

Bette Booth

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KEY QUALIFICATIONS

Bette Booth, MS, has thirty years experience in the design, management and evaluation of environmental communications and marketing, organization development and public participation processes in multi-cultural settings. Ms. Booth’s areas of expertise include:

- ⊗ **Culturally-sensitive, results-oriented management** working with peoples from diverse racial, ethnic and socioeconomic backgrounds in New Mexico and more than 30 countries throughout the world.
- ⊗ **Facilitation of processes that build sustainable cross-sectoral and multi-cultural teams, partnerships, and networks:** Ms. Booth is experienced in applying a range of facilitation tools that help groups share information, find common ground solutions, and take collaborative action. Techniques include Future Search, Generative Dialogue, Open Space Technology, Community Round Tables, Charettes, Action Learning, Search for Common Ground – a Conversation about Conflict, and Scenario Planning, as well as more traditional facilitation and public participation techniques. Ms. Booth works with her clients and partners to customize processes and tools for their specific needs and context.
- ⊗ **Marketing, communications, promotion, publicity, and public and media relations:** Experience with a range of products, projects, and corporations, including: market research design and implementation and design of marketing and creative strategies that success that successfully brand and launch or reposition products.
- ⊗ **Capacity Building, Training and Coaching:** Design, implementation, and evaluation of a range of organizational development and social change methodologies. including

▪ Marketing	▪ Net Weaving: Building a Movement
▪ Working Effectively with the Mass Media	▪ Systems Approaches to Social Change
▪ Cross Cultural Leadership	▪ Conflict Management and Negotiation
▪ Advocacy	▪ Behavior Change Communication
▪ Civil Society Participation and Mobilization	▪ Essential Interpersonal Communication Skills
▪ Facilitation	▪ Media Materials design and production
▪ Social Science Research and Evaluation: qualitative, quantitative, and participatory action research techniques	▪ Building Strong Teams, Partnerships and Coalitions Effective Presentations

- ⊗ **Systems Approaches to Social Change:** Applying principles and tools that help people take a whole system approach to change by understanding the system and the inter-relationships among its parts; recognizing and questioning their own and other people’s frames, paradigms and mental models; analyzing the unintended consequences of proposed alternative strategies and solutions; and strengthening relationships, networks and horizontal linkages and communication to build social capital.
- ⊗ Fluent in Spanish – speaking, reading, and writing.

RELEVANT EXPERIENCE

Emergent Solutions: Connecting People, Creating Change (2011– present): Provide services, training and coaching in facilitation, marketing, communications, organization development, evaluation and systems approaches to social change:

- ✦ ***Splash Trash (2016 to present):*** Creator of the Splash Trash Intl. that promotes dialogue and action around trash in our oceans and what we can do to make a difference. Projects include making splash trash art, the Splash Trash Tour and the International Splash Trash ArtExpos. The Splash Trash Tour includes an arts-based, hands-on Pop Up show, presentations to local groups, workshops with schools and youth and work with the media. It visited six premier Florida sites in 2017. www.splashtrashtour.com The Splash Trash ArtExpos are scheduled for 2018-2020.
- ✦ ***Facilitation/Coaching: Robert Wood Johnson Foundation Global Team: (2015 -2016):*** This foundation has worked for more than 40 years to identify and address the most pressing health issues facing America. They recently formed a Global Team to identify and share lessons from other countries that could contribute to that goal. Ms. Booth facilitated and coached this new team in their first strategic planning process.
- ✦ ***Marketing/Coaching/Facilitation - Guatemala Low Emissions Development Project Communications and Education Component (2014 to present):*** Train and coach the project team in developing and implementing a participatory marketing and communications strategy about low emissions development in the Guatemalan context.
- ✦ ***Marketing/Strategic Communications – “The Maya Biosphere Reserve: Irreplaceable Natural and Cultural Heritage and Cornerstone for Regional Stability” (2013-2014):*** Developed a set of marketing materials (print, video and PowerPoint) that promote continued support and funding for the Biosphere to U.S. governmental authorities and decision-makers.
- ✦ ***Marketing - Santa Fe Watershed Association (SFWA) Green Lodging Initiative (2012-2013):*** This public/private sector collaboration provided training, coaching and technical assistance to Santa Fe lodging providers leading to third-party green certification.
- ✦ ***Marketing/Facilitation - Guatemalan Community Tourism Alliance Project (CTA), Counterpart International (2012):*** CTA was a seven year, seven-million-dollar project with the goal of increasing market-based conservation through strengthened tourism and artisan value chains, focusing particularly on micro, small, and medium-sized enterprises (MSMEs) and community-based organizations (COBs). Developed the final project report and marketing materials with facilitated participation from CTA staff, partners and local stakeholders.
- ✦ ***Trainer - Santa Fe Climate Masters, Santa Fe Watershed Association (2012).*** Classes included “A Systems Approach to Social Change” and “Communication 101”.
- ✦ ***Guest Lecturer/Trainer - Behavior Change Communication: University of Colorado Mortenson School in Engineering for International Development, (2012 and 2013)***
- ✦ ***Facilitation - Sierra Club and The Wilderness Society, New Mexico Statewide Conservation Meeting (2013). Railyard Stewards Strategic Planning Process, Cabeza Prieta National Wildlife Reserve Border Impacts Dialogue and, i2i Institute, McKnight Foundation Collaborative Crop Research Project (2011).***

Chair/Facilitator Santa Fe Parks and Recreation Advisory Commission (2007 to 2016): Facilitate public participation processes building partnerships among City staff and Councilors and a diversity of community organizations and constituencies to develop the Master Plan, advocate and fund raise funds for and guide implementation of the 2008 and 2012 Parks and Trails Bonds.

Project Manager, Resident Advisor and Consultant - Academy for Educational Development (1980–1990, 1994–1996 and 2000– 2010): Designed, managed and evaluated programs and built local capacity in marketing, communication, facilitation, organization development and systems approaches to social change in the United States and more than 30 countries. Projects included: Global FISH Alliance Spiny Lobster Initiative (Honduras and Nicaragua); C-Change Sustaining Community-based Natural Resource Management through Social Networking (South Africa and Namibia); Improved Management and Conservation of Critical Watersheds (El Salvador); Initiative for the Conservation in the Andean Amazon (Peru, Bolivia, Ecuador and Colombia); FIELD Development Communications (Kenya and global dissemination); and GreenCOM Environmental Education and Communication Project (Philippines, Ecuador, Bolivia, Costa Rica, Kenya, Guatemala and global dissemination).

Consultant (1990-1994): Provided marketing, facilitation and organizational development technical assistance and capacity building for Kellogg Foundation, World Health Organization, Rockefeller Foundation, United States Information Service, Pan American Health Organization, Johns Hopkins University, the U.S. Peace Corps, Academy for Educational Development and the Nutrition Institute for Central America and Panama (INCAP).

EDUCATION

1977: M.S. Ed., Instructional Systems Technology. Indiana University — Bloomington, Indiana.
1972: B.S., Journalism and Mass Communications. Kansas State University — Manhattan, Kansas.
1972: Intensive Language Training (Spanish). Peace Corps — Ponce, Puerto Rico.
2002: The Mediation Process and Conflict Management. CDR Associates — Boulder Colorado.
2003: Future Search. Future Search Network — Marin, California.
2011: Climate Masters. U.S. Environmental Protection Agency — Santa Fe, New Mexico.
2011: Practical Tools and Methods for Change Agents. International Society for Sustainability Professionals — Portland, Oregon.

COUNTRIES OF PROFESSIONAL EXPERIENCE

Antigua, Bangladesh, Barbados, Bolivia, China, Columbia, Costa Rica, Ecuador, Egypt, Ethiopia, Guatemala, Honduras, India, Indonesia, Jordan, Kenya, Lesotho, Malawi, Mexico, Namibia, Nicaragua, Panama, Paraguay, Philippines, St. Lucia, St. Kitts, St. Vincent, Sierra Leone, Swaziland, Turkey, Switzerland, The Gambia, the United States and Venezuela.

RELEVANT PUBLICATIONS, TRAINING AND PRESENTATIONS

Booth, B. and Lima, Xiomara (2015 and 2016). *Low Emissions Development Project Five-Year Communications Plan*. Guatemala, Guatemala: Engility / United States Agency for International Development.

Booth, B. and Mejia, Rony (2014). *Guatemala's Maya Biosphere Reserve: Irreplaceable Natural and Cultural Treasure and Cornerstone for Regional Security* document, brochure and PowerPoint. Guatemala, Guatemala: DevTech / United States Agency for International Development.

Booth, B. and Mejia, Rony (2013). *Community Tourism Alliance Market-based Conservation Economic Development that Sustainably Conserves and Manages Guatemala's Natural and Cultural Heritage* (project final report). Guatemala, Guatemala: Counterpart International / United States Agency for International Development.

Booth, B. (2013). *Fostering Sustainable Behaviors with Behavior Change Communication (BCC) & Social Marketing*. Boulder, Colorado: University of Colorado Mortenson School in Engineering for International Development.

- Booth, B. (2012). *Building a Movement - Taking a Systems Approach to Social Change and Communications 101*. Santa Fe, New Mexico: New Mexico Climate Masters.
- Booth, B. (2010). *A Systems Approach to Social Change One-Day Training*. Narragansett, Rhode Island: University of Rhode Island Coastal Resources Center Leadership in Fisheries Management.
- Booth, B., and Acharya, K. (2009). *Communication to Catalyze System-wide Change One-Day Training*. Washington, D.C.: C-Change Systems Thinking Consultative Meeting, USAID.
- Booth, B. (2009). Putting SCALE into Practice (Working Copy). Washington, D.C.: USAID.
<http://rmportal.net/library/content/usaidscalecollection/scalematerials/scalepublications/working-copy-march-2009/view> Accessed July 29, 2012.
- Booth, B. et al. (2008). *Transforming the Kenyan Dairy Feeds System to Improve Farmer Productivity and Livelihood.*, Washington, D.C.: USAID.
<http://www.worldagroforestry.org/sites/default/files/AED%20Transforming%20the%20Kenya%20Dairy%20Feeds%20System%20SCALE%20in%20Kenya.pdf> Accessed July 29, 2012.
- Booth, B. et al. (2008). *Strengthening the Moroccan Medicinal and Aromatic Plant Sector to Compete in the Global Economy*. Washington, D.C.: USAID.
<http://rmportal.net/library/content/usaidscalecollection/scalematerials/scalepublications/transforming-the-moroccan-medicinal-and-aromatic-plant-sector-to-compete-in-the-new-global-economy/view> Accessed July 29, 2012.
- Booth, B. (2006). *SCALE-in-a-Box PLUS Value Chain One Week Training and Other Resources*. Washington, D.C.: USAID.
- Booth, B. (2004). *Going to SCALE: System-wide Collaborative Action for Livelihoods and the Environment*. Washington, D.C.: AED Center for Environmental Strategies.
http://www.globalhealthcommunication.org/tool_docs/52/scalefinal.pdf Accessed July 29, 2012.
- Booth, E.M. (2003). *Strategic Communications – GreenCOM Training Manual*. Washington, D.C.: GreenCOM/USAID.
- Booth, E.M. (1993). *Promoting Powerful People Training Manual*. Washington, D.C.: United States Peace Corps. http://multimedia.peacecorps.gov/multimedia/pdf/library/T0104_promotingpower.pdf Accessed July 29, 2012.
- Booth, E.M et al. (2006). *GreenCOM: Thirteen Years of Innovation in Strategic Communication for Environmentally Sustainable Development*. Rome, Italy: World Congress on Communication for Development.
- Graeff, J.A., Elder, J.P. & Booth, E.M. (1994). Communication for Health and Behavior Change: A Developing Country Perspective. San Francisco: Jossey-Bass Publishers.