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## Mary Jeanne Packer

Planner • Facilitator • Communicator



## Experience

**October 1994 – Present**

**President, Ghostwriters Communications, Inc. – Salem, NY and Rutland, VT**

Provide integrated marketing and public relations support to a variety of agricultural and natural resources related organizations and agencies. Strengths - partnership building, strategic planning including scenic byways and heritage areas, interpretative planning, meeting facilitation, and grant writing/fund development.

**1979 – 1995 Planning and Public Affairs Officer, Green Mountain & Finger Lakes National Forests – Rutland, VT**

January 2011 - present

**Executive Director, Christmas Tree Farmers Association of NY, Inc.**

Membership communications – print and digital. Raising awareness of the real tree industry with consumers, retailers, youth, and elected officials. Meeting and convention planning and coordination.

Prior – **Executive Director, New York Forest Owners Association.**

April 2012 - present

**Interpretative Planner, The LA Group, Saratoga Springs, NY**

Responsible for planning, client liaison and interpretative team coordination for New York State Parks Taconic Region signage project, Town of Malta Round Lake Preserve development, and recreation plan for Chestertown.

Prior – **CEO and Project Manager, FERMATA, Inc., Houston, TX.**

January 2012 - present

**Marketing Manager, Upper Hudson Maple Producers Association**

Plan and coordinate annual regional Maple Weekend promotion including member liaison, event planning, media relations, website management, and advertising planning and placement.

Prior – **Executive Director, New York State Maple Producers Association.**

## Volunteer Activities

Vice chair Federal Advisory Committee on private forest lands, appointed by US Secretary of Agriculture.

Vice chair NY Ag in the Classroom board of directors.

Board member Cornell Cooperative Extension of Washington County.

Founder and president Southern Adirondack Fiber Producers Cooperative.

## Affiliations

Founded Battenkill Fibers Carding and Spinning Mill in 2009 to manufacture premium knitting yarn from locally-sourced wool. The company has grown to 10 employees with annual sales of \$400,000.

Marketing and administrative support for Mapleland Farms - partner David Campbell family's 13,000+ tap maple syrup operation.

## Awards and Recognition

Pinchot Institute for Conservation annual scholarship.

VT Governor's Award for Outstanding Volunteer Effort for Poultney RiverWatch.

Certificates of Merit from Chief USDA Forest Service - National Watchable Wildlife Program leadership and National Capitol Christmas Tree coordination.

## Education and Interests

2002 - MS Communications Management, Newhouse School of Public Communications, Syracuse University, Syracuse, NY.

1978 - BS Civil Engineering, Massachusetts Institute of Technology, Cambridge, MA.

Enjoy spending time with five adult children, gardening, knitting, and walking.

*Leading efforts for sustaining rural economies and enhancing quality of life.*