

**PENNSYLVANIA RECREATION & PARK SOCIETY, INC.**  
**NOMINEE BACKGROUND INFORMATION**  
**2015 GENERAL ELECTION**

Please use this format to report your qualifications for the PRPS office for which you have been nominated. Be thorough but brief in your response. ***You must include a half-page "platform" statement on your views and positions related to the office you are seeking. Please provide a photograph of yourself to be included with your information.***

Office being sought: Treasurer

Name: Tim Herd, CPRE

Title: Possibility Grower

Agency: timherd.com

Address: 2572 Mountain Road, Bath, PA 18014

Phone: 610-837-6225

Email: herd.tim@gmail.com

Education and Training:

- Certified Park and Recreation Executive
- NRPA Director's School graduate 2013
- B.S. Meteorology, Penn State University

Experience: (include relevant volunteer work)

- Executive Director, Stroud Region Open Space and Recreation Commission
- President and CEO, The Roving Nature Center; America's first fully mobile environmental education center
- Naturalist, Nature Newswatch Wildlife Almanac Productions
- Recycling Coordinator, City of Bethlehem
- Executive Director, Nature Center of Charlestown
- Environmental Educator, Lehigh Valley Conservancy
- Consultant: Judy A. Putek Memorial Municipal Nature Park, Middle Smithfield Township, Monroe County
  - Outdoor Educational and Recreational Program Development Plan, KidsPeace, Schnecksville, PA
  - Green Lane Environmental Education Center Comprehensive Development Plan, Montgomery County
  - Carbon County Environmental Education Center Comprehensive Development Plan
- Funding Campaign Communications Chair, Bethany Wesleyan Church
- Trustee President, Northampton Area Public Library
- Pennsylvania State Comprehensive Outdoor Recreation Plan, Health & Outdoors Subcommittee
- East Stroudsburg University Department of Recreation Services Management Advisory Board,
- Middle Level Education Curriculum Task Force, Northampton Area School District
- Founding Committee, Professional Recyclers of Pennsylvania
- Nonprofit Board leadership on various youth development organizations, watershed associations, churches, open space advocates and Friends groups, since 1987.

Honors, Certification:

- Certified Park and Recreation Executive, NRPA
- *Shelburne Environmental Leadership Award*, 2010
- National Finalist, *Take Pride in America Awards Campaign*, "for demonstrated commitment and exceptional contribution to the proper stewardship of America's natural and cultural resources."
- *National Recycling Award*, U.S. Conference of Mayors and the H.J. Heinz Company
- *Best Radio/TV Program*, Pennsylvania Outdoor Writers Association
- *Outstanding Young Man of America*, U.S. Jaycees
- Eagle Scout, Boy Scouts of America

Professional accomplishments, organizations: (Membership, committees, offices held, affiliations, presentations, etc.)

- White Paper Lead Author, *Positioning Recreation and Park Systems as an Essential Community Service*; PA DCNR, 2010 Recreation and Parks Leadership Summit.
- Publisher, MasterPoint e-newsletter and author of *Leadership Living* serial column

- Books: *Maple Sugar* (winner of Best Book Award 2012), *Kaleidoscope Sky*, *Discover Nature in the Weather*
- Winner, Best Radio/TV Award, *Nature Newswatch*
- Glen Brook Golf Club Audubon Cooperative Sanctuary Program Advisory Committee
- Pennsylvania Alliance for Environmental Education
- Pennsylvania Outdoor Writers Association
- National Recreation and Parks Association
- Brodhead Watershed Association Board of Directors

PRPS: (Member, committees, institutes, conferences, workshops, etc.)

- Treasurer and Executive Committee, PRPS, 2011-current
- Conference Program Committee Co-Chair, 2014
- Annual Conferences 2007-2015, presenter (4)
- Greenways & Trails Summits, Conference Committee 2011
- Executive Director Search Committee
- featured author in *PRPS Weekly News*, *Pennsylvania Recreation and Parks* magazine

Hobbies and other interests:

- home and family life

#### Platform Statement

I am a career executive with extensive service in both private and public sector enterprises, and bring leadership, accountability and transparency to the PRPS Board of Director's Executive Committee and the position of Treasurer.

As Treasurer over the past four years, I've supervised ongoing improvements in the readability and transparency of the PRPS Annual Budget and its monthly financial statements to the Membership. With the auditors and staff, we've also made improvements in accounting procedures and streamlined its internal management. As a result, the Staff and Board now have a more valuable tool to control and more directly evaluate expenses, projects, cash flow and time management.

In the current year, we have created two separate budgets to better control, manage and track our overall Society in a Jan-Dec calendar year, and our Annual Conference in a July-June fiscal year. This strategy will make future Conferences significantly more transparent and easier to plan and conduct. Instead of planning for conference revenues and expenses up to 12 months prior to the event, we are able to budget based on much more recent experience. It also focuses the accounting in one place instead of causing confusion for everyone who must deal with conference money. Conference gains and losses from year to year will not be hidden in the rest of the Society's performance.

While the 2015 Budget is balanced, it is significantly supported by Friends Membership revenues, generated through our arrangement with the Pennsylvania State Employees Credit Union (PSECU). For our future fiscal sustainability, we (the Board, the Staff, and the Membership) must all contribute efforts to lessen our dependency on this one source and work to generate new sources of revenues while limiting our expenses—for the good of us all.

I am chairing a reinvigorated Finance Committee to develop a Capital Revenues and Expenses Plan and a Property Reserve Account, and to analyze long-term investments and mortgage retirement plans, recommend new sources of revenue, and research and recommend other ways to strengthen our financial affairs. The Executive Committee has directed the Finance Committee to develop a preliminary report to be presented at the annual Board Retreat in May 2015, and I am honored to be working with my colleagues in these endeavors for a better and more financially secure PRPS.