

JOHN MICHELS

WORK EXPERIENCE

Greater Memphis Chamber of Commerce, Greenprint Coordinator **04/2015-present**

- Produced a \$278 million funding proposal for a 250-mile green infrastructure and bicycle-pedestrian network within Shelby County, based on the award-winning Mid-South Regional Greenprint and Sustainability Plan.
- Worked with Memphis-area CEOs and business leaders to refine Greenprint implementation strategy at quarterly meetings of the Chamber's Chairman's Circle Committee to 'Advance Green Space for Citizens and to Retain Talent.'
- Lobbied local governments on adoption of the Greenprint Plan; resolutions were passed in all 22 jurisdictions. Unanimous regional adoption strengthened Shelby County's application to HUD's National Disaster Resilience Competition, for which the County received a \$60.4 million grant.
- Organized research trips to St. Louis, MO; Houston, TX; and Atlanta, GA, to investigate administrative and funding strategies successfully utilized for the implementation of other regional green infrastructure plans. Memphis partners gained advice from strategists, advocates, leaders, and lobbyists during 2 days of informational meetings and site tours in each city.
- Managed all Greenprint-related public outreach and communications; authored press releases, newspaper articles, monthly e-newsletters, and performed live interviews on radio and television.
- Created and hosted biannual Greenprint Summits, bringing together dozens of organizational partners and hundreds of Mid-South residents, to celebrate the implementation progress of the Greenprint. Summits have featured national keynote speakers and panels of local experts.

American Hiking Society, Director of Communications and Trail Programs **01/2012-04/2015**

- Promoted from Manager to Director of Communications and Trail Programs in January 2014.
- Led national outreach to Federal and State agencies, trail and recreation clubs, national non-profits, and outdoor retailers to host outdoor recreation and trail stewardship events for National Trails Day 2012-2014, increasing total number of registered activities by up to 10% annually.
- Managed the development, distribution and maintenance of all print and electronic media for members and stakeholders. Served as chief editor for quarterly member newsletters, annual reports and program reports. Changing newsletter formats and internalizing the design responsibilities drastically reduced publication costs by 65% (a savings of over \$7,000 per issue).
- Collaborated with Development Director to produce sponsorship deliverables, and to develop new strategic partnerships and fundraising opportunities for American Hiking Society.
- Led project management for new company website. Successful Implementation resulted in robust site management capabilities, increased potential for stakeholder interaction and donor solicitation, with the benefit of annual cost-savings around 25%.
- Modernized the National Trails Fund competitive grant program to an online application process and streamlined application review. Led the application and evaluation processes in 2012-2014.

INTERNSHIP & VOLUNTEER EXPERIENCE

The Wilderness Society, Conservation Funding Policy Intern **02/2011-06/2011**

- Assembled and formatted the annual Green Budget Report: the document contains leading environmental organizations' Federal budget recommendations for fiscal year 2012.

WWOOF France , Organic Farming Volunteer	10/2010-12/2010
The Smith-Free Group , Policy Intern	06/2010-09/2010
- Tracked legislation and prepared memos and hearing reports on issues related to intellectual property, securities and investor fraud, Internet piracy, oil spill response, and more.	
Lake George Association , Watershed Steward	05/2009-08/2009
Jeff Gowdy Sustainability Consulting , Research Intern	05/2008-08/2008
Kilowatt Ours Documentary, Energy Efficiency , Research Intern	05/2008-08/2008

EDUCATION

Vanderbilt University , BA: Economics, Environmental Public Policy	08/2006-05/2010
UC Berkeley, College of Environmental Design , Summer Institute: Architecture	06/2011-08/2011

SKILLS & INTERESTS

- Member of The Wilderness Society, The Nature Conservancy, American Hiking Society, and Shelby Farms Park Conservancy.
- Expert in Graphic Design: Adobe Creative Suite: InDesign, Illustrator, Photoshop
- Expert in Constant Contact and Mailchimp email marketing tools
- Proficient in CMS and Webhosting management; Competent HTML, PHP, SQL, ARCGIS
- Proficient in Spanish Language
- Plays Piano, Guitar, Drumset
- Enjoys Hiking, Kayaking, Tennis, Basketball, Boxing