



Mike Hoffer

608 Seafarer Drive, Carolina Beach, NC 28428
910.612.1909 mike@mikehoffer.com www.mikehoffer.com

Summary Multi-talented professional experienced in business and nonprofit leadership, environmental stewardship, government, engineering, communications and public relations



EDUCATION & TRAINING

Master of Public Administration, University of North Carolina Wilmington
Bachelor of Science, Mechanical Engineering, University of Maryland Baltimore County

Technology

Microsoft Office software: Word, Excel, PowerPoint, Publisher, Outlook, Access
GIS software: ArcMap/ArcView 10, Trimble Geo 7x hand held GNSS system
Adobe design software: Acrobat Pro, InDesign, Photoshop, Illustrator, Dreamweaver
Cloud software: Google documents, Outlook 365, Microsoft Skydrive, iContact

Certifications

Wildland Fire Fighter Type II, *National Wildfire Coordinating Group*
Chainsaw Safety Levels I & II, *Forest Industry Safety & Training Alliance*
Wisconsin Master Naturalist, *University of Wisconsin Environmental Resources Center*
Land Trust Accreditation, *Land Trust Accreditation Commission*



LEADERSHIP

Ozaukee Washington Land Trust (2010 - 2016) West Bend, WI

A nonprofit land trust dedicated to preserving and protecting natural areas and open spaces

Stewardship Director: Responsible for managing 31 nature preserves totaling over 1,600 acres including grasslands, woodlands, wetlands, trails, Milwaukee River and Lake Michigan frontage

- Directed a stewardship department consisting of 6 year-round employees, 9 summer interns, 100s of regular volunteers and a \$430,000 annual budget
- Managed state and federal grants/contracts related to land preservation, water quality, wildlife monitoring, and habitat restoration
- Organized, trained and led 20-member burn team consisting of staff, interns and volunteers.
- Developed and implemented management plans for forest, grassland and wetland habitats
- Coordinated conservation partnerships among volunteers, government agencies, schools, churches, businesses, scouting groups, homeowner organizations, farmers and hunters
- Led marketing efforts which included social media, website, e-newsletters, annual reports, special events, printed materials and public speaking engagements

Results: Successfully managed \$573,000 EPA Great Lakes Restoration Initiative grant
Contributor to \$12 million "Great Rivers, Great Lakes" capital campaign
OWLT recognized as "Wisconsin Land Trust of the Year" 2011

Snow's Cut Media, LLC (2006 - 2010) Carolina Beach, NC

An independent media company that produced three publications, offered design and public relations services and operated two retail fronts

Managing Partner: Led a complex workforce that included editors, designers, writers, photographers, interns, distribution, sales and clerical staff

- Developed corporate mission, strategic plans and goals for the company and staff
- Created and implemented budgets that included eight revenue streams
- Managed the production, editing, sales and marketing of three publications
- Acted as media partner, event manager and master of ceremonies for multiple public events

Results: The start-up firm grossed over \$1.4 million in four years



COMMUNICATIONS



Mike Hoffer

608 Seafarer Drive, Carolina Beach, NC 28428
910.612.1909 mike@mikehoffer.com www.mikehoffer.com



GOVERNMENT

Town of Carolina Beach Planning Department (2004 - 2006) Carolina Beach, NC

A coastal community in North Carolina with 6,000 permanent residents, a seasonal population of over 20,000 and an annual budget of over \$8 million

Zoning Officer/ Building Inspector: Performed city planning duties including coastal management, code enforcement, building inspections, and zoning administration

- Enforced town ordinances, zoning requirements and coastal management regulations
- Reviewed site plans and proposals for zoning, NC Building Code and NC Coastal Area Management Act compliance
- Presented planning options and ruling challenges to City Council, Planning and Zoning Commission and Board of Adjustments
- Developed and updated Land Use Plan, Emergency Response Plan, Zoning Ordinance, Flood Hazard maps and other town documents
- Recruited, trained and coordinated the Emergency Response Volunteer Team



TECHNICAL

Tripp Engineering, P.C. (2003 - 2004) Wilmington, NC

An independent civil engineering company that specializes in land development design

Civil Engineer: Created civil engineering plans and managed land development projects throughout the zoning inquiry, design and permitting phases

- Created site, grading, road, storm water management, utility, landscape, wetland mitigation, erosion control and traffic plans for commercial, residential, and municipal projects
- Procured permits from local, county, state and federal agencies. Presented development plans to planning commissions, city councils, zoning review boards, technical advisory committees and public forums

RNL Design, Inc. (1999 - 2002) Denver, CO

A multi-disciplined architecture, interior design, engineering, planning and urban design firm with offices in Denver, Los Angeles, and Phoenix

Building Systems Engineer: Designed mechanical and plumbing systems for commercial, residential, institutional and municipal projects

- Designed and produced mechanical and plumbing construction documents
- Corresponded and met with code officials, public officials, fire departments, architects, engineers, contractors, vendors and clients
- Provided construction administration assistance including site inspection, submittal and shop drawing review, field survey and design coordination



Mike Hoffer

608 Seafarer Drive, Carolina Beach, NC 28428
910.612.1909 mike@mikehoffer.com www.mikehoffer.com



PUBLIC SERVICE

Youth Lacrosse Coach (2011-2016)

- Ashley High School, Wilmington, NC
- Ozaukee Lacrosse Club, Cedarburg, WI

Executive Committee (2011 - 2014) Ozaukee Treasures Network, WI

- Served as outreach chair for a consortium of organizations dedicated to promoting environmental awareness and responsible economic growth in Ozaukee County, WI

Board of Directors (2009 - 2010) Friends of Fort Fisher, NC

- Worked closely with the development director to create a recruitment strategy, public relations campaign and promotional materials

Marketing Chairman (2008 - 2009) Thalian Association Festival Planning Committee, NC

- Developed a marketing strategy and managed public relations
- Participated as Master of Ceremonies and event coordinator

Board of Directors (2008 - 2010) Pleasure Island Revitalization Association, NC

- Developed mission statement and strategic goals for a nonprofit community organization

Founder and Organizer (1999 - 2002) Sunnyside Music Festival, CO

- Conceived, coordinated and promoted a charitable community event

Founding President (1992 - 1995) UMBC Rugby Football Club, MD

- Obtained school funding, wrote bylaws, organized team and recruited players



REFERENCES

Shawn Graff

Great Lakes Regional Director, American Bird Conservancy
(262) 707-5700
SGraff@abcbirds.org

Kemp Burdette

Riverkeeper, Cape Fear River Watch
910.409.7420
Kemp@cfrw.us

Dan Dineen

President, Ozaukee Washington Land Trust
(262) 338-8874
Dan@vhdsclaw.com

Dan Wilcox

Mayor, Town of Carolina Beach
(910) 538-2888
Dan.Wilcox@carolinabeach.org