

**JOB OBJECTIVE: Creative Faith Leader**, sharing ministry, spiritual deepening, learning and inspiration with attention to anti-racism and anti-oppression efforts, pastoral care, beauty and arts in multi-platform environments.

#### WORK ACCOMPLISHMENTS:

##### Management and Congregational Leadership

- **Led Congregation of 350 members and managed staff of six**, as both spiritual leader and executive director. Developed stewardship campaign, plans to re-engage after Covid, led spiritual direction, pastoral care and guidance for board, committees and teams including but not limited to anti-racism, endowment, religious education, and fundraising, working with lay leaders, clergy, and community members
- **Managed people and systems** as chief people officer, aligning mission, using strategy and processes aimed at building and retaining exceptional teams. Shared leadership through collaborating with Director of Religious Education, Senior Minister, Community Minister and Music Director and administrative staff
- **Stewarded congregations and organizations**, translating ends statements and mission into donor development, budget, and finance, to align ethics and values, people management and strategic goals
- **Advised congregations and organizations on capacity**, identifying opportunities for efficiencies, reprioritizing processes, and creating innovative approaches to ends
- **Acted as a collaborative partner** on leadership teams, on journeys of learning, growth, inspiration, and innovation
- **Preached and led worship**: Ministered to congregations in times of great change and uncertainty, on issues of love, leadership, spiritual practice, covenant, compassion, pastoral care, inclusion in community from marginalized identities (LGBTQ, POC, Black, poor, adopted, sexual abuse and women's health), followed up with congregants, coordinated with education, administration, and music teams in multi-platform environments
- **Created pastoral worship** by request of staff and members to address needs in the congregation with little supervision. Checked in with senior ministers to keep them apprised of progress and received numerous testimonials from congregants on a regular basis
- **Inspired and supported religious education re-envisioning team** of lay and ministerial leaders in UU congregation to address changing needs of congregation, family, adult, and children's faith formation, yielding integrated education programming in multi-platform environments
- **Developed, Advised, Reviewed and Consulted on Communications for 300+** trainings, conferences, annual meetings, lectures, educational classes, panel discussions, and certification courses for local and regional organizations. This included free and paid events, utilizing market research, paid and viral media, coordination with churches and ministers, politicians, non-profit, community and business leaders
- **Offered pastoral care** and led lay pastoral teams through tragedies, teaching others how to accompany people through trauma and doing so with an eye for anti-racist action and building anti-racist policies
- **Accompanied congregations through highly publicized tragedy**, coordinating community, police, neighborhood and pastoral responses and memorial impacting congregation
- **Shared negotiation and conflict** management tools with congregational organizations. Offered expertise in being brought into situations with group conflict & pastoral needs after misconduct

##### Supervision and Leadership Experience

- Inspired Religious Education team to look at new ways of delivering faith formation yielding a board appointed committee to reform church wide efforts. Supported RE Director, lay leader and worship teams in transformation
- Developed and led six-member team for transgender ministry initiative collaborating with community leaders
- Supervised and managed staff members, consultants, volunteers and free-lance staff including videographers, photographers, writers, accountants, administrators, graphic designers, web designers and trainers both for Circore Creative, MKE LGBT Community Center, Cream City Foundation, Community Building, and Bradford Community Church UU, LGBT Door County, Unitarian Universalist Church West, and more

- Managed teams of professionals and volunteers during large conferences, fundraising events, and donor experiences. Organized and trained volunteers including elected officials, event planners, community leaders board members and youth, yielding multiple six figure fundraisers

#### **Media Relations & Social Justice**

- Regularly interviewed for TV/radio/print/web, including Tom Ashbrook on NPR's On Point
- Press trained by ACLU, Victory Institute, National Lambda Legal, OUTfront Minnesota, and GLAAD coaches
- Provided media training for more than 200 ministers, congregations, multi-faith leaders, & non-profit executives

#### **Board Experience & Public Faith Leadership**

- **Supported national issue campaigns** for multiple orgs, handling public relations, marketing, and media placement
- **Planned Parenthood Clergy Council:** Created education opportunities for interfaith leaders to increase aptitude around reproductive justice, recruited additional members across cultures, faiths, and region
- **Founded Milwaukee LGBT Community Center** with team of seven leaders, which established vibrant organization that grew to annual budget of \$1.5million. Chaired Public Relations, Marketing, Membership and Development teams during multiple board terms over two-decades
  - **Co-Led turn-around team** of community center, following period of misconduct, fund, and friend-raising organization from \$800K debt to financial stability and trusted place in community
- **Researched, developed, and presented** at the Wisconsin 'Safe, Healthy, Strong Conference' specifically addressing spirituality and abortion to over 30 healthcare, spiritual care, teaching, and community professionals to change how pregnancy options are discussed regionally amongst teachers, parents, religious leaders and nurses
- **Represented Seminary: Meadville Lombard Theological School Board of Trustees:** shared student concerns to increase communication amongst board, staff, and students. Lifted-up unique needs of disabled, poor, hungry, LGBTQ, 12-step, divorcing, parenting, and partnered students
  - Developed opportunities for increased student representation at events, assisted development team for major donor events, communicated student needs amongst Education Team, Student Affairs Council and Board of Trustees, staff, and faculty
- **Led Controversial LGBTQ Training Program Addressing Religious and Racial Bias with Midwest Region Ministers (13 states) in Salvationist Churches, Community Centers, and Homeless Shelters:**
  - Led cultural change efforts through training programs audits of congregational and community centers, working with ordained and lay leader to address every layer of leadership from accounting, fundraising, development, human resources, youth activities, social work, camp programs, schooling, food scarcity, & homeless programs for LGBTQ readiness to serve all intersections of race, class, and education
  - Coached senior leadership and ministers at 13 state regional conferences of The Salvation Army, advising on issues of sexual orientation and gender identity following execution of DEI audit
  - Program yielded expanded services and benefits for LGBTQ guests and staff impacting tens of thousands of people seeking help from The Salvation Army Midwest Region
- **Initiated Transgender Ministry** at Bradford Community Church Unitarian Universalist, to build cultural competency to be a place of radical welcome for transgender and non-binary people/loved ones and community outreach
- **Developed pastoral care chaplaincy** program at Wisconsin's largest abortion clinic accompanying 200+ families through abortions yielding less need for pain medications and less stressed patients, doctors, and medical staff
- **Co-created**, annual 'Blessed at Pridefest' at Wisconsin Pridefest, helping to create a positive faith experience with an inner-faith team of religious leaders where each year we gave over 500 blessings, giving us visibility to 50K people in attendance and creating a platform to activate community members throughout the year to attend justice events

#### **Strategic Communications & Interim Leadership**

- **Provided crisis communications support and coaching** to leaders in leading non-profits facing significant misconduct, financial mismanagement, and public relations nightmares to not just save face, but to strategically recover, heal and grow because of the catastrophes. All these involved organizations of net worth of at least \$1.5M

- **Developed and executed communications plans** for 40-70 clients encompassing print, direct mail, web, e-marketing, social media, in-person training and customer service resulting in: 20% increased revenue for existing organizations, increased open rates, improved list marketing, fund raising/development growth, improved engagement and increased attendance/sales/use
- **Stepped in to lead several organizations in extreme crisis:** leadership misconduct, embezzlement, and loss of grants to steady the ship and bring policies, procedures, and management of people systems
- **Rebranded college athletic organization for international training events** to reflect teamwork and humanitarian efforts

#### **Strategic Partnership Building for Racial and LGBTQ Equality: State and National Projects**

- Strategized and executed plan with ACLU Lesbian Gay Bisexual Transgender Project Nationally & Regionally, for marriage equality filling plaintiff class to sue and ultimately won the right to marriage in *Wolf v. Walker* federal lawsuit
- Developed successful turn-around campaign for MKE LGBT Community Center: managed communications strategy building strategic partnerships including 1:1 outreach, executing 60+ interviews (TV, print & radio) yielding flood of public support, donations, web traffic, media engagement, event attendees, & establishing confidence during organization turn-around
- Created award-winning regional *Gay Neighbor* campaign (billboards, print, web), coordinating more than 30 organizations (non-profit, churches, government entities and community programs) for Cream City Foundation's two-year campaign. Collected stories and data to build public support in the first of its kind campaign, receiving international press coverage, increasing donations, and causing educators to add LGBTQ books to regional child and youth reading program
- Directed equality campaigns, teaching inclusion, community building, and public policy since 1996
- Developed and taught inclusion and equity training programs for businesses, students, professionals, and public sector addressing racism, sexual orientation, gender identity, and classism issues since 2012
- Created community support and training network in rural area, connecting non-profits, businesses, and professionals to address issues of marginalized communities educating largely white population on issues of LGBTQ issues, racism, and multi-racial families, to build community, increase diversity in NE part of State of Wisconsin
- Developed community events for students, public sector, professional artists for community events

#### **Public Policy and Outreach**

- Developed state-wide messaging for the award-winning, multi-media communication campaign, 'Get out the Vote' (print, web, direct mail, e-marketing, social media, and face to face scripting), for Equality Wisconsin, winning 'Innovative Campaign of the Year' from State Voices, a national nonpartisan civic engagement organization
- Lead Winning Team in Campaign Simulation against 40 professionals from around the globe, Washington, D.C.

#### **Social Justice, Diversity, and Inclusion**

- Trained FBI agents – including Special Agent in Charge, federal judges, and court workers about LGBTQ issues U.S. District Court for Eastern District of Wisconsin in workshop I co-created with transgender BIPOC leaders
- Created communications messaging and marketing programs for nationwide childcare education programs, farm education and human growth and development organization, bringing diversity to the program materials and outreach strategy
- Taught and advised at-risk youth of color in Project Q program of the Milwaukee LGBT Community Center 2012-2014 as mentor on topics of communication, organizing, job skills and interview skills for 13 to 24-year-olds

#### **Communications Writing: Print, Web, Content Development and Social Media Management**

- Developed strategic communication tools for 40+ clients including branding, websites, social media, publications, & trainings, resulting in increased program awareness, refined events, more unique visitors, & built pastoral relationships
- Managed implementation of messaging strategy with press & community relations & for greater engagement with members, congregations, media partners, community leaders, non-profit associates, religious and government leaders
- Spokesperson and primary manager of social media for more than 25 organizations, businesses, non-profit organizations, and created strategic communications plans including visual and written content, yielding up to 50,000 interactions weekly
- Oversaw electronic media management, collaborating with I.T., Web, Content Developers, Photographers, Bloggers & end users to more than 75 organizations yielding higher profits, more favorable satisfaction

- Managed authors for book publication cooperating with marketing, periodicals, & national standard subject matter experts for world-wide market in print and e-books
- Wrote hundreds of newsletters (print and online) brochures, catalogs, postcards, video scripts, posters, and various print collateral for 50+ clients, covering a wide variety of topics and issues for both agency projects and internal organizational clients balancing 15 non-profit, congregational, and for-profit clients simultaneously
- Consulted on development & marketing of 25+ educational conferences nationwide. Attendance of 300 to 5,000

#### **Diversity, Inclusion, Creative and Volunteer Activities**

- Frequent guest speaker on inclusion including 2013 U.S. Dept. of Justice Pride with U.S. Attorney James Santelle.
- Board of Directors, Milwaukee LGBT Community Center: 1997-99, 2011-2013 (on staff 2013-2016)
- Frequent guest of local radio, television, and print publications nation-wide on inclusion and LGBT topics

#### **Work History**

2021-Present, Minister Unitarian Universalist Church West, Brookfield, WI

2020-2021 Minister, Unitarian Universalist Community Church of Washington County, Hillsboro, OR

2018- 2020, Intern Minister, Bradford Community Church Unitarian Universalist, Kenosha, WI

2020 Creative and Empowerment Media Consultant, FORGE-FORWARD, Milwaukee, WI (National office)

2019 Summer Preacher, Rockford Unitarian Universalist Church, Rockford, IL

2017-2018, Chaplain, Community Care Chaplains – 2 Units of CPE, Placement at Planned Parenthood of Wisconsin

2012-2017, Community Communications Director, Milwaukee LGBT Community Center, Milwaukee, WI (volunteer then paid)

2002-Present, Principal, **Circore Creative, Milwaukee, WI**, *many of the aforementioned accomplishments are client history over 17 years.*

- Managed all aspects of consulting firm: coordinating trainers, administrators, designers, accounts payable/receivable, client management, project management, contract management, strategic planning, supervision, customer relationship development, and coach in consulting for both non-profit, for profit and religious organizational clients.

#### **Selected Client List:**

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| • <b>ACLU – National and Wisconsin offices</b>                                 | • <b>LGBT Door County, WI</b>                               |
| • <b>ACLU Lesbian Gay Bisexual Transgender &amp; HIV Project, New York, NY</b> | • <b>LifeWays North America</b> , early childhood education |
| • <b>American Society for Quality (ASQ)</b>                                    | • <b>MKE LGBT Community Center</b>                          |
| • <b>Cream City Foundation, Milwaukee, WI</b>                                  | • <b>Milwaukee Drug Treatment Court</b>                     |
| • <b>Equality Wisconsin – LGBTQ Voting</b>                                     | • <b>Pizzazz Studios</b> , art & design education           |
| • <b>Forge-Forward, Transgender Health &amp; Advocacy</b>                      | • <b>The Salvation Army (13 state region)</b>               |

#### **2014-June 2018 Co-founder, LGBT Door County**

- Managed inclusion campaigns through training, public education, staff education to be sensitive to the LGBT+ community for small businesses, non-profits, congregations, and public sector in rural communities of Northern Wisconsin

#### **1997-2002 Special Marketing Representative (progressively advanced in responsibility), American Society for Quality**

- Marketing conferences events, publishing, and membership – consulted over 80 hours /month until 2005)
- Developed strategies for Six Sigma, ISO 9000 & ISO 14000 Authors to establish market dominance.
- Managed marketing and individual member retention for society of 122,000 international members, international awards administration, with \$1.6 million-dollar budget.

- Stabilized membership retention by facilitating more than \$30,000 in cost-savings and increasing on-time renewals by 5% over three consecutive years — through focused segmenting, product bundling, and restructuring.

#### **EDUCATION:**

2020 **Master of Divinity**, Meadville Lombard Theological School

2012-2013 LifeWays North America, **Audited Graduate Training** in Living Arts, Human Growth and Development, Child, Family and Community Development (equivalent of nine graduate credits), included Rudolph Steiner theology and Waldorf training

1993-96, **BA with honors, Professional Communications & Art**, (double-major) Alverno College, Milwaukee, WI

1991-93, **Art & Design Studies**, Parsons School of Design, New York, NY

#### **CERTIFICATIONS, TRAININGS OF NOTE:**

- 2022 Grief & Gratitude, Jewish Studio Workshop at the UUMA, with Michelle Favreault and Rabbi Adina Allen
- 2021 Serving Congregations with a History of Misconduct, Debra Pope-Lance
- 2020-Present Bowen Family Systems Theory Coaching with Jake Morrill
- 2021 Workshops at Bowen Theory Education Center
- 2021 When Moses Meets Aaron: Staffing & Supervision In Large Congregations with Susan Beaumont
- 2021 How to Lead When You Don't Know Where You Are Going, Leading in a Liminal Season with Susan Beaumont
- 2020 Inside the Large Congregation, Susan Beaumont
- 2019 Ministerial Fellowship Committee – passed with a score of a one – welcomed into Preliminary Fellowship
- 2019 The Intercultural Development Inventory overview, Master Class: Preaching Punchlines: The Ten Commandments of Comedy (Susan Sparks), UUA Ministry Days, UUA Ministerial Formation Network Retreat, Death of Sunday School (Kim Sweeney), Revitalizing Worship Risk Outloud (Erika Hewitt), Funerals Memorials 101 (Erika Hewitt), UUA General Assembly, UUA Regional Ministry Trainings
- 2018 Ministerial Formation Network Retreat, All Options Pregnancy Training, Howard Thurman Conference and workshop sessions, Art as Spiritual Practice, UUA Regional Ministry Trainings, Interfaith Leadership Chautauqua Global Religions
- 2017 Catalyst for Change, Meadville Lombard Theological School: "The Tilt to Global Authoritarianism: Religious Leadership & Shifting Power"
- 2017 UUA Mid-America Regional Conference
- 2014 - Victory Institute, Campaign and Candidate Training, Washington D.C.
- 2012-15 (two each year) Social media effectiveness: Leadership Institute Milwaukee,
- 2010- 2014 (one each year) Strategic planning seminars: numerous non-profit leaders
- 2002 – American Society for Quality, Quality Improvement Associate (CQIA)
- 2001 - Emotional Intelligence, University of Wisconsin – Milwaukee

**Ministerial Fellowship, Unitarian Universalist Association** - Welcomed into Preliminary Fellowship, December 6, 2019

#### **Preaching Experiences:**

UU History and Heritage Convocation, First Unitarian Universalist, Richmond, VA, Bradford Community Church Unitarian Universalist (Intern Church), Rockford Unitarian Universalist Church (Summer Preacher), James Reeb Unitarian Universalist Church, Fox Valley Unitarian Universalist Fellowship, The Unitarian Universalist Fellowship of Door County, Lake Country Unitarian Universalist Church, Unitarian Universalist Church West, First Unitarian Society Milwaukee (Home Church), Church of the Larger Fellowship, Covenant Presbyterian Church, Olympia Brown UU Church, Peoples Church, UU Fellowship of Door County, United UU Church, UU Fellowship of Durango, UU Church of Urbana-Champaign, UU Fellowship of Centre County, Florence UU Fellowship,

#### **Ritual Creation and Leading:**

Weddings, Funerals, Baptism, Baby Welcoming's, Blessings, Quinceañeras, with specialty in complicated deaths including suicide

**REFERENCES AND PORTFOLIO AVAILABLE UPON REQUEST**