

EDUCATION

- University of Hawai‘i at Mānoa. Master’s degree in Public Administration with an emphasis on administration of experiential environmental education programs. Master’s project explored the prospects for plant industry self-regulation to prevent the introduction of new invasive ornamental plants. Academic work included collaboration between sectors, facilitation, organizational reform, and legislative and budgetary processes. 12/00
- University of Hawai‘i at Mānoa. B.A. degree in Liberal Studies focused on Marine Ecosystems. Academic work included marine science, botany, conservation biology, natural history of Hawai‘i, environmental studies, and resource management. 2/97
- Kapi‘olani Community College. Coursework in Liberal Arts, transferred to UH Mānoa. 5/91

RECENT WORK EXPERIENCE

Program Manager & Public Information Officer: University of Hawai‘i at Mānoa-Pacific Cooperative Studies Unit/Coordinating Group on Alien Pest Species (CGAPS) 9/02-Present

- Lead [CGAPS](#) as a partnership of federal, state, and county agencies, and non-governmental organizations whose aim is to coordinate and catalyze action to close gaps in Hawaii’s invasive species prevention and control programs, including policies, human and built infrastructure, and public engagement. Advance progress on the group’s [2025 Strategy](#)
- Work with political and agency leaders at the local, state, and national levels to communicate biosecurity needs and possible solutions, and convey strategic action needs back to partners.
- Guide and supervise the work of two CGAPS Legal Fellows, both seasoned lawyers with expertise on marine and terrestrial invasive species policy issues, to focus on gaps and needs in local, national, and occasionally international invasive species policies and programs; Guide and supervise the CGAPS Planner, the Statewide Rapid ‘Ōhi‘a Death Outreach Coordinator, and occasional student assistants and interns.
- Lead grant and report writing for CGAPS staff and projects, securing and managing an average budget of \$750K annually from multiple sources.
- Secured an 11-year commitment for annual funding from a private foundation for CGAPS invasive species prevention projects and staff, worth nearly \$5 million. Coordinated interagency project priorities and annual proposals, planned and implemented projects, supervised contractors and deliverables.
- Plan and coordinate invasive species messages at the policy and public levels. Coordinate and deliver testimony and information in line with the 2025 Strategy. Lead statewide Public Outreach Working Group on invasive species; coordinate the O‘ahu Little Fire Ant Incident Command meetings and structure; coordinate the annual statewide Little Fire Ant outreach campaign, “Stop the Ant Month”; lead strategic communications for the Rapid ‘Ōhi‘a Death Strategic Response; strategic communications and projects advisor for the State Ballast Water and Hullfouling program; and other communications projects.
- Use social marketing as the foundation to design and produce outreach materials & delivery methods for priority projects, including PSAs, videos, posters, flyers, and displays; design and conduct measures of effectiveness; design and coordinate awareness and attitude assessments including through contracted focus groups and surveys.
- Point of contact on invasive species issues, and liaison to facilitate inter- and intra-agency communication.

**Public Relations & Education Specialist: University of Hawai‘i at Mānoa-Pacific
Cooperative Studies Unit/Maui Invasive Species Committee (MISC)**

1/00-9/02

- Led the branding of the newly-formed MISC in 2000, worked with a designer on a style that could be adapted as other islands were at different stages of forming Invasive Species Committees. Led the subsequent co-branding of the Invasive Species Committees through coordinated logos and strategic communications.
- Worked with Maui County public officials, community groups, schools, nursery industry groups, and the public on invasive species issues through meetings, presentations, videos, press releases, written articles and testimony, and other forms of media.
- Coordinated with the Mayor, Research Corporation of the University of Hawai‘i, and others to be receive, train, and employ more than fifty new staff on Maui through the Legislature’s Emergency Environmental Workforce following the economic and job losses stemming from the 9/11 attacks. Worked with a cameraman to plan, film, and edit a video report of the statewide projects and people that benefited from the program that employed 400+ people.
- Wrote grant proposals and reports. One successful grant to support a new full-time data and mapping position, a cornerstone of careful and science-driven invasive species management.
- Assisted the Coordinator in drafting the MISC Action Plan
- Designed and produced outreach materials such as posters, flyers, videos, displays
- Acted as the point of contact between MISC and county officials, media, and other organizations

Adjunct Faculty: Marine Science 1010, Hawai‘i Pacific University

7/98-12/99

- Designed coursework and conducted weekly classroom lectures and outdoor labs to introduce students to basic marine science concepts, Hawaii’s shoreline and nearshore environments, fieldwork techniques, and field safety
- Responsible for planning and teaching observational skills and techniques in the field at a variety of locations around O‘ahu, including area natural history, geology, and ecosystem components unique to each area
- As an American Red Cross dual-certified Lifeguard and Lifeguard Instructor, assisted students in learning and practicing safety assessments and snorkeling skills to conduct nearshore labs with equipment such as transect lines, preparing students to design and safely conduct their own practicum required for a marine biology undergraduate degree
- Taught American Red Cross Standard First Aid and Adult CPR, and certified students as part of the coursework required for advancing in the degree program
- Responsible for creating, implementing, and evaluating practical assignments, labs, and skills

Daycamp Program Coordinator: Seacamp Association, Big Pine Key, FL

5/99-8/99

- Worked as part of the 7-person leadership team to train and evaluate approximately 80 staff—primarily young adults with science undergraduate degrees or coursework—over the course of a month prior to the arrival of youth campers. Trained and certified staff in American Red Cross Standard First Aid and CPR for all, and Lifeguard certification for most staff, boat handling, and other safety protocols for staff. Conducted staff training in marine science and ecosystem topics, teaching techniques, and camper group management.
- Shared and rotated overall camp supervisory responsibilities to ensure the safety of campers and property, responsible for enforcing policies and procedures, and assessing and managing risk

- Administered the non-residential Day Camp program including scheduling, budget tracking, equipment and supplies purchasing, staff supervision, and implementation of experiential marine science program for groups of 10-13 year-olds
- Designed and placed radio and print advertising, responsible for promoting program

Education Department (various positions): Waikīkī Aquarium 6/92-1/95; 1/96-6/98

- Community Enrichment Program Coordinator (1998): Administered the community education program during the coordinator’s sabbatical. Planned and taught classes including reef walks, natural history, week-long children’s science classes, and other special topic classes. Scheduled and managed instructors and volunteers for classes
- Interim Coordinator for the Blue-Water Marine Laboratory (BML; 1997): Coordinated 6-week summer marine science program for high school students, including basics of marine biology, oceanography, environmental studies, and seamanship. Led the work of four university undergraduates, a marine science instructor to deliver program content to thirty high school students. Program also served to train interested students to be peer-instructors aboard a 100’ UH research vessel during the following school year
- Program Manager for BML (1992-1995, 1996): Taught marine science, seamanship, and safety topics, and labs in the classroom, at field sites, and aboard ship for students, staff, and teachers statewide. Functioned as lead teacher and safety officer aboard UH research vessel during cruise weeks

ADDITIONAL EXPERIENCE & CERTIFICATES

- Participant of the International Union for the Conservation of Nature (IUCN) Invasive Species Specialist Group (ISSG). Assisted IUCN, ISSG, and SSC leadership in launching the [Honolulu Challenge](#) in 2016, and worked with partners for the [reporting of outcomes](#) in 2021. Coordinated the logo design for IUCN for branding.
- Chaired the organization, design, and programming of the IUCN Oceania-Hawai‘i Pavilion at the 2020 IUCN World Conservation Congress (WCC) in Marseille on behalf of the Hawai‘i Conservation Alliance; served as a media contact for the 40-person Hawai‘i delegation.
- Participated as part of the core team in the multi-year effort to bring the IUCN WCC to Hawai‘i. Coordinated the messaging and visuals and staffing for the five Hawai‘i booths at 2012 IUCN WCC in Jeju, Korea. Coordinated the logo design to brand the effort and booths. The [logo design](#) was revised and adopted by IUCN for the 2016 WCC in Honolulu, Hawai‘i.
- With the CGAPS Legal Fellow Kevin Richardson, drafted an IUCN Motion calling for an internationally-binding agreement on biofouling, and worked with the University of Hawai‘i at Mānoa William S. Richardson School of Law to submit the motion for consideration at the 2016 IUCN WCC. [Resolution 048](#) was adopted, and to-date, three reports detailing the policies, research, and funding have been filed, compelled in part by the Resolution.
- Co-founder of the Pacific Regional Invasive Species and Climate Change ([Pacific RISCC](#)) management network in 2019 following the lead of the Northeast RISCC, to focus research and communications on the synergistic effects of these two super-drivers. As part of the Core Team, the Pacific RISCC continues to organize and host webinars focused on Pacific island research findings and needs.
- Executive producer for the 2018 documentary, “Saving ‘Ōhi‘a, Hawaii’s Sacred Tree,” produced to help people learn about the deadly pathogens killing Hawaii’s most important native forest tree, ‘ōhi‘a lehua (*Metrosideros polymorpha*). The video was broadcast on network affiliates statewide, and was shown widely by partners reaching hundreds of

thousands. It won three Emmy Awards and was a featured selection in several environmental film festivals. The film continues to be available on multiple sites, including through the [Hawai‘i Tourism Authority’s website](#), which also provides information on how the visitor target audience can protect ‘ōhi‘a.

- Coordinated the production of a short [explainer video about how classical biological control](#) works and how it helps Hawai‘i. Co-wrote the script, reviewed the rough cut, and worked with the contractor to fine tune the final product.
- Participant of the Pacific Invasives Partnership, a program of the South Pacific Regional Environment Programme focused on regional needs and solutions, including peer learning networks including the Pacific Island Learning Network.
- Participant in the Alliance for Coastal Technologies/Marine Ecosystem Research Center technology testing workshops and as part of the testing team in Alameda, CA for sampling during the testing of in-water vessel hull cleaning and capture technology, resulting in [publication](#) of the collaborative work (2018-2020).
- Recipient of the [National Invasive Species Council Outreach Award](#) in 2015, and a special commendation by the Hawai‘i State Legislature that same year recognizing contributions.
- Trained in social marketing through multiple workshops by experts in this discipline. One early project used survey results and focus groups to assess the barriers to public reporting of pests such as snakes (which are not known to be present in Hawai‘i and they are illegal to possess), and resulted in the institution of a new single-number hotline open 20 hours per day, that met the needs of agency offices and the public. Another project still in use is the transition of the Hawai‘i-Pacific Weed Risk Assessment from a University of Hawai‘i research project to a free publicly-accessible resource through the [Plant Pono](#) website that helps people make informed plant import, purchase, design, and planting decisions.
- Landscape Industry Council of Hawai‘i ([LICH](#)) conservation liaison since 2005 and LICH Board of Directors since January 2011. Assist in the planning and coordination of educational offerings including articles for the bi-monthly magazine, statewide annual conference, webinars, and other projects.
- University of Hawai‘i Marine Option Program Certificate *12/96*