



Conference Program 2019

NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

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NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

Introduction

Thank you for participating in our third annual National Wildlife Federation EcoCareers Conference.

The EcoCareers conference is an integral part of the National Wildlife Federation's environmental leadership certification and career development program. Currently, approximately 3,000 college student



Figure 2: University of Tennessee

and young professional leaders at over 400 colleges and universities in every U.S. state and over a dozen other countries are working toward EcoLeader certification. The program's ultimate goal is to boost leadership and career preparedness of emerging sustainability leaders.

The EcoCareers Conference 2019 will prepare students and young professionals for wildlife and sustainability careers by providing information on the latest EcoCareer trends from leading analysts and employers, clarifying career enhancing credentials and academic offerings, and formulating a better understanding of the

competencies employers seek in the green sector.

The goals of the conference are as follows:

1. Discover the types of jobs available in the clean economy, compensation levels, and advancement opportunities across clean economy sectors.
2. Enhance understanding of effective career plans including degree programs and project-based learning credentials, while becoming familiar with programming offered through the NWF EcoLeaders.
3. Explore online sustainability career skill resources that can help college instructors enhance academic offerings for sustainability across various disciplines.
4. Meet others across fields interested in leading for a clean economy including, students, faculty and employers and learn about ways to support one another.

We hope you enjoy your experience and learn a great deal on how to prepare yourself and/or your students to participate in the green workforce of the future!

The NWF EcoLeaders Team,
Courtney Cochran, David Corsar, and Kristy Jones



Figure 1: Middlebury College



Figure 3: Butte College



NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

Agenda

DAY I - WEDNESDAY FEBRUARY 27 - 11:00 AM EST – 4:30 PM EST

Time	Session Title	Session Description	Speakers
11:00 - 11:15	Opening	Brief introduction, platform overview, and agenda overview.	David Corsar (NWF) WebEx Rep
11:15 - 11:30	Welcome Address	Welcome to the third annual EcoCareers Conference	Dianne Dillon Ridgley (NWF)
11:30 - 12:00	Opening Keynote	Opening Keynote - Camilla Simon's career path and the work of HECHO	Camilla Simon (HECHO)
12:00 - 12:10	Icebreaker Poll	Interactive polls on attendees' characteristics, such as region, student class, reason for joining, schools, etc.	David Corsar (NWF)
12:10 - 12:50	Careers in Sustainable Agriculture	Careers in sustainable agriculture, food marketing, and sustainable entrepreneurialism	MODERATOR: Aviva Glaser (NWF) SPEAKERS: Gideon Burdick (Red Tomato); Michael Parker (National Young Farmers Coalition)
12:50 - 1:10	Break from the Screen	Participants are encouraged to stretch, grab lunch, take a phone call, restroom break, etc.	
1:10 - 1:45	EcoLeader Certification Overview	Interactive workshop for participants to get hands-on with the NWF EcoLeader Certification	Kristy Jones (NWF)
1:45 - 2:30	Talking Trash: Careers in Waste Management	Careers in Consumption and Waste: life cycle analyses, resource conservation, recycling, and more	MODERATOR: Kristy Jones (NWF) SPEAKERS: Kate Davenport (Eureka Recycling), Judi Gregory (Go2Zero Strategies)



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Time	Session Title	Session Description	Speakers
2:30 - 2:50	Break from the Screen	Participants are encouraged to stretch, grab lunch, take a phone call, restroom break, etc.	
2:50 - 4:15	Point of No Return Screening and Discussion	Screening of the documentary film "Point of No Return" about the first solar powered flight around the world and discussion with directors	Quinn Kanaly & Noel Dockstader (Co-Directors)
4:15 - 4:30	Closing	Survey, overview of what to expect on Day II	David Corsar (NWF)



Do you want to be part of the solution to the global eco-crisis your generation faces? Founded in 1948 by the Congregation of Holy Cross and committed to its principles of education and faith, Stonehill focuses not only on academic excellence in its 48 majors and 51 minors, but also on creating opportunities for students to grow as global citizens dedicated to a more just society.

It's your turn to lead. Join our community.

LUX ET SPES



STONEHILL COLLEGE



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DAY II - THURSDAY FEBRUARY 28 - 11:00 AM EST – 4:30 PM EST

Time	Session Title	Session Description	Speakers
11:00 - 11:10	Day II Opening	Introductions, platform overview, agenda overview, and a quick poll	David Corsar (NWF)
11:10 - 11:40	Career and Technical Education: Key for a future green workforce	Discussion of work being done by NWF and our partners at USGBC, Advance CTE, and local schools	MODERATOR: David Corsar (NWF), SPEAKERS: Jenny Wiedower (USGBC), Kimberly Green (Advance CTE)
11:40 - 12:20	Careers in Green Communications and Sustainability Marketing	Communications and Marketing: careers in communicating the value and impact of your sustainability and other CSR initiatives	MODERATOR: Anna Vecchio (NWF) SPEAKERS: Aileen McManamon (5tsports), Aman Singh (Futerra)
12:20 - 12:50	Interview with a Young Professional	Interview with a young professional from the perspective of the Community-level certification	INTERVIEWER: Kristy Jones (NWF) INTERVIEWEE: Mariah Gladstone (Indigi Kitchen)
12:50 - 1:10	Break from the Screen	Participants are encouraged to stretch, grab lunch, take a phone call, restroom break, etc.	
1:10 - 1:50	EcoCareer Center Overview	Interactive workshop for participants to get hands-on with the NWF Career Planning Tool, etc.	David Corsar (NWF)
1:50 - 2:30	Greening Retail, Consumer Products, and Supply Chains	Careers in Green Retail: trends in sustainable brands and products and how retail career paths are impacted	MODERATOR: Kevin Coyle (NWF) SPEAKERS: Christy Slay (The Sustainability Consortium), Roian Atwood (Wrangler/Lee)
2:30 - 2:50	Break from the Screen	Participants are encouraged to stretch, grab lunch, take a phone call, restroom break, etc.	



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Time	Session Title	Session Description	Speakers
2:50 - 3:30	Helping Your Students Navigate Their Careers in a Sea of Options	A panel focused on high school and college faculty from career advisors on how to be the best advocates for young people starting their careers	MODERATOR: David Corsar (NWF) SPEAKERS: Laura Thorne (The Environmental Career Coach), Robert Ashcraft (ASU)
3:30 - 4:00	Upcoming Announcements	Overview of upcoming events and opportunities to continue discussions, networking, etc.	David Corsar (NWF)
4:00 - 4:30	Closing	Survey	David Corsar (NWF)



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Special Thanks

The National Wildlife Federation, and especially the EcoLeaders team, would like to offer our sincere thanks to our EcoCareers Campus sponsors, listed below. The support of institutions like these make the exciting and impactful work of preparing the emerging green workforce possible!



MACALESTER



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Biographies

OPENING KEYNOTE

Camilla Simon

Director, HECHO



Camilla Simon is the Director of HECHO. She is passionate about elevating the Latino voice in local, state and national conservation efforts, especially when it comes to accessing public lands. Since she joined HECHO in November 2014, Camilla has been working to develop an authentic Latino conservation agenda based on an increasingly engaged and organized grassroots and grassroots network.

As HECHO's Director, Camilla was instrumental in co-founding the Latino Conservation Alliance, along with the Hispanic Access Foundation, to increase the visibility and strength of Latino organizations aligned to protect public lands. She also expanded HECHO's presence in the west by developing HECHO programs in Arizona and Utah. At NALEO, the National Association of Latino Elected and Appointed Officials annual conference, she highlighted the importance of conservation to the Latino community and wrote this high-profile op-ed during the Las Vegas gathering. To further raise the profile of on-the-ground conservation voices in the Latino community, Camilla established HECHO's guest blog series inviting guests to write about their personal opinions and experiences about their connection to the outdoors.

One of Camilla's organizational goals is to broaden the definition of a conservationist, and connect the dots between Latinos' generational ties to the land with the public policies that impact access to the outdoors. She hopes to use her policy expertise to help create systemic change to protect natural resources for future generations.

Prior to joining HECHO, Camilla managed the distribution of over \$20 million annually in conservation funds at a major foundation, aimed at increasing the capacity of local, regional, and national nonprofits. She also started the foundation's first composting program to dramatically reduce landfill waste. She has also worked on a number of programs to connect children with nature. Camilla graduated from Pacific University in Oregon with a degree in creative writing and literature; and then summa cum laude in environmental law and policy from Vermont Law School. She recently joined the board of the nonprofit Southern Appalachian Wilderness Stewards to help build a more diverse network of conservationists in this region. Camilla lives in Virginia with her husband, and is enjoying getting to know the outdoors on the East Coast after living most of her life in the west.



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PANEL I: CAREERS IN SUSTAINABLE AGRICULTURE

Moderator: Aviva Glaser

Director of Agriculture Policy, National Wildlife Federation

Aviva Glaser is the Director of Agriculture Policy for the National Wildlife Federation (NWF). Aviva leads NWF's work on the Farm Bill, and on policy efforts to protect and enhance wildlife habitat on working landscapes and to ensure funding for agriculture conservation programs. She represents NWF in multiple coalitions and serves on a federal advisory committee on Biomass Research and Development. She holds dual master's degrees from the University of Michigan School of Natural Resources and School of Public Health. Aviva has previously worked for Beyond Pesticides, Michigan League of Conservation Voters, the Ecology Center, and Food and Water Watch. She hails from Baltimore, Maryland and completed her undergraduate degree at Oberlin College in Biology and Environmental Studies.



Gideon Burdick

Marketing and Development Associate; Red Tomato



Gideon joined Red Tomato in 2015 after working for LoCo Food Distribution in northern Colorado as Director of Vendor Relations and Office Manager. At LoCo Gideon was responsible for onboarding new vendors and facilitating the transition of existing accounts to be serviced through LoCo.

As the Marketing and Development Manager at RT Gideon works to support retail partners, farmers, and the RT team through B2B, electronic and retail marketing support. He would be more than happy sharing the stories and passion of the farmers in the RT network with anyone who will listen. A graduate of Warren Wilson College, outside of work you can find him trying various recipes in the kitchen, juggling, and trying to find a hidden spot along the New England coast.



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Michael Parker

Land Access Program Associate; National Young Farmers Coalition

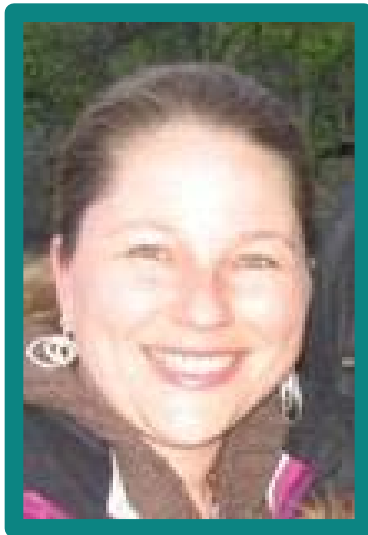
Michael Parker helps beginning farmers understand their financial decisions related to accessing land, through National Young Farmer Coalition's Finding Farmland Calculator as well as in-person and online education projects. He has varied professional experience in farm direct-marketing, including as a farmworker, a food hub marketing associate, a farmers market manager, a caterer, and a writer. Mike holds a degree in accounting from Georgetown University.



ECOLEADERS CERTIFICATION WORKSHOP

Kristy Jones

Senior Manager, EcoLeaders and Campus Ecology; National Wildlife Federation



Kristy manages campus team memberships, resources such as web conferences and sustainability fellowships, internships, key partnerships, and has co-authored Higher Education in a Warming World – The Business Case for Climate Leadership on Campus.

Before joining NWF, Kristy worked at the Foundation for Environmental Security and Sustainability as an office/research coordinator. Kristy also spent six years working for the Center for Field Studies at George Mason University (GMU). One of her largest projects at GMU was managing The Bahamas Environmental Research Center on Andros Island. Kristy has led several field studies to The Bahamas and Costa Rica. She has a B.A. in Anthropology and master's in Environmental Studies. Kristy is a LEED Green Associate.



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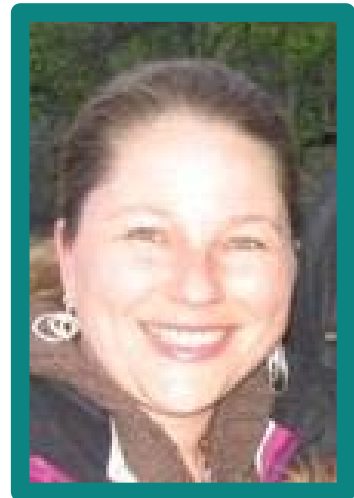
PANEL II: TALKING TRASH: CAREERS IN WASTE MANAGEMENT

Moderator: Kristy Jones

Senior Manager, EcoLeaders and Campus Ecology; National Wildlife Federation

Kristy manages campus team memberships, resources such as web conferences and sustainability fellowships, internships, key partnerships, and has co-authored Higher Education in a Warming World – The Business Case for Climate Leadership on Campus.

Before joining NWF, Kristy worked at the Foundation for Environmental Security and Sustainability as an office/research coordinator. Kristy also spent six years working for the Center for Field Studies at George Mason University (GMU). One of her largest projects at GMU was managing The Bahamas Environmental Research Center on Andros Island. Kristy has led several field studies to The Bahamas and Costa Rica. She has a B.A. in Anthropology and master's in Environmental Studies. Kristy is a LEED Green Associate.



Kate Davenport

Co-President, Eureka Recycling



Kate is the Co-President of Eureka Recycling, a zero-waste non-profit social enterprise that demonstrates zero waste as a strategy to address climate change, local economic development, and social and environmental justice. Eureka Recycling, as a mission based recycler, operates recycling collection and sorting operation that handles over 100,000 tons per year, with over 100 employees. Previous to the role of Co-President, Kate was the Director of Business Development at Eureka and led on merging Eureka's mission and values with business development, materials marketing, and operational systems change and efficiencies. Kate co-developed operations for Envirelation, the first commercial organics collection service in Washington DC. As Program Director for EcoVentures International, Kate provided microfinance and development services for community based enterprises in the areas of sustainable energy; waste reduction, recycling and composting; and sustainable agriculture.



NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

Judi Gregory

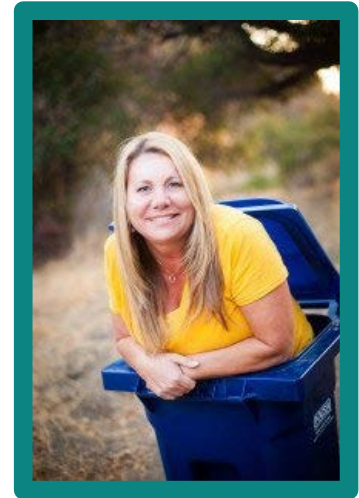
Principal Consultant, Go2Zero Strategies

Judi Gregory, owner of Go2Zero Strategies, has worked in the recycling and solid waste management field for over 25 years. Her experience includes work in various industry sectors; however recent years have been focused on the development of industry related training and certification programs, including the recent launch of GreenEducation.US, an online learning platform for environmentally focused education. Ms. Gregory is a certified Zero Waste Business Associate by the U.S. Zero Waste Business Council.

Beginning in 2017, Judi and the Go2Zero team began serving in the capacity of Zero Waste Project Management for NASA Services, Inc. under the City of Los Angeles Commercial Solid Waste Franchise known as recycLA.

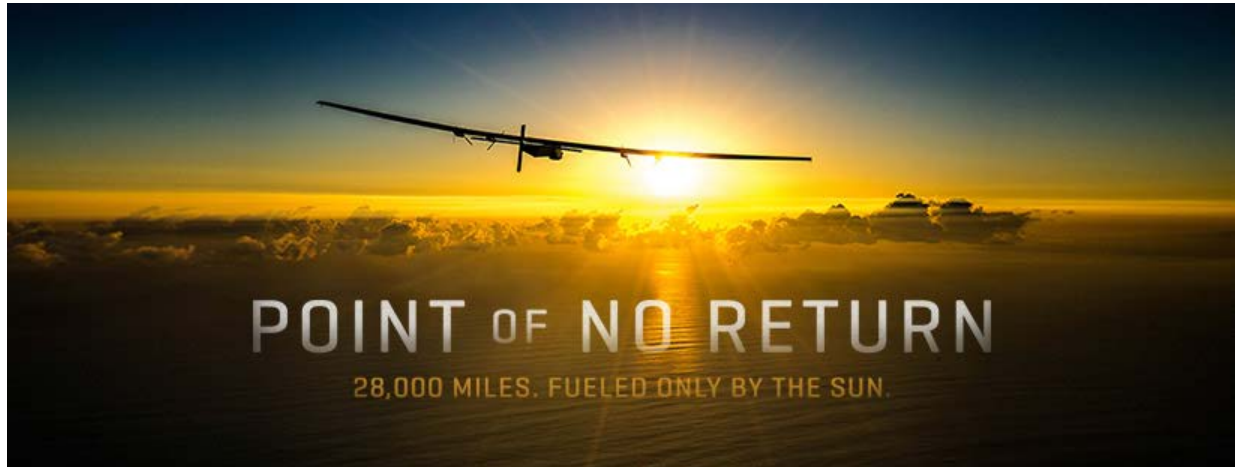
From 2005 through 2013 Judi worked as the Certification Manager for the CA Resource Recovery Association. Judi worked with the partners to create a new 216 hour curriculum model which is now offered as an Associate Degree at two community colleges in Southern Ca. Judi is also on the Board of the National Recycling Coalition's National Standard Certification Board, which recently developed and approved a nationally accredited standard for training in Sustainable Resource Management.

Ms. Gregory served on the Board of Directors of the Greater Los Angeles Solid Waste Management Association from 1994 – 2003. She served on the Board of Directors of the California Resource Recovery Association from 1997 – 2005, as Both President and Vice President, and served as the organizations Interim Executive Director and Conference Manager from 2005 – 2008. She attended the University of California, Los Angeles, and also served 8 years in the California Army National Guard, retiring at the rank of Lieutenant. Ms. Gregory lives in Southern California with her three sons.



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POINT OF NO RETURN DOCUMENTARY SCREENING AND Q&A



Noel Dockstader

Producer/Director Noel Dockstader began his documentary career in the UK, where he worked for leading independent production companies October Films and Diverse Productions. His UK credits include Show Runner/Director of several Discovery Channel series: Warrior Women, a popular history series hosted by Lucy Lawless of Xena, Warrior Princess fame, Hero Factor, exploring the science of sudden acts of heroism, and Trailblazers, a 13-part series following the adventures of scientists and journalists in some of the most dangerous regions of the globe. Previous work for National Geographic Television include Taboo, Supercoasters, Bigfoot, and Monsters of the Deep. He was also a Senior Producer/Show Runner for 26 episodes of Out There, National Geographic Channel's flagship adventure science series.



Quinn Kanaly

Prior to Far West Film, Producer/Director Quinn Kanaly co-produced Supercoasters, a 2-hour special for National Geographic on the science of roller coasters. She wrote and co-directed several history and natural history documentaries for Discovery Channel and Travel Channel, such as Revolution on Wheels, a global history of motorcycles. Kanaly also directed and wrote Sharks under Glass for Discovery's hit series, 'Shark Week'. Kanaly produced the San Francisco episode of Lonely Planet's acclaimed international travel series, Six Degrees, which broadcast internationally on Discovery. Her documentary career began in San Francisco, where she helped produce and distribute short-format documentaries for environmental organizations, like The Sierra Club.



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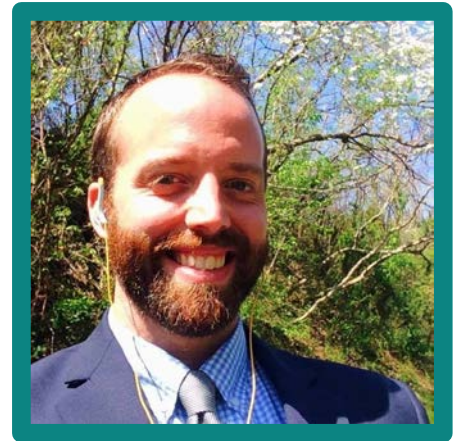
PANEL III: CAREER AND TECHNICAL EDUCATION: KEY FOR A FUTURE GREEN WORKFORCE

Moderator: David Corsar

Career Center Manager; National Wildlife Federation

David Corsar is the Career Center Manager for the National Wildlife Federation EcoLeaders program. NWF EcoLeaders is a robust career and leadership development program for college students and professionals all across the U.S. and beyond.

David completed a full 2-year Peace Corps service in the Republic of Armenia where he focused on professional and organizational development for local community-based NGOs. Prior to his Peace Corps service, David worked as an environmental engineer and project manager at a global engineering consulting firm, CDM Smith. He also served as Secretary of the Virginia State Committee of Water for People, an international development organization working in water and sanitation. David received Bachelor of Science and Master of Engineering in Environmental Engineering from Old Dominion University in Norfolk, VA and a Master of Public Administration from George Mason University in Fairfax, VA.



Jenny Wiedower

K12 Education Manager, USGBC

Jenny leads USGBC's efforts to support teaching and learning as a key component of any green school. Her work to convene stakeholders, deliver tools and advance public awareness around sustainability concepts in a schools' educational program will help ensure that all students have the opportunity to contribute to a sustainable future and pursue a green career. As K-12 Education Manager, she directs strategy, development and delivery of USGBC's K-12 education offerings, including the Learning Lab online education platform and the Green Classroom Professional Certificate program; as well as development of mentorship and career connection opportunities to support green career pathways for students.



Equipped with a Bachelor of Arts degree in English from Rhodes College, and a Masters in Environmental Studies from the College of Charleston, Jenny has worked with nonprofits in Nashville and Charleston that advance triple-bottom-line communities, from the regional to neighborhood scale, including, most recently, as the Executive Director of the USGBC South Carolina chapter. She continues her own learning through service as a Virginia Master Naturalist and a literacy tutor at DC elementary schools.



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Kimberly Green

Executive Director, Advance CTE



For the past twenty-six years, Kimberly A. Green has worked extensively on federal policy impacting Career Technical Education (CTE). Working closely with Congress, the Administration and a broad range of stakeholders, she represents the interests of and seeks support for CTE. In addition to this policy work, Kimberly helped establish, implement and grow The National Career Clusters® Initiative, the Common Career Technical Core, the CTE: Learning that works for America Campaign and Putting Learner Success First: A Shared Vision for the Future of CTE – all of which are designed to build visibility and support for CTE, while also raising the bar for CTE by ensuring consistency in the delivery of high quality programs to students across the U.S. Kimberly also helped to secure the largest philanthropic investment in career readiness/CTE; the New Skills for Youth Initiative funded by JPMorgan Chase & Co. invests in systemic, state-level transformation to increase access to high-quality CTE and aligns to the aspirations of Putting Learner Success First.

Kimberly represents the State CTE Directors on a variety of boards and committees including the Board of Directors for the Manufacturing Skills Standards Council and national advisory board of the National Career Academy Coalition. She serves as an advisor to the National College and Career Readiness Center, the Great Teachers and Leaders Center, the American National Standards Institute's Certificate Accreditation Program and the Advancing Equity Technical Advisory Group. She is an accomplished speaker, having presented in all 50 states and is considered a nationally recognized expert in CTE. With the support of Pell Grants and the federal work study program, she is a graduate of Cornell University's School of Industrial and Labor Relations. She is a native of Buffalo, New York.



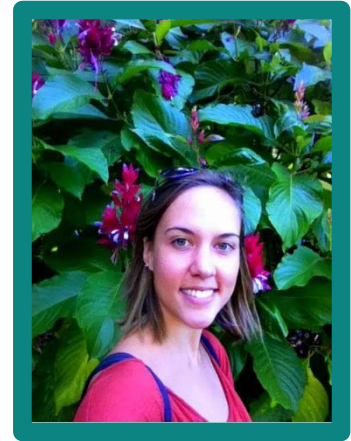
NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

PANEL IV: CAREERS IN GREEN COMMUNICATIONS AND SUSTAINABILITY MARKETING

Moderator: Anna Vecchio

TITLE; National Wildlife Federation

Anna Vecchio received a BA in Environmental Studies from Eckerd College in 2015 and was hired at NWF shortly thereafter. In her role as Communications Coordinator she supports the efforts of NWF's education department and develops press materials for everything from EcoLeaders to the Great American Campout. Anna has a passion for writing and telling stories that reach people on a personal level and activate citizens to make a positive difference for wildlife at home and abroad. When she's not trying to save the world one press release at a time Anna enjoys baking, birding, and playing with her very fat cat.



Aileen McManamon

Founder and Senior Partner, 5tsports

Aileen McManamon is the Founder and Senior Partner of 5T Sports Group. 5T focuses on driving profitability for clients through 'greening' their operations, leveraging technology solutions and deepening community relationships. Her career experience spans sports properties such as the Tour de France, Winter Olympic Games, Major League Soccer, Minor League Baseball, the NFL, Little League Canada and multiple World Cup events in skiing, snowboarding and cycling. She has worked with global brands including FIAT, Alfa Romeo, General Motors, EA Sports, Microsoft, Qualcomm and Hewlett Packard. She began her career in Germany, in the automotive and IT industries before moving on to Chicago, San Diego and Vancouver. Throughout her career, she has focused on both business and brand strategy in an international context and typically served in forward-looking roles in marketing and management.



Aileen holds a Bachelor's in Economics from Kent State (Ohio) and a Master's of International Business from the University of South Carolina.

Aileen is a native of Cleveland, Ohio and a diehard Indians, Browns and Cavs fan. She lives in Vancouver, BC with her husband and 2 sons.



NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

Aman Singh

Editor-in-Chief and Head of Content Strategy, U.S.; Futerra

Aman Singh is Editor-in-Chief and Head of Content Strategy, U.S., for Futerra. She has worked across the diverse spectrum of CSR and sustainability strategy and communications for almost a decade, having started her journey as a journalist and continued through the corridors of multiple organizations and clients playing multiple roles from content provocateur and storyteller to communication strategist, messaging connoisseur, marketer and systems thinker. From connecting the dots between the many layers of sustainable behavior and storytelling to using social and traditional communication channels for effective engagement, she is a lifelong learner of and advocate for how sustainable actions and storytelling can lead to meaningful relationships.



Aman's work has been published across multiple media outlets including Forbes, CNBC, The Guardian, Bloomberg, Greenbiz and Triple Pundit. She is a frequent speaker, experienced workshop facilitator and an accomplished moderator. When not on assignment or connecting the

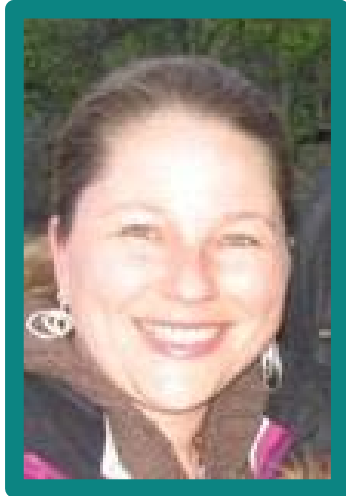
dots between the logic and magic of CSR and sustainability, she can be found decoding the mechanics of anything that moves with her toddler son..



NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

INTERVIEW WITH AN NWF CERTIFIED YOUNG PROFESSIONAL

Interviewer: Kristy Jones



Senior Manager, EcoLeaders and Campus Ecology; National Wildlife Federation

Kristy manages campus team memberships, resources such as web conferences and sustainability fellowships, internships, key partnerships, and has co-authored Higher Education in a Warming World – The Business Case for Climate Leadership on Campus.

Before joining NWF, Kristy worked at the Foundation for Environmental Security and Sustainability as an office/research coordinator. Kristy also spent six years working for the Center for Field Studies at George Mason University (GMU). One of her largest projects at GMU was managing The Bahamas Environmental Research Center on Andros Island. Kristy has led several field studies to The Bahamas and Costa Rica. She has a B.A. in Anthropology and master's in Environmental Studies. Kristy is a LEED

Green Associate.

Interviewee: Mariah Gladstone

Founder, Indigi Kitchen



Mariah Gladstone (Blackfeet, Cherokee) grew up in Northwest Montana. She graduated from Columbia University with a degree in Environmental Engineering and returned home where she developed Indigikitchen. Mariah has been recognized as a "Champion for Change" through the Center for Native American Youth, a "Culture of Health Leader" through the Robert Wood Johnson Foundation, and a Grist 50 "Fixer." She is currently on the board of the Native Youth Food Sovereignty Alliance (NYFSA). She recently completed an AmeriCorps service term where she helped the City of Whitefish complete their Climate Action Plan, and she used this project design and management experience as a National Wildlife Federation EcoLeader.



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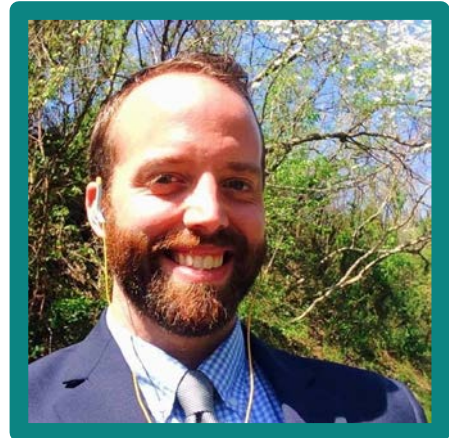
ECOCAREER CENTER WORKSHOP

David Corsar

Career Center Manager; National Wildlife Federation

David Corsar is the Career Center Manager for the National Wildlife Federation EcoLeaders program. NWF EcoLeaders is a robust career and leadership development program for college students and professionals all across the U.S. and beyond.

David completed a full 2-year Peace Corps service in the Republic of Armenia where he focused on professional and organizational development for local community-based NGOs. Prior to his Peace Corps service, David worked as an environmental engineer and project manager at a global engineering consulting firm, CDM Smith. He also served as Secretary of the Virginia State Committee of Water for People, an international development organization working in water and sanitation. David received Bachelor of Science and Master of Engineering in Environmental Engineering from Old Dominion University in Norfolk, VA and a Master of Public Administration from George Mason University in Fairfax, VA.



NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

PANEL V: GREENING RETAIL, CONSUMER PRODUCTS, AND SUPPLY CHAINS

Moderator: Kevin Coyle

Vice-President of Education and Training; National Wildlife Federation

Kevin Coyle has committed thirty-five years to improving America's education and environmental education fields. He joined the National Wildlife Federation as vice president for education in 2005.

Prior to NWF, Kevin was president of the National Environmental Education & Training Foundation (NEETF), an award-winning organization chartered by Congress to strengthen U.S. environmental learning. Kevin is trustee and immediate past chair of The Potomac Conservancy, trustee of The Alice Ferguson Foundation, and has served two terms as chairman of The Natural Resources Council of America. He holds a bachelor's degree in sociology from LaSalle University, a JD in environmental law from Temple University, and the Conservation Leadership Institute Certificate from the Wharton School of Business.



Roian Atwood

Director of Sustainability; Wrangler/Lee



Roian Atwood is the Director of Sustainability for Wrangler and Lee jeans. Atwood leads brand sustainability strategy, engages suppliers globally to drive greater social and environmental performance, and works cross functionally with product development and marketing to create more sustainable products and share brand relevant stories.

With fifteen years' experience in footwear & apparel sustainability, Roian has a track record of managing a diverse set of projects and leading teams into an action-oriented, results driven approach to corporate sustainability.

Atwood's undergraduate work was in Complex Systems at Naropa University, and he holds a Master's of Environmental Management from the Nicholas School of the Environment at Duke University.



NATIONAL WILDLIFE FEDERATION 2019 ECO CAREERS CONFERENCE

Christy Slay

Director, Technical Alignment; The Sustainability Consortium



Christy Slay directs the technical alignment and partnership activities for The Sustainability Consortium (TSC) to develop a global, transparent, scientifically-based measurement and reporting system for product sustainability. She leads efforts with strategic partners to ensure TSC's metrics, tools, and reporting systems are harmonized and interoperable with existing initiatives. Christy leads TSC's Agriculture Metrics Task Force which focuses on data mobility solutions in agriculture supply chains. She also leads TSC's Commodity Mapping Program developing spatial models for drivers of forest loss as well as agricultural and wood fiber source regions. She leads corporate Commodity Mapping projects to model commodity supply chain sourcing risks. Christy develops and leads hands-on training and field courses as well as other projects to achieve TSC's mission.

Christy has been with TSC since its inception in 2009. She received her doctorate in biological sciences from the University of Arkansas-Fayetteville in 2010. Most recently she published on the drivers of global forest loss in the journal *Science*. She has published papers on population ecology and conservation management and reports on agricultural metrics in supply chains. She co-leads cave ecology research on the island of Hawaii documenting new species during her vacation time. Christy has 14 years of experience as an educator in both collegiate and environmental education settings. Prior to her graduate research she spent 5 years in curriculum development and strategic planning with environmental non-profit organizations including the National Audubon Society where she also authored articles for *Audubon Magazine* in New York. She received her B.A. in biology with a minor in religion from Hendrix College.



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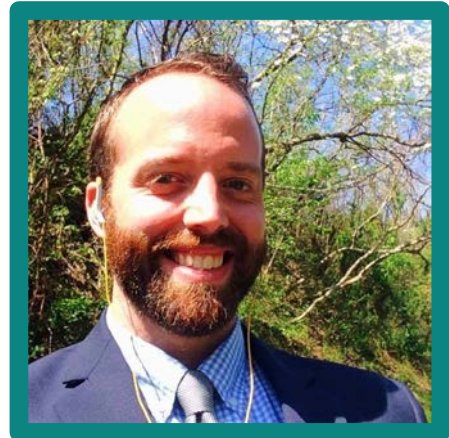
PANEL VI: HELPING YOUR STUDENTS NAVIGATE THEIR CAREERS IN A SEA OF OPTIONS

David Corsar

Career Center Manager; National Wildlife Federation

David Corsar is the Career Center Manager for the National Wildlife Federation EcoLeaders program. NWF EcoLeaders is a robust career and leadership development program for college students and professionals all across the U.S. and beyond.

David completed a full 2-year Peace Corps service in the Republic of Armenia where he focused on professional and organizational development for local community-based NGOs. Prior to his Peace Corps service, David worked as an environmental engineer and project manager at a global engineering consulting firm, CDM Smith. He also served as Secretary of the Virginia State Committee of Water for People, an international development organization working in water and sanitation. David received Bachelor of Science and Master of Engineering in Environmental Engineering from Old Dominion University in Norfolk, VA and a Master of Public Administration from George Mason University in Fairfax, VA.



Laura Thorne

Founder; The Environmental Career Coach



Laura works with students, recent grads, and career changers from all backgrounds who are seeking environmental careers to gain confidence in their searches by crafting sound career navigation plans. Having been a biology student and career changer, now business owner, her coaching comes from experience, a passion for science, and the well-being of our planet. She is well connected across the country in the environmental and sustainability fields through her position as past-president of the Tampa Bay Association of Environmental Professionals and now active committee member of the National Association of Environmental Professionals. These leadership positions and her experience as a grant manager for habitat restoration projects means that she has exposure and experience in a wide variety of both public and private industries. Laura has a Bachelor's Degree in Biology from the University of South Florida, is a certified Project Management

Professional (which means she is an expert in creating actionable plans), and has walked in your shoes!



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Robert Ashcraft

Executive Director; ASU Lodestar Center



Robert F. Ashcraft, Ph.D. is founding executive director, Lodestar Center for Philanthropy and Nonprofit Innovation at Arizona State University (ASU), and Saguaro Professor of Civic Enterprise in ASU's School of Community Resources and Development.

Founded in 1999, the Center has emerged as a global leader in advancing effective philanthropic and nonprofit practice as a distinctive community development strategy. Through research, education, technical assistance and convenings, the Center advances nonprofit leaders and philanthropists to solve problems, to realize a community's highest aspirations and to accelerate social impact. Dr. Ashcraft teaches courses in nonprofit management, philanthropy and a graduate level capstone course. His research interests have resulted in numerous publications on topics such as social entrepreneurship education models, collaboration strategies, and volunteer management. Additionally, he serves on numerous national boards

and is a popular speaker on contemporary issues facing the social sector. In 2012 Dr. Ashcraft was named one of the most influential leaders in the nonprofit sector by the Nonprofit Times as a member of its "Power and Influence Top 50" list. He holds a baccalaureate degree from the University of Arizona, an M.A in Education degree from Northern Arizona University, and he earned his Ph.D. degree from Arizona State University.



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Contact Information

NATIONAL WILDLIFE FEDERATION
ECOLEADERS

111000 WILDLIFE CENTER DRIVE
RESTON, VA 20190
(703) 438-6322

ECOLEADERS@NWF.ORG

WWW.NWFECOLEADERS.ORG

