoy strong support from the college. The PRTM family—former and current students, staff and faculty—are supported strongly by the college and University because we have an important mission and we are working vigorously and effectively to achieve it.
recreation that led us to award him the Lifetime Achievement Award. Among other things, he led DEHNR in:

- Passage of a $35 million state parks bond referendum
- Development of policies and programs to improve water quality
- Streamlining of the environmental permitting process
- Strengthening environmental education

Jonathan’s leadership in the creation and development of the Parks and Recreation Trust Fund is the single contribution that most justifies the Lifetime Achievement Award. This is work that keeps on giving. Governor Hunt clearly understood the importance of PARTF when he said about its passage: “(This was)...one of my finest days as governor...this trust fund will be a legacy for years to come.”

Jonathan’s statesmanship of the Parks and Recreation got it started off right and made sure its good work would continue. He arranged information sessions for the Authority’s members to learn about the range of conservation efforts in North Carolina, including:

- The plans of the Department and Division for conservation and the future of the state parks system
- The work of major conservation organizations
- The efforts of local land trusts

The conservation projects that are opportunities for cooperation with Clean Water and Natural Heritage Trust Funds

Jonathan also encouraged Authority members to gain first hand knowledge of our state parks system by combining park tours with authority meetings. He even led by example when he turned his canoe over in the New River—it must have been that he wanted to show that while you can learn a good deal by being ON the river, you can learn even more by being IN the river.

The PARTF grant program is a partnership between state and local governments. In the years since 1996, cities, counties and public authorities have submitted 874 grant applications requesting more than $150 million. The Authority has selected 487 grant recipients and awarded $92 million. Adding the local matching funds of $156 million, the total value of these PARTF projects is nearly $250 million.

PARTF’s evaluation process emphasizes local planning and public involvement to foster high quality projects that address local needs. Since local governments decide how funds can best be used at the grassroots level, there is great variety in the projects that are funded, but prominent are open space, ball fields, trails, swimming pools, picnic areas and playgrounds. Considered all together, PARTF projects contribute immeasurable to the health
Howes Receives Lifetime Award

and wellness of North Carolinians of all ages and backgrounds.

PARTF has also been the most significant source of funds for building and renovating state park facilities. Since 1997, PARTF has provided over $137 million for these purposes. Of particular importance, PARTF funding has allowed the state parks system to further its mission of providing environmental education.

Beyond upgraded and new facilities, PARTF has provided over $111 million for land acquisition. Since 1997, over 32,000 acres have been added to the state parks system with PARTF funds.

During Howes’ tenure as chairman of the Parks and Recreation Authority, NC has preserved and protected more of our state’s significant features than in any previous decade.

The creation and operations of the Parks and Recreation Trust Fund have had a huge positive impact on the quality of life for North Carolinians and the thousands of people who visit our state to experience our wonder natural areas. Those positive impacts will continue to multiply in the years to come, as NC’s population grows and our tourism industry continues to develop.

So, on behalf of the faculty of the Department of Parks, Recreation and Tourism Management at NC State, we are pleased to present Jonathan Howes with the 2008 Lifetime Achievement Award.

Thank you to Dr. Doug Wellman for contributing this story.

Previous Lifetime Achievement Award Recipients

1997—Roger Warren
1998—Harold Moses
1999—Bob Sternlof
2000—Charles Stott
2001—James Stevens
2003—Phil McKnelly
2004—Jack “Swede” Frauson
2005—Tom Goodale
2006—Phil Rea
2007—Randy Worls
2008—Jon Howes
Alumni Spotlight—Monty Jones, Jr. ‘02

Click here for information on the new facility Jones manages at Chicago State University.

“New Convocation Center at Chicago State University Now Fully Initiated”

http://www.newcityskyline.com/NewConvocationCenteratCSU.html
Seven NC State students have enrolled in the TIES—UCFC program. TIES (The International Ecotourism Society) recently announced a University Consortium Field Certificate (UCFC) program, which is a unique opportunity for students in various disciplines.

The UCFC program is designed to enable students and participants to undergo a concentration on ecotourism and sustainable tourism development within their major or professional position, and to acquire a unique pedagogical opportunity in experiential, service, and theoretical learning.

The Consortium works collaboratively to administer an ecotourism certificate of study applicable to a range of academic disciplines and degree programs and professionals who desire a holistic understanding of ecotourism. The program assists individual universities and extension programs in the provision of a concentration of study in ecotourism. These disciplines may include, but are not limited to: recreation, parks, and tourism; hospitality management; geography; business; natural resource management; natural resource law, public administration; and landscape architecture majors.

NC State students enrolled are: Emily Michelle Blackwell (landscape arch senior), Lauren Duffy (PRTM graduate, now UNCG masters student), Jennifer Beedle - PRTM graduate, Alison Murray - PRTM sophomore, Amanda Brooke Williamson - PRTM graduate and graduate student, Carolyn Jane Anderson - FW graduate, and Carrie E. Banks - PRTM grad student. All students have been to Ghana except Alison Murray.

Click here for info on TIES—UCFC http://www.ecotourism.org/webmodules/webarticlesnet/templates/?a=176&template=print-article.htm

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**Brothers Serves as Guest Lecturer**

CERAM’s tourism faculty has gained a new, albeit temporary, member. Gene Brothers is a visiting lecturer until summer 2008 and brings extensive experience in teaching, research and consultancy. His work has taken him around the globe, from the South Pacific (Fiji) and Asia to Eastern Europe and the Caribbean. At his home university of North Carolina State, Gene is Associate Professor in the Department of Parks, Recreation and Tourism Management and Co-Director of the Cooperative Tourism Research Center. His particular expertise lies in tourism, outdoor recreation and facilities planning and management.

Gene is enjoying his stay at CERAM, where he teaches courses on Tourism Management, Strategic Marketing and Tourism Planning and Development and works on papers on destination competitiveness with Frederic Dimanche, Director of CERAM’s Center for Tourism Management.

“I am really impressed with the diversity and high caliber of students in my classes at CERAM. I hope I can bring a unique perspective to their educational experience while I am here.”

**Pegram Read from New Book—Starts New Venture**

CNR / PRTM Alumnus Tim Pegram read from his new book "The Blue Ridge Parkway by Foot: A Park Ranger’s Memoir" Thursday, May 29 at 5:30 in the D.H. Hill Library Assembly Room on the 2nd floor of the east wing.

He is currently writing another book of nonfiction about his 2007 cross-country trek from Raleigh to Cold Mountain - a reenactment of Inman’s 1864 journey from Charles Frazier’s acclaimed novel Cold Mountain.

Pegram will begin the quest of walking the Appalachian Trail from Maine to Georgia the end of June 2008. Stay tuned for his progress.

Click here for more information about Pegram and his book http://www.lib.ncsu.edu/news/libraries.php?p=5761&more=1&c=1&b=1&pb=1
Monday, May 12, many friends, faculty, staff, and alumni gathered to express gratitude to department head, Dr. Doug Wellman, after many wonderful years of service to both the Parks, Recreation and Tourism Management department, as well as NC State University. Doug will retire June 30.

He has served as Associate Dean for Academic Affairs for the College of Natural Resources and also as the founder of the NC State Faculty Center for Teaching and Learning. Doug and his wife, Janet, plan to move to the “one stoplight town” of Lovington, VA, to their cabin in the woods, near the river.

We wish Doug and Janet well as they begin another facet of their lives complete with wilderness exploration, kayaking down the river, playing golf and home renovation.

*Our best to you both!*

"Retired!"

"The many faces of Doug"

Doug

Thanks for all you have done to assist our faculty, staff, students and alumni.

Happy Trails
Michael Broeker, BS PGM ‘08, is traveling in Portugal for the first part of the summer with fellow PGM student, Jose Furtado, who is from Portugal, before returning to NC to work in the “real world”.

Joseph Compitello, BS PGM ‘08, is an assistant golf professional at Deepdale Golf Club in Manhasset, NY.

John Crotts, BS PGM ‘08, is an assistant golf professional at Bandon Dunes Golf Resort, Bandon, OR.

Julie Dill, BS PGM ‘08, is a teaching instructor at GolfTec in Raleigh, NC.

William (Bill) Kwasnick, BS PGM ‘08, is traveling this summer before seeking employment anywhere between Raleigh, NC and Kiawah Island, SC.

John A. Richardson, BS PGM ‘08, is working with the Tarheel Golf Tour based out of Charlotte, NC.

Jeremy Whitehurst, BS PGM ‘08, is the second assistant at the UNC Finley Golf Course in Chapel Hill, NC.

Monty Jones, Jr., BS PRTM ’02, is Executive Director of the new convocation center at Chicago State University, Chicago, IL.

Stephen Watson, BS PRTM ‘99, has worked for the Parks Division of the Kinston / Lenoir Parks and Recreation Department for about six years. He has recently been promoted to Head Groundskeeper for the Historic Grainger Stadium. This is the home of the Kinston Indians baseball team, Class A Affiliate of the Cleveland Indians. He is responsible for maintaining the playing surface for the Indians, as well as, the outside grounds of the stadium. In the past several years, Grainger Stadium has won Field of the Year awards in the Carolina League and also won the Field of the Year Award for all of Class A baseball. Stephen hopes to continue this success of maintaining outstanding sports turf and possible progress through the ranks of professional baseball.

Carol Kline, MS ‘94, Ph.D. 2007, has accepted a position with NC Central University as a faculty member in Hospitality and Tourism Administration, located in the School of Business. She will begin July 1.

Tim Pegram, BS PRTM ‘75, is planning to trek the Appalachian Trail from Maine to Georgia. He will start the end of June and work his way south.

Where Are They Now???

Haven’t seen someone’s name that you would like to catch up with? Know someone that hasn’t touched base lately?

Encourage former alums to contact us at:
susan_colby@ncsu.edu

The Belltower at night after a Wolfpack victory.

Photo by: Sara Hunt, Freshman Professional Golf Management Haw River, NC
NC State Parks, Recreation & Tourism Management

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NC State PRTM Alumni & Friends

In recent years, nearly 100 graduates annually have left NC State with PRTM degrees in hand to work in planning, administration, management, financing and marketing for resorts, environmental monitoring firms, travel and tourism companies, government and nonprofit agencies, public and private recreational facilities, park systems, conservation organizations, nature centers, sports teams, marketing, management and event planning firms, university athletic programs, public and private golf facilities, and many other places. Many professionals have taken our continuing education workshops or partnered with our research and extension programs.

These alumni and friends of PRTM play an important role in the department's continuing success by participating in special events and programs, serving as guest lecturers, supporting the college’s fundraising efforts, and encouraging future generations of students by identifying internships and other field opportunities for them.

Thank you for all you do to assist our students. Your support is greatly appreciated.

What’s Up with CNR Development?

Questions, concerns and updates?
Contact:

susan_colby@ncsu.edu

We thank you for continuing to be a part of the NC State Parks, Recreation and Tourism Management Department. We look forward to hearing from you soon.

Next issue: September

CNR Development

Click here for information regarding Annual Giving

Make sure to designate Natural Resources Annual Fund

Legends in Giving – $5000 pledged over 5 years

Named Endowed Scholarship $15,000 pledged over 5 years

Contact the CNR Development office to discuss giving options.

David Ashcraft
Executive Director

Jennifer Viets Catalano
Associate Director