

Profile: Director of Communications with over eight years experience crafting brand messaging and supporting platforms to ensure organizational mission fulfillment and increased stakeholder participation. Additional 25 years of private sector book and magazine editing and publishing.

Areas of Expertise:

- Messaging, marketing & brand identity
- Board development
- Strategic planning
- Community outreach, facilitation
- Fundraising, capital campaigns
- Coaching

Non-profit Leadership Experience: **Orton Family Foundation**, Shelburne, VT 2007 – December 2015
Working with small cities and towns across the US, Orton's Community Heart & Soul™ method is a community planning and development process that increases local decision-making participation and empowers residents to shape the future of their communities while maintaining the unique character of each place.

Director of Communications

Managed all messaging, publicity and marketing for the Foundation as member of senior management team. Oversaw communications strategy, websites, video production, e marketing, social media, on-line and print publications.

- **Community Heart & Soul™** : Developed and framed messaging around the Foundation's signature community engagement process designed to strengthen cultural, social, and economic vitality of small towns across America.
- **Community Heart & Soul™ Field Guide**: Revised, edited and produced 70-page definitive 4-color step-by-step handbook outlining the entire Heart & Soul process. With 1,000 copies in print and more than 3,000 downloads, user customers include: town planners, city managers, mayors, planning consultants, community foundations, economic development directors, and community and service volunteers.
- **CommunityMatters® Conference**: Managed conception, production and marketing of two pioneering multi-day national conferences (350+ attendees each) on innovative approaches to community engagement, planning and development. Generated strong new interest in Community Heart & Soul programming and attracted thousands of participants to conference call series.
- **Website and social media performance**: All metrics up according to comparisons made of the first 10 months of 2015 to the same period in 2014. Specific results include: 54.32% increase in unique visit website traffic and 5.9% increase in total time spent on the site; 53.17% increase in monthly e-newsletter open rate; 21 % increase in Facebook fans and 16% increase in Twitter followers.

Addison Central Teens (ACT), Middlebury, VT 2010 - present
Serving Middlebury and six surrounding towns, ACT provides a fun, safe, and welcoming place for teens to hang out and increases teens' volunteer engagement with the community through programs and activities.

Board President

2012 - present

Chair board meetings, executive, long-range planning, and nominating committees, and supervise teen center staff. Provide leadership and co-set strategy. Oversee budget and fundraising.

- **Successfully transitioned ACT** from an unsustainable co-director management model to a sole executive director model.
- **Negotiated teen center's move** to a new, town-owned, rent-free home.
- **Leading 5-year strategic plan to ensure a strong**, secure future for our teens and their center.

Middlebury Planning Commission, Middlebury, VT 1999 - 2009

Quasi-judicial body constituted by state statute to: review all major development proposals in the town of Middlebury, conduct public hearings to ensure both expert and public review and input; and put the legally adopted Town Plan into practice through the Commission's findings and decisions.

Commission Chair

Ran monthly meetings and all quasi-judicial public hearings, which are *de novo* and video recorded

- Oversaw two five-year revisions of the Town Plan
- Oversaw Commission's activities during a 10-year period of very active growth at Middlebury College, including several multi-million dollar building projects that changed campus's relationship to adjacent residential neighborhoods.
- Oversaw Commission's activities and hearings around development of town's only mixed-use zone, a key parcel at gateway to historic Middlebury.
- Oversaw hearings regarding proposed expansion of the town's only shopping mall.

Champlain Valley Greenbelt Alliance, Shelburne, VT 2006 - 2008

CVGA's mission is to create greenbelts along major road corridors in Vermont, with an initial focus on the Route 7 corridor from Shelburne to Middlebury.

Board Member

Attended board meetings and served on communications committee.

- Helped produce and publish *The Roadscape Guide: Tools to Preserve Scenic Road Corridors*, a 76-page, 4-color how-to guide to preserving scenic road corridors. Available as downloadable PDF

Citizens for Middlebury, Middlebury, VT 1996 - 1997

Citizens for Middlebury (CFM), a local grassroots non-profit formed to oppose big-box strip development along U.S. Route 7 at the southern entrance to historic Middlebury.

Co-Founder, Steering Committee Member

Conceived and founded CFM with six other residents to support Town's Comprehensive Plan by opposing a supermarket development

- Mobilized scores of citizens to take an interest, pack public hearings, and speak out.
- Attracted national media attention in *The New York Times*.
- Succeeded in supporting Planning Commission to reject the proposal.
- Generated new leadership.

Otter Creek Child Center, Middlebury, VT 1993 - 1996

A welcoming community for families with children ages 5 years old and younger. Otter Creek provides a safe, nurturing environment where little ones to explore, wonder, learn, and grow

Board President

Ran monthly meetings and served on executive and fundraising committees.

Business

Chelsea Green Publishing, White River Junction, VT 2004 - 2007

Leading publisher of books on the politics and practice of sustainable living, publishing authors who bring in-depth, practical knowledge related to organic farming and gardening, permaculture, ecology, the environment, simple living, food, sustainable business and economics, and green building.

Editor-in-Chief

W. W. Norton & Company, New York, NY 1994 - 2004

Large publisher of fiction, nonfiction, poetry, cookbooks, art books, college textbooks, and professional books

Special Projects Editor

Harrowsmith Country Life, Charlotte, VT 1991 - 1994

National special-interest back-to-the-land bi-monthly magazine

Editor

Atlantic Monthly Press, New York, NY 1988 - 1991

Independent book publisher of trade fiction and non-fiction

Acquisitions Editor

Horticulture Magazine, Boston, MA 1985 - 1988

Founded in 1905, America's original magazine about all aspects of gardening that set the standard for gardening and landscape design in North America.

Managing Editor

Education

B.A., Journalism, Art History minor, New York University, New York, NY
Washington Square News: Senior Editor, Award of Excellence for Investigative Reporting

National Outdoor Leadership School (NOLS), Lander, WY