

# Lisa Kate Price-Howard

## Curriculum Vita

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### CONTACT INFORMATION:

Lisa Kate Price-Howard  
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Ste. 103, #234  
Santa Rosa Beach, FL  
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### EDUCATIONAL BACKGROUND:

- 2011            Ph.D. Parks, Recreation, and Tourism University of Utah  
                  Department of Parks, Recreation, and Tourism  
                  *Dissertation Title:* Predicting Vacation Rental Intentions Using the Theory of  
                  Planned Behavior Along The Florida/Alabama Gulf Coast  
                  *Chairs:* Dr. Edward Ruddell, Dr. Dan Dustin
- 2000            M.S. in Recreation Administration  
                  Florida International University  
                  Department of Health, Physical Education, and Recreation
- 1996            Emphasis in Therapeutic Recreation  
                  Florida International University  
                  Department of Health, Physical Education, and Recreation
- 1992            B.S. in Parks and Recreation (Dean's List)  
                  Florida International University  
                  Department of Health, Physical Education, and Recreation  
                  Minor: Exercise Physiology

### TEACHING EXPERIENCE

Instructor of Record

*Troy University*

*School of Hospitality, Sport, and Tourism Management*

*Asst. Professor*

HSTM 3301	Social Psychology of Leisure	Term 1, Term 3, Term 5, 2013-2014
HSTM 3340	Principles of Recreation	Term 1, Term 3, 2013-2014 Term 1, Term 3, 2014-2015
HSTM 3374	Hotel Management	Term 2, 2013, Term 3, 2015
HSTM 3345	Recreation Programming	Term 2, Term 4, 2013-2014 Term 2, Term 5, 2014-2015
HSTM 4425	Human Resource Management in Hospitality	Term 3, 2014, Term 4 2015
HSTM 4466	Restaurant Management	Term 5, 2014
HSTM 4420	Hospitality Revenue Management	Term 4, 2014, Term 5, 2015

HSTM 3372	Hospitality Management	Term 1, 2014, Term 4, 2015
HSTM 4465	Food & Beverage Service	Term 2, 2014
HSTM 4470	Revenue Generation	Term 5, 2015

**University of West Florida**

**Adjunct Department of Hospitality, Recreation and Resort Management**

LEI 3140	Leisure and Society	Spring 2009
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**University of Utah**

**Department of Parks, Recreation, and Tourism**

PRT 3310	Leisure Behavior and Human Diversity (online)	Spring 2005
PRT 3320	Recreation Programming and Leadership	Fall 2004, Spring 2004
PRT 1120	Outdoor Cooking & Camping	Spring 2004
PRT 5390	Parks, Recreation, and Tourism Management	Fall 2003
PRT 1120	Outdoor Cooking & Camping	Fall 2003, Spring 2004

**Florida State University**

**Adjunct Department of Recreation and Leisure Services Administration**

LEI 4923	Commercial Recreation and Tourism	Spring 2002
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**PROFESSIONAL EXPERIENCE (FULL TIME):**

**Go Play, Inc.** (Incorporated since Jan 2006) Jan 2002 – August 2013  
**Recreation Consulting Company/Owner** Gulf Shores, AL – Panama City Beach, FL

- Developed a recreation consulting company to create recreation departments and/or special events for resort and property management companies to enhance their guests' experience with value added amenities.
- Design and develop start-up recreation programs; facilitate team for large events for various companies (i.e., jazz festivals, magic conventions, wine festivals, Fourth of July community Parades, corporate teambuilding).
- Recruit, supervise, and manage college recreation interns in a commercial recreation setting utilizing experiential education.

Past/Current Clients:

○ Sandestin Golf & Beach Resort	Destin, FL	March – Aug 2012
○ Majestic Beach Resort	Panama City Beach, FL	May 2012
○ TOPS'L Beach & Racquet Resort	Destin, FL	May 2010 – Aug 2013
○ Cottage Rental Agency	Seaside, FL	May 2010 – Sept 2011
○ Edgewater Beach & Golf Resort	Panama City Beach, FL	May – Sept 2010 - 2012
○ Cottage Rental Company	Rosemary Beach, FL	Summer 2009 – 2013
○ Laketown Wharf	Panama City Beach, FL	Summer 2009
○ Seaside Merchants Association	Seaside, FL	May 2000 – 2011
○ Shores of Panama	Panama City Beach, FL	Summer 2008 - 2010
○ ResortQuest	Breckenridge, CO	Spring 2008
○ ResortQuest	Northwest Florida	Summer 2003 - 2007
○ Dunes of Panama	Panama City Beach, FL	Summer 2007

- *Spectrum Resorts*
  - *The Beach Club*, Gulf Shores, AL Summer 2007 – 2012
  - *Turquoise Place* Orange Beach, AL Summer 2010 - 2011
- *Sterling Resorts* Destin, FL Summer 2006 – Dec 2013
- *Wildly Different Events* Las Vegas, NV Feb 2008/2009/2010
- *MAGIC Magazine* Las Vegas, NV Aug 2004/2007/2009/2011
- *Gulf Shores Plantation* Gulf Shores, AL Summer 2004-2006
- *MBC Resort Promotions* Pensacola Beach, FL Summer 2006
- *The Resorts of Pelican Beach* Destin, FL January 2002 – Aug 2006

***ResortQuest/A Gaylord Entertainment Company***

January 2000 – September 2007

**Director of Recreation**

Perdido Key, FL to Panama City Beach, FL

- Designed and restructured recreation department. Started with *TOPS'L Beach and Racquet Resort* and expanded department throughout Northwest Florida to encompass fifteen resorts during summer of 2006 and 2007.
- Designed, implemented, and promoted recreation programs to encompass all Children's programs, Family and Teen events, Corporate Team Building for group sales, Winter Guest Programs for adults, and employee morale events.
- Developed Recreation Internship Program, awarded an approved internship property for Resort & Commercial Recreation Association; 2002 through 2007, supervised 236 interns during six-year period.

***Hawk's Cay Resort***

August 1996 – November 1999

**Director of Recreation/Conference Services Manager**

Duck Key, FL

- Designed and restructured recreation department from an external company to an in-house department, saving company \$139,000 — taking the department from negative \$149,000 per year to negative \$10,000 for the amenities.
- Developed, programmed, and managed all recreation programming for resort guests of all ages and corporate recreation programs for the group sales and conference services department; including bicycle rental division, kayak excursions, and boat rentals and maintained all pool decks and beach areas for all guest areas.
- Served as recruiter for the Recreation Internship Program and had significant role in selection, training, and evaluation process of interns on a quarterly basis for year-round programs.

***Recreation Therapist***

Lower Florida Keys Health Systems, Key West, FL 1995 –1996

***Server/Trainer***

T.G.I. Friday's 1992 – 1996

{Miami International, FL/New Orleans, LA/Key West, FL}

***Activity Director***

Marathon Manor, Inc. Marathon, FL 1993 –1995

***Novelty System Manager***

GK Enterprises, Metairie, LA 1992

Sub-contractor for Barbara Coppersmith and Associates

***Assistant Entertainment***

Barbara Coppersmith and Associates, Metairie, LA 1992

***Agent/Intern***

Entertainment Agency

**PROFESSIONAL EXPERIENCE (PART-TIME):**

SCUBA Diver Technician *Le Reve Aqua* Theatrical Production Las Vegas, NV 2009 - 2011

Event Staff/Recruiter Wildly Different Orlando, FL 2008 - 2010

Corporate teambuilding events

Event Staff	Resort Sports, Inc. Ft. Myers, FL	1998 - 1999
	Corporate teambuilding events	
Head Counselor/ Water-ski Instructor	Camp Danbee for Girls, Peru, MA	1993
Counselor/ Weight-Training Instructor	Camp Taconic, Hinsdale, MA	1991
Kid's Fitness Counselor	Pensacourt Fitness Club, Pensacola, FL	1990
Youth Director	Langdale United Methodist Church, Valley, AL	1990
Youth Coordinator	Carnival Cruise Line, Miami, FL	1989 - 1990
Youth Coordinator	Norwegian Cruise Line, Miami, FL	1989
Beach Brigade Counselor/ Special event staff	Holiday Inn, Navarre Beach, FL	1986 - 1988

### REFEREED JOURNAL ARTICLES:

**Price-Howard, K.** & Holladay, P.J. (2014). Resorts, Resilience, & Retention after the BP Oil Spill Disaster of 2010. *Journal of Tourism Insights*. Vol. 5: Iss. 1, Article 2.

### INVITED TEACHING/RESEARCH PRESENTATIONS:

- **Price-Howard, K.**, Holdnak, A, & Holladay, P.J. “*A Look at the Economic Impact on the Florida/Alabama Gulf Coast after the BP Oil Spill Disaster of 2010*” for Ft. Walton Beach Chamber of Commerce, Tourism Committee. November 18, 2014.
- **Price-Howard, K.**, Professional Workshop -Three series presentation, “*Hospitality 101: Improving Customer Service; Motivation- Best of the Best; Attitude 101: Keeping it Positive*” Eden Condominiums. Perdido Key, FL. March 2014.
- **INTERNATIONAL: Price-Howard, K.**, GRMM 4110: Lectures on Recreation Management, “*Resort Recreation in North America,*” Gaming Teaching and Research Centre of Macao Polytechnic Institute, Macao, China. February 2014.

### REFERRED RESEARCH PRESENTATIONS:

- **INTERNATIONAL: Price-Howard, K.**, Holdnak, A. & **Holladay, P.J.** “*A Look at the Economic Impact on the Florida/Alabama Gulf Coast after the BP Oil Spill Disaster of 2010*”: World Leisure Congress. Mobile, AL. September 2014.
- **Price-Howard, K.** “*Resorts, Resilience, & Retention after the BP Oil Spill Disaster of 2010*”: Resort and Commercial Recreation Association. Amelia Island, FL. November 2013.
- Holdnak, A., Rood, S. & **Price-Howard, K.** “*Wage & Salary Study Report in Commercial Recreation - revisited*” Resort and Commercial Recreation Association. St. Petersburg, FL. November 2012.
- **Price-Howard, K.** “*Predicting Vacation Rental Intentions Using the Theory of Planned Behavior Along The Florida/Alabama Gulf Coast*” Resort and Commercial Recreation Association. Sunriver, Oregon. November 2010.
- **Price-Howard, K.** & Holdnak, A. “*Wage & Salary Study Report in Commercial Recreation - updated*” Resort and Commercial Recreation Association. Paradise Island, Bahamas. November 2007.
- Moderator, *Educational Research Symposium*, Resort and Commercial Recreation Association. Paradise Island, Bahamas. November 2007.
- **Price-Howard, K.** “*Identifying Modal Salient Beliefs Relating to Visitor's Intention to Return to the Florida/Alabama Gulf Coast within the Vacation Rental Market*” Resort and Commercial Recreation Association. Paradise Island, Bahamas. November 2007.
- Holdnak, A. & **Price-Howard, K.** “*Wage & Salary Study Report in Commercial Recreation*” Resort and Commercial Recreation Association. Dubuque, IA. November 2006.

## REFERRED PRACTITIONER-BASED PRESENTATIONS:

- Moderator, “*Internship Spotlight*” Resort and Commercial Recreation Association. Dubuque, IA. November 2006.
- **Price-Howard, K.** “*Emergency Management Procedures*” Resort and Commercial Recreation Association. Dubuque, IA. November 2006.
- **Price-Howard, K. & Bolivar, B.** “*Internship Guidelines for Agency Supervisors*” Resort and Commercial Recreation Association. Sanibel, FL. November 2005.
- **Price-Howard, K.** “*Survivor? Recreation Professionals vs. Natural Disasters*” Resort and Commercial Recreation Association. Keystone, CO. November 2004.
- **Price-Howard, K. & Saddler, J.** “*Race Management – An additional revenue source*” Resort and Commercial Recreation Association. Sunriver, OR. November 2003.
- **Price-Howard, K. & Schloss, J.** “*How To Bring A Mascot To Life*” Resort and Commercial Recreation Association. Lake Lanier, GA. November 2002.
- **Price-Howard, K.** “*Juggling 101: Design a Successful Program for All Ages*” Resort and Commercial Recreation Association. Kiawah Island, SC. November 2001.

## INVITED PANELS:

- **Price-Howard, K.** “*Customer Relationship Management – Striving for Loyalty*” for Walton Area Chamber of Commerce, Freeport, FL May 3, 2014.
- *Professional Spotlight.* Resort and Commercial Recreation Association. Keystone, CO. November 2004.
- *Eco-tourism Committee.* South Walton Tourist Development Council. Santa Rosa Beach, FL. January – August 2003.
- **Price-Howard, K.** “*The Benefits of the Disciplined Athlete throughout Life*” South Walton High School. Santa Rosa Beach, FL. September 2002.
- *Trends Institute.* Florida Parks and Recreation Management School. Haines City, FL. Feb 2002.
- *Design A Curriculum Program* for the Recreation and Leisure Studies Department at Johnson and Wales University in Providence, RI. March 1999.

## SERVICE:

2014 – 2015	Active Chamber of Commerce member (multiple) Greater Pensacola, FL; Destin, FL; Walton County, FL; Ft. Walton Beach, FL; Perdido Key, FL; Panama City Beach, FL	
2013 – 2014	Active Chamber of Commerce member (multiple) Greater Pensacola, FL; Destin, FL; Walton County, FL; Ft. Walton Beach, FL; Perdido Key, FL; Panama City Beach, FL Lighthouse Family Retreat Volunteer (14 weeks - summer 2014) Vacation Bible School at Good News UMC July 2014	
2010 – 2012	Three Square Meal Program - Restaurant Week	Las Vegas, NV
2010	Wine Walk – Opportunity Village	Las Vegas, NV
2009	Orphan Hope Project, Inc. - Volunteer	Satellite, Guatemala
2005	Good News UMC – VBS Volunteer	Santa Rosa Beach, FL
2004 – 2006	After-School Program Nibley Elementary	Salt Lake City, UT
2005 – 2006	Rhythms of Life After-School Program	Park City, UT
1993 – 1999	Annual Reef Clean up - Diver	Marathon, FL

**PROFESSIONAL ORGANIZATIONS:**

National Recreation and Parks Association, member.	1998 – Present
American Therapeutic Recreation Association, member.	1994 – 98; 2001 - 03
Resort and Commercial Recreation, member.	1998 – Present
Committee: Internship Site Approval	Since 2004
Research Symposium Moderator, Paradise Island, Bahamas.	Nov 2007

**PROFESSIONAL CERTIFICATIONS:**

America Red Cross Lifeguard/First Aid/CPR for the Professional Rescuer	2008 - 2013
PADI Rescue Diver/Advanced Dive Certified/Emergency First Responder	2005 – Present
Certified Therapeutic Recreation Specialist by NCTRC	1996 – Present
Florida Master Naturalist, University of Florida IFAS extension	Summer 2003