

## GEOFFREY D. SMITH, MA

1512 Frederick Street  
Santa Rosa, CA 95401

858.442.1425 cell  
geoffrey@partners4nature.com

---

### OBJECTIVE:

To fully apply my extensive background in community organizing and organization management, to effect positive gains in environmental protection and social services in the nonprofit sector.

### STRENGTHS:

- **Program Management** – Results-oriented manager with the ability to adapt to changing conditions, limited resources and a diverse support base
- **Organizational Focus** -- Broad view of organizational needs and strengths, and ability to develop institutional systems for long-term sustainability
- **Effective Networking** – Skilled collaborator who recognizes the importance of communication within and between groups for success and problem solving
- **Leadership** – Proven leadership experience in community grassroots organizing, with significant accomplishments in citizen advocacy and public education
- **Creative Problem Solving** – Ability to apply unique and creative solutions to organizational challenges, utilizing knowledge gained from over 30 years of direct involvement in community organizing in San Diego
- **Public Speaking** – Personable and effective presentation style with ability to motivate and inform with a humanistic focus
- **Fundraising Development** – Innovative thinker with a proven track record of successful, issue campaign-based development efforts

### PROFESSIONAL WORK EXPERIENCE:

2009 – 2010

**San Elijo Lagoon Conservancy**

Communications Director | Cardiff-by-the-Sea, CA

Communications and grassroots organizing for prominent watershed-based wetlands conservancy. Responsible for newsletter production, social media, web site development, branding, media relations, volunteer development, and citizen-based stewardship programs. [www.sanelijo.org](http://www.sanelijo.org)

2007 – 2009

**The Utility Consumer's Action Network (UCAN)**

Water Conservation Policy Analyst, Contractor | San Diego, CA

Research and development of water conservation strategies in the San Diego Region. Review of existing policies and ordinances, and research of water conservation technology best practices from around the world. Advocacy for progressive and sustainable water conservation measures in the San Diego region, as an alternative to increasing imports and storage. Development of water conservation resources for consumers. Co-author of water conservation policy paper. [www.ucan.org](http://www.ucan.org)

2005 – 2007

**The Escondido Creek Conservancy (TECC)**

Executive Director | San Diego, CA

As the first Executive Director for a then 14-year old land trust, was responsible for establishing and managing the first office in the watershed. Oversaw the acquisition and subsequent management of 200 additional acres of open space. Developed land stewardship protocols. Coordinated successful \$500K capital campaign for the construction of an interpretive center, designed by world renowned artist James

Geoffrey D. Smith

Hubbell (ground-breaking in 2008.) Wrote and was awarded grant proposals totaling \$35,000. Managed major donor relationships. Developed media message and served as liaison to media, government, and regional non-governmental organizations. Doubled membership, established electronic bulletin to over 400 subscribers, and increased print newsletter circulation to over 600. Developed the organization's first member relationship management database system, and performed all web and technology support. Coordinated volunteer recruitment and training. Supported an active board of directors consisting of 12 members and six sub-committees. [www.escondidocreek.org](http://www.escondidocreek.org)

**2005 – present**                    **Partners4Nature Consulting**  
Consultant | San Diego, CA

Environmental nonprofit consulting, focusing on governance, communications, policy, advocacy, education, and delivery of successful programs. [www.partners4nature.com](http://www.partners4nature.com)

**2004 – 2005**                    **Desert Protective Council**  
Imperial County Projects Director | San Diego, CA

Responsible for managing a \$1.6 million fund for environmental conservation, education and activism in Imperial County, CA. Developed grant application guidelines. Solicited, reviewed, and made recommendations on grant proposals. Worked with grant applicants to develop requests, and oversaw implementation of projects that were funded by decision of the Board of Directors. Currently serving as Board Vice-President/Secretary. [www.dpcinc.org](http://www.dpcinc.org)

**2003 – 2005**                    **USDA Forest Service, Cleveland National Forest**  
Volunteer Coordinator, Student Temporary Employee Program (STEP), Public Affairs Specialist (GS-11) | San Diego, CA

Volunteer Coordination for resource recovery efforts on the local burn areas following the Cedar, Otay and Paradise fires of 2003. Strategic planning, community outreach, program design, social marketing, meeting facilitation. Developed collaborative web-based email & database tracking system. Coordinated volunteer program through partnership with San Diego River Park Foundation, The San Diego Fire Recovery Network, federal, state, county and local agencies. Participated in development of proposal to form a 501(c)(3) nonprofit 'Friends of the Cleveland National Forest', currently pending.

**2002 – 2004**                    **California Wild Heritage Campaign**  
Regional Organizer, Contractor | San Diego, CA

Responsible for San Diego area regional grassroots organizing, community education, media and government relations for a statewide nonprofit education and legislative campaign to protect Wilderness and Wild and Scenic River areas in California. Volunteer member of Steering Committee for statewide campaign with annual budget of \$1 million, 1999 - 2004. Currently actively volunteering for regional wilderness campaigns. [www.californiawild.org](http://www.californiawild.org), [www.wilderness4all.org](http://www.wilderness4all.org)

**2000 – 2003**                    **Sierra Club, San Diego Chapter**  
Staff Conservation Program Coordinator | San Diego, CA

Provided staff support and program management to the conservation issue program of the 18,000-member Sierra Club chapter. Responsibilities included media relations, government relations, public speaking, community outreach, fundraising advancement, volunteer recruitment and training, issues/outings coordination, organizational networking, consensus organizing, policy development, committee support. [www.sierraclub.org](http://www.sierraclub.org)

**1996 – 2000**                    **Stellcom, Inc.**  
Manager, Information Systems | San Diego, CA

Geoffrey D. Smith

Established the Information Systems department for engineering consulting firm, and served as department manager for first 4 years. Provided overall program management including development of the infrastructure to support company growth from a single building with 15 employees, to 4 buildings in three cities with approximately 300 employees. Directly managed four operational staff. Managed departmental and services/equipment budgets in excess of \$1 million. Responsible for requirements determination, acquisition, contract fulfillment and supplier management processes associated with procurement of capital equipment and services in the IT organization. Acquired by California Amplifier.

**1993 – 2005**                      **The ComputerSmith**  
Consultant | San Diego, CA

Provide information technology and nonprofit governance support services to nonprofit clients. Services include server and workstation configuration and repair, project management, network installation and maintenance, web authoring, and software product training and support. [www.thecomputersmith.com](http://www.thecomputersmith.com)

**1990 – 1993**                      **Scientific-Atlanta, Inc.**  
Staff Computer Science Engineer, Signal Processing Systems Division | San Diego, CA

Designed and implemented user interface and screen manager functions for an M68000-based embedded multi-processor Digital Signal Processing (DSP) passive SONAR system. Wrote device driver using memory mapped I/O. Held 'Secret' level DOD security clearance. Acquired by Cisco.

**1989 – 1990**                      **Litton Industries, Inc.**  
Programmer Analyst, Industrial Automation Systems Division | San Diego, CA

Contributed to design and implementation of material handling systems on a variety of platforms including: Boeing 'REDARS' FDDI-based engineering drawing storage and retrieval system; Electro-mechanical warehouse storage and retrieval system for Ford Motor Company; Transportation management system for Maybelline. Implemented real-time message processing and communications protocols. Acquired by Northrup Grumman.

**1984 – 1989**                      **Logicon, Inc.**  
Computer Scientist, Tactical and Training Systems Division | San Diego, CA

Designed, implemented and installed tactical data link software component of military command and control system simulation program. Start-up project responsibilities included: user interface design, coordination of task interfaces, real-time performance optimization and remote site installation in Oklahoma City. Area of focus: JTIDS, TADIL-J, TADIL-C. Held a 'Secret' level DOD security clearance. Acquired by Northrop Grumman.

**1979 – 1984**                      **Johnson Controls, Inc.**  
Programmer Analyst, Special Systems Operation | San Diego, CA

Served as lead software engineer developing applications programs for real-time multi-tasked data acquisition and control system, with application to facility Energy Monitoring and Control Systems (EMCS). Developed control algorithms using regression analysis, adaptive modeling and field data processing techniques. Additional responsibilities included: customer relations (including first impressions), site installation and remote system support. [www.johnsoncontrols.com](http://www.johnsoncontrols.com)

**1975 – 1977**                      **UCSD Bike Shop**  
Business Manager | San Diego, CA

First business manager of on-campus full-service bicycle shop, servicing a campus population of 20,000. Directed design and implementation of all store fixtures including repair shop. Responsible for all sales,

Geoffrey D. Smith

purchasing, marketing and bookkeeping. Innovated self-service repair facility for student use.  
<http://ucsd bikeshop.wordpress.com>

**ADDITIONAL SKILLS AND RATINGS:**

Trained backcountry outing leader and instructor; Eagle Scout

**EDUCATION:**

- BA, Biology, University of California, San Diego (UCSD), 1977
- Post-graduate computer science courses, SDSU, UCSD, Mesa Community College, 1978 – 1999
- MA, Leadership and Nonprofit Management, University of San Diego (USD), 2005

**PROFESSIONAL ASSOCIATIONS AND ORGANIZATIONS:**

- San Diego Tracking Team (SDTT), Board Member, 2006 – 2008
- Carlsbad Watershed Network (CWN), Organizational Member, 2005 – 2008
- San Diego Wetlands Recovery Project Task Force, Organizational Member, 2005 - 2008
- Escondido Creek Watershed Alliance (ECWA), Organizational Member, 2005 - 2007
- Desert Protective Council (DPC), Vice-President/Secretary, 2005 - present
- San Diego Conservation Resources Network (SDCRN), Organizational Member and ExCom, 2004 – 2008
- San Diego Fire Recovery Network (SDFRN), Founding Steering Committee Member, 2003 - present
- San Diego Environmental Leader Network (SDELN), Founding Member, Coordinator, 2001 - present
- The Vision Group Networking Group, Member, 2000 - 2003
- San Diego Partners for Biodiversity, Participant, 2000 - present
- California Wild Heritage Campaign (CWHC), Steering Committee Member, 1999 - 2004
- San Diego Exchange Server Users Group (SDEUG), Founding President, 1996 - 2000
- CIO Roundtable, American Electronics Assoc., San Diego Chapter, Founding Chair, 1997 – 2000
- Black Mountain Open Space Park Citizens' Advisory Committee, Founding member, 1994 - 2004
- Los Peñasquitos Canyon Preserve Citizens' Advisory Committee, Appointed 1987, Chairperson, 1991 – 2009
- Sierra Club, San Diego Chapter, Life Member, Chair, Executive Committee, 1988-89

References, writing samples, CV, and media portfolio available on request

3/2011