

2011 - MAFMC ANNUAL WORK PLAN / SCHEDULE OF ACTIVITIES

(As of June 2, 2011)

January

1	New Year's Day
6	2010 RSA Program Federal Funding Opportunity (FFO) Published
10	Sector Separation Workshop, Tampa, FL
11-12	Council Coordinating Committee Interim Meeting, Washington, DC
11-13	Catch Shares Workshop, Washington, DC
13-14	NOAA Fisheries Leadership Council Meeting, Washington, DC
17	Martin Luther King Day
19	ASMFC SF, Scup, BSB Technical Meeting, Baltimore, MD
25-27	NEFMC Council Meeting - Portsmouth, NH
31	Monkfish Public Hearing, Riverhead, NY
31-Feb 2	SeaWeb Seafood Summit, Vancouver, CA

February

TBD	Initial Scup Fishery Allocation Project Advisory Team Meeting, Boston, MA
1	Monkfish Public Hearing, Manahawkin, NJ
2	Monkfish Public Hearing, Ocean City, MD
2-3	ACL Working Group, Warwick, RI (Moved to Feb 24-25)
8-10	MAFMC Council Meeting - New Bern, NC <ul style="list-style-type: none"> • Approve final actions on Monkfish Framework Adjustment 7 • Scoping hearing on Monkfish - catch shares • Receive SAW and 51st SARC Reports on <i>Loligo</i> and Hakes
15-17	ACL Science Workshop, Silver Spring, MD
16	Summer Flounder, Scup, Black Sea Bass Coordinating Meeting, Alexandria, VA
17-21	AAAS Annual Meeting, Washington, DC
21	President's Day (observed)
24-25	ACL Working Group, Warwick, RI

March

3-5	Maine Fishermen's Forum, Rockport, ME
4	Excessive Share Webinar (SC/OQ Amendment 15)
7	2012 RSA Proposals Due
7-8	MSE Steering Committee, Solomons, MD
7-11	SAFMC Council Meeting, St. Simons Island, GA
8	Social and Economic Sub-Committee and SMB Advisory Panel Meeting, Baltimore, MD
9	Monkfish Advisory Panel Meeting, Warwick, RI
15	Ecosystem Sub-Committee, Philadelphia, PA
14-17	Barotrauma Workshop, Atlanta, GA
15-16	Recreational Fisheries Data Timeliness Workshop, St. Petersburg, FL
20-22	Boston Seafood Show, Boston Convention Center
21-24	ASMFC Winter Meeting, Alexandria, VA
23	NOAA MRIP Observer Team Meeting, Silver Spring, MD
24	Delaware Task Force Meeting regarding BOEMRE, Lewes, DE
27-31	National Shellfisheries Association Meeting, Baltimore, MD
28-Apr 1	Review of Modeling Approaches in Ecosystem-Based Fishery Management, Woods Hole, MA
29	Monkfish Oversight Committee, Portsmouth, NH
30	Visioning Committee Meeting with Touchstone, Washington, DC

April

TBD	Excessive Shares Webinar
TBD	RSA Committee receives and begins review of 2012 Proposals
6-7	NRCC Meeting, Providence, RI
12-14	MAFMC Council Meeting - Annapolis, MD <ul style="list-style-type: none"> • Approve alternatives for analysis in Spiny Dogfish Amendment 3
TBD	Scup Fishery Allocation Project Advisory Team Meeting, Boston, MA
TBD	Deep Sea Coral Steering Committee
20-21	NERO/MAFMC Staff Coordinating Meeting, Gloucester, MA
24	Easter
26-28	NEFMC Council Meeting - Mystic, CT

May

3-5	Council Coordination Committee Meeting, Charleston, SC
4-6	International Symposium on Circle Hooks, Miami, FL
8	Mother's Day
11-13	North American Association of Fisheries Economists Forum 2011, Honolulu, HI
25	Offshore Renewable Energy & Potential Ocean Space Use Conflicts Workshop, Galloway, NJ
25-26	SSC Meeting - ABC Recommendations for SMB and SC/OQ, Baltimore, MD
26	MSE Steering Committee, Baltimore, MD
27	SMB Monitoring Committee (2012 specifications) Webinar
30	Memorial Day

June

7	Initial Scup Fishery Allocation Project Advisory Team Meeting, Boston, MA
7	Understanding Butterfish Habitat Workshop, Cape May, NJ
7-9	Capitol Hill Ocean Week, Washington, DC
8	NOAA Fish Fry, Washington, DC
13-17	SAFMC Council Meeting, Key West, FL
14-16	MAFMC Council Meeting - Port Jefferson, NY <ul style="list-style-type: none"> • Adopt Squid, Mackerel, Butterfish Specifications for 2012 • Adopt Surfclam/Ocean Quahog Specifications for 2012-2013 • Provide RSA award recommendations for 2012 • Update on Scup Fishery Allocation Analyses • Approve Draft EIS, select preferred alternatives for Spiny Dogfish Amendment 3
19	Father's Day
21-23	CIE Review of Excessive Share Document (SC/OQ Amendment 15), Woods Hole, MA
21-23	NEFMC Council Meeting - Portland, ME
22-23	Commercial Marine Expo, Norfolk, VA
26-28	Ron Baird Sea Grant Symposium: Developing RI Seafood Knowledge Economy, Providence, RI

July

4	Independence Day (observed)
13-15	International convention of Allied Sportfishing Trades, Las Vegas, NV
21-23	Coastal and Marine Planning National Workshop, Washington, DC
26	PMAFS Summer flounder Recreational MSE Meeting, Baltimore, MD
27-28	SSC Meeting - ABC Recommendations for Summer Flounder, Scup, Black Sea Bass, and Bluefish, Baltimore, MD
29	Monitoring Committee Meetings for Summer Flounder, Scup, Black Sea Bass, and Bluefish, Baltimore, MD

August

1-4	ASMFC Summer Meeting - Alexandria, VA
6	Great American Seafood Cook-off, New Orleans, LA
16-18	MAFMC Council Meeting - Wilmington, DE <ul style="list-style-type: none"> • Swearing in of New and Reappointed Council members • Election of Officers • Adopt Summer Flounder, Scup, Black Sea Bass Specifications for 2012 • Adopt Bluefish Specifications for 2012 • Approve RSA Priorities List for 2012 (and beyond if warranted) • Approve MSB Am14 DEIS (with preferred alternatives if appropriate) • Review black sea bass alternatives considered in AMD 17 to the Summer Flounder, Scup, Black Sea Bass FMP (Moved to October)

September

4-8	American Fisheries Society Annual Meeting, Seattle, WA
5	Labor Day
12-16	SAFMC Council Meeting, Charleston, SC
19-23	NAFO Meeting (TBD)
20-21	SSC Meeting - Review for October Specification Cycle for Spiny Dogfish
27-29	NEFMC Council Meeting, Danvers, MA
30-Oct 2	NC Seafood Festival, Morehead City, NC

October

1-6	World Seafood Conference, Washington, DC
1	Harbor Day at the Docks, West Ocean City, MD
2	Coast Day, Lewes, DE
5-7	National SSC Meeting, Williamsburg, VA
10	Columbus Day
11-13	MAFMC Council Meeting - Galloway, NJ <ul style="list-style-type: none"> • Adopt Dogfish Specifications for 2012 (and beyond) • Approve SSC's multi-year research priority recommendations • Review DEIS and select preferred alternatives for Amd 15 to Surfclam/Ocean Quahog FMP • Review black sea bass alternatives considered in AMD 17 to the Summer Flounder, Scup, Black Sea Bass FMP
TBD	Squid, Mackerel, Butterfish Amendment 14 Public Hearings

November

TBD	Subgroup meeting to assess data collection needs regarding SC/OQ Amendment 15
7-10	ASMFC 70 th Annual Meeting - Boston, MA
11	Veterans Day
15-17	NEFMC Council Meeting - Newport, RI • Adopt Dogfish Specifications for 2012 (and beyond)
17	Monitoring Committee and Industry Advisors Meetings for Summer Flounder, Scup, Black Sea Bass Recreational Specifications
24	Thanksgiving
29-Dec1	New Council Member Training, Silver Spring, MD

December

1	New Council Member Training (cont'd), Silver Spring, MD
4-8	State of the Gulf Summit, Houston, TX
5-9	SAFMC Council Meeting, Raleigh, NC
13-15	MAFMC Council Meeting - Williamsburg, VA • Adopt Summer Flounder, Scup, Black Sea Bass Recreational Specifications for 2012 • Approve final measures for Spiny Dogfish AMD 3
25	Christmas Day

Likely FMP Amendments/Frameworks for 2011:

- * Amendment 15 to Surfclam/Ocean Quahog FMP
- * Amendment 3 to Spiny Dogfish FMP
- * Amendment 14 to Squid, Mackerel, Butterfish FMP
- * Amendment 17 to Summer Flounder, Scup, Black Sea Bass FMP

FMPs with Outstanding SFA Disapprovals Requiring Corrective Action:

- * Amendment 1 to Bluefish FMP - EFH gear impacts, port descriptions, *de minimus* status

Mid-Atlantic Fishery Management Council Specifications

(as of June 2, 2011)

Fishery Management Plans	2011				2012				2013			
	Council Approved	Specs Package Submitted	NMFS Proposed Rule	NMFS Final Rule	Council Approved	Specs Package Submitted	NMFS Proposed Rule	NMFS Final Rule	Council Approved	Specs Package Submitted	NMFS Proposed Rule	NMFS Final Rule
Summer Flounder, Scup, Black Sea Bass	08/18/10 12/15/10	10/01/10 ^b 02/17/11	11/17/10 04/21/11	12/28/10								
• Commercial												
• Recreational												
Squid, Mackerel, Butterfish	06/09/10	07/19/10	11/17/10	02/14/11								
Dogfish	10/13/10	01/28/11	03/17/11									
Bluefish	08/18/10	11/29/10	01/14/11	03/31/11								
Surfclam, Ocean Quahog	12/27/10 ^a											

^a Final rule applies for surfclam and ocean quahog fishing years 2011, 2012, and 2013.

^b Supplement to the package with recommended scup TAC increase to NMFS 01/26/11.

Mid-Atlantic Fishery Management Council
Status of FMPs, Amendments and Frameworks
(as of June 2, 2011)

FMP/Amendment	Date Approved by Council	Lapse	Date submitted to NMFS/NERO	Lapse	FR Notice of Plan Availability	Lapse	Proposed Rule Publication Date	Lapse	Plan Approval/Disapproval Letter	Lapse	Final Rule Publication Date
Squid, Mackerel, Butterfish Amendment 10	10/16/08	14	10/30/08	257	07/14/09	50	09/03/09	34	10/07/09	155	03/11/10
Squid, Mackerel, Butterfish Amendment 11	10/13/10	82	01/03/11								
Squid, Mackerel, Butterfish Amendment 14											
Surfclam and Ocean Quahog Amendment 15											
Dogfish Amendment 3											
Omnibus Amendment (ACL/AM)	08/17/10	62	10/18/10	217	5/23/11						

"Lapse" is the amount of time in days from Council approval to column-heading action.

2012 Council Meeting Schedule

February 14-16, 2012:	Hilton Virginia Beach Oceanfront 3001 Atlantic Avenue Virginia Beach, VA 23451 757-213-3001
April 10-12, 2012:	The Sanderling 1461 Duck Road Duck, NC 27949 252-261-7743
June 12-14, 2012: -	Hilton New York 1335 Avenue of the Americas New York, NY10019 212-586-7000
August 14-16, 2012:	Marriott Courtyard Philadelphia Downtown 211 N. Juniper Street Philadelphia, PA 19107 215-496-3200
October 16-18, 2012:	Ocean Place Resort One Ocean Blvd. Long Branch, NJ 07740 732-571-4000
December 11-13, 2012:	The Pier 5 Hotel 711 Eastern Avenue Baltimore, MD 21202 410-539-2000

Moore, Christopher

From: Coakley, Jessica
Sent: Thursday, June 02, 2011 12:07 PM
To: Kelliher, Peter; Michael Ruccio (Michael.Ruccio@noaa.gov); Stevenson, David; Thompson, Sarah; Scott Steinback (ssteinba@mercury.wh.who.edu); Montanez, Jose L.
Cc: Darcy, George; Moore, Christopher
Subject: Specifications Concision Workgroup
Attachments: Spec document requirements.docx; Why I think each of these sections are included in the SFSCBSB Specifications Package.docx; SFSCBSB EA-IRFA 2010-11-01.doc

Hello Mike, Jose, Dave, Sarah, Peter, and Scott,

Welcome to the Specifications Concision Workgroup! This workgroup will start with an examination of the Summer flounder, Scup, and Black Sea Bass (SFSCBSB) Specifications Package for efficiencies, and then apply those "lessons learned" to all the MAFMC packages. Fortuitously, all the people on this workgroup are familiar with the SFSCBSB package. This is a great opportunity to make specs documents more concise, efficient, and more readable for the public (a big presidential initiative). The process each year of prepping the package is rushed, where the idea of "is it good enough to get through" prevails (in both prep and review). This is the chance to make some improvements.

I had an interesting discussion with Mike and Jose about the specifications documents yesterday. We talked about how the specifications packages have evolved from the first one, and how it looks kind of like something between a FMP framework and an FMP amendment, but the starting and purpose for specifications actions are different than most other FMP actions. This process now starts with an SSC ABC recommendation (with all the derivatives of management measures thereafter) and ends with the FONSI. I started thinking about how we may need to overhaul the structure in a way that follows a more logical progression, and by doing so this may eliminate a lot of redundancy in the various sections by trying to retain the same approach across all action types (and having to repeat things in multiple sections). My point is to be creative, open-minded, and let's build a final package that is more efficiently designed and structured to serve its specific purpose.

Attached are the following:

1. 2011 SFSCBSB specifications package – our starting point.
2. Table of Contents from Specs - highlights why I personally think each section is there. It's clear the document already contains all the required elements, but it's helpful to look at the TOC alone and think about how structurally the document could be made more efficient.
3. CEQ regs on EA requirements – really no guidance on specs actions nationally that is any different from any other EA.

I'm asking all of you to start working on this somewhat independently for the next month, but don't wait until the day before we meet. Read the document cover to cover and develop some concrete ideas on where efficiencies can be made. There may be gains in structure, eliminating redundancy, eliminating non-required elements, incorporating by reference. Don't merely focus on your elements of expertise, look at it all. Think about required versus "helpful" components of the document. You can call me, Mike, email reply to all with ideas or questions, go down the hall and chat with workgroup members, whatever it takes. If you have time to develop examples or rework sections to share with the group, go for it. Be prepared to participate in a webinar in mid-July where we will pull up the document and go section by section and discuss.

This is the expected timeline (I anticipate we will have 2 webinars leading up to September):

June-Mid-July: Work independently, or in small groups to find efficiencies and develop ideas.

Mid-July Webinar: Begin overhaul of SFSCBSB specifications; share ideas, make changes on the fly or note what needs to be done. Develop divide and conquer strategy with team.

End of July–End of August: Work to develop final product.

End of August Webinar: 2010 Specifications planning webinar; discuss/review final SFSCBSB product (ready to be updated for 2012 specs).

End of September: Submission of package, final-final point of review of SFSCBSB product as applied to 2012 specs.

October: Begin looking at other packages. Need to do bluefish first, then SFSCBSB rec specs, and others to follow. My goal is to get to September with SFSCBSB specs, and then figure out next steps with the workgroup for other packages.

Please let me know your availability for this first webinar sometime between July 7 and July 19 by following the link below. We'll plan to start the webinar at 9:00am and go as long as we need to.

<http://doodle.com/kiznvxbizf8yf9i>

Looking forward to working with you all!

Jessica

Jessica Coakley, Fishery Plan Coordinator
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Draft Action Plan (as of 5/31/2011)
for the MAFMC
Advisory Panel Governance Review Working Group

Advisory Panel Committee Membership: Steve Linhard, Howard King, Jack Travelstead

Staff Assigned: Jessica Coakley

Objective of Action: Review and revise methods for populating and maintaining Council advisory panels for each of the Council managed fisheries; ensure diversity of interest are represented on these committees such that the Council receives representative and informative advice from its panels on fishery management actions.

Issues for Consideration:

Advisory Panel Breakdown:

- Current panel breakdowns by species/FMP are Bluefish, Black Sea Bass, Dogfish (joint-MAFMC lead), Monkfish (joint-NEFMC lead), Squid-Mackerel-Butterfish, Summer Flounder, Surfclam-Ocean Quahog, and Tilefish. There is also a Protected Resources Advisory Panel and Law Enforcement Advisory Panel.
- *Issue:* Current panels are divided by species for Summer flounder, Scup, and Black Sea Bass (SFSCBSB) Committee's and FMP for all others. SFSCBSB panels are typically jointly convened together or consecutively for FMP actions which often causes confusion as to which advisor sits on which panels.
- *Possible solution:* Consolidate the Summer Flounder, Scup, and Black Sea Bass into a single FMP-based panel, and develop panel composition criteria to ensure all three fisheries are well represented.

Composition/Representativeness:

- Panel composition is not representative of all interested groups.
- *Issues:* Not all groups that are in the Council region are well represented on the panels. Some panels may be imbalanced by region, fishing sector (recreational/commercial), recreational sub-user group (private recreational angler versus party/charter), commercial sub-user groups (processors, gear types), or conservation groups.
- *Possible solution:* Identify number of positions on each panel which fit certain criteria. For example, identify the maximum (or minimum) number of position from states or from sectors, e.g., 5 seats for the commercial fishery and 5 for the recreational. Must identify what groups need representation for each panel.

Appointment and Maintenance of Panels:

- Appointments by Council Chair (based on Council member nominations) are occasional and ad hoc.
- *Issues:* Panel members often retire/die without any notification - just stop attending meetings. Many panels have limited membership (<5 individuals) which may limit participation and advice. No standard process for determining if panel members wish to continue to participate.

- *Possible solutions:* Send letters to all existing panel member asking if they wish to sit on panel starting under a new 2-year term. Alternatively, dissolve all panels and start with a clean slate. All panel member terms will be tracked in a spreadsheet. At end of term, letter sent to determine if individual wants to remain on panel. Mid-term vacancies can be filled for the remainder of term (as described in SOPPs). Council members asked to more actively nominate members for the panels; approach states not represented to identify/nominate next panel members.

Alignment of ASMFC and MAFMC panels:

- Advisory panels for Summer flounder, scup, and black sea bass are convened jointly and advice delivered to ASMFC and MAFMC simultaneously.
- *Issues:* Confusion among panel members as to which organization panels they belong and how best to provide advice.
- *Possible solutions:* Create a single joint panel. Council members and/or SFSCBSB Board Members may nominate panel members only when convened under joint rules in August or December. Common application/common criteria for joint advisory panels. Both the Council chair and SFSCBSB or Bluefish Board chair must agree to appointments.

SOPPs Section 3 and Fishing Industry Advisory Committee:

- No such overarching advisory panel exists, only FMP or species based. Panels are used to provide advice on both specifications and amendments, as needed.
- *Issues:* SOPPS imply an overarching Fishing Industry Advisory Committee for FMP development and amendments, which differs from advisory panels.
- *Possible solutions:* Create a Fishing Industry Advisory Committee. Alternatively modify SOPPs to remove section 3 which seems redundant to section 2 (a).

Timeline:

Action	Date
First meeting of workgroup (conference call)	June 10, 2011
Develop guidance document, develop supporting materials (i.e., SOPP draft language, draft advisor application, etc.); workgroup meetings if needed by conference call or webinar to provide additional guidance	July-October 2011
Workgroup reviews materials (webinar)	November 2011
Provide materials in briefing book to Council for consideration at Council meeting; if no changes, finalize.	December 2011
If changes required, revise.	January 2012
Finalize Advisory Panel Governance and Procedures	February 2012

Council SOPPS (excerpts):

2. Advisory Panels. Advisors shall be appointed as needed to assist the work of the Council and will ordinarily be named to work with a particular Council committee. Such advisors will constitute Advisory Panels as required by Section 302(g)(2) of the Magnuson - Stevens Act.

a. Objectives and Duties. When requested by the Council, through the Council Chair or the Executive Director, Advisory Panels shall:

(1) advise the Council on the assessments and specifications contained in each fishery management plan for each fishery within the Council's geographical area of concern, with particular regard to: (1) the capacity and the extent to which the fishing vessels (commercial and recreational) of the United States will harvest the resources considered in fishery management plans, (2) the effect of such fishery management plans on local economies and social structures, (3) potential conflicts between user groups of a given fishery resource, (4) the capacity and the extent to which United States fish processors will process that portion of an optimum yield harvested by United States fishing vessels, and (5) enforcement problems peculiar to each fishery with emphasis on the expected need for enforcement resources;

(2) advise and/or prepare comments for the Council on (1) fishery management plans or amendments thereto during preparation of such plans or amendments by the Council, and on (2) fishery management plans prepared by the Secretary and transmitted to the Council for review;

(3) advise the Council on current trends and developments in fishery matters; and

(4) perform such other necessary and appropriate advisory duties as may be required by the Council to carry out its functions under the Act.

Advisory Panel members shall attend Council meetings and public hearings on fishery management plans and amendments thereto as authorized by the Council Chair.

b. Members

(1) Advisory Panel members shall be nominated for membership by the fishing community (vessel owners or operators, dealers, processors, associations, clubs, or themselves), be recommended by the appropriate Council committee, and be appointed by the Council Chair. Advisory panel members shall be appointed by the Chairman for a period of two years, and may be reappointed at the pleasure of the Chairman. Vacancy appointments shall be for the remainder of the unexpired term of the vacancy.

(2) Advisory Panels shall be composed of persons who are either actually engaged in the harvesting or processing of, or are knowledgeable and interested in the conservation and management of, the fisheries to be managed. Advisory Panels shall also reflect expertise and interest from the standpoint of geographical distribution, industry and other user groups, and the economic and social groups encompassed in the Council's geographical area of concern.

(3) Advisory Panel members shall be notified of meetings at least 10 days in advance of each meeting. Advisory Panel members who cannot attend a scheduled meeting shall advise the Executive Director.

c. Administrative Provisions. The Council shall pay the actual expenses of the members of the Advisory Panels, in accordance with controlling law, while engaged in the performance of Council business.

3. The Council shall establish and maintain a fishing industry advisory committee which shall provide information and recommendations on, and assist in the development of, fishery management plans and amendments to such plans. Appointments to this committee shall be made in such a manner as to provide fair representation to commercial and recreational fishing interests, and to conservation and environmental organizations in the geographic areas of authority of the Council. The Committee or subcommittees of the Committee shall meet at the call of the Council Chair.

Zubin Bamji

1910 Lansdowne Way, Silver Spring, MD 20910
Telephone: 301-461-1342 ▪ Email: zbamji@aol.com

SUMMARY

- Senior public affairs, communications, and outreach professional with 20 years experience managing corporate, non-profit, and federal government agency brands.
- Proven success developing and implementing large strategic communications, media relations, and public affairs campaigns that achieve measurable results.
- Strong crisis communications experience; ability to develop comprehensive, proactive (and response) plans on short notice and for significant or controversial issues.
- Over 20 years experience: news releases, presentations, opinion-editorial columns, speeches, letters, collateral materials (i.e. annual reports), technical papers, policy papers, fact sheets, talking points, copy for Web sites, creative writing, etc.

PROFESSIONAL EXPERIENCE

Senior Communications Officer

National Oceanic & Atmospheric Administration (NOAA), Washington, DC; 3/2009 - present

- Responsible for creating, developing, and implementing a variety of communications and public affairs programs, strategies, and initiatives for the agency in partnership with regional offices, external partners, stakeholders, and constituents.
- Asked by Assistant Administrator to lead, develop, and manage NOAA's National Enforcement Summit and communications strategies related to natural resources management policies, enforcement, and compliance programs.
- Write regular opinion/editorial columns for NOAA Assistant Administrator, often on controversial agency policies and initiatives.
- Experience managing and responding to Freedom of Information Act (FOIA) requests and inquiries from external stakeholders/constituents.
- Responsible for developing and launching public education campaign (FishWatch) on seafood sustainability, fishery management, and marine natural resource policies.
- Develop Web site content, annual business report, fact sheets, direct mail pieces, brochures, news releases, and other collateral materials.

NOAA is a federal agency focused on regulation and stewardship of the nation's oceans, coasts fisheries, climate, and atmosphere.

Director of Marketing & Communications

The Security Industry Association, Alexandria, VA; 7/2005 - 2/2009

- Responsible for developing all public affairs, communications, marketing/branding campaigns in order to communicate unified, consistent, organization and industry mission and goals.
- Established and maintained strong relationships with industry media, a variety of stakeholders, constituents, and public interest groups in order to effectively communicate Association's goals, priorities, initiatives, legislative activities, etc.
- Provided strategic counsel and recommendations to CEO and organization's Board of Directors, industry leaders, external partners, and stakeholders.

-more-

- Responsible for acquiring, building, developing, and maintaining entire content management system (constituent database) and stakeholder/constituent relationship management programs.
- Responsible for conceiving, developing, building, and maintaining three new Web sites for the Association and broader industry.

The Security Industry Association globally represents over 400 manufacturers, integrators and service providers of electronic and physical security.

Brand Communications & Marketing Officer

The American Red Cross, Washington, DC; 3/2004 – 6/2005

- Planned, designed, and supervised marketing campaigns and policies, programs, and procedures.
- Provided strategic communications counsel, high-level coordination, integration, and consistency of organization's messages/brand with policy and direction from senior leadership.
- Conceived and developed comprehensive Customer Relationship Management (CRM) program to communicate organization's mission and attract a new generation of volunteers and supporters.
- Communicated and collaborated with external partners, including federal agencies, corporate entities, and other non-government organizations in order to communicate key messages on disaster preparedness and emergency response.

The Red Cross provides relief to victims of disasters, helps people prepare for and respond to emergencies, and delivers blood products and patient testing services. It is the most widely recognized non-profit brand in the world.

Director, Communications & Brand Management (promoted from Senior Brand Manager)

National Public Radio (NPR), Washington, DC; 12/1999 – 2/2004

- Responsible for developing, integrating, and implementing all public affairs and communications campaigns to reposition organization and attract younger, more diverse audiences.
- Part of senior management team that presided over biggest audience increases in NPR history; accomplished through comprehensive communications strategy in partnership with stations (affiliates) across the nation.
- Led the establishment of licensing programs/strategies, partnerships (National Geographic, Delta Airlines, Microsoft), and cooperative agreements to leverage resources and extend the NPR brand.
- Established and maintained strong relationships with media, key officials, stakeholders, industry representatives, constituents, and community groups.
- Developed a wide variety of collateral materials, including press releases, presentations, annual reports, brochures, fact sheets, Web content, etc.

NPR is an independent, non-profit corporation that produces and distributes programming to more than 800 radio stations in the US and more than 50 countries worldwide.

Account Supervisor (promoted from Account Manager and Senior Account Manager)

Ogilvy PR Worldwide, Washington, DC; 10/1997 – 12/1999

- US Department of Transportation's National Highway Traffic Safety Administration (NHTSA): developed and implemented extensive nationwide public affairs (education) program on impaired driving; partnered with a variety of non-government organizations and corporations.
- Federal Emergency Management Agency (FEMA) United States Fire Administration (USFA): conducted nationwide media relations campaigns on residential fire safety and prevention.
- US Airways: conducted all media relations and event planning for launch of new low-fare airline.
- GPI (trade association of glass container manufacturers): responsible for all public affairs, strategic planning, marketing/branding campaigns, and legislative initiatives.

Ogilvy PR is a top-5 communications and public affairs firm with over 160 offices worldwide.

Director of Media & Public Relations, The Gillespie Agency; Columbia, SC; 1994-1997

Columnist/Writer, *Free Times*, weekly publication distributed in GA, NC, SC; 1986-1992

EDUCATION

Master of Mass Communications (MMC) – *Public Affairs*

College of Journalism & Mass Communications, University of South Carolina, 1991.

Master's Thesis: Communications Speech and the First Amendment – a legal analysis of constitutional protections.

Bachelor of Science (BS) – *Marketing, Management*

College of Business Administration, University of South Carolina, 1989.

- Certificate of High Academic Achievement
- Dean's List.

AWARDS, HONORS, & INTERESTS

- US Chamber of Commerce International Policy Committee (by invitation-only), 2007-2009.
- President's Award: Top employee award from Ogilvy PR Worldwide corporate office, 1998.
- Feature interview/profile in *Chief Marketing Officer* Magazine, 2004; with CMOs from Charles Schwab, Cisco, monster.com.
- Serve on Council of Advisors to e-Rainmaker reputation management and communications firm.
- Addy Award: NPR-National Geographic print advertising campaign, 2002.
- Silver and Bronze Anvil, Mercury Awards for communications and public affairs campaigns.
- Interests: National Press Club member, World Affairs Council member, Adult Illiteracy Program Volunteer, Professional Association of Dive Instructors (PADI) certified.

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