

| New England Experience at a Glance |

Northeast Wilderness Trust: 2022 to present

Communications Director

Middlebury College: 2003-2007, 2016 to 2022

Visiting Scholar, Professor of the Practice & Community Engagement Specialist, 2018-2022

[New Perennials Project](#), Franklin Center for the Environment

Tai Chi Instructor, 2022

Jointly funded by the Scott Center for Religious Studies, Franklin Center for the Environment, Athletics Program, and Campus Wellness

Visiting Scholar & Interim Community Connected Learning Specialist, 2017-2018

Environmental Studies Program

Interim Social Impact Career Advisor, 2016-2017

Center for Career and Internships

Trainings, Collaborations and Facilitation Experience: Anti-Racism in Academia (ARiA) Pilot Facilitation Training; Facilitate Diversity workshops for Language School Cohorts; Dare to Lead Training.

Collaborations Ahead, Vision Unlimited (CAVU) dba [Wood Dragon Advising](#): 1998-present

Strategic Communications Consultant, Career/Life Coach

Clients include: [State of VT Air Quality and Climate Division](#) including [NESCAUM](#) and [Conference of New England Governors/Eastern Canadian Premiers Conference](#); [Middlebury College](#); Vermont Fresh Network, Vermont Land Trust, Intervale Center, Efficiency Vermont and many individuals.

Workshops, Trainings and Fellowships: Bayo Akomolafe's Emergence Network courses: *We Will Dance with Mountains* and *Making Sanctuary*; Shelburne Farms' *Land Acknowledgement Weekend Workshop*; University of Vermont Sustainability Fellow 2019-2020; and UVM Course NR395 with Bayo Akomolafe, winter 2021.

Addison County Transportation Resources (now known as Tri-Valley Transit) 2007-2014

Community Relations Manager & Special Projects Manager

State of Vermont, Agency of Natural Resources, Air Quality and Climate Division 1998-2006

Public Involvement and Outreach Consultant: Served on contract to provide communications, marketing, strategic planning and public affairs services for eight years. Served as co-chair of the Communications Work Group for the Acid Rain Partnership of by the Conference of the New England Governors and Eastern Canadian Premiers (NEG-ECP).

| Non-Profit, Public, and Private Sector Experience |

Northeast Wilderness Trust

Montpelier, VT

Communications Director, August 2022 to present

Establishing a Strategic Communications Program for this rapidly expanding six-state (VT, ME, NH, MA, CT, and NY) forever-wild land trust. Responsible for language, culture, and branding to ensure that all communiques are positioned to cultivate current and new donor support. Provide strategic direction for all branding, print and digital communications, social media, and all information materials produced for fundraising campaigns including biannual appeals, major donor outreach, and upcoming public-facing phase of capital campaign. NEWT's digital media presence includes a website, monthly Enewsletters, and blog posts. Write and produce print materials including white papers, annual reports, and brochures. Support executive director and other program directors with community and media relations as well as outreach events, presentations, and training. Create and implement strategic media relations and social media programs. Work with partnering land trusts on media relations, outreach, and social media. Build relationships to cultivate a network of partners in the land trust community by co-producing advertorials, newsletters articles, and press releases. Manage staff and interns.

Impacts:

- Produced 20th Anniversary Annual Report as the primary collateral for Spring fundraising appeal;
- Serve on Steering Committee and Communications Working Group for Wildlands, Woodlands, Farmlands & Communities;
- Establishing a media relations presence in seven states of earned and unearned media;
- Interface and collaborate with Board of Directors, major donors, and capital campaign committee; and
- Co-direct fundraising and communications team.

Transportation for Vermonters Coalition (T4VT)

Montpelier, VT

Co-Founder and Program Partner, January 2016-August 2018

Collaborated pro bono with partners from the Vermont Energy Investment Corporation (VEIC) and Vermont Natural Resources Council (VNRC) to establish a statewide coalition focused on creating transportation options in Vermont. Developed a conceptual strategy, narrative, and stakeholder process. T4VT provides community engagement, research, advocacy and policy direction to support the coordination of statewide policies for transportation options that steward social, environment, and economic health.

Addison County Transit Resources (ACTR) (dba Tri-Valley Transit)

Middlebury, VT

Community Relations Manager, 2007-2014

Established and managed the Community Relations Department of a nationally recognized, non-profit, community transportation agency. Reported to the Executive Director serving as lead manager of five-person senior management team responding to rapid growth in the demand for multi-modal transportation services. Directed all fundraising, branding, print and digital communications, social media, customer service efforts, transportation planning as well as local, regional and statewide policies for the agency. As an "intrapreneur" designed strategic behavior change programs to reduce dependence on fossil fuels to support the statewide comprehensive energy program goal of 90% renewables by 2050. Areas of responsibility also included: publication production (annual reports, bus schedule brochures, newsletters, posters, etc.), transit route planning, risk communications, media relations, Board of Directors support and reporting, grant writing, community-focused fundraising, capital campaign, partnership development, website, market research and all strategic communications.

Community Impacts:

- Produced nationally recognized graphic standards for print and electronic rural transit system maps and schedules.
- Co-managed sustainable design, construction and capital campaign for the \$4.5 million Addison County Community Transportation Center.
- Worked with Google Transit as the first local transit partner in the State of Vermont.

- Formed and chaired Vermont Public Transportation Association's Outreach and Community Relations Committee.
- Annually secured local funds (~20% of total agency budget) from municipalities, businesses, major donors and foundations.
- Provided transportation demand management opportunities for local businesses and partners with funding from the High Meadows Fund and the Vermont Agency of Transportation.
- Established a social media strategy and presence.
- Hired and trained counterpart at sister agency, Stagecoach Transportation Services, Inc. in Central Vermont.
- Designed and implemented Management Team's information strategies during a staff/driver union petitioning process.

Puget Sound Clean Air Agency

Seattle, WA

Public Affairs Specialist, 1997 to 1999

Designed, managed and implemented community engagement, outreach and education, public involvement, and strategic marketing communication programs for this public agency charged with protecting air quality in the Puget Sound Region. Projects included evaluating the effectiveness of existing public communication tools through surveys and focused interviews; conceptualizing and producing the first bi-annual report; and developing and implementing media relations strategies to respond to high profile air pollution sources not in compliance. Managed programs, interns, consultants, and work teams.

Impacts:

- Received three Public Relations Society of America Awards for behavior change programs: "Smog Alert" and "Get Mower for Less".
- Selected to participate on an inter-departmental team to evaluate agency-wide work programs and internal communications.
- Initiated and produced groundbreaking collaboration between 17 organizations to evaluate regional solid waste policies and create a market transformation program to address a noxious odor "fine" that would have shut down the commercial composting facility for the entire region.
- Managed a PM^{2.5} Stakeholder Process to assess local health and economic impacts of pending federal regulations.

Pacific Rim Resources, Inc. (PRRBiz)

Seattle, WA

Associate, 1993-1997

Developed and implemented strategic outreach, public involvement, and market transformation projects for governmental and non-governmental clients. PRR is a Women/Minority Business Enterprise. Experienced in the following issue areas: Smart Growth, land use and growth management, water quality and conservation, recycling and waste reduction, air quality, transportation and natural resource management. Worked with Tribal Nations including The Tulalip Tribe and the Olympic Peninsula Tribal Nations along with New American populations in the King County region to create accessible and inclusive outreach.

Impacts:

- Designed and implemented community outreach programs to support municipalities responding to Washington State Growth Management Act requirements. Worked on Comprehensive Plans for City of Seattle, King County, Snohomish County and other communities in Western Washington. The core of the Comprehensive Planning process was to define short and long term land use patterns by designating growth boundaries between rural and urban land use while adhering to NEPA and SEPA requirements.
- Managed the public involvement processes and budgets for the following projects: King County Airport Master Plan; Washington State Coastal Corridor Project (Highway 101); City of Renton LINK Transportation Study; City of Seattle Composting Program; and King County Commission for Marketing Recyclable Products.
- Created direct marketing materials, recruited participants and handled media relations and advertising for award-winning marketing promotion of recycled products in King County, "Get in the Loop – Buy Recycled".
- Negotiated \$100,000 advertising buys multiple summers for the City of Seattle's Water Conservation program.

| Higher Education Experience |

Middlebury College

Middlebury, VT

Environmental Studies Program and Franklin Environmental Center

New Perennials Community Engagement Specialist and Visiting Scholar, July 2018-August 2022

New Perennials (NP) is a grant-funded innovative initiative with its northeast hub based at Middlebury College. NP links research and analysis on agricultural transformation with community initiatives that work to grow, shape, and share the expressions of perennial thought and action. NP draws inspiration for radical change from the work of The Land Institute (TLI) in Salina, Kansas, to develop perennial grain crops and polyculture farming solutions. The work is rooted in agriculture's 10,000 year history of unsustainable practices and culturally corrosive hierarchies that have shaped regressive culture and economies through extractive practices. The Community Engagement position is generative and experimental and includes developing a network of partners in the greater Champlain Valley region as well as inside Middlebury College in five areas: Food Systems, Sacred Practices, Education, Creative Arts, and Healing Arts. Work included: 1) as Visiting Scholar co-taught, designed and implemented the Community Connected Learning module for the Environmental Studies program course, *The Perennial Turn*; 2) developed and managed the NP intern program while mentoring students to produce K-12 experiential workshops, the project [website](#), the New Perennials glossary, a social media strategy, as well as NP narratives; 3) advised NP independent study students; 4) managed annual grant budget and reporting; 5) managed the Covid-19 Rapid Response Funding Program as well as a Community Engagement Grant Program; 6) facilitated and managed the NP All Sphere Working Group and the Education Working Group retreats and monthly meetings, as well as all other outreach and engagement efforts; and 7) designed, produced, and hosted annual conferences including *Nourishing Change in Ag and Culture: A Conversation* (12/2018), *Down to Earth: Nourishing Change in the Champlain Valley* (11/2019), and the month-long *Perennial Harvest Days* (October 2021). Since its inception in 2018 more than 50 community partners are engaged and participating with New Perennials.

Professor of the Practice

Spring 2019, 2020 and 2021, Winter 2023

Designed and taught the contemplative practice and community-engaged course "*Approaching Sustainability from the Roots*" under the Professor of the Practice program. Each student was matched with a sustainability practitioner who served as a mentor throughout the semester. Course syllabi can be found [here](#).

Adjunct Faculty & Coordinator for Community-Connected Learning, Aug 2017-May 2018

Adjunct Faculty, 2003-2007, Environmental Studies Program

Taught the capstone seminar course "*Environmental Studies Community Engaged-Practicum (ES401)*" in 2017 as well as in the academic year 2006-2007. Designed and taught the winter term seminar course "*Social Marketing and Environmental Affairs*" in 2004, 2005, and 2006. Advised independent study students across multiple semesters who continued project work from the classroom. Coordinated community-connected learning for the academic year 2017-2018 for four ES401 sections. All courses utilized Experiential/Civic Learning pedagogy with external partners to integrate theoretical academic work with on the ground practitioners. The ES401 course is the capstone for the major and brings together ES majors from the hard sciences, social sciences, as well as the humanities. Community partners have included: Vermont Family Forests, Addison County Solid Waste District, Vermont Agency of Natural Resources – Climate and Air Agency, Vermont Biodiesel Association, Addison County Transit Resources, Vermont Fresh Network, Clemmons Family Farm, Addison County Solid Waste Management District, Weybridge Energy Committee, wind and solar energy experts as well as local elementary schools.

Community Impacts:

- The non-profit *Idle-Free Vermont* was established as a direct result of the 2004 winter term course where students designed and implemented a community-based social marketing program at the Weybridge Elementary School to

establish an "Idle-free zone" at the school. The course work captured local media attention and inspired a local resident to found *Idle-Free Vermont*.

- In 2007, the Vermont State legislature approved stricter rules and regulations for outdoor wood boilers because of student work to support the Air Pollution Control Division in the VT Agency of Natural Resources.
- Students navigated planning, designing, building and installing food waste recycling stations in the Middlebury Union High School to comply with Vermont's Universal Recycling Law (fall 2017).

Middlebury College, Center for Careers and Internships

Interim Associate Director, Social Impact Career Advisor, 2016-2017

Advised Middlebury College students and alumni on careers in the Environment, Energy, International Development, Education, Non-Profits, and Food Systems. Developed alumni networks and designed events to foster a culture of creativity and innovation as students considered career path opportunities. Managed a special project to establish a Vermont-based internship program. Advised 20-25 students a week in one-on-one sessions cultivating a unique method to help students identify their mission-driven aspirations.

| Fellowships, Workshops, Coursework |

Organization of Nature Evolutionaries

February 2021 Newsletter Article: ["Logos vs. Leaves: Unknowing and Relearning"](#)

March 2021 Teleseminar: ["Relationship with Nature: Unlearning and ReLearning at the Intersection of Theory and Practice"](#)

University of Vermont, Master's in Leadership for Sustainability, Winter 2021

[NR395: We will Dance With Mountains – Let Us Make Sanctuary](#); received scholarship to take this graduate course for credit to complement the hybrid course of the same name hosted by Bayo Akomolafe.

Emergence Network, Bayo Akomolafe, October 2020-January 2021

We Will Dance with Mountains: Let us Make Sanctuary

Participated in this hybrid course of online and offline practices, collective research inquiry, and cartographic project emerging on the heels of cataclysmic endings and inflections. This course is a response to the questions: "Where do we go when there's no path forward? Where do we go when there is no hope? Where do we go when even justice feels threatening to our necks and our lives? Where do we go when we can't breathe? Where do we go when victory and salvation are huge risks to take? What might it mean to make sanctuary in these times?"

Weaving rich stories, African indigenous wisdoms, myth, critical theories and feminisms together to form an embroidered fabric of invitation and radical hospitality, the course sought to substantiate a politics of animus to respond to the inflection of our time.

University of Vermont Sustainability Faculty Fellows, 2019-2020

Selected to be part of a learning [community](#) engaged in the exploration of sustainability, systems thinking, and pedagogy.

Association for Contemplative Mind In Higher Ed, [Annual Conference November 2019](#)

Workshop Presenter: "The Perennial Turn—Contemplative and Community-Connected Learning and Doing"

| Journalism |

Greenwich News

Greenwich, CT

Arts Editor, 1990-1992

Responsible for eight to 12-page section of bi-weekly community newspaper with circulation of 50,000. Curated content, wrote and edited lead stories, managed cooking and gardening columnists as well as freelancers, designed layout and selected photos. Reported to Editor-in-Chief, a 25-year New York Times foreign correspondent, who served as mentor for more than 15 years.

| Consulting and Advising |

CAVU dba Wood Dragon Advising

Middlebury, VT

Career Advising, Mentoring, Life Coaching, Intuitive Healing, and Contemplative Practice Training 2019-present

Offer one-on-one and workshop training to support humans re-imagining their lives through re-learning and re-authoring their story to connect to different ways of knowing and being. (wooddragonadvising.org)

C|B|C: Collaborations Ahead - Vision Unlimited, LLC

Weybridge, VT

Founder and Principal of Communications and Public Affairs Firm: 1998-2007; 2014-2017; 2023 to present

Provide strategic community engagement, public affairs and marketing communications consulting. Serve a variety of clients from private, public, non-profit and education sectors.

Green Mountain Transit, Comprehensive Service Analysis Jan-Dec 2017

Burlington, VT

Sub-Consultant: Member of the Nelson\Nygaard Consulting Associates team to analyze the urban and rural public transit routes and systems for the state's largest public transportation provider. Supported strategic community engagement efforts including: development of a public involvement plan; stakeholder management including conducting key stakeholder interviews; and, content development for project marketing materials.

New England Grassroots Fund Harvest Grant Recipient August 2016-November 2017 Weybridge, VT

Consultant: Worked with the Weybridge Energy Committee to provide the leadership to develop a network of town energy committees and stakeholders to address regional transportation challenges. Collaborated with the Addison County Regional Planning Commission (ACRPC) and Addison County Transportation Resources (ACTR) to design a regional Transportation Summit to foster multi-jurisdictional approaches to local planning to increase transportation choices and amenities.

Vermont Energy Investment Corp. (VEIC) January 2016-May 2016

Burlington, VT

Sub-Consultant: Provided research on current (post Map-21) federal, state and local funding policies to support Martha's Vineyard Transit Authority Alternative Fuels Study.

Efficiency Vermont 2015-2016

Burlington, VT

Sub-consultant: Conducted outreach and education for the Community Energy and Efficiency Development Fund (CEED) program to establish energy efficiency projects in K-12 schools and municipalities.

Addison County Transit Resources 2014-2016

Middlebury, VT

Consultant: Served as special project manager. Work included: managing the Strategic Planning Process; over-seeing design and installation of solar PV system on Community Transportation Center; managing bus system efficiency study; and serving as Regional Program Manager of the statewide Go Vermont program in Addison and Rutland Counties. Established local coalition, the Addison County Transportation Partners, to support recruitment and retention issues faced by major employers.

Housing Vermont 2006-2007

Burlington, VT

Consultant: Provided public relations services including developing media relations strategies; organizing press events; assembling press kits, and writing press releases to raise awareness of affordable housing projects in Vermont.

Vermont Land Trust (VLT): Conservation Message Collaboration 2006-2007

Montpelier, VT

Consultant: Designed process to help multiple conservation organizations identify the intersection of their work to develop a unified public “conservation” message. Work included one-on-one focused interviews with each organization to establish common goals and visions as well as designing and facilitating a set of four meetings. The effort was led by VLT and The Nature Conservancy of Vermont and included Vermont Natural Resources Council, Smart Growth Vermont, Vermont Housing and Conservation Board, Catamount Trail Association, Green Mountain Club and the Lake Champlain Land Trust.

The Intervale Center 2004-2007

Burlington, VT

Consultant: Provided on-call strategic community relations and marketing services through the Intervale’s Success on Farms program. Work included: assisting a small farmstead CSA (community supported agriculture) in Addison County to expand its market share; and supporting a maple sugarworks farm seeking national exposure. Efforts resulted in a placement in a national magazine for the sugarworks and a revised and improved set of collateral materials for the CSA.

Middlebury College, Franklin Center for Environmental Affairs

1998-2007

Middlebury, VT

Consultant: Provided on-call public affairs services. Project work included producing white papers to provide basis, rationale and benchmarks for the College’s environmental best practices. Outcomes of this work included: the Board of Trustees creating policy to establish procurement guidelines for Construction and Demolition best practices; the implementation of a centralized purchasing policy on buying recycled and recyclable products including 100% recycled copy paper campus-wide; and, a wellness program for custodial staff that included a transition plan to use toxin-free and environmentally friendly cleaning products.

Vermont Fresh Network 2005

Montpelier, VT

Consultant: Developed and conducted a Vermont Community Foundation funded social marketing seminar called “Telling Your Story” for members of Vermont Fresh Network (VFN). VFN connects Vermont farmers, chefs and consumers to support Vermont’s sustainable agricultural base. The seminars emphasized strategic use of traditional marketing tools to promote the relationship between buying local food and sustainability.

State of Vermont, ANR, Air Quality and Climate Division

1998-2006

Montpelier, VT

Consultant: Served as public involvement and outreach manager on contract to assist the Air Division Director with communications, marketing, strategic planning and public affairs efforts for eight years. Served as co-chair of the Communications Work Group for the Acid Rain Partnership established by the Conference of the New England Governors and Eastern Canadian Premiers (NEG-ECP). Authored the Strategic Communications Plan on Acid Rain; designed and implemented an 11-state/province attitude and awareness survey on Acid Rain and Mercury; produced multiple publications presented to Governors and Premiers at their annual conferences. Other project work included participation on an Expert Committee with the New England States Coordinated Air Use Management (NESCAUM) charged with developing health messages for new real time health-based particulate matter standards (PM_{2.5}) as well as developing marketing tools for the state’s Low and Zero Emission Vehicle program.

| Portfolio and Publications |

[See samples of my work here.](#)

| Published Talks and Articles |

Fall 2023: ["On Doing Nothing"](#), in From the Ground Up, Wildlands, Woodlands, Farmlands & Communities Quarterly

June 2022: ["No Justice without Literacy"](#), in "Climate Matters: Perspectives on Climate Change" column.

March 2022: ["Information and its Roots"](#), in "Climate Matters: Perspectives on Climate Change" column.

July 2021: Middlebury College's Franklin Environmental Center's Summer Intern Program, "Human communication and culture: the air we breathe, the water we swim, sustainability in practice."

March 2021: Organization of Nature Evolutionaries (O.N.E.) Teleseminar: [Relationship with Nature Unlearning and Relearning at the Intersection of Theory and Practice](#) and Essay: [Logos vs. Leaves: Unlearning and Relearning.](#)

| Education |

Annenberg School for Communications, University of Pennsylvania

Masters of Arts, Communications

Significant Outcomes:

- Master's thesis: "Top-down, bottom-up coalition building to achieve Federal Wild and Scenic Designation for river segments in Oregon, New Hampshire, Massachusetts, and Connecticut"
- Tuition Scholarship: 1988-89 and 1989-90; TV Critic Award 1989

University of Massachusetts, Amherst

Bachelor of Arts, Communications, Cum Laude

Significant Accomplishments:

- Graduate level classes focusing on Media, Family, and Society

| Boards, Committees, Appointments, and Community Service |

Middlebury Natural Foods Coop, Board Member

2015 to 2022

Middlebury, VT

Elected for three terms. Served as chair of Communications Committee; co-founded and served on Justice, Equity, Diversity and Inclusion Committee; served on Expansion Committee as well as a hoc Mission Statement Committee.

Weybridge Energy Committee

2012 to 2018

Weybridge, VT

Founding member of award-winning town committee recognized by Efficiency Vermont in Home Energy Challenge.

Weybridge Planning Commission, Commissioner

2009 to 2014

Weybridge, VT

Lead editor for Town Plan update; participated in zoning update community outreach.

Idle-Free Vermont

2006 to 2017

Bristol, VT

Founding Advisory Committee Member & Board Member

Vermont Governor's Climate Change Commission

2006-2007

Montpelier, VT

Appointed to the "Cross Cutting Issues" Technical Work Group.