

Lawrence A. Zehnder, CPRP

VISION PLAN/OPERATIONS



EDUCATION

Bachelor of Science - Recreation and Park Administration, Clemson University, 1974

University of Georgia Executive Development Program

North Carolina State Revenue Sources Management School Graduate

Success Motivation Institute

CERTIFICATIONS

Certified Park and Recreation Professional

AFFILIATIONS

National Parks and Recreation Association

Tennessee Recreation and Parks Association

Alabama Recreation and Parks Association

Georgia Parks and Recreation Association

Ohio Parks and Recreation Association

National Parks Service Moccasin Bend National Historic District - Board Member

HONORS

Harold D. Meyer Professional Excellence Award - NRPA, 2000

2011 George B. Hartzog, Jr. National Award - Clemson University and National Park Service

YEARS OF SERVICE

4 years with BWSC

38 years with other agencies and municipalities

Mr. Zehnder has 42 years of experience in planning and administration in the parks and recreation field. He has served in top administrative positions for multiple municipalities with active involvement in planning and programming. His experience has touched areas that include recreation programming, zoo management, golf courses, maintenance, and sports complexes. He has held positions that include Administrator of the City of Chattanooga's Parks and Recreation Department, National Recreation and Park Association - Southeast Region Executive Director, and Assistant Director of Parks and Recreation for the City of Norfolk, Virginia and for the City of Charleston, South Carolina.

CONSULTING EXPERIENCE

Haywood County Comprehensive Master Plan *Haywood County, NC* Planner. Coordinated tasks, assessment, and analysis for facilities and programs as part of a county-wide effort that involved three other smaller cities. Established recommendations for county's long-term park and recreation facility development, assessed citizen interests and suggestions for improvement, and established a benchmark comparison with other progressive county systems.

City of Roswell Recreation and Parks Department Operational Review *Roswell, GA* Provided total review and analysis of all operational and management issues facing this progressive Atlanta suburb. Distributed work loads, assigned performance indicators, established building maintenance programs, and conducted historic properties operations evaluations. Evaluated program and activity costs in comparison to other benchmarked cities to help increase demand and utilization.

ADMINISTRATIVE EXPERIENCE

City of Chattanooga Parks and Recreation Department Administrator *Chattanooga, TN* When Larry came to the City of Chattanooga to run the department, his goal was to broaden the programs and facilities to get more people outdoors. Chattanooga, once named the "Dirtiest City in America", began receiving new accolades such as "Scenic City USA", "Next Great Escapes", and "Best Adventure Towns in the U.S. to Live and Play". As Administrator for the department, Larry directed completion of the first comprehensive parks and facilities 10-year master plan. This resulted in approval of over \$34 million by City Council for three new recreation centers, two parks, and rehabilitation of neighborhood facilities. In 2010 during rough economic times nationwide, the Parks and Recreation Department grew 14%. The citizens of Chattanooga voted to raise taxes rather than close facilities. His vision impacted 4,500 acres of parks including both developed park facilities and natural areas, and 33 miles of trails.

City of Charleston Parks and Recreation Assistant Administrator *Charleston, SC* Larry developed a Comprehensive Parks and Recreation Program for the city, participating extensively with public committees and citizens boards. He spearheaded the rehabilitation of the historic Hampton Park, one of the city's largest parks, and White Point Garden, which overlooks Fort Sumter. He was also responsible for the cultural affairs division, which dealt with historic public art and the programming of cultural events in the city. He supported initiation of the Piccolo Spoleto Festival as part of Gian Carlo Menotti's "World's Most Comprehensive Arts Festival".

City of Norfolk Parks and Recreation Assistant Director *Norfolk, VA* Provided direction and policy development for seven operational units of the department, including Botanical Gardens, Recreation, Parks and Forestry, Recreational Maintenance, and the Virginia Zoological Park. A notable success story during his tenure was his direction of the establishment of Town Point Park in conjunction with the Waterside Festival Marketplace, a development of the James W. Rouse Company. This was a major revitalization effort, for a city park to reclaim its place as the focal point of the downtown waterfront.