

## AARON BANNON



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### Career history

#### America Outdoors Association

##### *Executive Director, November 2019 – Present*

- Oversee a dedicated staff managing outfitter membership and commercial member outreach.
- Develop materials and resources to support outfitter businesses in the field
- Manage a \$1M budget for a small, national trade association representing facilitated recreation providers.
- Provide support with federal executive and legislative resources to resolve challenges facing America's outfitters
- Oversee annual conference, expo and tradeshow
- Manage Board of Directors, volunteers, and task forces.

#### National Outdoor Leadership School, 284 Lincoln St., Lander, WY 82520

##### *Environmental Stewardship and Sustainability Director, June 2012 – October 2019*

- Directed the NOLS Environmental Stewardship and Sustainability Department at NOLS for eight years, presiding over external and governmental affairs for the school.
- Managed a \$200,000 department budget, developed periodic projections, and assembled an annual proposal for board approval each fiscal year. Consistently met budget targets and adjusted spending as needed to meet shifting fiscal expectations.
- Managed a department of two to five staff, established a positive work environment, and built a culture of trust and inquiry among the team based on evolving management strategy.
- Represented NOLS as a spokesperson in media interviews, as a witness for public testimony, and as a delegate to external audiences.
- Produced numerous documents for the public record and for other communication needs including letters to members of congress, written testimony, press releases, opinion-editorials, comments on federal administrative processes, magazine articles and blogs, briefing sheets, social media updates, strategic plans, departmental reports to the board of trustees.
- Maintained multiple internal systems including the NOLS operating area database and the sustainability tracking program.
- Introduced several new tools to improve and streamline NOLS operations around the globe including an interactive online off-trail guide, mapping and tracking software and systems, and a protocol for tracking and responding to permit violations.
- Lobbied the Wyoming legislature and U.S. Congress to constrain unreasonable barriers to businesses and to preserve the integrity of NOLS operations.
- Engaged with federal land management agency personnel at every level of government on topics regarding permits, access, planning, and recreation programming.
- Spearheaded conservation campaigns to minimize degradation of pristine backcountry operating areas.
- Executed media outreach strategies including media kit development, paid marketing campaigns, earned media, and social media engagement.

- Presided over multiple task forces to meeting internal strategic plan goals such as adapting to significant changes in the outdoor classroom and achieving sustainability targets.

*Environmental Stewardship Coordinator, January 2007 – June 2012*

- Maintained partnerships with professionals from diverse backgrounds including statewide outfitting associations in Wyoming and Utah, statewide and national conservation, recreation, and sportsmen organizations, U.S. Congressional staff members, state parks administrators, Wyoming state senior policy staff, and public land agency personnel.
- Participated in Resource Management Planning on Forest Service and BLM lands where NOLS operates, especially in Lander, WY, Vernal, UT, Monticello, UT, and the Shoshone and Bridger-Teton National Forests in an effort to preserve the NOLS student experience.
- Provided support to NOLS locations in permit defense efforts and in adhering to evolving permit policy developments.
- Shepherded NOLS' successful effort to pass the Wyoming Range Legacy Act and prevent oil and gas development in the 1.2 million-acre Wyoming Range.
- Provided expertise on National Environmental Policy Act processes, Interior Board of Land Appeals lawsuits, and oil and gas lease sale protests.
- Coordinated events such as rallies in support of sustainability, town hall meetings to protect the Wyoming Range, and a public forums to inform the America's Great Outdoors initiative.
- Developed policy-related curriculum to meet branch-specific needs and published a bi-monthly newsletter, the "Stewardship News," on current events impacting Stewardship and Sustainability activities.

ForestEthics, One Haight St., San Francisco, CA 94102

*Homebuilding Campaign Consultant/Development Assistant, September 2005 – September 2007*

- Conducted field research to establish links between timber mills, old growth forests and the housing development industry in North America.
- Created field guides for grassroots volunteers involved in old growth forest research.
- Recruited and coordinated volunteers for annual silent auction and fundraising event.
- Reviewed grant proposals and reporting documentation.
- Contributed to logistical needs of development department for annual fundraiser.

Wyoming Sierra Club, 247 Coffeen Ave., Sheridan, WY 82801

*Wyoming Wilderness Coordinator, June 2002 – August 2003*

- Disseminated National Forest values and issues to Sierra Club members across Wyoming.
- Mobilized members and volunteers to assess damage to roadless areas in the state.
- Inventoried roadless landscapes across Wyoming and developed a roadless area guide.
- Activated Sierra Club membership to protect National Forest lands in key locales.
- Spearheaded and promoted events to educate the public about threats to public lands.
- Worked with National Forest personnel to prioritize conservation in forest plans.
- Built coalitions of local, regional, and national conservation organizations.
- Wrote articles for *Wyoming Sierran*, the state chapter newsletter.
- Created and supervised summer internships in roadless area review project.
- Organized and publicized outings across the state.

Greenpeace USA, 702 H St. NW, Washington, DC 20001

*Media Officer & Writer, June 2000 – February 2002*

*Media Associate, September 1999 – May 2000*

- Organized major media events such as press conferences and rallies.
- Ran public relations campaign highlighting the plight of the Steller sea lion in Alaska.
- Conducted outreach campaigns by working with local environmental groups to raise public awareness of environmental threats.
- Placed stories with top-tier media outlets such as *The Wall Street Journal*, *The International Herald-Tribune* and *CNN*.
- Supervised and trained volunteers and activists for field projects through interactive media workshops for print, radio, and television interviews.

Peace Corps, Preobrazhenka Village, Primorski Territory, Russia

*Peace Corps Volunteer, June 1996 – June 1998*

- Developed and taught environmental English curriculum in Russian village of 400 inhabitants to the third through eleventh grades.
- Secured donations of gifts-in-kind from organizations in both the United States and Russia to establish a permanent regional English language resource center.
- Developed summer environmental leadership program for exceptional youth in conjunction with other volunteers.
- Obtained English textbooks for every student in all levels of study.

Boards & Commissions

Wyoming State Parks and Cultural Resources Commission

- President, September 2016 – January 2019
- Commissioner, March 2013 – February 2022.

America Outdoors Association

- Board Member, June 2011-2019.

Wyoming Wilderness Association

- Vice President, September 2006 – September 2009.

Education

- Bachelor of Arts in English, Knox College, 1996.
- Peace Corps TEFL/TESOL teacher training program, 1996.
- Advanced rating in Russian through ACTFL/ETS language testing program, 1998.
- NOLS Instructor Course, 2009.
- NOLS Wilderness Medicine: Wilderness First Responder, 2008-2022.