

# Jane M. Rohling

582 Palmetto Dr.  
Eagle, ID 83616

(208) 938-3529 (office)  
(208) 949-6545 (cell)  
j.rohling.communication.arts@gmail.com

## Career Goal

To provide creative leadership and direction in interpretation, conservation education, environmental communications and marketing while working with a wide range of clients, partners, stakeholders, and audiences.

## Qualifications

- ☛ 28 years of professional communications experience with state & federal resource management agencies
- ☛ Project planning and project management experience
- ☛ Strong background in natural sciences, resource management & natural/cultural resource interpretation, conservation information and environmental education
- ☛ Excellent skills in visual and verbal communication techniques and media development, research, writing and editing
- ☛ Ability to translate technical and scientific information into jargon-free communications products for a variety of audiences
- ☛ Experience in:
  - ☛ communication planning for natural resource agencies, identifying target markets, key messages, and appropriate media for message delivery
  - ☛ development/design of marketing, information and education products in a variety of media (portfolio available upon request)
  - ☛ planning/presenting interpretive and educational programs, training sessions, & field trips
  - ☛ use of many graphics, word processing, and spreadsheet applications in Mac and Windows platforms

## Professional Experience

### **Interpretive Planner/Designer**

**Boise, ID**

**1/2002-9/30/2007**

#### **Interpretive Arts Unlimited! (GS-1084-11)**

#### **USDA Forest Service Enterprise Team**

Project manager, planner, and designer of a wide range of interpretive, educational, and marketing products and services.

- ☛ USDA Special Achievement Award for developing outstanding marketing products for Interpretive Arts Unlimited! (IAU!), including a logo, business cards, fliers/rack cards, trade show exhibits, and Web site.
- ☛ Involved in projects for national forests and grasslands in WA, OR, CA, AZ, ID, MT, ND, NV, and Washington DC and 3 regional offices, working with IAU! team members, local agency staff, partners, and contractors.
- ☛ Recent projects include a Master Plan for Interpretation, Environmental Education, and Visitor Information for Spring Mountains National Recreation Area near Las Vegas; interpretive planning and design of signs and brochures for Custer Trail Auto Tour, a Lewis & Clark Trail interpretive overlook, and a multi-component traveling exhibit for Dakota Prairie Grasslands; a 12-panel traveling exhibit and 4 interactive/interpretive game wheels for the FS Northern Rockies Region.

**Fire & Aviation Web Manager**  
**USDA Forest Service, NIFC (GS-1001-11)**

**Boise, ID**

**12/1999-1/2002**

Managed a large national Web site for the Forest Service Fire and Aviation Management Program, including the planning and redesign and formatting of the site. ([www.fs.fed.us/fire](http://www.fs.fed.us/fire))

- 👉 Certificate of Merit for outstanding performance during 2000 fire season.
- 👉 Certificate of appreciation for assisting with the dedication of the Wildland Firefighters Monument at the National Interagency fire Center in Boise, ID.

**Interpretive Program Manager and**  
**Wallowa Mountains Visitor Center Director**  
**Wallowa-Whitman NF, North Zone**  
**(GS-1084-11)**

**Enterprise, OR**

**11/1995-12/1999**

Designed interpretive and visitor information products for the Eagle Cap and Wallowa Valley Ranger Districts, and Hells Canyon National Recreation Area. Director of the Wallowa Mountains Visitor Center, forest coordinator for the Northwest Interpretive Association with oversight of six sales outlets on the Wallowa-Whitman National Forest.

- 👉 USDA Forest Service Regional Interpreter of the Year. (1996)
- 👉 Directed design of Hells Canyon National Recreation Area's modular information sign system which h was awarded third place for wayside exhibits in National Association for Interpretation's interpretive media competition. (1996)
- 👉 Completely re-wrote and re-designed the *Wild & Scenic Snake River Boater's Guide*, provided all photographs, added interpretive notes, and coordinated map updates with Forest and Regional office GIS and recreation personnel. (1997)
- 👉 Project partners included Northwest Interpretive Association, Rocky Mountain Elk Foundation, Foundation for North American Wild Sheep, Trout Unlimited, and Oregon Dept. of Fish and Wildlife, Wallowa Lake Tramway, and community organizations.
- 👉 Project themes included management of bighorn sheep, fire/fuels, and noxious weeds, protection of cultural sites, alpine meadows, desert canyons, riparian areas, T&E plants and wildlife, and cultural history (Native Americans, ranchers, miners, recreationists).

**Interpretive Program Manager**  
**Capital Investment Project Team**  
**Interpretive Planning and Design**  
**Hells Canyon NRA, Wallowa-Whitman NF**  
**(GS-1084-11)**

**Clarkston, WA**

**1/1992-11/1995**

Planning, design, coordination and contracting for exhibits, publications, videos and other interpretive and visitor information products for Hells Canyon National Recreation Area. Served as interpretive team leader, designer and planner during the development of several large capital investment projects in Hells Canyon NRA.

- 👉 USDA Certificate of Merit for serving as Forest Service representative in the production of a tourism marketing publication which won regional and state awards in Idaho. Partners: Idaho Tourism Council, Lewiston Chamber of Commerce and others. (1993)
- 👉 Coordinated partnership with Idaho Public TV to produce award-winning videos on Hells Canyon boating safety and river etiquette (15 minutes), geology, cultural and natural resources of the NRA (2-3 minutes each). (1994)
- 👉 USDA Certificate of Merit for guiding the interpretive portions of capital investment projects for Hells Canyon National Recreation Area. (1993)
- 👉 USDA Certificate of Merit for interpretation related to fire ecology and the role of lookouts in fire suppression for Hat Point Lookout. (1994)

**Southeast Regional Interpreter** Atlanta, GA 7/1989-1/1992  
**US Fish and Wildlife Service (GS-1084-12)**

Provided oversight and assistance in interpretive projects and programs to over 100 national wildlife refuges and over 40 national fish hatcheries in a 10-state region. Assisted refuges and hatcheries with planning, design, coordination and contracting for exhibits, visitor centers, publications and other interpretive and visitor information products/services. Coordinated regional refuge and hatchery publications program, producing approximately 200 brochures/year in-house.

- ✦ DOI Achievement Award for Atlanta Home Show backyard wildlife exhibit and for Earth Day with the Atlanta Braves wetlands exhibit. (1990)
- ✦ Coordinated 5-day interpretive/environmental education skills workshop for the region's refuge and hatchery Public Use Management personnel. (1991)
- ✦ Hosted workshop on wetlands interpretation for National Association for Interpretation's Federal Interagency Committee. (1991)

**Regional Information/Education Representative,** Chapel Hill, 8/1982-  
**Piedmont Region** NC 7/1989  
**North Carolina Wildlife Resources Commission**

Conducted wildlife environmental education and interpretive programs and teacher workshops, coordinated media coverage, and exhibits and staffing for outdoors and special events for 22 counties. Wrote news releases, radio/TV spots, and 18 feature articles for *Wildlife in North Carolina* magazine. Provided photographs and graphics for programs, exhibits and publications; designed many exhibits.

- ✦ Two articles included in 50-year anniversary best of *Wildlife in North Carolina* book. (1987)
- ✦ Certificates of Merit for NC State Fair exhibit (1988), Employee Relations Council. (1983)
- ✦ Presented sessions on expanding constituencies and wildlife rehabilitation at SE Fish and Wildlife Association conference; helped organize Wildlife Rehabilitators' Assoc. of NC. (1986)

**Assistant Photographer** Raleigh, NC 10/1981-9/1982  
**North Carolina Wildlife Resources Commission**

Provided photographs, graphics, and design/fabrication services for AV programs, exhibits and publications. Designed and fabricated exhibits for a state trout hatchery. Managed photo/film library and darkroom.

**Graduate Research Assistant, Recreation** Raleigh, NC 1/1981-9/1982  
**North Carolina State University School of Forestry**  
**Recreation Resources Dept.**

Assisted with a research project related to methods used by federal land management agencies to estimate dispersed recreation use.

**Naturalist, Woodlands Nature Center** Golden Pond, KY 8/1978-8/1980  
**TVA-Land Between The Lakes**

Provided visitor information and conducted interpretive programs/events, guided work of interns, assisted with exhibit design and production of multi-media programs for 3 interpretive centers.

**Environmental Education Instructor** Carbondale, IL 8/1976-  
**Touch of Nature Environmental Center** (Staff & Volunteer) 8/1978  
**Southern Illinois University**

Conducted environmental education workshops involving multi-day residential and field experiences for elementary and high school students. Internship, seasonal and part-time employment.

**Guide, Wilderness Canoe Trips  
Canadian Wilderness Voyage and  
Voyageur Wilderness Programme**

**Ely, MN and  
Atikokan, Ontario, Canada  
(Seasonal staff & Volunteer)**

**Summers  
1972-  
1978**

Guided 7-9 day wilderness canoe trips emphasizing wilderness skills & ethics and regional interpretation in the Boundary Waters Canoe Area (Minnesota) and Quetico Provincial Park (Ontario) for urban high school students.

## Volunteer Service

**Exhibit Committee  
Idaho Black History Museum**

**Boise, ID  
(Volunteer)**

**10/2004-Present**

Played a key role in guiding the development of permanent exhibits for this small museum. Facilitated planning process, conceptual design, writing and editing text, researching and preparing images, and coordination with an exhibit design/fabrication firm for final production. (Phase I completed 1/2005, Phase II completed 7/2005, Phase III completed 1/2006)

👉 Certificate of Appreciation from the museum board of directors. (1/2005)

**National Association for Interpretation**

**(Volunteer)**

**1996-2005**

- 👉 Volunteered to co-coordinate a Hurricane Katrina clean-up service project in conjunction with the 2005 National Interpreter's Workshop in Mobile, AL. Over 45 people participated and the event was so successful that NAI decided to make a service project an annual event.
- 👉 Pacific Northwest Regional Director: Served on national board of directors, provided direction to regional newsletter editor, wrote articles for bi-monthly newsletter, planned and conducted workshops, designed regional exhibit, and spearheaded successful regional fundraising activities. (Jan. 1996—Feb. 1998)
- 👉 Article published in *Legacy* (NAI's magazine), *Interpretive Sign Design: Pitfalls and Complications of Going It Alone*. (1997)
- 👉 Presented sessions at NAI's National Interpreters Workshop on interpretive sign design and Hells Canyon Modular Information Sign System. (1996)

**Executive Committee & Trip Leader  
Sierra Club, Research Triangle Group  
NC Chapter and National Outings Program**

**Chapel Hill, NC**

**1982-1992**

Served as education chair, program chair, and vice-chair for Research Triangle Group between 1983 and 1989, and was a volunteer trip leader for local and national Sierra Club outings.

- 👉 National Outings: Planned and led a 9-day National Sierra Club service trip for USFWS to photograph GA/FL wildlife refuges (1992); led trip to Okefenokee National Wildlife Refuge (1990); assisted with a trip in Great Smoky Mountains National Park. (1991)
- 👉 Coordinated NC Sierra Club National Rivers Month photo contest and exhibit. (1988)
- 👉 Research Triangle Group & NC Chapter awards for serving on RTG Ex. Com. and co-chairing and introducing children's programs to with NC Chapter conference. (1987)

## Education

**Natural Resource Recreation Management**

School of Forestry, North Carolina State University, Raleigh, NC (1981)  
Graduate studies (approx. 12 semester hours completed)

**Environmental Interpretation, Bachelor of Science (5/1978)**

College of Science, Southern Illinois University, Carbondale, IL 62901 (1975-78)  
Self-designed special major that combined art, photography, natural sciences, interpretation, environmental education, and other communications courses.

## Continuing Education, Professional Training

- **Annual participation in National Association for Interpretation's National Interpreters Workshops** (1989-2006) and attendance at many other interpretation/environmental education conferences, meetings, and workshops, including NPS training on accessibility for interpretive products, services, and facilities.
- **Attendance at numerous resource management workshops/conferences** related to eco-tourism, watchable wildlife, wildlife management, national forest management, and fire/fuels/ecosystem management.
- **Fire training:** beginning and advanced incident information officer training, fire webmaster's workshop, fire ecology & fire policy conferences, introduction to incident command system, basic firefighting & fire behavior training.
- **Participated in 13 "Writing in the West" workshops** sponsored by Fishtrap, Inc. of Joseph, OR, most with themes related to public policy-related issues.
- **Extensive training in graphic design and software applications** including Adobe and Macromedia graphics programs in Windows and Macintosh platforms.
- **Training in supervision & personnel mgt., team work, and contract management.**

## Publications

I've written and edited news releases, feature articles, text for brochures, newsletters and exhibits, and scripts for AV programs. The listing below includes primarily articles that were published in magazines or books. \*\* Indicates articles for which I've also provided photographs and/or illustrations.

***Interpretive Sign Design: Pitfalls and Complications of Going It Alone Legacy***, National Association for Interpretation's magazine. Considerations and tips for interpreters who want to design their own interpretive signs. (1997)\*\*

### ***Questions from the Heart of Hells Canyon***

Essay published in the Fishtrap Anthology Seven, Fishtrap, Inc. (1997)

### ***The Wild and Scenic Snake River Boater's Guide***

Hells Canyon NRA, Forest Service publication. Completely re-wrote and re-designed this publication, provided photographs, coordinated the map updates. (1995 and 1997)\*\*

### ***Like Nothing Else Under the Heavens***

Acted as the Forest Service coordinator for production of an award-winning 4-color marketing brochure for Hells Canyon National Recreation Area and surrounding communities. Partners included several area chambers of commerce, and Idaho/Oregon/Washington tourism and economic development agencies.\*\*

### **Hells Canyon National Recreation Area News**

Visitor information newspaper (1997)

### ***Wildlife in North Carolina* magazine feature articles**

<b>Title</b>	<b>Subject</b>	<b>Date</b>
<i>(*Articles included in 50<sup>th</sup> anniversary best of Wildlife in North Carolina book.)</i>	<i>(**I provided photos and/or illustrations for these articles.)</i>	
<b><i>Where Eagles Dare</i></b>	Jordan Lake eagles, Audubon Society project**	5/89
<b><i>Bird Dogs and Big Stakes</i></b>	NC Sandhills bird dog field trials**	12/88
<b><i>Home is Where the Shell Is</i></b>	Eastern box turtle research*	8/88

<i>Corridors of Green</i>	Greenways in NC**	5/88
<i>Condos for Ducks</i>	Wood duck nest boxes—hunt club project**	2/86
<i>People in the Pines</i>	NC Sandhills region—natural & cultural history**	12/86
<i>Eating Off the Land</i>	Annual wild foods weekend sponsored by a native plant group**	4/86
<i>The Early Birds</i>	Robins—natural history in NC	3/86
<i>Uncommon Birds</i>	Songbirds—a colorful selection of NC species	9/85
<i>The Pests of Summer</i>	Biting insects and arachnids—natural history and concerns	6/85
<i>Life in the Dark Lane</i>	Moles—natural history of NC species	5/85
<i>Nature's Noisy Nesters</i>	Woodpeckers—natural history of NC species	3/85
<i>Rambling the Uwharries*</i>	Uwharrie Mountains—natural & cultural history of the region**	8/84
<i>Those Incredible Hummingbirds*</i>	Ruby-throated hummingbirds—natural history**	5/84
<i>There's a Deer in the Den</i>	Urban wildlife problems & solutions	3/84
<i>North Carolina's Museum of Natural History</i>	The museum past & present**	10/83
<i>Build Your Own World</i>	A Pond in a Jar – project and natural history of small organisms**	8/83
<i>The Night Hunters</i>	NC owls – natural and cultural history**	2/83
<b><i>Carolina Notebook, an environmental education newsletter</i></b> (published by the North Carolina Wildlife Resources Commission)		
<i>Wild Buddies</i>	Symbiotic relationships**	10/86
<i>The Feathered Hunters</i>	Raptors**	11/83

## Achievement Awards

### **National Association for Interpretation**

- ❖ For Interpretive Media Competition, 3<sup>rd</sup> place in Wayside Exhibit category for the Hells Canyon National Recreation Area Modular Information Sign System (1996)

### **Dept. of Agriculture/Forest Service Awards & Merit Certificates**

- ❖ **Forest Service Regional Interpreter of the Year, Pacific Northwest Region (1996)**
- ❖ For production of marketing products (logo, flier, business cards, trade-show exhibit, and Web site for Interpretive Arts Unlimited! Enterprise Team (2002)
- ❖ For outstanding performance during 2000 fire season, Forest Service Washington Office/National Interagency Fire Center (2000)
- ❖ For outstanding performance directing the interpretive portions of capital investment projects for Hells Canyon National Recreation Area (1996)
- ❖ For interpretive portion of the Hat Point Lookout and Overlook project (1994). This project included several interpretive signs related to fire ecology and the role of lookouts in fire suppression.
- ❖ For coordination of the award-winning partnership brochure marketing Hells Canyon NRA, *Like Nothing Else Under the Heavens* (1993)

### **US Fish and Wildlife Service Special Achievement Award**

- ❖ For designing and fabricating exhibits for the Atlanta Home Show (backyard wildlife habitat exhibit) and for "Earth Day with the Atlanta Braves" (wetlands exhibit)(1990)

### **Sierra Club, North Carolina Chapter Service Award**

- ❖ For serving as co-chair of the state chapter conference (1987)

### **Sierra Club, Research Triangle Group Service Award**

- ❖ For serving on the group executive committee, and as Program Chair (1987)

### **NC Wildlife Resources Commission Service Awards**

- ❖ For work on the state fair exhibit (1988)
- ❖ For service on the Employee Relations Council (1983)

## **Photography Awards**

### **Wallowa Valley Arts Festival** (Joseph, OR)

- ❖ Photographs several selected for exhibition (1997, 1998)

### **NC State Museum Nature Photography Contests** (Raleigh, NC)

- ❖ First and Second Place, Color Prints (1983)
- ❖ First Place and Honorable Mention, Black and White Prints (1983)
- ❖ Honorable Mention, Color Slides (1983)
- ❖ First Place, Color Slides (1981)
- ❖ Honorable Mention, Black and White Prints (1981)

### **NC State Fair—Great Fair Photos Contests** (Raleigh, NC)

- ❖ Honorable Mention (1983)
- ❖ Second Place and two Honorable Mentions (1982)

### **Sierra Club, Research Triangle Group American Rivers Month Photo Contest** (Raleigh/Durham/Chapel Hill, NC)

- ❖ Second Place (1987)

### **NC Photographic Arts Society Juried Exhibition, Durham, NC**

- ❖ One color print selected for exhibition (1980)

## **Video Awards**

### **On the River** (Hells Canyon NRA, 1995)

I acted as Forest Service coordinator in the development of this 15-minute boater orientation and river ethics video for Hells Canyon NRA and three 2-3 minute video segments on cultural and natural history and geology of Hells Canyon. These videos, which won several awards, were produced for the Forest Service through a partnership agreement I arranged with Idaho Public TV.