

Curriculum Vitae

Rosemary Prince

General Information

University address: Graduate Certificate in Event Management
FSU Panama City
College of Applied Studies
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Professional Preparation

- 1994 M.S., Troy State University, Troy, AL. Major: Counseling and Human Development.
- 1983 B.S., University of Florida, Gainesville, FL. Major: Recreation.
- 1979 A.A., Burlington County College, Pemberton, NJ. Major: Liberal Arts.

Professional Credential(s)

- 1983–present Certified Parks and Recreation Professional.

Professional Experience

- 2011–present Associate in Event Management, College of Applied Studies, Florida State University, Panama City, FL. Develops course content for event industry specific courses at the graduate and undergraduate levels. Teaches online graduate and undergraduate courses. Manages the online graduate certificate in event management program recruitment and admissions. Manages program budget. Supervises program administrative staff and course mentors. Develops and maintains effective working relationships with recreation and event industry professionals, associations and providers. Develops marketing strategy for graduate recruitment for online graduate certificate in event management program. Manages placement of graduate students in industry

locations for completion of the capstone practicum course, specifically identifying appropriate agencies, review and approval, based on program policies. Gathers current research by industry professionals to assist in program development. Provides academic advisement to students. Provides service to the industry through service on boards of directors and committees.

2001–present

Consulting - Owner/Proprietor, Prince Ventures, Tallahassee, FL. Provide professional consulting services in recreation and event planning, administration and training to governmental units, non-profit organizations and businesses.

Current Client: Girl Scout Council of the Florida Panhandle – Communications Consultant providing services for communications and marketing of organization programs, activities, events and campaigns, including development and implementation of organization marketing plan, crafting press releases, articles and production footage, social media management including website, Facebook, Twitter and Youtube, working with various media outlets for publicity, and consultation and creation of sponsorship collateral materials for programs and events. 2013 Events Include Girl Scout Cookie Rallies, Panama City, Pensacola, Tallahassee; National Girl Scout Cookie Day, Panama City, Pensacola, Tallahassee; Run for the Cookies, Tallahassee, Pensacola; Destin Desserts Competition, Destin; Girl Scout Birthday Run, Panama City. 2012 Events Included 100th Anniversary Celebration Exhibit Closing and Reunion, Tallahassee; Girl Scout Reunion Celebrating 100 Years, Pensacola; Women of Distinction Gala and 100 Year Celebration, Tallahassee; Reunion Tea Celebrating Girl Scouts' 100th Anniversary, Panama City. Previous Clients: Girl Scout Council of the Apalachee Bend; Florida Recreation and Park Association Foundation; Florida Recreation and Park Association Youth Sports Task Force; Friends of Florida State Parks; Leon County School; District Taylor County School District.

2010–2011

Assistant in Event Management, College of Applied Studies, Florida State University, Panama City, FL. Develops course content for event industry specific courses at the undergraduate and graduate levels. Teaches online graduate courses. Manages online graduate event management certificate program admissions, tracking and advisement. Manages program budget. Supervises program administrative staff and course mentors. Develops and maintains effective working relationships with recreation and event industry associations and providers. Develops marketing strategy for graduate recruitment for online event management certificate program. Manages placement of graduate students in industry locations for completion of the practicum course, specifically identifying appropriate agencies, review and approval, based on program policies. Gathers current research by industry professionals to assist in program development Provides academic advisement to students. Provides service to the industry through service on boards of directors and committees.

2006–2010

Assistant in Event Management, Florida State University, Department of Sport and Recreation Management, Florida State University, Tallahassee, FL. Teaches undergraduate courses. Developed curriculum and program content for online graduate courses in event management. Manages events management certificate program admissions, tracking and advisement. Develops and maintains effective working relationship with recreation and

event industry associations and providers. Develops marketing strategy for graduate recruitment for online event management certificate program. Gathers current research by industry professionals to assist in program development. Provides academic advisement to undergraduate students.

- 2005–2006 Adjunct Instructor, Department of Sport, Recreation Management and Physical Education, Florida State University, Tallahassee, FL. Developed course content and taught LEI 3004 Introduction to Recreation to 70 undergraduate students per semester.
- 2002–2006 OPS Management Analyst, DEP Division of Recreation and Parks, Tallahassee, FL. Provided support to park staff, volunteers and citizen support organization members including training, development of resource materials and procedures manuals for print and web posting. Provided education sessions: 2005 – 14th Annual Citizen Support Organization Meeting Finding Funding and Soliciting Grants Getting Your Membership to Stay with You: Managing Your Membership 2004 – 13th Annual Citizen Support Organization Meeting Getting Your Membership to Stay with You: Managing Your Membership.
- 2000–2006 OPS Planning Manager, DEP Division of Waste Management, Tallahassee, FL. Responsible for coordination of Bureau outsourcing contract development; Wrote, edited, amended, processed and tracked contract documents; Developed training materials and bureau publications • Developed and maintained effective working relationships with technical staff experts and the Department's contract management section.
- 1995–2000 Education and Training Manager, Bureau of Operational Services - Training and Environmental Education Section, DEP Division of Recreation and Parks, Tallahassee, FL. Planned, coordinated and delivered annual meetings and training events for the Division including facility site visits and selection, hotel and vendor negotiations, developing timelines and schedules, offsite tours, socials, meeting and event materials, securing speakers and instructors, and evaluation. Coordinated the division's statewide environmental education programs including PARKnership Program working with 36 local schools and 31 state parks. Coordinated the division's statewide environmental education programs including PARKnership Program working with 36 local schools and 31 state parks.
- Meetings and trainings: Annual Park Managers Meeting; Annual Assistant Park Managers Meeting; Semi-annual 80 Hour Park Ranger Academy; Leadership Institute; Coordinated planning committee for 50th Ranger Academy Reunion and Celebration two day special event including theme development, scheduling of VIP's, events and tours, development of event collateral materials, post event follow-up. Trainings delivered: Ranger Academy Instructor; Benefits of Parks and Recreation; Leadership Institute; PARKnership Workshops and Presentations.

- 1994–1995 Executive Director, Prevention Coalition of the Big Bend, Inc. formerly Tallahassee Informed Parents for Drug Free Youth. Managed day to day operations of nonprofit prevention education and event organization serving an eight county geographic area including personnel management (paid employees, volunteers and college students performing field work), fiscal management including fundraising, corporate sponsorships, donations and grant acquisition, coordinated public and media relations, press releases, publications; Developed, implemented and evaluated programs and special events including facility site visits, selection and negotiations, developing timelines and schedules, working with committees of volunteers, coordination of event press conferences, scheduling of talent, VIP's and sponsors at press conferences and events, developing event materials, securing speakers, sponsors, in-kind donations and prizes, training of staff and volunteers, and post event follow-up and evaluation.
- Events: Red Ribbon Campaign and Rally for middle school students at the Tallahassee Leon County Civic Center October 199; Project Graduation Press Conference Kick-off and Grand Prize unveiling – Through bank sponsorship a car was unveiled as the grand prize for a participating senior March 1994 and March 1995; Project Graduation, event for graduating high school seniors from ten high schools in three counties in the organization's service area at area venues including fitness centers, parks, skating rinks, schools May 1995; Prom Promise Concert kick-off special event for high school students held at Ruby Diamond Auditorium March 1995; Recognized as an "Outstanding Red Ribbon Community" in Florida by the Florida Prevention Association.
- 1993–1994 Special Projects Coordinator, Florida Home Builders Association, Tallahassee, FL. • Assisted with meeting and event planning and promotional materials for South East Builders Conference (2,500 attendees).
- 1991–1993 Director, Environmental Programs, Keep Florida Beautiful, Inc., Tallahassee, FL. Founding staff member of environmental education organization created through Florida legislation; Administered startup and evaluation of statewide environmental programs including Adopt-a-Shore program in 20 counties involving more than 3,500 volunteers, Adopt-a-Park, Boater's and Angler's Pledge, statewide cleanup activities and recycling education initiative; Worked closely with local contacts to schedule and participate in kick-off events associated with clean-ups including pre-event press releases and alerts, onsite staging and on-camera interviews; Managed grants associated with organizational programs; Provided training and presentations to staff and volunteers.
- 1989–1991 Prevention Resource Specialist, Florida Recreation and Park Association, Tallahassee, FL. Development, administration and evaluation of drug prevention education and training program for parks and recreation professionals; Coordinated media relations including pre-event press releases and alerts, onsite management and on-camera interviews, articles in publications; Developed and effectively provided training at meetings and conferences to local, state and national audiences including more than 500

professionals in 55 communities throughout Florida and 132 communities across the U.S.; Coordinated conference special event receptions and award presentations for attendees; Successfully managed grant and sponsor proposals including securing \$93,000 grant to expand and deliver training program.

- 1988–1989 Assistant Recreation Director, City of Ormond Beach, FL. Supervised four division supervisors in special events, recreation programming, maintenance and athletics; Worked closely with special events supervisor in planning and delivery of citywide annual events including Santa's Workshop – animated village, July 4th Celebration, Senior Games – host committee o Summer Program Kick-off Event; Assisted with department budget management, capital improvement projects, staff training and development, grant preparation and recreation program administration and evaluation.
- 1984–1988 Parks and Recreation Director, Parks and Recreation Department, City of South Daytona, FL. Developed, managed, delivered and evaluated recreation programs for citizens of all ages leading to increase in number of recreation programs offered to residents, including senior programs and special events; Planned and implemented new and enhanced existing special events in community developing partnerships, securing sponsors, preparing pre-event press releases, scheduling of activities, VIP's, recognition.
- Events included: Trick or Treat Night and Costume Contest – in partnership with local outlet mall; Memorial Day Ceremony at Riverfront Park – in partnership with local veteran's organization; United States Tennis Association (USTA) clinic for citizens with disabilities - secured sponsorship funding from USTA; Annual Little League Season Kick-off and Parade; Santa's Workshop - in partnership with local outlet mall.
- 1983–1984 Acting Grants Coordinator, Office of Recreation Services, Florida Department of Natural Resources, Tallahassee, FL. Assisted with administration of state and federal grants to local governments for park and recreation acquisition and development including application review, site inspections, development of collateral materials and publications.
- 1983 Student Intern, Florida Recreation and Park Association, Tallahassee, FL. Provided assistance to association members; Assisted with education workshop planning and implementation; Assisted with association publications.

Honors, Awards, and Prizes

Excellence in Online Course Design, Florida State University (2013).
Board of Directors Service, Florida Festivals and Events Association (2011).
Recipient of Service Pin, Girl Scout Council Apalachee Bend (2008).
Recruiter Award, Florida Recreation & Park Association (2008).
Outstanding Service Award, Florida Recreation & Park Association (2005).

Trousdell/Vickery Award, Florida Recreation & Park Association (2000).
Achievement Award, Florida Recreation & Park Association (1999).
Florida Park Service Employee of the Year (1998).
Florida Park Service Director's Partnership Award (1997).

Current Membership in Professional Organizations

Florida Festivals and Events Association
Florida Recreation and Park Association
International Special Events Society

Teaching

Awarded Graduate Teaching Status per the Dean of the Graduate School on 01/04/2012. Eligible to teach graduate courses.

Courses Taught

Event Management Issues in Ethics and Risk Management (LEI5317)
Event Marketing (LEI5563)
Introduction to Recreation, Tourism and Events (LEI3004)
Event Planning Management (LEI5316)
Practicum in Events Management (LEI5942)
* Introduction to Special Events (LEI3312)
* Special Topics in Leisure Services - Special Event Promotions (LEI 4932)
* Special Topics in Leisure Services - Special Event Planning (LEI 4932)
* Special Topics in Leisure Services - Activity Analysis (LEI 4932)

New Course Development

Special Event Promotions (DL) (2014)

Curriculum Development

* LEI 5563 Event Marketing (DL) (2008)
* LEI 5942 Practicum in Events (DL) (2008)
* LEI 5316 Event Planning Management (DL) (2007)
* Online Graduate Certificate in Event Management Program (2007)

Research and Original Creative Work

Program of Research and/or Focus of Original Creative Work

The rapid growth of the event industry has resulted in a world-wide demand for education and training programs in event management. This study asked practicing event managers to rate 91 skills in terms of importance to entry level employees in event management.

Publications

Invited Newsletter Articles

Prince, R. (2012, September). BEST PRACTICES FOR BUSINESSES: The Business of Events. *Bay Biz, Vol. 2, Issue 3*, 28. Retrieved from <http://issuu.com/baycountychamber/docs/baybiz-july-web?mode=window&backgroundColor#222222>

Nonrefereed Journal Articles

* Fletcher, D., Dunn, J., & Prince, R. (2009). Entry level skills for the event management profession: Implications for curriculum development. *International Council for Health, Physical Education, Recreation, Sport, & Dance Journal of Research*, 4(1), 52-57.

Presentations

Nonrefereed Presentations at Conferences

For nonrefereed presentations at conferences, 45.5% were regional, 36.4% were state, 18.2% were local in scope.

Prince, R., Lopez, R., & Lee, S. (presented 2013, August). *Cultivating the Next Generation of Event Leaders*. Presentation at FFEA Annual Convention, Florida Festivals and Events Association, Bonita Springs, FL. (State)

Prince, R. (presented 2012, April). *Positioning Your Organization to be a Corporate Social Responsibility (CSR) Event Provider*. Presentation at FRPA Northern Region Mini-Conference, Florida Recreation and Park Association, Ocala, FL. (Regional)

Prince, R., & Trafford, D. (presented 2012, April). *If You Theme It They Will Come*. Presentation at FRPA Northern Region Mini-Conference, Florida Recreation and Park Association, Ocala, FL. (Regional)

- Prince, R. (presented 2012, March). *Positioning Your Organization to be a Corporate Social Responsibility (CSR) Event Provider*. Presentation at Education and Networking Event, Florida Festivals and Events Association, Panama City, FL. (Regional)
- Prince, R. (presented 2011, October). *Success in Business and Event Planning by Providing Great Service*. Presentation at Monthly Luncheon, American Advertising Federation of Panama City, Panama City, FL. (Local)
- Prince, R. (presented 2011, August). *Activation Ideas to Engage Event Sponsors and Participants*. Presentation at Florida Recreation and Park Association Annual Conference, Florida Recreation and Park Association, Orlando, FL. (State)
- Prince, R. (presented 2011, August). *Managing Event Risks - Tips for Today's Professional*. Presentation at Florida Recreation and Park Association Annual Conference, Florida Recreation and Park Association, Orlando, FL. (State)
- * Prince, R., & Truex, B. (presented 2010, August). *Cool Event Ideas to Make Your Event Even Cooler*. Presentation at Florida Festivals and Events Association Convention, Florida Festivals and Events Association, Bonita Springs, FL. (State)
- * Prince, R., & McElroy, K. (presented 2009, May). *Secret Ingredients of Event Management: Research and Evaluation*. Presentation at Meeting, Association of Fundraising Professionals Tallahassee Chapter, Tallahassee, FL. (Local)
- * Prince, R. (presented 2008, August). *5 Star Internships*. Presentation at Annual Conference, Florida Festivals and Events Association, Bonita Springs, FL. (Regional)
- * Prince, R. (presented 2008, May). *Event Management: A Model for Success*. Presentation at Excellence in Non-Profit Leadership, United Partners for Human Services, Tallahassee, FL. (Regional)

Service

Florida State University

FSU University Service

Graduate Teaching Status, The Graduate School (2012–present).

Committee Member, Comprehensive Exam Evaluation (2013).

Department of Art Education.

FSU College Service

Member, FSU Panama City Recreation, Tourism & Events Community Partners Advisory Board (2011–present).

* Program Coordinator, Graduate Certificate in Event Management Program (2008–present).

Manages the online graduate certificate in event management program recruitment and admissions. Manages program budget. Supervises program administrative staff and course mentors. Develops and maintains effective working relationships with recreation and event industry professionals, associations and providers. Develops marketing strategy for graduate recruitment for online graduate certificate in event management program.

* Student Advisor, Graduate Certificate in Event Management Program (2008–present).

Provides academic advisement to students. Manages placement of graduate students in industry locations for completion of the capstone practicum course, specifically identifying appropriate agencies, review and approval, based on program policies.

The Profession

Judge for an Exhibition

SUNsational Awards Program. Holland Building, FSU Panama City Campus: Florida Festivals and Events Association (2012).

The SUNsational Awards Program recognizes innovation, individuality and creative collaboration from among a multitude of events throughout Florida produced by members of the Florida Festivals and Events Association.

Service to Professional Associations

Education Committee Member, Florida Festivals and Events Association, Florida Festivals and Events Association (2014–present).

Education Council Member, International Special Events Society (2012–present).

The purpose of the Education Council is to evaluate the educational needs of the special events industry, develop programs and products which are responsive to those needs, and deliver those products and programs in the most educationally effective and financially efficient manner.

Trustee, Leadership positions included: Immediate Past President 2011 - 2012; President 2009 – 2010; Secretary 2005 – 2007, FRPA Foundation (2004–2012).

The Florida Recreation and Park Association Foundation is committed to support the professional development and education of leisure professionals, students and citizen advocates.

* Board Member, Florida Festivals and Events Association (2009–2011).

* Board Member, Get Outdoors Florida!, Inc (2009–2010).

The mission is: "Engaging communities, families and individuals in outdoor experiences to achieve healthier lifestyles and sustain Florida's natural resources." Chair, Get Outdoors Florida, Inc. Kick-off Event, 2009.

* Member, FRPA Abrahams Academy Curriculum Planning Committee (2007–2009).

* Northern Region Director, Professional Development (2005–2006).

Member, FRPA Professional Development Committee (1996–1999).

Director, Florida Recreation and Park Association District I (1991–1997).

Member, FRPA Strategic Plan Task Force (1992–1993).

Chair, 1000 attendees, FRPA Conference Education Program (1992).

Member, FRPA Legislative Committee (1985–1986).

Member, FRPA Conference Site Selection Committee (1985).

Editor, FRPA News (1983–1984).

The Community

Girl Scout Troop Leader, Girl Scouts of the Florida Panhandle (2004–present).

* Junior Girls Basketball Coach, City of Tallahassee Parks, Recreation and Neighborhood Affairs (2010–2012).

Fall Festival Committee Chair, Good Shepherd Catholic Church (2011).

* Junior Girls Volleyball Coach, City of Tallahassee Parks, Recreation and Neighborhood Affairs (2010).

* Women of Distinction Awards Gala Committee, Girl Scout Council of the Florida Panhandle (2008).

* Professional activities that occurred before my last promotion at FSU.

Professional activities that occurred prior to my employment at FSU.