

## ADRIENNE M. TRAPANI

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### EVOLUTION CONSULTING (EST. 2003) – CLIENT LIST



evolutionconsulting  
next generation marketing

#### **Website Design**

*A&D Specialties, Inc.* website redesign 2010  
*Upper Carmen Charter School*, website 2010  
*Brand of Life, Inc.*, website redesign 2010  
*The Shady Nook Restaurant*, website redesign 2010  
*Women's Show of Idaho*, website redesign 2010  
*Salmon Valley Chamber of Commerce*, website redesign 2010  
*Salmon School District #291* website redesign, 2010  
*Rawhide Outfitters* website redesign, 2010  
*Phelps for Commissioner*, website 2010  
*Salmon River Builders Association*, website redesign, 2009  
*Sacajawea Interpretive, Cultural & Educational Center*, website 2008 -2010

#### **Social Media Marketing**

*Brand of Life* Facebook Page Setup 2010  
*Sacajawea Center* Facebook Page Setup, Status Update & Ad Campaigns 2010  
*Salmon Valley Stewardship* Facebook Page Setup  
*Shady Nook* Facebook Page Setup

#### **Organizational Development**

*Lemhi County Crisis Intervention, Inc. (Mahoney House)*, facilitation of strategic planning session, 2010  
*City of Salmon, Idaho* development and implementation of the [Sacajawea Interpretive, Cultural & Educational Center Master Plan](#), 2007-2008  
*City of Jerome, Idaho* transition to a High Performance Organization™, 2005

#### **Event Planning**

*City of Salmon, Idaho* facilitation of Sacajawea Heritage Days/Corps II Bicentennial event planning, Spring and Summer 2005

## **PREVIOUS EXPERIENCE**

- 2006-2007                    **Development Director**  
Salmon Valley Stewardship – Salmon, Idaho  
Responsible for foundation grant research, writing, and reporting. Initiated and launched an individual donor campaign.
- 2004-2006                    **Executive Director**  
Salmon Valley Stewardship – Salmon, Idaho  
Founding staff member under the Sonoran Institute. Responsible for program creation, board recruitment and training, fund development, and strategic planning. Facilitation and coordination of various collaboratives, workshops, and trainings. Lemhi Regional Land Trust start up fall 2005.
- 2003                            **AmeriCorps★VISTA Volunteer**  
Salmon Valley Chamber of Commerce – Salmon, Idaho  
Facilitation, partnership building, grant writing. Worked with local organizations and community groups (BLM, USFS, City of Salmon) on various community development projects. Major Projects: nomination and designation of the Sacajawea Historic Byway, Idaho Mountain Artists, Sacajawea Heritage Days, Salmon River Days.
- 2002                            **ECO (Environmental Careers Organization) Fuels Associate**  
Bureau of Land Management – Challis Field Office, Idaho  
Environmental internship program. Surveyed fuel loading in the urban-wildland interface zone on BLM land. Duties included navigation with GPS unit and topographic maps/aerial photos, data entry and downloading with GPS, plant and tree identification, digital photography, ARCVIEW.
- 2001-2002                    **Research Assistant**  
Michigan Technological University – Houghton, Michigan  
Sociological research on public participation in natural resource management. Assisted principal researcher with interviewing, transcribing, and analysis.
- 2000 – 2001                    **Marketing Coordinator**  
Mountain Travel Sobek - Emeryville, California  
Adventure travel company. Brochure and catalogues, advertising, public relations, selection of charitable donations. Responsible for the organization and promotion of client events.
- 1999                            **Activist & Fundraiser**  
California Public Interest Research Group - Berkeley, California  
Campaign research and development, fundraising, staff development and field management, community education and outreach.
- 1998-1999                    **English Teacher**  
French Ministry of Education - Rouen, Normandy (France)  
Responsible for curriculum development and instruction in four French primary schools.
- 1994-1998                    **Associate Director**  
Environmental Studies Summer Youth Institute of Hobart & William Smith Colleges - Geneva, New York. Assisted students in learning through hands-on research (vegetation sampling, topographic mapping and watersheds, water quality and aquatic environments, geology of upstate New York). Administrative work: admissions, marketing, office and staff management.

## **ACADEMICS**

### **Masters of Science in Forestry *Magna cum laude*, 2004**

Michigan Technological University – Houghton, Michigan  
School of Forest Resources & Environmental Science

### **Bachelor of Arts in Anthropology/Sociology & French *Cum laude*, 1998**

William Smith College – Geneva, New York

### **Environmental Studies Summer Youth Institute, 1993**

Hobart & William Smith Colleges – Geneva, New York

## **ACADEMICS ABROAD**

### **Gender & Development – Bamako, Mali, 2002**

School for International Training

### **Sociology of Vietnam – Hanoi, 1997**

William Smith College

### **French Language & Culture – Angers, France, 1995**

William Smith College

## **ADDITIONAL EXPERIENCE**

2010 Founding Board President of Working Together, Inc.

2010 Lemhi County Economic Development Association Board Member

2007 to present – Salmon Valley Stewardship Board Advisor

2005 - 2010 – Central Idaho Resource Advisory Committee, U.S. Forest Service

2004-2006, 2010 – Idaho State Scenic Byways Advisory Committee

## **AFFILIATIONS**

Heartland Circle Network

Institute of Noetic Sciences

Amnesty International – established High School Chapter, Allegany Central High School 1992

## **AWARDS/RECOGNITIONS**

Pi Delta Phi (French National Honor Society), Eta Tau Chapter

## **FUNDRAISING/GRANTS**

- 2010 **\$84,000** (Requested \$120,000) over 3 years  
Idaho Department of Commerce for the Rural Idaho Economic Development Professional Program  
collaboration with Gina Knudson (Salmon Valley Stewardship)
- 2010 \$133,225 National Scenic Byway Program for a shared use pathway (pending)
- 2010 Requested \$286,425 from the Assistance to Firefighters Grant Program (Dept of Homeland Security) for  
the North Fork Fire Protection District to purchase a new fire engine
- 2009 **\$14,485** USDA Farmers Market Promotion Program for the Lemhi County Farmer's Market  
collaboration with Salmon Valley Stewardship

2006 **\$40,000** Brainerd Foundation for Salmon Valley Stewardship

**ADDITIONAL TRAINING**

- 2010 – Integral Enlightenment, Evolutionary Metamorphosis with Barbara Marx Hubbard
- 2008 – The Art of Convening, The Heartland Circle
- 2005 – Northwest Community Development Institute
- 2005 – Revolutionary Women’s Retreat (Utne)

**LANGUAGES**

Fluent in written and spoken French

**REFERENCES**

**Laurel York Odell**

President  
Concepts In Writing, Inc.  
Boise, Idaho  
(208) 859-8271

**Gina Knudson or Anita Andrus**

Executive Director | Board Chair  
Salmon Valley Stewardship  
Salmon, Idaho  
(208) 756-1686

**Mary Ann Oberhaus**

Professor Emeritus - Marketing  
Salmon, Idaho  
Oceanwest Marketing, Owner  
(208) 756-4916