

Rob Andrejewski is a Ph.D. candidate in the Department of Recreation, Park, and Tourism Management at Penn State University. Rob's dissertation work is focused on resident environmental education's influence on children's feeling of connection to nature, outdoor play, and environmental stewardship. Rob works for Shaver's Creek Environmental Center, where he conducts evaluation research and teaches courses in teambuilding, environmental education, and outdoor pursuits.

Terri L. Baltimore has a BA in Journalism from Duquesne University. For the past 25 years, she has been working as a community organizer. Currently, she is the Vice President of Neighborhood Development for the Hill House Association, a forty-five year old social service organization based in Pittsburgh's Historic Hill District neighborhood. She is responsible for developing partnerships, arts programming and specialized programs. She is the co-founder of "Find the Rivers!" The mission of FTR! is to improve the health – economic, physiological, and socio-cultural -- of low-income communities by demonstrating key “smart growth” principles and applying them at the neighborhood level. She has been a member of the Community Research Advisory Board at the University of Pittsburgh Center for Minority Health.

Nancy Bruning BA, MPH, PAPHS. Nancy Bruning's personal and professional credentials ensure an approach to outdoor fitness that is creative yet practical and includes the perspectives of the multiple stakeholders involved. She has an undergraduate degree in design and a master's degree in public health and has written and edited over 25 books about health and urban design. She currently also writes a monthly column called "Fit in the City" for the local newspaper, the Manhattan Times. She is a native New Yorker and has been the president of the community-based nonprofit Friends of Fort Tryon Park for 8 years. A certified fitness instructor since 2003, she has over 6 years of experience in leading and training others to lead park fitness programs in 6 NYC parks--Fort Tryon, J. Hood Wright, Highbridge, Marcus Garvey, St. Nicholas, and Central Park. As a public health researcher at Hunter College, she understands the need to offer New Yorkers a wide array of activity opportunities, especially people of low income. She is a certified with the American College of Sports Medicine as an ACSM/NSPAPPH Physical Activity in Public Health Specialist (PAPHS). Her graduate work at Hunter focused on park fitness and culminated in the publication, Steps to Get New Yorkers Moving, which emphasized the underutilized role of public spaces such as park; it was published by the Public Health Association of New York City. Since then she has also produced A Fitness Guide to Fort Tryon Park, and A Hike the Heights Leader's Manual and coordinates Yoga, Tai Chi, and Qi Gong programs in Fort Tryon Park. Her world travels have expanded her thinking on what is possible, desirable, beautiful, and practical. Visit her web site at www.NancyBruning.net.

For the last thirteen years, **Meg Cheever** has worked in the field of parks management in Pittsburgh, Pennsylvania as the President and CEO of the non-profit Pittsburgh Parks Conservancy. Ms. Cheever, a lawyer by training, has extensive experience in communications and marketing, parks management and fundraising.

Ms. Cheever is the Founding President of the Pittsburgh Parks Conservancy and has been responsible for introducing and implementing a strategic management approach to that non-profit organization as well as to the parks management efforts of the public private partnership for parks jointly developed by the Conservancy and the city. This has included a strategic master plan for the city's four largest parks, innovative improvements in ecological restoration and management, as well as the introduction of innovative business management practices to increase revenues generated from park operations. The Parks

Conservancy's first capital campaign, *A Community Partnership for the Renaissance of Pittsburgh's Great Parks*, successfully raised over \$30 million from over 6,000 donors and attained 112% of the fundraising goal. The total funds raised by the Conservancy since its founding is \$45 million.

Ms. Cheever's qualifications include a Bachelor's degree from Wellesley College in the History of Art (1970) and a law degree from Boston University School of Law (1975). Ms. Cheever completed the Harvard Business School's program on Performance Measurement for Effective Management of Non-Profit Organizations in 2005. She spent 18 years at WQED in Pittsburgh, serving as General Counsel for ten years, working in corporate planning, and Publisher of Pittsburgh magazine from 1991 -1997. During her tenure as publisher, the magazine received the City and Regional Magazine Association's gold medal for general excellence, the highest national award given a city magazine. Ms. Cheever is currently on the board of the City Parks Alliance based in Washington, D.C., the Pittsburgh History & Landmarks Foundation, and the Chatham University Landscape Architecture Advisory Board. Past board service includes the Greater Pittsburgh Chamber of Commerce, Pittsburgh Symphony Board of Advisors, Regional Industrial Development Corp., the National Association for Olmsted Parks, the Ellis School, and the Shady Lane School. In 2009 the Pittsburgh Business Times presented Ms. Cheever with a Diamond Award honoring ten top CEOs in the Pittsburgh region. She was also named a Distinguished Daughter of Pennsylvania in 2008 by Pennsylvania Governor and First Lady Ed and Marjorie Rendell for her accomplishments of statewide and national importance. The YWCA Greater Pittsburgh presented its Allerton Award for Lifetime Achievement to Ms. Cheever in 2007.

Linda Everhart is the colloquium coordinator and facilitator. After a career as national programming producer for public television station WQED in Pittsburgh, she began a long association with the Pittsburgh Parks Conservancy, becoming its first employee in 1996. Since then she has created, written and edited the Conservancy's successful fundraising videos and consulted on a variety of communications issues. She was the producer of the 2008 International Urban Parks Conference, which brought more than 600 parks advocates to Pittsburgh.

Madelyn Fernstrom, PhD, CNS is Professor of Psychiatry, Epidemiology, and Surgery at the University of Pittsburgh School of Medicine. She is the Founding Director of the University of Pittsburgh Medical Center Weight Management Center and Director of the Community Pediatric Weight Management Program for Children's Hospital of UPMC. She is also the Director of Nutrition and Weight Management for the UPMC Health Plan. Dr. Fernstrom is a board certified nutrition specialist from the American College of Nutrition.

For more than 25 years, Dr. Fernstrom has devoted herself to clinic and laboratory work, studying and treating obesity and eating disorders. As a researcher, she has authored more than 100 research papers related to the biological and psychological factors contributing to weight loss - whether just a few pounds or several hundred. As a clinician, she has treated thousands of patients, maintaining the point of view that obesity is a chronic disease that can be managed - but not cured - through lifestyle change, pharmacotherapy and sometimes, surgery.

Dr. Fernstrom earned a bachelor's degree in biology from Boston University and a doctorate from the Massachusetts Institute of Technology, where she studied nutritional biochemistry, metabolism, and neuropharmacology. She served a fellowship in endocrinology and behavior at the Harvard Medical School and joined the faculty of the University of Pittsburgh in 1982. Dr. Fernstrom also is a board-certified nutrition specialist from the American College of Nutrition.

Sylvia Hill Fields has served as manager and later executive director of the Eden Hall Foundation since May 1996. A graduate of Seton Hill College and Carnegie Mellon University, she is the first and only African American woman to direct a major private foundation in the Pittsburgh region. Ms. Fields was named one of Pittsburgh's 50 Most Influential African American Women by the New Pittsburgh Courier in 2006 and 2008. In 2009 Mrs. Fields was a YWCA Tribute to Women honoree.

Mindy Thompson Fullilove, MD, is a research psychiatrist at New York State Psychiatric Institute and a professor of clinical psychiatry and public health at Columbia University. She was educated at Bryn Mawr College (AB, 1971) and Columbia University (MS, 1971; MD 1978).

She is a board certified psychiatrist, having received her training at New York Hospital-Westchester Division (1978-1981) and Montefiore Hospital (1981-1982). She has conducted research on AIDS and other epidemics of poor communities, with a special interest in the relationship between the collapse of communities and decline in health.

From her research, she has published *Root Shock: How Tearing Up City Neighborhoods Hurts America and What We Can Do About It*, and *The House of Joshua: Meditations on Family and Place*. She is co-author of Ernest Thompson's *Homeboy Came to Orange: A Story of People's Power* (1976) and Rodrick Wallace's *Collective Consciousness and Its Discontents* (2008).

She has received many awards, including inclusion in many "Best Doctors" and two honorary doctorates. Her current work focuses on the connection between urban function and mental health.

Melissa Garcia is Director of the Catalyst Program at Partnerships for Parks, an innovative joint program of City Parks Foundation and the New York City Department of Parks & Recreation.

Barbara Granito is a media consultant. Ms. Granito worked as a journalist for *The Wall Street Journal* where she was a staff reporter and a news editor for the Money and Markets section. Prior to that she worked for a variety of organizations -- at Dow Jones & Co. as the AP-Dow Jones Bureau Chief in Rome, Italy; and for Institutional Investor Magazine as a contributing editor in both Paris, France, and New York City .*B.A., Dartmouth College, summa cum laude, Senior Fellow*

Jeanette Gustat, PhD MPH, is an epidemiologist with Tulane University School of Public Health and Tropical Medicine in New Orleans, Louisiana. She is Principal Investigator of the core research project for the Prevention Research Center (PRC) at the University. The PRC studies the impact of the social and physical environment on obesity and collaborates with community partners through policy, education and communication strategies to build healthier communities in New Orleans. Dr. Gustat is also principal investigator on the Lafitte Greenway Project funded by the Robert Wood Johnson Active Living Research program to examine the effects of the Greenway on physical activity in the surrounding neighborhoods.

Additionally, she has spent many years examining the environmental determinants of physical activity in parks and playgrounds in New Orleans. She is a member of the Physical Activity and Policy Research Network funded by the CDC. Previously, she has spent several years as the epidemiologist/program administrator for the Bogalusa Heart Study, which examines risk factors for cardiovascular disease in young to middle aged adults. She also teaches several courses in the department of epidemiology. .

Marijke Hecht is the Director of Education for the Pittsburgh Parks Conservancy where she leads the organization's efforts to utilize the parks as classrooms for people of all ages and backgrounds. This includes the redevelopment of the Environmental Center at Frick Park and the design and installation of over a dozen outdoor learning spaces for families. She is also responsible for managing the Parks Conservancy's educational programming and volunteer activities. Prior to joining the Parks Conservancy, Marijke was the Director of TreeVitalize Pittsburgh with the Western Pennsylvania Conservancy where she raise over \$3.9 million and managed the planting of more than 3,300 new trees with over 1,500 volunteers. She also served as the Executive Director of the Nine Mile Run Watershed Association where she led the organization's community forestry and rain barrel programs and advocated for the \$7.7 million Nine Mile Run stream restoration project. She received a Master of Science in Botany from the Field Naturalist Program at the University of Vermont and a Bachelor of Arts in Nutritional Anthropology from Hampshire College.

Dr. Lourdes J. Hernández-Cordero came to the U.S. in 1996 after completing her undergraduate work in Industrial Biotechnology - a degree combining Chemical Engineering and Microbiology. Born and raised in Puerto Rico, she moved to the United States to attend graduate school. She joined the faculty at SMS upon completing her doctorate in 2004. Her dissertation focused on the role of organizations in community mobilization for trauma recovery post the 9/11 disaster. As part of the Community Research Group at Columbia, she has been able to combine her interest in community mobilization and the application of research. The relationships built with local organizations as a Program Coordinator for the Northern Manhattan Community Voices Collaborative has served as the foundation for her work. She is currently leading the community mobilization efforts of the Columbia Center for Youth Violence Prevention. In addition, she is spearheading the CLIMB (City Life is Moving Bodies) project, a concerted effort in collaboration with northern Manhattan based organizations to promote physical activity.

Education & Training:

About CLIMB:

Northern Manhattan community-based initiative founded on the belief that safe parks and neighborhoods are essential to community health, and that all communities, regardless of socioeconomic background, are entitled to access to safe parks and neighborhoods. The purpose of the project is to combat the problems of gang violence, drugs, obesity, sedentary lifestyles and displacement by engaging residents and organizations in creating a sense of neighborhood and park ownership. We utilize community mobilization strategies to engage local stakeholders in initiatives that promote collaboration, resource sharing and a broad work agenda. At the core of the CLIMB project is the creation of a multi-use urban hiking trail to link the escarpment parks of northern Manhattan - Highbridge Park, Jackie Robinson Park, St. Nicholas Park, Morningside Park and northern Central Park. In addition to physically stringing these "emerald beads" together, we propose that there are opportunities for conceptually linking organizations, institutions and residents in the vicinity of the parks to create and/or strengthen programming and services that address neighborhood needs.

Jennifer Hoppa is the Northern Manhattan Parks Administrator for the New York City Parks and Recreation Department.

Kevin E. Jeffrey was appointed New York City's Parks & Recreation's Deputy Commissioner for Public Programs in April 2002. Public Programs encompasses the operation of 35 recreation centers, 17 Nature Centers, Central Recreation, Urban Park Rangers, Parks Enforcement Patrol, Partnerships for Parks, and Central Communications.

Deputy Commissioner Jeffrey was raised in Crown Heights, Brooklyn. In May 1979, he joined the city's Department of Parks & Recreation as one of the very first Urban Park Rangers. During his tenure with NYC Parks, he supervised the Mounted Rangers Unit, served as Executive Director of the Parks Enforcement Patrol, was next appointed Chief of Operations of Brooklyn's Prospect Park and thereafter, Chief of Brooklyn Recreation. Jeffrey left NYC Parks to serve as Deputy Commissioner of Recreation, Programs and Services with the State Office of Parks, Recreation and Historic Preservation. He was later appointed Regional Director of State Parks holdings in New York City.

Jeffrey returned to Brooklyn in 1997, taking on the role of Executive Director of the Bedford Stuyvesant YMCA where he spearheaded the task of revitalizing this large urban youth development facility. He has also served as a trainer and coordinator in the design and implementation of Total Quality Management programs within the New York City Department of Parks & Recreation and the National Parks Service. As Deputy Commissioner for Public Programs, Kevin Jeffrey is committed to expanding recreational, educational, and athletic opportunities for all New Yorkers.

Liam Kavanagh is the First Deputy Commissioner at Parks & Recreation of New York City. A lifelong New Yorker, Mr. Kavanagh was born in Manhattan, raised in the Bronx, and now resides in Brooklyn. A graduate of the City University's Herbert H. Lehman College, Kavanagh joined Parks in 1981. He has served as Brooklyn Forestry Director, Deputy Chief of Operations in Brooklyn and Manhattan, and Chief of Operations in Manhattan before his appointment as Deputy Commissioner by Parks Commissioner Adrian Benepe on February 25, 2002.

As First Deputy Commissioner, Mr. Kavanagh oversees efforts to improve the quality and increase the number of well maintained greenspaces in public parks throughout New York. He traces his involvement in the field to the renovation of the gardens along the Brooklyn Heights Promenade in 1989, where a great gardener and a willing crew of helpers transformed a lackluster landscape into a showpiece. It remains one of his most memorable projects and it demonstrated the tremendous opportunities for growing great gardens in parks throughout the City. "People respond positively to well maintained greenspaces," Kavanagh notes, "they've become a hallmark of successful public spaces."

Adena Long is the principal strategic planner for the NYC Department of Parks and Recreation's Planning Division. Adena's current focus is on the development of an agency-wide vision plan, as well as the formation of a master plan for Northern Manhattan Parks. Prior to her current position, Adena served as executive director of Vision for Staten Island, a community visioning project for the borough of Staten Island. She also held positions as park administrator for the Staten Island Greenbelt and executive director of it's not-for-profit support group, the Greenbelt Conservancy.

Javier W. Lopez, MPA, is Director of new York City's Strategic Alliance for Health. The New York City Strategic Alliance for Health is a collaboration between the Department of Health and the NY Academy of Medicine. For more information, please visit <http://www.nyam.org/initiatives/sp-safh7.shtml>

Dr. **Andrew Mowen** is an Associate Professor in the Department of Recreation, Park and Tourism Management at The Pennsylvania State University. He has evaluated park and recreation policies and practices for over twenty years. His doctoral dissertation examined citizen response to corporate sponsorship of park and recreation agencies. An article based on this work earned him the 2004 Journal of Park and Recreation Administration Best Paper Award.

Upon completion of his terminal degree, Dr. Mowen worked as the Research Manager for Cleveland Metroparks, a three-time National Gold Medal Award® winning agency. There, he conducted over twenty studies which evaluated the impact of park programs and policies on the leisure preferences and behaviors of Northeast Ohio area residents. In 2001, he received a grant from the Cleveland Foundation to assess community changes park visitation attitudes and behaviors. Dr. Mowen also helped to develop an award-winning visitor monitoring system providing recreation and trail counts for Cleveland Metroparks' entire 20,000 acres and 100+ entrances.

Since his appointment at Penn State in 2002, he has focused his research on understanding the linkages between park settings, physical activity, and health. He conducted a National Recreation Foundation funded study examining nationwide health partnership practices of park and recreation agencies. Recently, he authored a white paper for the United States National Physical Activity Plan and the research synthesis Parks, Playgrounds and Active Living for Active Living Research. Dr. Mowen is currently spearheading a project to study the impact of major park renovations on physical activity and health in Allentown, Pennsylvania. He is an Associate Editor for the Journal of Park and Recreation Administration and a member of the Research Advisory Committee for the National Recreation and Park Association.

As Parks Curator for the Pittsburgh Parks Conservancy since 2007, **Susan Rademacher** is responsible for revealing, preserving, and promoting the cultural significance of the Pittsburgh Parks. She oversees planning and design of capital projects, develops design standards, and investigates the cultural, landscape, and social history of park landscapes.

Susan was founding Executive Director of Louisville Olmsted Parks Conservancy in 1991, leading the Conservancy in producing a nationally renowned master plan, completing numerous historic restoration projects, securing major national grants, creating a volunteer program that has contributed hundreds of thousands of dollars of value in ecological restoration, and increasing public awareness and appreciation of the Kentucky city's acclaimed system of Olmsted-designed parks and parkways.

At the same time, Susan served as Assistant Director of Louisville's Metro Parks Department, establishing the Planning and Design Division. In that capacity, she was responsible for master planning, capital project development, and construction for the entire system of 122 parks and 6 parkways, golf courses, and community centers. Major projects included strategic planning for a 7,000-acre expansion of the parks system known as the 21st Century Parks project, creating the Shawnee Parks Sports Complex, restoring Frederick Law Olmsted's Baringer Hill in Cherokee Park, reconstructing the historic Iroquois Amphitheater, and re-launching the Mayor's Committee for Public Art.

Susan was the Editor in Chief of Landscape Architecture magazine from 1984-1987, and was a founding editor of Garden Design magazine. She is the author of several books and numerous articles in the field of

landscape architecture, and has lectured and taught at many American institutions and universities, including the Smithsonian Institution, Colonial Williamsburg Foundation, J. B. Speed Art Museum, Chicago's Field Museum of Natural History, the University of Pennsylvania, U.C. Berkeley, and Harvard University. Born in Columbus, Georgia, Susan graduated from Miami University and was a Loeb Fellow in Advanced Environmental Design at Harvard University's Graduate School of Design.

Richard Reed is the Executive Vice President and Chief Operating Officer of the Pittsburgh Parks Conservancy.

Dr. Michelle Segar is a researcher at the Institute for Research on Women and Gender at the University of Michigan and a Translational Scholar in the Michigan Institute for Clinical and Health Research. She has a Ph.D. in Psychology and Master's Degrees in Health Behavior - Health Education (M.P.H.) and in Kinesiology (M.S.) from the University of Michigan.

Her passion has been helping women learn to make sustainable lifestyle changes that help them self-actualize as they improve the quality of their daily lives. In 1994, she conducted a study to see if exercise could help breast cancer survivors decrease depression and anxiety symptoms. The data showed that the breast cancer survivors who exercised significantly decreased their depression and anxiety levels, compared to the control group that did not exercise.

Working with hundreds of women, over many years, and with funding from the National Institutes of Health, Segar created the EssentialSteps approach. EssentialSteps was developed to empower women to transform their mindset so they can make behavioral changes that can be sustained. Through my program, webinars, and workshops women learn to breakthrough the barriers that have prevented them from taking their essential steps to continued well-being, health and weight control.

Segar also consults with healthcare organizations and corporations and converts the latest research findings into concrete recommendations. She works with organizations to develop the most effective and empowering behavioral messaging and health campaigns to improve health and productivity and decrease medical costs among their female employees.

Michelle's research has been supported by the NIH, the Blue Cross and Blue Shield of Michigan Foundation, and the American Association of University Women. Her creative and innovative approach to women's health behavior has generated professional accolades by the National Association for Women's Health, the Society of Behavioral Medicine, and the American Association of University Women, among others.

Christopher Weiss, Ph.D., directs Columbia University's Quantitative Methods in the Social Sciences (QMSS) master's program. His research examines how social contexts, particularly neighborhoods, families and schools, influence children and adolescents. Current work traces the effects of grade retention on students' educational trajectories, the influence of adolescents' friends and peer groups in school, and the effect of disruptive events in parents' lives on children's well-being. Weiss also participates in the Health and Society Scholars working group on physical activity and obesity, and is involved in Andrew Rundle's NIH-funded project on the built environment, physical activity, and body size. He has also worked extensively with multiple datasets, in particular the Philadelphia Educational Longitudinal Study.

Sandra Welsh is the director of Government and Foundation Relations for the YMCA of Greater Pittsburgh.
