

**EXPERIENCE SUMMARY**

Becky has over 22 years experience as a public information and education specialist in the areas of natural resources and environmental health. Outreach projects include everything from childhood asthma to waste reduction and recycling; resource assessment and monitoring to public involvement planning.

**EXPERTISE**

Public Participation  
Risk Communication Strategies  
Resource Education Methods  
Grassroots Fundraising Strategies  
Print & Web Content Development  
Strategic Plan Implementation Development  
Citizen Monitoring Program Development  
Conservation Organization Development

**CERTIFICATIONS**

International Association for Public Participation

Forest Industry Safety & Training Alliance;  
Basic Chainsaw Safety

**EDUCATION**

B.A., Spanish Cultural Studies; International Resource Management, 1992  
UW-Stevens Point

**SELECT PROFESSIONAL DEVELOPMENT**

US EPA Watershed Academy – Clean Water Act Webinar Series  
WI DNR, UWEX, RAW Partnership – Stream Leaders Conference  
National River Network – River Rally Representative  
US Fish & Wildlife – Midwest Wildlife Conference  
Society for Technical Communications – Writing for Magazines  
US EPA – Risk Communication and the Safe Drinking Water Act  
WI DNR – Perceptive Communications  
WI DNR – Perceptual Thinking Patterns  
WRWA – Small Public Water Systems  
WI DNR – Introduction to the Natural History Inventory System  
USDA, FSA – Agricultural Program  
Training Haak Family Farm – Co-Owner

**CURRENT COMMUNITY SERVICE**

Dane County Economic Development  
Dane County Food Council  
Citizen-Based Stream Monitoring

**SELECTED PROJECT EXPERIENCE**

**Upper Sugar River Watershed Association – Mt. Horeb, WI  
Executive Director**

- Balanced water resources advocacy with impartiality of organization’s mission, while representing USRWA on county, regional and national levels
- Quadrupled volunteer numbers via wide-range of recruitment and retention activities
- Doubled program income and activities through member outreach, grant-writing, and program tracking
- Developed multiple complimentary programs to fulfill strategic planning goals

**WI Department of Natural Resources – Madison, WI  
Communication Specialist/Public Information Officer**

- Coordinated Safe Drinking Water Act Communications
- Advised, organized and assessed staff on local and state media contacts; developed related speaking points

**Children’s Health Alliance of WI – Milwaukee, WI  
Project Coordinator**

- Developed statewide communication plan for children’s health issues, including first-time Web site content
- Coordinated all print material development for multiple health programs.

**Keep Greater Milwaukee Beautiful – Milwaukee, WI  
Education Manager**

- Maintained for environmental education resource center; including recruitment, training and supervision of seasonal staff
- Represented mission on the “Be SMART” Coalition

**Milwaukee Public Museum – Milwaukee, WI  
Exhibit Interpreter/Educator**

- Engaged museum visitors within butterfly vivarium
- Engaged & supervised children during overnight program