

JENNIFER S. YUHAS

Fairbanks, Alaska 99709

| | | |
|-----------------------------|--------------------------|-------------------|
| Government Affairs | Advocacy Training | Crisis Management |
| Public Affairs | Public Speaking | Speech Coaching |
| Policy Development | Interagency Coordination | Speech Writing |
| Executive Coaching | Executive Leadership | Image Consulting |
| Negotiations | Strategic Planning | Fundraising |
| Conflict Resolution | Message Development | Non-Profit Sector |
| Public Trust Doctrine | Cultural Awareness | Campaigns |
| Marketing / Micro-targeting | Rural Outreach | Mediation |
| Intellectual Property | Legal Document Review | Media Relations |

PROFESSIONAL HIGHLIGHTS:

Executive coaching: My extensive experience with executive coaching has included strategy development, communications, speech coaching, and accountability training for various leaders in formal and informal solicited capacities.

Advocacy and advocacy training: I have served as an official advocate before private, local, state, federal, and Tribal entities, have mobilized the testimony of others, and have trained advocates to develop and provide their own testimony, and to motivate the testimony of others.

Crisis management: I have conducted intervention and developed communications plans and delivered communications for long term and immediate crisis response. I have provided this service through formal employment, emergency deployment, and private solicitation with effective results.

Mediation: I greatly enjoy bridging divergent goals and communication styles to assist in uncovering creative and mutually satisfying outcome alternatives for all parties involved. I have enjoyed great success in these areas through formal and volunteer capacities.

Communications: I have over 25 year's successful experience with outreach and communications. My communications experience spans internal, external, interpersonal, marketing, advocacy, message development, compliance, and branding. I have increased membership and awareness and participation in programs, causes, and events to historic highs in several venues as an employee, contractor, and volunteer.

PROFESSIONAL HISTORY:

CARDINAL POINT STRATEGIC RESOURCES LLC March 2018 – Present
Founder / CEO

LOCAL 71: LABOR, TRADES, & CRAFTS March 2018 - Present
Strategic Communications Director

THE GROWTH COMPANY, AN AVITUS GROUP COMPANY July 2017 – March 2018
Senior Consultant - See services offered: www.TheGrowthCompany.com

ALASKA DEPARTMENT OF FISH & GAME Jan. 2009 – July 2017

Assistant Director

- Negotiations Strategy Lead for Pacific Salmon Treaty: Serve as Alaska Delegation Coordinator; provide executive coaching to Alaska Commissioner, Alternate, and others;
- Joint Pacific Alaska Range Complex. (JPARC) Airspace Planning Negotiations Lead

State Federal Subsistence Liaison Team Leader

- Chair of Department's Federal Subsistence Liaison Team, which implements a Memorandum of Understanding between federal and state agencies that guides coordinated management of subsistence uses on federal, public lands in Alaska and includes all division directors, Deputy Commissioners, and members of the Commissioner's Office and DC Office
- Development of strategy, policy recommendations, and written state positions on activities of the federal Office of Subsistence Management and Federal Subsistence Board
- Primary liaison with the federal subsistence program communicating state policy positions coordinating state/federal interaction
- Supervision of subsistence liaison representatives (one fish, one wildlife) and coordination of activities of all divisions and the Boards of Fisheries and Game relating to the federal subsistence program.
- Lead for subsistence interaction with the Department's Alaska National Interest Lands Conservation Act (ANILCA) team
- Facilitate environmental conflict resolution among culturally diverse stakeholder groups, local and statewide including: federal agencies, Tribes, non-governmental organizations, and commercial interests
- Special recognition for Angoon Extraterritorial Jurisdiction petition, and the Kuskokwim River Salmon Management Working Group
- Represent agency via frequent public speaking and public testimony, and coach others
- Conducted Institute of the North ANILCA Training

Legislative & Communications Director

- Responsible for development and oversight of all internal and external communications policies
- Department Executive Leadership Team Member assisting with policy development and department direction and serving as team lead for internal and external communications, legislation, and public affairs; and as a key team member for federal interactions, invasive species, and crisis management
- Conducted department wide survey of communications functions & developed department speakers training as well as thorough analysis of statewide issues by region, division, & other strata

- Liaison to Alaska State Legislature in all capacities / Provide briefings to Congressional Delegation and Cabinet Member staff / Represent Department at public functions and speaking engagements
- Develop positive relationships with private, federal, state, Tribal, and local officials and policymakers
- Initiate interagency coordination with state and federal fire officials
- Arrange and coordinate interagency opportunities for fire awareness and preparedness messages in conjunction with Alaska Division of Forestry and Alaska Fire Service and assisted with PIO training / Member Alaska Type 1 IMT: Assigned to Railbelt Complex fire, AK – 2009

FAIRBANKS NORTH STAR BOROUGH

May 2005 – Jan 2009

Special Assistant to Mayor Jim Whitaker

- Senior Leadership
- Lead Public Information Officer for the Fairbanks North Star Borough: Position served to coordinate message development, produce press releases, appear at community meetings, on broadcast, and in print
 - Public Information Officer for Emergency Operations available for major incidents including the Parks Highway Fire, AK - 2006, Caribou Hills Fire, AK- 2007, and Jocko Lakes Fire, MT- 2007. Lead Area Information Officer for Alaska Shield / Northern Edge Exercise 2007. Member Alaska Type 1 Incident Management Team (IMT)
 - Developed communication plan for H2N1 Bird Flu awareness
- Liaison to Alaska State Legislature in all capacities / interact with Congressional Delegation and Cabinet Member staff re: certain grant funding requests and AK appearances.
 - Obtained necessary \$34M funding for Chena River Downtown Bridge
- Represent Mayor at public functions and speaking engagements
- Represent Mayor at Fairbanks Metropolitan Area Transportation meetings as voting member for transportation funding of local area projects and downtown planning
- Develop positive relationships with private, federal, state, Tribal, and local officials and policymakers
- Lead and oversee negotiations with Alaska Department of Fish & Game for site selection, lease, and construction of Ruth Burnett Sport Fish Hatchery.
- Planning authority responsible for large scale events such as Governor's 2006 Inauguration, and Military & Family Appreciation Day attended by Alaska Congressional Delegation and Secretary of the Army
- Protocol officer for foreign dignitaries: (Consul Generals and Russian Ambassador)
- Arranged and coordinated interagency opportunities for fire awareness and preparedness with Alaska Division of Forestry and Alaska Fire Service

ALASKA OUTDOOR COUNCIL

Sept 2003 – May 2005

Executive Director

- Oversee operations including Financial Management, Fundraising, Administrative Management, Membership Development, Marketing, Image and Public Affairs
- Testimony for: Advisory Committees, Boards of Fish and Game, legislative hearings, regulatory comment meetings, and other policy meetings or documents federal, statewide or local impacting members
- Land use planning review and comment
- Speaking engagements to other organizations and guest lectures to university students
- Develop positive relationships with other organizations and policymakers
- Hire and review of Lobbyist, Board of Game Representative, and administrative personnel
- Produce quarterly newsletter, newsletter supplements, and e-mail action alerts
- Increased membership to historic high of 4,800 +
- Served as spokesperson and led defeat of 2004 ballot initiative

- State Affiliate for the National Rifle Association

ALASKA LEGISLATURE

Feb 2000 – Sept 2003

Chief of Staff / House Resource Committee Aide

- Served four House Resources Chairmen
 - Confidentiality essential
 - Legislative research, drafting, and testimony
 - In-house resource for research and issue development on all renewable natural resource and 2nd Amendment issues
 - Coordinated issue development between individual legislators, committees, and legislative bodies, public and administrative branch
 - Extensive knowledge of 2nd Amendment issues; Public Trust Doctrine; Alaska Department of Fish & Game; Alaska Department of Natural Resources; Water Rights Adjudication; Constitutional Compliance; Hunting; Fishing; Timber; and Watchable Wildlife
 - Press releases / Speech writing / Accompany or represent legislator at community functions
 - Proficiency in organizing electronic communications, including grass roots mobilization
 - Strategic planning / Strategic consulting regarding bill passage and other issues
 - Office organization and division of staff duties
-

COMMUNITY INVOLVEMENT

- Outdoor Heritage Foundation - President, 2019 – current
- Sportsmen's Conservation Alliance & PAC – Vice Chair, 2019 - current
- American Wilderness Leadership School – Volunteer / Lead Coordinator of curriculum for week long student advocacy training event held 3rd week of June in Wyoming wilderness.
- American Red Cross of Alaska – State Board Member – 2017-2022
- Forget-Me-Not Group (*reconnecting urban-rural homeless*) / Volunteer / Supporter / Coach
- Big Brothers Big Sisters Alaska – Volunteer
- Youth Hunter Education Challenge (YHEC) - Volunteer
- KUAC Public Radio / Fundraising Volunteer
- Ruffed Grouse Society Alaska – Sustaining Sponsor / Volunteer
- Anchorage Making Strides Against Breast Cancer Walk– Crisis Management Chair / Safety Officer (2011)
- Covenant House, Anchorage – Supporter
- Kenai River Sportfishing Association - Kenai River Classic & 1st Kenai River Women's Classic Volunteer
- Tanana Chiefs Conference – Supporter / 2008 Attendee to Board of Fisheries meeting in Cordova for TCC
- Resource Center for Parents and Children – Supporter / Celebrity Waiter (2007-09)
- Public Relations Society of Alaska – Initiation Juneau Component (2009-10)
- Fairbanks Golden Heart Rotary – Founding Board Member & PR Chair (2005-09) President Elect 2009
- Greater Fairbanks Chamber of Commerce – Participant / previous member of Military Affairs, Resources, Rural Affairs, and Transportation committees
- National Rifle Association (NRA) – Safety Instructor: Basic Rifle, Basic Pistol, and Home Firearms Safety
- NRA Youth Education Summit (YES) – Organizer, State Chair, Chaperone, Volunteer (2002 –09)
- Alaskans for Professional Wildlife Management – Chair (2007-08) / Spokesperson & Chief Organizer (2003-05) / Leader of two successful statewide ballot initiative defeat efforts
- Alaska Wildlife Conservation Association – former Board Member (2000-09)
- Alaska State Dental Hygienists Association - National Delegate, Public Relations Chair, and Dental Society Liaison with awards (1994-2000)
- Bible Study Fellowship (BSF) International – Discussion Group Leader (1994-1998)
- Cook Inlet Dental Hygienists Association – PR Chair, President (1993-95) – Taught Interviewing Skills