

Application Form

Profile

Prefix	Kathleen	A	Holm	Suffix
	First Name	Middle Initial	Last Name	

holmkathy@yahoo.com

Email Address

320 Dixie Ave	
Home Address	Suite or Apt

Harrisonburg VA	VA	22801
City	State	Postal Code

How many years have you been a resident of Harrisonburg?

30

Home: (540) 435-4643	
Primary Phone	Alternate Phone

Retired	Retired USFS
Employer	Job Title

Demographics - (Submission of this information if voluntary and will not subject you to any adverse treatment should you chose to not complete)

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

What is your age?

None Selected

Are you reapplying for a current position you hold? \*

☒ No

Which Boards would you like to apply for?

Environmental Performance Standards Committee (EPSAC): Submitted

Interests & Experiences

Please tell us about yourself and why you want to serve.

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**Why are you interested in serving on a board or commission?**

I just retired from the U.S. Forest Service and have many years of conservation and communications experience. I would like to apply that knowledge to serving on this committee and become more involved in a variety of local issues now that I have more time to engage.

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**What other interests or concerns do you have regarding the community?**

I currently serve on the Shenandoah Soil and Water Conservation District Board as a City of Harrisonburg Representative. I'm the vice president of the Massanutten Chapter of the Archaeological Society of Virginia, and I have many years of experience in local foods work.

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**What relevant experience or education do you have to this board or commission?**

I have a Master's degree in Forest Resources. Please see attached resume for more details.

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**Please list any past or present community involvement e.g. City Council, Boards and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:**

I served on the Stormwater Advisory Committee and the Harrisonburg Tree Advisory Board.

[Holm\\_FS\\_Resume\\_2026.doc](#)

Upload a Resume

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**EPSAC Applicants only**

Question applies to Environmental Performance Standards Committee (EPSAC)

**City Council is seeking EPSAC members to represent broad stakeholder interests within the city. If you will be participating on the EPSAC as a representative of a business, group, or organization, please provide the name of the business, group, or organization and indicate what stakeholder category the group represents. If more than one, please list all. A. Residents, civic leagues, homeowners associations. B. Institutional and tax exempt entities including colleges and churches. C. Business community including residential, commercial and industrial property owners, malls, and business groups. D. Professional engineers, real estate developers, and construction contractors. E. Special interest groups that represent economic development, environmental or outdoor recreation. F. Others, education professionals from the local schools and city staff: PLEASE CHOOSE ONE FROM THE DROP DOWN BOX \***

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☒ A: Resident, civic leagues, homeowners associations\,

Question applies to Environmental Performance Standards Committee (EPSAC)

**Name of business, group or organization you would represent?**

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Resident

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**Bike/Pedestrian Subcommittee Applicants only**



## **Kathleen (Kathy) A. Holm**

320 Dixie Avenue  
Harrisonburg, VA 22801

E-mail: [holmkathy@yahoo.com](mailto:holmkathy@yahoo.com)

Cell: 540.435.4643

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### **Education/Training**

**University of Minnesota**, College of Natural Resources, *Department of Forest Resources*, **Master of Science Degree**, Major in Forestry, January 1994. Campus Records, St. Paul Campus: 130 Coffey Hall, St. Paul, MN 55108. GPA 3.92 on 4.0 scale.

**University of Minnesota**, College of Liberal Arts, **Bachelor of Arts Degree**, Majors in Journalism and Political Science, March 1987. Campus Records, Minneapolis Campus: 155 Williamson Hall, Minneapolis, MN 55455. GPA 3.67 on 4.0 scale.

**Centre for Development Studies and Activities, Pune, India**, January – June 1989, Minnesota Studies in International Development program (see U of MN transcript for details, fall quarter 1988 – spring quarter 1989).

**Hebrew University of Jerusalem, Israel**, One-Year Program, August 1984 – June 1985 (see U of MN transcript for details). Mt. Scopus Campus, Jerusalem, ISRAEL.

**Hudson High School**, 1501 Vine St., Hudson, WI 54016.

### **Profile**

Natural resources professional with a Master of Science Degree in forest resources with excellent communication, organization, collaboration, and leadership skills. Retired from the U.S. Forest Service (USFS) on March 14, 2025. Worked for the Natural Resources Conservation Service (NRCS) in Virginia for 18 years (since May 16, 2004) in a variety of roles. More than 15 years' experience in professional communications that includes writing, reporting, advertising, public relations, grant writing, grant reporting, editing and proofreading publications. Extensive experience with natural resource issues, non-profit organizations, board development, policy, and research in the areas of forestry, sustainable agriculture, community partnerships, local foods initiatives and land protection. Have built relationships, collaborations and networks with numerous non-profit organizations, state and federal agencies and community groups across the Shenandoah Valley region, including funding and foundation representatives. Have worked with partners to secure numerous collaborative and innovative grants for a variety of natural resources projects and helped write, secure, and manage grants for more than \$1.5 million for approximately 90 innovative projects as Resource Conservation and Development (RC&D) Coordinator. Have worked extensively on local foods projects; have served on the Virginia Food Systems Council and on a steering committee for the University of Maryland Environmental Finance Center's local foods initiative which includes incentivizing Best Management Practices (BMPs) for local food growers in Virginia. Worked closely with Virginia Cooperative Extension to plan and execute the annual Virginia Farm to Table Conference, attended by more than 200 people, with nationally renowned speakers held at Blue Ridge Community College in Weyers Cave, VA. Managed seven NRCS field offices from northern Virginia across the Shenandoah Valley as the Assistant State Conservationist for Field Operations, supervising 13 Area and Field Office staff members. Helped coordinate monthly day-long staff training for NRCS and Soil and Water Conservation District staff, Joint Employee Development (JED) courses, focused on staff training needs such as climate change, grazing, assessment tools, engineering technical training and Farm Bill Programs information.

## Employment History

USDA-U.S. Forest Service Regional Office  
709 W. 9th Street  
Juneau, AK 99801  
Supervisor: Chad VanOrmer, Regional Forester (retired)

8/2022 to 3/14/2025

### **DIRECTOR PARTNERSHIP AND PUBLIC ENGAGEMENT (This is a federal job – GS14)**

- Hired to form a new Directorate focusing on partnerships and public engagement for the Alaska Region. Put together a team of Grants & Agreements, Partnerships, Public Engagement, and Recruitment and Retention staff for more conservation collaboration and to leverage conservation work.
- Coordinated and implemented a local hiring blitz resulting in more than 100 new employees hired for the Region 10 Forest Service from Alaskan communities.
- Worked with a variety of local and national groups to utilize increased funding from the Bipartisan Infrastructure Law and the Inflation Reduction Act to implement funding priorities in Alaska. For example, worked with the National Forest Foundation to plan and build recreational cabins on the Tongass and Chugach National Forests.
- Participated in the Regional Leadership Team for the Alaska Region (Region 10). Supervised a staff of 14.

USDA-Natural Resources Conservation Service  
1934 Deyerle Avenue, Suite A  
Harrisonburg, VA 22801

7/2015 to 8/2022

Supervisor since 9.2020: Edwin Martinez-Martinez, State Conservationist (804) 287-1682.  
Former Supervisor 7/15-5/20: John A. (Jack) Bricker, State Conservationist, (retired 5/30/20)

### **ASSISTANT STATE CONSERVATIONIST – FIELD OPERATIONS (This is a federal job-GS13)**

- Managed seven conservation field offices in Virginia, from northern Virginia through the Shenandoah Valley, to implement Farm Bill Programs, ensure conservation practices are implemented according to standards and specifications, and supervised field office and Area Office staff. Developed partnerships and worked on special projects such as the annual Virginia Farm to Table Conference and Smith Creek Showcase Watershed Partnership.
- Oversaw Farm Bill and special project contract management for Area I, including numerous special fund pools implemented through a wide variety of partnerships and grant opportunities. Ensured quality of field office operations, conservation planning and conservation practice implementation.
- Coordinated the national Smith Creek Showcase Watershed Partnership on behalf of USDA-NRCS. This is one of three designated Showcase Watersheds in the United States located in the Chesapeake Bay to demonstrate the importance of voluntary conservation practices for nutrient and sediment reductions and the power of partnerships. Held a 10-year Anniversary Celebration on Oct. 2, 2020, at former NRCS Chief Matt Lohr's farm, which is in the Smith Creek Watershed. Completed a five-year strategic plan for the watershed with partner input.
- Co-chaired, help plan and implement the annual "Virginia Farm to Table Conference," with nationally renowned speakers, held at Blue Ridge Community College in December 2012-2019. In 2020/21, the conference was cancelled due to COVID 19. Over 200 people typically attended each day.
- Participated in the Governor's Summit 2/17/2021 on equitable collaboration discussing the Shenandoah RC&D's role in an innovative collaborative project Waste Solutions Forum (WSF) based in the Shenandoah Valley.
- Worked with staff to implement training needs for conservation excellence, personal and professional growth. Coordinated the development of complex team activities and resource planning and management plans in the state. Helped coordinate monthly day-long staff trainings for NRCS and Soil and Water Conservation District staff, Joint Employee Development (JED) courses, focusing on staff training needs

such as climate change, grazing, assessment tools, engineering technical training and Farm Bill Programs information.

- Guided and supported teams in developing and maintaining effective working relationships with federal, state and local agencies to improve conservation partnerships. Developed and sustained numerous partnerships to leverage greater conservation in Area I, including shared field employees with Alliance for the Shenandoah Valley supported by a National Fish and Wildlife Foundation grant, several RCPP partnerships with Sustainable Chesapeake, Virginia DCR, NFWF and Trout Unlimited, and partnerships with local Soil and Water Conservation Districts.
- My leadership focus is on teamwork; organizing and prioritizing work; adaptability and flexibility; integrity and honesty; resilience; oral and written communication, conflict management and interpersonal skills; organizational awareness; implementing state and national priorities, and care and concern for staff and their professional and personal growth.
- Collaborated with Virginia's Leadership Team on important budget, program and policy-related issues affecting our state and field staff.
- Implemented comprehensive soil, water, and natural resource conservation practices across Area I.
- Worked with our State Budget Officer and Area Administrative Assistant on the annual Area I budget and ensured our required national Farm Bill allocations were obligated for the Area.
- Was responsible for the direction and management of program activities related to conservation planning, policy, professional, administrative, and technical functions supporting Farm Bill Programs in Area I. In FY21 in Area I we obligated 153 Farm Bill contracts for \$10,004,069. In 2022, we had 507 active Farm Bill contracts in Area I, managing an obligation amount of \$34,741,007.
- Completed special projects for the State Conservationist including pulling together feedback from Virginia staff for the Chief of NRCS's Budget Challenge which provided feedback on national funding priorities; assisting with two statewide all-employee's meetings; and, pulled together the Civil Rights Team for Virginia's response to the Federal Employee Viewpoint Survey (FEVS).

USDA-Natural Resources Conservation Service  
1934 Deyerle Avenue, Suite A  
Harrisonburg, VA 22801

10/11 to 7/15

Supervisor: Louis Heidel, Assistant State Conservationist for Field Operations (retired 5/31/15)

#### **RESOURCE CONSERVATIONIST (This is a federal job-GS12)**

- Coordinated the national Smith Creek Showcase Watershed Partnership on behalf of USDA-NRCS including partnering on projects such as grazing outreach and education; urban nutrient reduction practices; cover crop field days, and water quality-related events and open houses. This is one of three designated Showcase Watersheds in the United States located in the Chesapeake Bay to demonstrate the importance of voluntary conservation practices and the power of partnerships.
- Assisted with and coordinated special events and outreach such as Smith Creek Family Fun Day, Smith Creek Breakfasts, Partner Open Houses, and Smith Creek Partnership meetings. Coordinated a joint conservation outreach campaign to farmers and the public that included a radio ad campaign, hats, and bumper stickers.
- Acted as the NRCS spokesperson for the Smith Creek Showcase watershed effort at special events and conferences, planning presentations and participating on panels, such as the Chesapeake Bay Agriculture Networking Forum, spring 2013 and fall 2014.
- Co-chaired, planned and implemented the annual "Virginia Farm to Table Conference," with nationally renowned speakers, held at Blue Ridge Community College in December 2012-2019. Over 200 people typically attend each day, with a third day added in Petersburg, VA, at Virginia State University in 2014. Cancelled in 2020 and 2021 due to pandemic. The past two years topics have focused on connections between soil health, food health and human health.
- Conducted all Area 1 Highly Erodible Land determinations (collecting field data and doing map determinations) and prepared and sent associated paperwork to conservation clients for them to remain in

compliance with Farm Bill regulations and reduce soil erosion to appropriate levels. Coordinated with Area Soil Scientist on Wetlands Determinations and associated paperwork.

- Conducted Cultural Resource Reviews to ensure that architectural or archaeological sites are not compromised when installing NRCS programs and practices. Sent applications to the State Department of Historic Resources for review if ground disturbing practices are within an archaeological or architectural site in Virginia. Note: am currently working on Virginia Archaeological Certification Technician Certification Program.
- Assisted with publicity and publications on behalf of the Smith Creek Partnership to raise community awareness of watershed health and partner collaboration.
- Appointed by the State Conservationist to serve on the Virginia Civil Rights Advisory Team for a two-year term: 2011-2013.
- Served as acting Assistant State Conservationist for Field Operations (ASTC-FO) when supervisor was out of the office on annual leave.
- Conducted statewide outreach events such as facilitating Field Office of the Future meetings across Virginia for a national initiative and report.
- Managed and tracked NRCS annual conservation easement monitoring for Area 1, working with District Conservationists to complete monitoring visits and ensure they understood and completed annual monitoring and paperwork requirements. Ensured new easement applications were complete.
- Assisted with contract management for Area 1, obligating funds and ensuring contracted conservation practices were completed according to policy and on schedule. This included certifying ROOT audits for Area 1 and providing contract practice and payment reminders to DCs.
- Participated on the Joint Employee Development Committee (JED) for Area 1, planning monthly outreach and educational events for NRCS and Soil and Water Conservation District (SWCD) staff. Have coordinated individual training events and presentations, for example on Civil Rights, Waste Management System Plans, Small Scale and Alternative Producers and a Smith Creek field day.
- Provided technical guidance, interpretation, and recommendations to technical specialists in the planning and application of natural resource management systems by teaching Conservation Planning for Introduction to Conservation Engineering in 2013 and 2014.
- Assisted the Area Engineer with reviewing Animal Waste Management System Plans for Area 1.
- Created and posted short videos for YouTube on Soil Health and innovative urban BMPs in the Smith Creek watershed, after taking an intensive course on video production.
- Served as a USDA-NRCS liaison for the Virginia Food Systems Council, a statewide organization that seeks to strengthen and grow sustainable local, regional, and state community food systems.
- Obtained and utilized Conservation Planning Certification, utilizing Toolkit and other NRCS field tools. I have developed Conservation Plans for a variety of different land uses, such as Highly Erodible Land Conservation Plans and CREP renewals for Area 1 farmers.
- Participated in professional development trainings outside of USDA's AgLearn to increase knowledge of conservation and collaboration on a variety of topics, such as "Strengthening Community Food Systems," in Lexington, KY, in February 2014; Sustainable Agriculture Research and Education (SARE) intensive video production class on making soil health videos July 2014, and Northeast Sustainable Agriculture Workgroup Conference November 2014.
- Have participated on the Shenandoah Valley Food and Farm Working Group since September 2007 to strengthen local, state, and regional food systems. Have served as a local foods' supporter, helping showcase sustainable food initiatives in the Shenandoah Valley region by leading a variety of outreach events, including a recent tour for USDA Rural Development May 2015.
- Have worked with Area 1 staff to conduct quality reviews and functional contract reviews in a variety of field offices.
- Have participated in trainings to learn more about conducting outreach to underserved populations such as the Amish Summit in Elizabethtown, PA, in March 2015. This event featured discussions and information on offering more effective NRCS assistance to Plain Sect populations.
- Worked in the Harrisonburg and Augusta County Field Offices for approximately six months during the transition from the RC&D Program to the Area Office (5/11-10/11). Took an Introduction to Conservation Engineering class, did engineering designs for watering troughs and stream crossings, measured and

checked field practices for certification, surveyed, made soils maps and aerial plan maps in Toolkit. Prepared payment documents, assembled six-part folders, completed CPA 52s, T&E Species reviews, Cultural Resources reviews, took program applications and ranked contract applications for USDA Financial Assistance Programs. Went on site visits to discuss and implement solutions to resource concerns with a variety of landowners in Augusta, Page and Rockingham Counties.

Shenandoah Resource Conservation and Development (RC&D); USDA-NRCS  
P.O. Box 60  
Verona, VA 24482

05/04 to 9/11

Supervisor: Ray Dorsett, retired, NRCS Assistant State Conservationist-Operations; [raydorsett@yahoo.com](mailto:raydorsett@yahoo.com)  
Council Representative: Joan Comanor, Chair, (540) 459-5209; [jcomanor@shentel.net](mailto:jcomanor@shentel.net)

### **SHENANDOAH RC&D COORDINATOR (This is a federal job-GS12)**

- I partnered with diverse, high level, external and internal stakeholders such as the Shenandoah RC&D Council; community leaders; County Supervisors, administrators and staff; Soil and Water Conservation District Directors and staff; USDA staff; State Agencies; Colleges and Universities; and non-profit organizations in a seven-county service region to put innovative and collaborative natural resource projects on the ground. To build the RC&D program and be responsible for grant-related projects, as well as projects that required technical assistance, I established a program climate that emphasized the critical importance of high-quality and accurate work.
- Worked with the RC&D Council to write, secure and manage grants for more than \$1.5 million for approximately 90 innovative projects, such as "Creating a Culture of Farm to Table," for \$700,000 from the National Fish and Wildlife Foundation (NFWF) to integrate local food production with water quality; a sub-contracting award for \$243,000 from Virginia Tech to hire a Market Maker to market organic resources; secured \$255,000 in private funding from the Agua Fund which was re-granted by the Council to support sustainable agriculture projects in the Shenandoah River basin; secured \$250,000 from the Chesapeake Bay Funders Network for the Flexible Fencing I project and \$273,000 for the Flex Fence II project; secured \$10,000 from the Beirne Carter Foundation to assist with purchase of development rights programs in Clarke County; as well as numerous small grants for multiple natural resource projects. Many of these projects resulted in implementing multi-tier solutions to highly complex problems with long-lasting positive results. For example, the Flex Fencing project resulted in reduced setbacks in state and federal programs, now a model for the Chesapeake Bay.
- I was the first and only coordinator for the Shenandoah RC&D Program. To establish the program, keep it running smoothly and take it to levels of excellence, I worked with the RC&D Council to create and reevaluate policies, rules, procedures, systems and processes to ensure accountability and excellence in work delivery.
- As a supervisor to staff and grant-funded positions in the RC&D Program, as well as project manager on a wide variety of natural resource related projects, I set expectations with employees and partners to ensure expectations were effectively communicated and work was effectively completed. The Shenandoah RC&D Program increased its effectiveness and garnered progressively more resources over time with first-rate project management.
- Worked with JMU faculty on a variety of initiatives, including providing workshops and programs to increase energy efficiency for farmers and compose fact sheets on options for integrating wind and solar energy on-farm.
- Assisted with Council capacity building, financial management, strategic planning, and board development, including adding diversity.
- Constantly monitored the Shenandoah RC&D program's work priorities. Worked with the RC&D Council to shift goals and initiatives to align program efforts with a variety of external priorities, such as customers, agency, Congress, and Administration priorities.



- Worked with the national RC&D program to conduct tours for legislators and staff to showcase the importance of the RC&D program and demonstrate local project success. Closely followed national USDA budget regarding RC&D program.
- Educated the public and local policy makers about a variety of natural resource concerns and policy issues and associated practices.
- Built and maintained strategic interpersonal relationships and alliances across agencies and organizations to build the RC&D program, implement innovative natural resource projects and collaborate on Shenandoah Valley-wide issues such as excess nitrogen, sediment and phosphorus in streams and rivers, and building local food systems.
- Provided technical expertise and/or secured it on behalf of Council projects.
- Assisted with publicity and publications on behalf of the Shenandoah RC&D Council to raise its profile in the community.
- Supervised one office assistant and grant-funded personnel, such as a Waste Solutions Forum assistant and a Market Maker, who helped farmers market their poultry litter, increase composting production and sales, and assisted in marketing organic waste produced in the Valley to outside the watershed.
- Initiated new projects on behalf of the Council to promote sustainable agriculture, rural vitality, water quality, nutrient management, and education, and promoted improvement in and conservation of natural resources.
- Participated as team member of NRCS-RC&D Coordinators in Virginia and served as Team Leader for two years. Acted as a calming and settling influence for others in highly stressful situations, such as when RC&D Program staff were no longer funded by Congress. I worked with RC&D Coordinators, agency management and Council leadership to provide direction on how to proceed when Virginia NRCS RC&D offices were shut down.
- Served as a technical resource to a wide variety of groups and individuals who advanced the conservation mission of the Council. This includes clearly explaining complex technical information to a wide variety of Council stakeholders, tailoring the information as needed to ensure understanding.
- Lead and helped initiate collaborative groups working together to solve complex natural resource problems and issues such as the Waste Solutions Forum (WSF) based in the Shenandoah Valley. This group collaborated on funding, education, and technical assistance to reduce excess manure from confined animal feeding operations in the Shenandoah Valley. We worked to monitor and redirect resources to maximize results across initiatives statewide. WSF evaluated multiple sources of resource information to initiate solutions and projects to reduce nitrogen, phosphorus and sediment going into the Chesapeake Bay. Served as WSF co-chair for two years. Co-chaired a large Waste Solutions Forum conference at the Rockingham County Fairgrounds. Supervised a Waste Solutions Forum Assistant.
- Worked with the Council to collaborate on innovative projects such as “Flexible Fencing” funded by shared sources such as the Chesapeake Bay Funders Network. The Flexible Fencing project resulted in state fencing assistance standards being changed in Virginia by piloting reduced streambank setbacks for farmers in the Shenandoah Valley that met NRCS standards and specifications. This is now a model for the Chesapeake Bay.

Valley Conservation Council (VCC)

01/99 to 05/04

17 Barristers Row

Staunton, VA 24402

Supervisor: Faye Cooper (540) 294-1665; [fcooper2@verizon.net](mailto:fcooper2@verizon.net)

## **DIRECTOR OF PUBLIC POLICY**

- Managed the *Community Partnership Program* that sought to establish a model for community conservation planning in the Shenandoah Valley region of Virginia. Engaged citizens and local government leaders in proactively identifying and protecting vital land resources across 11-county service region.
- Managed a conservation easement purchase program along the historic Staunton-to-Parkersburg Pike, funded by Transportation Enhancement Funds.
- Secured funding for a variety of VCC programs including grant writing, membership appeals, and strategies for securing major donor funding.

- Educated the public and local policy makers about a variety of land use planning policy, tools and techniques such as Agricultural and Forestal Districts.
- Assisted farmers with applying for Agricultural Forestal District designations, primarily in Rockingham and Augusta Counties. This resulted in temporary land protection of more than 2,000 acres.
- Provided technical expertise to landowners implementing voluntary land protection measures.
- Assisted with VCC riparian easement monitoring program.
- Wrote press releases, news articles, editorials, and a variety of media appeals to educate the public related to land use planning and correct misinformation that may appear in local media.
- Designed VCC's initial website and conservation resource center.
- Served as VCC liaison to numerous state-wide conservation consortiums, including the Virginia Conservation Network and Virginia's United Land Trusts, as well as local collaborations with farm bureaus, extension agents and conservation groups such as the Shenandoah Valley Battlefields Foundation.
- Coordinated numerous educational workshops and seminars across the Valley covering a variety of conservation issues, collaborating with co-sponsors and interested citizens, business interests, conservation groups, local government officials, landowners and farmers.
- Kept up to date on, educated and lobbied state and local legislators regarding natural resource policy issues and funding for land and water conservation initiatives.
- Assisted local Boards of Supervisors with land and natural resource protection language for inclusion in local Comprehensive Plan updates, including speaking at public hearings in favor of local conservation planning efforts.
- Kept abreast of and responded to federal level legislative initiatives related primarily to tax benefits for voluntary land protection.
- Worked with Virginia State Legislators and local Boards of Supervisors members to provide program information on natural resources related issues for decision making. That includes policy recommendations such as conservation easement tax credits and suggestions for local land protection initiatives in County Comprehensive Plans.

Eastern Mennonite University, Adult Degree Completion Program (ADCP)  
1200 Park Road  
Harrisonburg, VA 22802  
Supervisor: Sue Cockley (540) 432-4984; [cockleys@emu.edu](mailto:cockleys@emu.edu)

01/97 to 01/99

#### **PROGRAM REPRESENTATIVE**

- Marketed to and recruited students for one of EMU's most financially successful programs – the Adult Degree Completion Program.
- Wrote copy, designed and placed advertising across a variety of media including television, radio and newspaper to market the program.
- Built relationships with existing and potential adult degree students.
- Met with and explained program requirements in detail to potential students.
- Evaluated student transcripts and assisted in degree completion planning.
- Managed telemarketing software, Goldmine, for student recruiting.
- Participated on university-wide marketing committee, local public relations council, and attended a variety of marketing courses and conferences.
- Coordinated events for current and former students, including networking and job fairs, as well as receptions for students beginning and completing the program.
- Managed customer service relationship for the ADCP program, ensuring customer needs were proactively identified and met.

Wichita State University (WSU)  
University Communications-Relations  
1845 Fairmont, Wichita, KS 67260  
Supervisor: Joe Kleinsasser (316) 978-3013; [joe.kleinsasser@wichita.edu](mailto:joe.kleinsasser@wichita.edu)

11/94 to 07/96

## **MEDIA SPECIALIST**

- Wrote, edited, and proofread news and feature articles and press releases for internal and external publications following AP style.
- Coordinated, wrote, and edited two-and four-color college newsletters and generated publicity for the College of Fine Arts, the College of Education, and the Edwin A. Ulrich Museum of Art.
- Developed extensive network of media contacts and outlets to promote fine arts and education events in Wichita and surrounding areas.
- Worked with national media consultant to promote faculty research.
- Maintained monthly WSU calendar of events on the worldwide web and created print version for media distribution.
- Assisted with university special events, including graduation and centennial celebrations.
- Won a 1996 CASE District VI bronze award for writing.

Bethel College  
300 East 27th  
North Newton, KS 67117  
Supervisor: Wynn Goering

01/96 to 05/96

## **ADJUNCT INSTRUCTOR, PRINCIPLES OF SUSTAINABLE AGRICULTURE**

- Designed and taught the course “Principles of Sustainable Agriculture,” spring semester 1996.
- Course included readings, lecture, discussion, guest speakers and field trips.
- Designed and helped advise the class project that examined how to integrate locally produced food into the college food service.

The Land Institute (TLI)  
2440 E. Water Well Road  
Salina, KS 67401  
Supervisor: Brian Donahue (781) 736-3091; [bdonahue@brandeis.edu](mailto:bdonahue@brandeis.edu)

02/94 to 11/94

\*Note: Brian Donahue was the education director when I was an intern at TLI; he currently teaches at Brandeis.

## **INTERN/RESEARCH ASSISTANT**

- Participated in graduate-level field research program, collecting data and training others to collect data for more intensive management practices in transitioning to perennial agriculture and energy efficiency.
- Research included agro-ecological project evaluating perennial/annual crop interactions in the context of sustainable land management.
- Additional responsibilities included working with development director on grant writing and fund raising, being named assistant editor and writing for *The Land Report* and publishing a scientific paper outlining research results.

## **General Honors and Awards**

Chief of the USFS Honor Award 2023: Advancing Diversity, Equity, Inclusion and Accessibility in Program and Service Delivery

Regional Forester’s Award 2023: Innovation Group Award

USDA-USFS Performance Awards for FY 2023-2024

Outgoing President SWCS-Virginia Chapter, November 2021

USDA-NRCS Performance Awards for FY 2011-2021

2011 Conservator of the Year, Valley Conservation Council  
2010 Conservationist of the Year, Virginia Chapter of the Soil and Water Conservation Society  
Virginia Association of RC&D Councils Coordinator of the Year 2008  
USDA Certificate of Merit FY 2006, 2008, 2009, 2010 for Sustained Superior Performance  
Rockbridge Area Conservation Council's Community Service Award for Rockbridge Easement Agreement Program, 2003  
Eastern Mennonite University Quality Service Award, 1998  
CASE District VI bronze award for writing at Wichita State University, University Relations, 1996  
Sarah Bradley Tyson Memorial Fellowship Award, Woman's National Farm and Garden Association, 1991  
Membership in Golden Key Honor Society, 1985

## **Scientific and Proposed Publications and Posters**

*"Promotion and Adoption of Soil Health in Virginia: The Power of a Simple Demonstration and Story," Virginia Tech School of Plant and Environmental Sciences and Virginia Cooperative Extension, Blacksburg, Virginia; Virginia USDA-Natural Resources Conservation Service, Richmond and Harrisonburg, Virginia; Principal Author: Eric S. Bendfeldt, Extension Specialist, Community Food Systems*

*"Perennial Grain Candidates on the Sunshine Farm," The Land Report, No. 52, Spring 1995.*

In draft form to Island Press as one article in book: "Community Partnership Program: A Model for Community Conservation Planning in the Shenandoah Valley Region of Virginia."

## **Community Service**

Appointed by the Shenandoah Valley Soil and Water Conservation District to represent the City of Harrisonburg on the **Soil and Water Conservation District Board**. Service began June 2025.

**Vice President of the Massanutten Chapter of the Archaeological Society of Virginia.** Term began January 2026.

Appointed by the Harrisonburg City Council 2014 to serve on the **Stormwater Advisory Committee, Vice Chair**; February 2014 to March 31, 2015.

Appointed by the Harrisonburg City Council 2006 to serve on the **Harrisonburg Tree Advisory Board**: served two terms -- April 2006 until April 2011.

## **Professional Memberships**

Women in NRCS, 2015 to 2020

Archeological Society of Virginia – Massanutten Chapter, 2015 to present

Virginia Chapter, Soil and Water Conservation Society, 2015 to 2022; Past President