

EXPERIENCE IN CONTENT MANAGEMENT AND PRODUCTION

Freelance Writer, Editor and Graphics Designer.....2000-present

- clients: UC Davis Tahoe Environmental Research Center, Catholic University of America, The Leonardo, CyberEd, Inc., Eovia, Inc., US Bureau of Reclamation
- audio-visual productions, reports, press releases, brochures, web sites, study guides, grant proposals

Web Project Manager.....1999

- contractor to Intel, Inc.
- budgeting, architecture, design, and production of corporate intranet web sites

Web Producer.....1999

- contractor to Autodesk, Inc.
- design and production of web site for debut of AutoCAD Map 2000

Web Consultant/Producer.....1997-1998

- subcontractor to U.S. Bureau of Reclamation contractor
- content developer for “WaterLearn” virtual visitor center

Video Producer, Writer, Designer, Director, Actor

- roles in plays, commercials and TV productions, Salt Lake City.....1991-92
- "Flights of Imagination" video, Meteor Crater, AZ.....1984
produced, wrote, designed, directed and narrated;
Won national JVC Professional Video award
- "Northland Traveler," cable, Flagstaff, AZ.....1983

Publisher, National Parks Scenic Posters.....1971-78

- from own photographs, of Zion, Bryce, Grand Canyon, Lake Powell

Newspaper Reporter, Free Lancer

- wrote full page retrospective for *LA Times* Sport section on 1932 Olympics....1981
- general assignment and environmental reporter, *Idaho Falls Post Register*....1969
- curriculum writer, *National Environmental Education Development*.....1969
- free lance environmental writer, *Sacramento Bee*.....1968

EXPERIENCE IN BUSINESS AND MARKETING ANALYSIS

Marketing Manager.....1998

- for ReserveAmerica, Inc., a federal and state campground reservation provider
- marketing plan, client relations, web-site, brand creation, print collateral
- conceived the re-branding from ParkNet to ReserveAmerica and ReserveUSA

EXPERIENCE PROVIDING EDUCATION AND TRAINING

- Visualization Consultant.....2003-2006
 - for the Utah Science Center
 - graphical expressions of concepts to aid facility and program decisions

- Study Guide Writer and Designer.....2002-04
 - contractor to CyberEd, Inc., a Plato company
 - created text, graphics and format for science study guides to accompany published CD-ROM lessons

- Writer/Designer, Computer-based Instruction Curricula.....1993
 - on contract to Wasatch Education Systems

- Interpretive Trainer.....1978
 - on contract to NPS, California Department of Parks and Recreation
 - conducted workshops in non-verbal interpretation (mime) for park interpreters

- Environmental Curriculum Writer.....1967
 - for National Park Service, through UC Davis
 - National Environmental Education Development (NEED)

EXPERIENCE PROVIDING INTERPRETIVE PRESENTATIONS

- Volunteer Docent, Tahoe Environmental Research Center..... Summers, 2008-09
 - conducting tours of the exhibits and the L.E.E.D. Platinum facility
 - developing 3D visualization capabilities for public presentation

- Reclamation Guide, Hoover Dam1994-96
 - guided regular and VIP tours of the dam and powerhouse
 - staffed information desk, introduced exhibits

- On-Air Television Weathercaster and Weather Graphics Designer/Producer
 - KTVX (ABC), Salt Lake City, UT, weekday a.m. news.....1990-1991
 - KNSD (NBC), San Diego, CA, weekend news.....1986-1987
 - KDRV (ABC), Medford, OR, weekday prime.....1985-1986
 - KTVK (ABC), Phoenix, AZ, weekend news & film reviewer.....1984

- National Park Service Seasonal Interpretive Naturalist
 - Bryce Canyon National Park, UT.....1968
 - Zion National Park, UT.....1978

EXPERIENCE PROVIDING VISITOR SERVICES AND HOSPITALITY

Sundance Film Festival ticket agent.....2005 to 2008

- for Sundance '06, '07, '08 as call center agent and box office agent
- fulfilling pass/package orders by phone, selling tickets in person
- furnishing information about films and the festival

Salt Lake Convention and Visitors Bureau representative.....2005 to 2009

- served many different conventions as registration and directional staff
- provided tourism information about Salt Lake City and surroundings
- for some conventions, provided PowerPoint upload (and repair) for speakers

EXPERIENCE IN STRATEGIC PLANNING

GIS Promoter and Facilitator.....1997

- for Tahoe Center for a Sustainable Future
- grant proposal to EPA for community outreach using web-based GIS

Visitor Center Business Process Reengineering Team1994-96

- for Hoover Dam, US Bureau of Reclamation
- Program team leader, writer and presenter

Administrative Assistant, California State Senate.....1970, 1974

- to State Senator Arlen Gregorio, San Mateo County
- developed legislation, organized subcommittee hearings

SPECIALIZED CREDITS

Stephen Covey Leadership Course (National Park Service).....1994

High Performance Team Training (Hoover Dam Quality Office).....1995

Reengineering Training (2 sessions conducted by Michael Hammer).....1995

Graduate Record Exam (GRE), combined score: 2180 (800 verbal).....1991

HIGHER EDUCATION CREDITS

University of California, Berkeley.....1962-66

Bachelor of Arts, Honors, GPA 3.4
major in geophysics, minor in geography

University of California, Berkeley.....1968-69

Graduate School of Journalism, 25 units, GPA 3.7
major in science journalism, minor in environmental science

Graduate Course in Communication (U. of Utah, 4 units, GPA 4.0).....1991

Water Resources Management (U. of Nevada, Las Vegas, 9 units, GPA 4.0).....1996