

Résumé

DEENA L. FRANKEL

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PROFESSIONAL EXPERIENCE

Strategic Systems Planning Facilitator
Vermont Electric Power Company
Vermont's statewide transmission grid operator
December 2007 to present

Manages a statewide stakeholder process for planning electric transmission and non-transmission alternatives. Facilitates and staffs a 30-person stakeholder committee that meets quarterly and its associated subcommittees. Conducts statewide and area-specific public engagement and outreach associated with planning and permitting. Plans and carries out public communications strategies. Manages budget and contracts. Serves as webmaster for VELCO external websites.

Executive Director
Vermont Public Service Board
Vermont's utility regulatory commission
March 2006 through November 2007

Reported to and worked collaboratively with the Board Chair. Oversaw management functions of the Board, including development of long-term strategies and plans, internal policies, and effective internal and external communications. Provided direction and oversight in the development of the Board's annual budget and legislative agenda. Represented the Board before the general public, special interest groups, clients, the legislature, state and federal agencies, and the media to communicate Board policy. Coordinated the Board's presence before the state legislature. Represented the Board in its interactions with state administrative and fiscal agencies. Responded to requests for information from the general public and other state, federal, and local entities. Assisted the Chair in the supervision of a staff of 25 professionals. Served as hearing officer.

Director, Division of Consumer Affairs & Public Information
Vermont Department of Public Service
Executive branch agency representing the public interest before the public service commission
April 1997 to March 2006

Responsible for consumer education, legislative relations on consumer issues, statewide public information about department activities and legislative initiatives, contract management, staff supervision, and the use of consumer feedback to shape regulatory policy. Served as expert witness on consumer protection, privacy and other policy issues. Redesigned agency's web presence and supervised web site maintenance. Conducted agency-wide staff trainings on negotiation and division-level training on a variety of topics. Designed and implemented mass media and web-based public outreach strategies to support agency agenda. Provided training to utility and non-

governmental agency staffs on consumer issues. Negotiated numerous public policy issues with utilities and other stakeholders. Managed contracts for components of the Vermont Universal Service Fund and chaired related advisory councils.

Adjunct Faculty

Woodbury College

Small private college offering certificates, associates, and bachelors' degrees

January 1995 to 2000

Courses taught in the one-year Mediation/Conflict Management professional certificate program include: Negotiation, Conflict Management Lab, Principles of Conflict Management, Groups and Group Processes, and Grant Writing.

Self-Employed Independent Contractor

June 1994 to 2007

Consulting and contractual assistance in conflict resolution and organizational development for agencies, organizations and businesses. Freelance feature and technical writing.

Asolo Center for the Performing Arts, Inc., Sarasota, Florida

Private, non-profit performing arts institution

December 1987 to May 1994

Managing Director, Sarasota French Film Festival (*April 1990-May 1994*)

Managed international film festival with \$1 million annual budget. Responsibilities included planning and budgeting, board relations, staff supervision, fundraising, marketing, public relations, event management, grants and contracts, film industry relations and negotiations with the event's French partner, Unifrance Film International and the French Ministry of Culture. Supervised staff of seven and more than 350 volunteers. At the time of hiring, the festival was highly controversial. Guided the event from difficult initial period to become one of "the most important film events in the world" (according to *The New York Times*), with admissions of more than 30,000 and extensive international press coverage.

Marketing Director, Asolo Center (*December 1987-April 1990*)

Managed \$1.7 million annual ticket sales program including subscription sales, advertising, publicity, publications and box office. Supervised staff of 16, plus volunteer usher staff. Acted as spokesperson for institution with \$6 million annual budget. Provided communications support for \$12 million capital campaign and \$1.4 million annual fund. Planned and implemented box office automation. December 1987 to April 1990. Promoted to **Assistant Executive Director For Institutional Advancement** with responsibility for marketing and fundraising, supervising both departments.

Florida Association of Rehabilitation Facilities, Tallahassee, Florida

Statewide trade association

October 1984 to December 1987

Project Director (*July 1985-December 1987*)

Applied for, received and implemented \$3 million federal grant to develop throughout Florida employment opportunities for severely disabled workers. Lobbied legislature and executive branch to improve employment opportunities for handicapped. Supervised statewide staff of trainers.

Associate Director (*October 1984-July 1985*)

Originally hired as **Communications Director** and promoted to Associate Director subsequently. Conducted legislative relations, information and training, as well as day-to-day administrative duties. Planned and conducted annual statewide conferences and schedule of training events. Staffed board of directors and committees.

Vice President

Frankel, Walton & More, Tallahassee, Florida

Public relations firm

March 1982 to June 1985

Provided public and press relations counsel, media production and marketing services to clients such as the Academy of Florida Trial Lawyers, the Florida Teaching Professions/National Education Association, the Council for Florida Libraries, the Museum of Florida History, the Florida Supreme Court, architects, attorneys and real estate developers. March 1982 to June 1985.

Senior Policy Analyst For Education

Florida Center for Children & Youth, Tallahassee, Florida

Statewide child advocacy organization

February 1977 to March 1982

Researched and monitored state legislation, authored policy analyses, articles and training materials, trained members on legislative process, provided information and consultation to legislative committees, served as registered lobbyist. Previously held positions in this organization as **Community Coordinator** and **Project Coordinator** organizing and training citizen groups to monitor children's institutions and engage in class advocacy on behalf of young people.

Research Associate, Institute for the Development of Human Resources

Random House, Inc., New York, NY, Hartford, CT, Tallahassee, FL

Consulting organization within Random House

April 1975 to February 1977

Developed identification and tracking system for children needing special education, trained educators and parents to use system, implemented public awareness campaign to identify children needing special education in Connecticut. Provided technical assistance to New York State education personnel on a public awareness campaign concerning special education. Developed similar program for Wisconsin. Designed public awareness programs concerning persons with developmental

disabilities. Studied residential alternatives for persons with severe mental retardation. Random House sold Institute to L.R. O'Neal & Associates, Ltd., resulting in move to Tallahassee, Florida.

EDUCATION AND TRAINING

Vermont Leadership Institute, Snelling Center for Government.

Master of Arts in Conflict Resolution, McGregor School of Antioch University, Yellow Springs, Ohio.

Professional Certificate, Mediation/Conflict Management, Woodbury College.

Undergraduate coursework in mass and interpersonal communication, Florida State University.

Undergraduate coursework, University of Connecticut.

Mohegan Community College, Norwich, Connecticut. Associate of Arts with high honors.

November 2011