

## **PROFESSIONAL EXPERIENCE**

### **The Wilderness Society, Washington, DC**

*Senior Director of Government Relations for Lands, June 2013-Present*

*Director of Conservation Funding, July 2010-June 2013*

*Conservation Advocacy Associate, July 2008-July 2010*

- Lead TWS conservation funding team in advocating for national conservation priorities such as the Land and Water Conservation Fund (LWCF), wilderness funding, Bureau of Land Management programs, U.S. Forest Service programs, and the National Wildlife Refuge System by working with the Office of Management and Budget, the Council on Environmental Quality, bipartisan House and Senate offices, and agency leaders at the U.S. Forest Service and Department of Interior. Other duties include:
  - Coordinating appropriations strategy and budget opportunities with DC policy staff and regional TWS leaders across the country
  - Building and utilizing Congressional relationships with member office and committee staff to influence legislation, fight back against attacks to our public lands, and advocate for strong federal investments in conservation
  - Planning, executing, and attending Hill and Administration meetings for the President of The Wilderness Society and other high level staff
  - Representing The Wilderness Society in Green Group legislative director meetings as both an advocate on the Hill and during external partner planning discussions
  - Providing oversight and execution of appropriations fly-ins and lobby days for TWS' President's Council and various Governing Council members
  - Speaking to local/regional/national environmental groups at meetings and conferences about conservation strategies, opportunities, and goals
  - Testifying in front of the House Interior Appropriations Subcommittee in support of TWS' annual funding and landscape priorities
  - Tracking and identifying land acquisition priority projects across the country to meet larger organizational landscape goals
  - Authoring stories, articles and blog posts for the TWS website to harness new media opportunities that engage the public and our membership in emerging conservation opportunities and challenges
  - Providing background and quotes for the record to media and press outlets nationwide regarding conservation and public lands opportunities, legislative timing, and Hill strategy
- Co-chair the Green Group's budget and appropriations committee where I author letters of support for conservation programs, plan and execute meetings with Hill and agency staff, gather questions and statements for upcoming hearings, and help coordinate appropriations strategy for 34 environmental organizations.
- Edit and co-author the annual Green Budget, a compilation of natural resources and environmental funding recommendations across all levels of government. This includes:
  - Managing appropriations staff from over twenty environmental organizations for a 2-3 month time period to compile requests, funding levels, and historical spending charts for conservation priorities across the federal government
  - Leading the release of the Green Budget with the press, Hill and agency contacts, and the Administration
  - Meeting with staff at the Office of Management and Budget, Council on Environmental Quality, House and Senate Appropriations staff, and agency leaders at the Forest Service and Department of Interior to advocate for Green Budget priorities and assess opportunities for strategic advancement of conservation goals

**ALAN H. ROWSOME**

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- Co-chair the national Land and Water Conservation Fund (LWCF) Coalition, a group of several hundred environmental organizations, outdoor recreation groups, local/state/regional parks directors, and more. Duties include:
  - Managing the LWCF Grassroots Coordinator and LWCF Senior Policy Specialist as we work with conservation partners across the country
  - Coordinating overall LWCF strategy while leading phone calls and lobby fly-ins for partner groups nationwide
  - Speaking at conferences and events in Washington DC and around the country to build support for LWCF and to engage more diverse partners
  - Managing annual "Dear Colleague" letter pushes to ensure Congressional support for LWCF in the federal budget process
  - Advancing bipartisan legislative opportunities for LWCF to receive permanent and dedicated funding
  - Authoring fact sheets, talking points, testimony, and campaign plans to build national support for full and dedicated funding of LWCF
- Co-lead a national coalition of over 1000 sportsman, outdoor recreation, historic preservation, and conservation industry and non-profit groups (America's Voice for Conservation, Recreation and Preservation - AVCRP) in coordination with the Secretary of the Interior to advocate for strong funding levels within the Department of Interior and U.S. Forest Service in the annual budget process. Other duties include:
  - Developing national messaging and strategy for an overarching push to protect our nation's natural and cultural heritage
  - Coordinating and planning outreach by AVCRP to the Secretary of the Interior to provide status updates, strategic advice, and timely opportunities for the Secretary to be engaged with partners across the country
  - Leading bipartisan advocacy and lobby efforts on Capitol Hill and within the land management agencies in support of further investment in conservation, recreation, and preservation
  - Managing and executing fly-ins and lobby days for conservation, sportsman, industry, and trade representatives

**The Wilderness Society, Washington, DC**

*Executive Assistant to the President, August 2005-July 2008*

- Acted as liaison and coordinator for all committees of The Wilderness Society's Governing Council
- Provided administrative support to the Strategic Campaigns Committee of the Green Group and the Partnership Project
- Attended weekly policy, development, marketing, and communications departmental meetings and conference calls organization-wide as a proxy for the President
- Submitted and tracked the President's budget throughout each fiscal year to ensure compliance and to monitor spending
- Assisted in the coordination and logistics of board meetings in Washington, DC as well as around the country
- Planned and executed receptions and events for The Wilderness Society both internally and externally (on Capitol Hill and other states)
- Wrote letters to Wilderness Society donors and partners as well as provided background research and talking points to the President in advance of meetings

**Squier Knapp Dunn Communications, Inc., Washington, DC**

*Executive Assistant to the President, August 2001-October 2004*

- Kept schedule and performed administrative duties for two firm principals and three firm vice presidents
- Organized meetings, conference calls and correspondence between firm partners, clients and staff
- Managed travel schedules for entire staff of fifteen during campaign season

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- Helped produce radio and television ads for numerous statewide and national candidates, including: John Kerry For President, Mike Bloomberg for New York City Mayor, and Tony Knowles for Alaska Senate (among many others)
- Attended the 2004 Democratic National Convention to provide on-the-ground logistical and troubleshooting support to firm partners
- Edited and re-wrote outgoing strategy, polling, policy and communications memos for candidate clients
- Prepared opposition and background research reports on many prominent candidates and races
- Analyzed poll and focus group data and helped write policy and image branding memos for political, corporate and non-profit clients
- Analyzed and logged candidate film shoot footage for effective cuts, soundbites and visuals
- Developed PowerPoint presentations for communications, advertising, polling, grassroots and message plans
- Handled communication between media buyers and consultants regarding time buys, ad placement, and cost-per-point totals

**EDUCATION**

- **The George Washington University, Washington, DC - Master of Arts - Political Management, May 2002**
- **Miami University, Oxford, OH - Bachelor of Arts - History, Diplomacy & Foreign Affairs, May 2000**

**REFERENCES**