

Jeff Morris

Management and Communications Professional
P.O. Box 1998, Weaverville, CA, 96093
(530) 355-9880 • jeffconnection@gmail.com

- Significant leadership experience in both public & private sectors
- Exceptional team management in contractual and collaborative contexts
- Record of success in achieving complex objectives within extremely challenging timelines
- Articulate and analytical with a results oriented focus
- Skilled in building effective rapport with clients, teams and stakeholders

Communications, Management and Policy Consultant (April 2009 – Present)

Recent Clients Include:

Communications Director, Climate Solutions University (May 2010 – Present)

On-line campus that provides training to rural forested communities to develop locally focused climate adaptation plans and strategies.

- *Messaging, New Media, Community Recruitment* – Worked with a small talented team to successfully identify the key selling points of the organization and completely reworked the online presence and communications strategy, resulting in a successful nationwide recruitment for new participating communities.
- *Community Advocacy / Coaching* – Successfully leading 2011 participating communities through a thorough risk assessment of forest, water and economic risks that will result in a locally focused climate adaptation plan.
- *Key Project for 2011* - Working with The Nature Conservancy to build linkage from local climate adaptation analysis to federal policy legislative and administrative actions.

Project Lead, Renewable Energy Strategy Analysis (Aug 2010 – Present)

Project lead for the development of a small-scale renewable energy strategy for the North Coast Integrated Regional Water Management Planning area (7 counties in Northern California)

- *Information Review and Analysis* – Reviewed literature and collected relevant sector data including watershed health/quality/quantity, ecosystem health, GHG emissions, economic development and equity, policy/legislation, technical issues, market and regulatory framework.
- *Networking and Consultation* – Worked with small team in extensive networking process that included consultations with numerous state and federal agencies, local governments, private industry and NGO contacts.
- *Strategy Development* - Synthesized the above information to provide local, state and federal decision makers with a viable path for ecologically sustainable biomass energy development that also facilitates local equity and economic stability.

Energy Policy and Management (April 2009 - Present)

- *Legislative Policy Analyst* - Worked with coalition of rural citizens, non-profits, advocacy organizations, elected officials and legislative staff in developing language to enhance rural equity provisions of California's Public Goods Charge on energy.
- *Lead Consultant, Electric Grid Integration* - Successfully managed integration of a small hydroelectric resource (1.3 mW) into Cal ISO system. Included successful negotiation and contract with end of line power customer totaling \$ 14,000,000 over 20 years.
- *Project Lead, Electric Vehicles and Charging Stations* - Developed EV marketing and operations plan for a public utility focusing on public agency fossil fuel vehicle replacement. Companion charging station network plan development included collaboration with Northern California RC&D Councils and CSU Chico Institute of Sustainability.

Local Elected Official and Statewide Committee Chair (2005 – 2009)

Committee Chair, California State Association of Counties (2005 – 2009)

- *Co-Chair, Climate Change Task Force (2007)* – Recruited by CSAC to lead extremely diverse group of stakeholders to develop a landmark statewide climate change policy for all 58 of California's counties. Driven by California's Global Warming Solutions Act of 2006, this task force was created to develop effective policy while accounting for the unique challenges of all California's counties, urban, suburban and rural. Included interaction and high-level negotiations with the State Attorney General, representatives from the Governor's office, the California State Legislature and a wide variety of stakeholders from the public and private sectors. This policy had significant land use, forestry and other natural resource related implications, especially for rural jurisdictions.
 - *Chair, Agriculture and Natural Resources Policy Committee (2007)*
 - *National Association of Counties, Green Government Advisory Board (2007-2008)*

District 2 Supervisor, Trinity County Board of Supervisors (2005 – 2009)

Key Achievements include:

- *Weaverville Community Forest* – Member of the steering committee that developed this award-winning (Department of Interior - Partners in Conservation Award, 2009) stewardship agreement via the Bureau of Land Management, allowing sustainable harvesting of local timber resources in a pilot 1,000-acre program. Facilitated collaboration between the local timber industry and environmental interests, with strong outreach to local community members. The project's success has expanded to an additional 12,000 acres of adjoining United States Forest Service land within the Weaverville basin.
- *Trinity Hospital* – Recruited by California State Assembly member Patty Berg to save stalled negotiations between the County of Trinity and the Trinity Public Utilities District who were attempting to form a Joint Powers Authority to manage the hospital during its 18-month transition to an independent health care district. Successfully reestablished trust and moved the necessary agreements forward all the way through a successful district formation and tax measure approved by the local electorate. This process also required multiple pieces of special legislation, hands-on management of hospital organization and consistent management of media relations.

Business Operations / Marketing

Sales and Operations Director, Red Dirt Music (1996 – 2006) - Start-up music retail and distribution enterprise. Responsible for market analysis, physical plant, operations, staff management (locally and remotely). Sold retail branch of operation in May 2006.

Regional Advertising Executive, Tower Records (1989 – 1996) - Developed successful strategies for major-market advertising utilizing all forms of media and implementing innovative cross marketing programs with budgets above \$1m. Included coordination of high profile media campaigns with major artists.

Education / Skills / Interests

Great Valley Institute – Leadership for the 21st Century Executive Training (August 2005)
California State University Sacramento (1986 –1989)
Rotary Foreign Exchange Student, Brazil (1985 – 86)
Proficient in MS Office and most Web 2.0 tools, SEO, Analytics, content management, etc.
Semi-fluent in Portuguese, interest in economics, hiking, music performance

Awards

2009 U.S. Department of Interior Partners In Conservation Award, Wvl Community Forest
2008 CSAC Circle of Service Award, Climate Change Policy Development
2007 CSAC Challenge Award, Trinity Hospital Transition