

CURRICULUM VITA

NAME: Dr. Bertha M. Cato

ADDRESS AND PHONE:

Department of Tourism, Recreation and Sport Management
College of Health and Human Performance
The University of Florida
352-392-4042 Ext. 1319

FORMAL EDUCATION:

UNDERGRADUATE - Grambling State University, Bachelor of Science in Recreation, 1971

GRADUATE (MASTERS) Indiana State University, Master of Arts in Recreation Administration, 1974

GRADUATE (DOCTORATE) Indiana University, Re. D.; Major: Parks and Recreation Administration; Minor: Public Management, 1981

Dissertation Title: The Attitudes and Behavioral Intentions of Professionals in the Parks and Recreation Profession toward Continuing Education

ACADEMIC EXPERIENCE

- 1990-Present Associate Professor in Tourism, Recreation and Sport Management (90-Present); Associate Dean in the College of Health & Human Performance (Summer 03 – June 04); Assistant Dean in the College of Health & Human Performance (00-03)
- 1983-1990 Associate Professor,
George Mason University, Fairfax, VA.
- 1982-1983 Associate Professor and Coordinator of Recreation and Leisure Studies
North Carolina Central University, Durham, NC.
- 1980-1982 Assistant to the Dean of School of Health, Physical Education and Recreation,
and Assistant Professor, Indiana University, Bloomington, IN.
- 1979-1980 Lecturer, Indiana University, Bloomington, IN.
- 1976-1979 Assistant Professor, University of Florida, Gainesville, FL.
- 1974-1976 Instructor, Howard University, Washington, DC.

PROFESSIONAL EXPERIENCE

1971-1974 Assistant District Supervisor, Department of Parks and Recreation,
Indianapolis, IN

RANK, TENURE, AND GRADUATE FACULTY STATUS

Associate Professor, Tenured, Graduate Faculty

PROFESSIONAL SERVICE

National Recreation and Park Association (NRPA) Academy Member and member of Research Committee
National Recreation and Park Association (NRPA) Gold Medal Judge – Chair
American Association of Physical Education, Recreation and Dance
American Association of Leisure and Fitness (AAALF) Research Committee
AALR Board Member
National Recreation and Park Association, Society of Parks and Recreation Educators (SPRE) Research Roundtable
National Recreation and Parks Association Program Committee
SHAND’S HOSPITAL African American Empowerment Healthcare Committee

SPEAKING ENGAGEMENTS

COMPETITIVE PAPERS

Cato, B. (2007, May). Documentation of youth development initiatives: A global challenge, a local response, Society of Prevention Research Symposium, Washington, D.C.

Richard, C., Tipps, C. R., Adkins, D., Cato, B. & Harris, D. (2005, April). Kids at hope: Its champions and how it relates to physical education and community. American Alliance for Health, Physical Education, Recreation and Dance Conference, Chicago, IL.

Traveis, J., Cato, B. & Revelli, S. (2004, April). Technology: The building block to centralized advising. National Conference on Academic Advising, Cincinnati, OH.

Cato, B. Revelli, S. & Henderson, M. (2004, March). Stability through transition advisors respond to restructuring. National Academic Advising Association Regional Conference, Oxford, MS.

Cato, B. (2002, July). Wellness, leisure and spirituality. The 44th World Congress of the International Council of Health, Physical Education, Recreation, Sport & Dance, Taipei, Taiwan.

Cato, B. (2001, April). Financing parks and recreation in the new millennium: Administrators speak. Session Organizer and presenter at the Alliance for Health, Physical Education, Recreation and Dance. San Diego, CA.

Cato, B. (2002, February). Attracting, recruiting and retaining minority students in the

21st century. Paper presented at American Association of Health, Physical Education, Recreation – Sport and Dance Southern & Eastern Region Conference, Baltimore, MD.

Cato, B. (2002, October). Prevention works: Proof through an evaluation process. CEU Session Organizer and presenter at the National Recreation and Parks Association Congress. Tampa, FL.

Cato, B. (2002, February). Repositioning parks and recreation for greater funding and partnerships. Facilitator and presentation at the Florida Recreation and Parks Association Trend's Institute. Hanes City, FL.

Cato, B. & Abdo, M. (2000, October). Financing parks and recreation in the new millennium. CEU Session Organizer and paper presented at the National Recreation and Parks Association Congress. Phoenix, AZ.

Cato, B., & Chen, W. (1999, July). Collaboration, partnership and evaluation: A critical millennium paradigm shift. Paper presented at the 42nd International Council of Health, Physical Education, Recreation, Sports and Dance (ICHPER-SD) in Cairo, Egypt.

Cato, B. (1999, July). New millennium demands in providing leisure and recreation services: Paradigm shifts and challenges, Coordinator and Facilitator of *The 42nd ICHPER-SD Leisure and Recreation Research Symposium* in Cairo, Egypt.

Cato, B., & Willming, C. (1999, October). Profiting from partnership experiences with at risk youth. National Recreation and Parks Association Congress, Nashville, TN.

Chen, W., Cato, B., & Rainford, N. (1998). Logic model and Project WISE-UP: A case study. Paper presented at The XVI World Conference on Health Promotion and Health Education. San Juan, Puerto Rico.

Cato, B., Chen, W., Rainford, N., & Stouffer, K. (1997, February). Project WISE-UP: A comprehensive and innovative program for prevention of drugs and crime among high-risk minority adolescents. Southern District AAHPERD Convention, New Orleans, LA.

Cato, B. (1997, February). Establishing partnerships: A unique opportunity or jeopardy? Southern District AAHPERD Convention, New Orleans, LA.

Cato, B. (1997, October). Scholarly writing and social change. Facilitator and paper presented at SPRE Research Roundtable. National Recreation and Parks Association Congress, Salt Lake City, UT.

Cato, B. (1997, October). Scholarly writing and social change: The hidden benefits and costs. Paper presented at SPRE Leisure Research Symposium Opening Session, National Recreation and Parks Association Congress, Salt Lake City, UT.

Cato, B. (1996). Partnering for successful sport, leisure, and prevention initiatives: A global 21st century necessity. Paper presented at The 2nd ICHPER-SD Asia Congress, Cebu, Philippines.

UNIVERSITY GUEST LECTURES

Cato, B. (2007, May). Establishing and documenting at-risk youth program. Invited lecture for graduate students at Howard University. Washington, D.C.

Cato, B. (1998, May). Establishing a grass-root, multi-disciplinary, comprehensive, at risk, youth prevention project. Invited and paid departmental/community workshop. University of North Carolina at Greensboro, Greensboro, NC.

Cato, B. (1988, February). Enhancing the quality of life through humanistic marketing of leisure services. Keynote Speaker at the Annual Metropolitan New York Recreation Conference, Lehman College, Bronx, NY.

INVITED PAPERS OR SPEECHES

Cato, B. (October, 2005). Overview of NRPA gold medal awards program and presentation of gold medal awards, Opening General Session of the National Recreation and Parks Association Congress, San Antonio, TX.

Cato, B. (2005). The diverse colors of colors of success. LeRoy Walker Lecture Breakfast. American Alliance for Health, Physical Education, Recreation and Dance, Chicago, IL.

Cato, B. (2005). Survey results of parks and recreation managers' perceived values in winning the NRPA gold medal award. Gold Medal Judges' Meeting. Ashburn, VA.

Cato, B. (October, 2005). Dressing for success: Pitfalls to avoid. Invited Presenter for UF Alpha Kappa Alpha Sorority INC, Forum for Women of Pleasant Place House.

Cato, B. & Roblic, H. (2004, May). Evaluation prevention programs. National Recreation and Parks Association and the State of Maryland Prevention School, Baltimore, MD.

Cato, B. & Zeidman, B. (2003, October). Research roundtables: Guidelines for designing an evaluation tool. CEU session. Invited session leaders at the National Recreation and Parks Association/ SPRE Research Roundtable, St. Louis, MO.

Jordan, D. Wetherald, & Cato, B. (2002, October). Research roundtables: Assessment evaluating recreation programs and services. CEU Session Co-organizer and presenter at the National Recreation and Parks Association Congress. Tampa, FL.

Cato, B. (1998, May). Establishing a grass-root, multi-disciplinary, comprehensive, at risk, youth prevention project. Invited and paid departmental/community workshop. University of North Carolina at Greensboro, Greensboro, NC.

SESSION OR PANEL CHAIR, MODERATOR, PRESIDER, OR MEMBERS

Cato, B. (2002, February). Repositioning parks and recreation for greater funding and partnerships. Organizer, moderator and presenter at the Florida Recreation and Park Association Trend's Institute. Haines City, FL.

Cato, B., & Earnshaw, W. J. (1999). Financing parks and recreation: Trends & challenges in the state of Florida. Paper presented at the Florida Recreation and Parks Association Annual Conference, Orlando, FL.

Cato, B., Chen, W., Rainford, N., & Stouffer, K. (1997, May). Project WISE-UP: A comprehensive and innovative program for prevention of drugs and crime among high risk minority adolescents. District 8 Juvenile Justice Staff Meeting, West Palm Beach, FL.

HONORS AND AWARDS

Inducted into the American Academy for Park and Recreation Administration, 2004.

2004 Recipient of School of Health, Physical Education and Recreation Patty Distinguished Alumni Award, Indiana University.

2003 Research Award for the Florida Recreation and Parks Association.

2002 Recipient of the Distinguished E. B. Henderson Professional Award for the American Association of Health, Physical Education, Recreation, Sport and Dance – Ethnic Minorities Council.

1999 Recipient of the Biennial Distinguished Scholar Research Award for the International Council of Health, Physical Education, Recreation, Sport and Dance.

1996-1997 Recreation Professional of the Year Award from Southern District American Alliance for Health, Physical Education, Recreation and Dance.

1996 Teacher of the Year Recipient, Department of Recreation, Parks and Tourism. University of Florida.

RESEARCH INTERESTS

Research interests include youth development and prevention with a focus on theory building and evaluation, obesity and inactivity, and marketing tourism, parks and recreation.

PUBLICATIONS

REFEREED ARTICLES

Cato, B. (2007). Youth development and prevention program documentation: global challenges – A local response. International Council for Health, Physical Education, Recreation, Sport, & Dance Journal, 2 (2), pp 5-11.

Cato, B. (2007). From theory to practice in the design and evaluation of youth development programs. Journal of Physical Education, Recreation & Dance, 78 (1), 46-53.

Cato, B. (2006). Designing effective interdisciplinary park and recreation prevention programs through the use of a logic model. Journal of Alcohol and Drug Education 50 (3), 8-20.

Chen, W. W., Cato, B., & Rainford, N. (1999). Using a logic model to plan and evaluate a community intervention program - A case study. International Quarterly of Community Health Education Journal, 18 (4), 449-458.

Cato, B., Chen, W. W., & Corbett-Perez, S. (1998). Logic model: A tool for planning and evaluating health and recreation prevention projects. Journal of Physical Education, Recreation & Dance, 69 (8), p. 57-61.

Chen, W., Cato, B., & Traveis, J. (1997). A comprehensive interdisciplinary program to prevent drugs and crime among African American adolescents. Journal of the International Council for Health, Physical Education, Recreation, Sport and Dance, 24 (1), 60-62.

Cato, B. (1992). Youth's recreation and drug sensations: Is there a relationship? Journal of Drug Education, 22, 295-303.

Cato, B. (1990). Effect of a managerial training program on attitudinal change and knowledge gained. Journal of Parks and Recreation Administration, 8, 38-46.

Cato, B., & Kunstler, R. (1988). Preferred leisure activities and reasons for participation: A comparison study with implications for marketing leisure services. Journal of Parks and Recreation Administration, 6, 54-65.

PROCEEDINGS

Cato, B. (2002). Wellness, leisure and spirituality. Proceedings of the 44th World Congress of the International Council of Health, Physical Education and Recreation, Sport &

Dance, Taipei, Taiwan.

Chen, W., Cato, B., & Rainford, N. (1999). Using a logic model to plan and evaluate a community intervention program – A case study. Proceedings of the 42nd World Congress of the International Council of Health, Physical Education and Recreation, Sport & Dance, S054, p.254.

Cato, B. (1999). New Millennium demands in providing leisure services: Paradigm shifts and challenges. Proceedings of the 42nd World Congress of the International Council of Health, Physical Education and Recreation, Cairo, Egypt.

Cato, B. (1996). Partnering for successful sport, leisure, and prevention initiatives: A global 21st century necessity. Proceedings of the 2nd ICHPER*SD Asia Congress, Cebu, Philippines.

Cato, B. (1996). Overcoming challenges inherent in establishing community networks. Proceedings of the Parks and Recreation in the 21st Century Chapter III, Myrtle Beach, SC.

BOOK

Cato, B., Gray, H., Nelson, D., & Varnes, P. (1994). Youth at risk: Targeting in on prevention. Association for Leisure and Recreation, AAPHERD Press, Reston, VA.

CHAPTERS

Cato, B. (1994). At risk youth correlates: A theoretical perspective. Youth at Risk: Targeting in on Prevention. Association for Leisure and Recreation, AAHPERD Press, Reston, VA.

Cato, B., & McCall, G. (1994). Critical issues and the at risk youth: Environmental, cultural and sociological implications. Youth at Risk: Targeting in on Prevention. Association for Leisure and Recreation, AFFORD Press, Reston, VA.

OTHERS

Cato, B. (Summer, 2006). Assessing the value of the gold medal award as Florida Parks and Recreation Continue their competitive edge as awards winners. Florida Park and Recreation Journal, 10-17.

Cato, B. (2005, September). Bringing home the gold: Park and recreation managers' perceived value in winning gold medal awards. Parks and Recreation, 41 (7), 21-22.

Cato, B. (2005). Parks and recreation managers' perceived value in winning the gold medal awards. On-line serial of the National Recreation and Parks Association

www.nrpa.org.p&r – 14 pages.

Cato, B. (2005). Youth empowerment: AALR and kids at hope make a difference. *Physical Activity and Recreation for Life*. American Association for Health, Physical Education and Dance.

Cato, B., & Pearson, C.H. (1997). Recreation - A vital alternative to drugs: Adolescents speak. Florida Alliance for Health, Physical Education, Recreation, Dance and Driver Education, 35 (3), 18-21.

Jordan, D., Cato, B., & Rothschild, A. (1996, August). Research into action: A report of the 1995 SPRE research roundtable. Parks and Recreation, 31, 69-71.

CURRICULUM DEVELOPMENT PROJECTS

Development of an electronic appointment system for college's majors seeking an academic advising appointment in the Office of Student Affairs

COURSES DEVELOPED AND/OR TAUGHT

Administrative Procedures in Recreation, Parks & Tourism (G)
Special Issues in Administration of Recreation, Parks & Tourism (G) Developed
Revenue Resource Management in Recreation & Parks (UG)
Administration of Leisure Services (UG)
Management and Supervision of Facilities (UG)
Recreation Programming (UG)
Current Trends in Recreation, Parks, and Tourism (UG)

MAJOR ADVISOR (COMPLETED)

Matt Wagenheim – Ph.D. in Tourism, Recreation and Sport Management, 2006
Jennifer Ziberna – MS in Recreation Administration, 2006
Kenneth Rase, MS in Recreational Studies, 2004
Jeff Earnshaw, MS in Recreational Studies, 2002
Lynda Marie Reinhart, 1999
Lori Doer, MS in Recreation Studies, 1997
Catherine Sim, MS in Recreation Studies, 1997
Jennifer Wilson, MS in Recreational Studies, 1995
Cynthia Pearson, MS in Recreational Studies, 1995

MAJOR ADVISOR (IN PROGRESS)

Ting-Bing Wu – Ph.D. Candidate in Tourism, Recreation and Sport Management
Pamela Jenkins – Ph.D. Candidate in Counseling Education
Jennifer Zerst – MS in Recreation Administration 2007

COMMITTEE MEMBERS (COMPLETED)

Janet Adam – MS in Recreation Administration 2007
Lorraine Joseph, MS of Family, Youth and Community Sciences, 2004
Ron Hall, MS in Recreational Studies, 1998
Ann Snowdon, MS in Recreational Studies, 1997
Kevin Johnson, MS in Recreational Studies, 1996
Stephanie J. Knudson, MS in Recreational Studies, 1995
Cecilia O. Keller, MS in Recreational Studies, 1994
Debra Sellers, MS in Recreational Studies, 1993
Olga Wollinka, MS in Health Education, 1992
Marianne Klingel, MS in Recreational Studies, 1991

SERVICE TO THE UNIVERSITY OF FLORIDA DEPARTMENT OF TOURISM, RECREATION AND SPORT MANAGEMENT

Chair of the Undergraduate Curriculum Committee (2005 –Present)
Graduate Coordinator, 1994-1997
Undergraduate Coordinator, 2005-Present
Developed Goals for the Academic Learning Compact Study
Chair Search Committee 2006-2008
Faculty Search Committees

COLLEGE OF HEALTH AND HUMAN PERFORMANCE

Cultural Diversity Committee (Chair)
Editor for the College Publication – Performance 2000-2004
Curriculum Committee, Chair (2000-2004) Member 2007-Present
Scholarship Committee, Chair (2000-2004)
Commencement Committee, Chair (2000-2004)

UNIVERSITY

Master Plan Steering Committee 2004-2005
Provost's Diversity Committee 2005-2007
Commencement Committee 2002-2004
Curriculum Committee 2000-2004
University Academic Advising Committee 2000-2004
Inter-Collegiate Athletic Committee 2002-2004
Search Committee for the Director of Admission 2003
Consultant for the Alfred P. Sloan Faculty Development Grant Application 2006

GRANTS AND CONTRACTS

Principal Investigator (2001). Evaluation of At Risk Youth Prevention Programs Project. Grant funded to Bertha Cato by Florida Recreation and Parks Association Foundation, Tallahassee, FL. (\$23,500).

Principal Investigator (1997-1998). Project WISE-UP funding for an at risk youth prevention project. Grant funded to Bertha Cato and William Chen by U.S. Department of Juvenile Justice and Delinquency Prevention and the state of Florida Juvenile Justice Department, Tallahassee, FL. (\$101,350).

Principal Investigator (1995-1997). Project WISE-UP: Funding for a two-year at risk youth prevention project. Grant funded to Bertha Cato and William Chen by U.S. Department of Juvenile Justice and Delinquency Prevention and the state of Florida Juvenile Justice Department, Tallahassee, FL. (\$291,777).

Co-Principal Investigator (1996). Project GRASP: Funding for a prevention project for high-risk youth. Grant funded to Bertha Cato and Mary Howard-Hamilton by state of Florida Juvenile Justice Department, Tallahassee, FL. (\$41,300).

CONSULTING ACTIVITIES

Cato, B. (2007) Developing assessments for prevention programs in parks and recreation. DeKalb County Parks and Recreation Staff Training, Atlanta, GA. Staff training.

Cato, B. and Earnshaw, W. J. (2002, March). Documenting the effectiveness of parks and recreation programs, Kissimmee, FL. A workshop delivered to Recreation and Parks Practitioners in the state of Florida.

Cato, B. (2002, March). Consultantship on conducting research to document the effectiveness of parks and recreation prevention programs. Sponsored by FRPA, Tallahassee, FL.

Cato, B. & Willming, C. (1998, August). The nuts and bolts of establishing partnerships that last. Organizer, moderator and presenter at the Florida Recreation and Park Association Annual Convention, Haines City, FL.

Cato, B. (1998, April). Staff motivation. University of Florida Foundation Staff, Gainesville, FL.