

Christopher Long

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SENIOR CONSULTANT • COMMUNITY PROJECT MANAGEMENT Planning | Coordination| Funding | Implementation | Evaluation

Top-flight expert in project management and administration for non-profits, communities. Strong national and local background in entrepreneurial leadership, viable strategies, operations management, deadline-driven production environments, grant writing/fundraising, media & editorial, multiplatform communications, and public relations, including social media. Able to work with organizational leadership, staff, boards, stakeholders, partners to achieve ambitious goals on time and on budget.

Always interested in helping growing organizations make great ideas reality.

AREAS of EXPERTISE

- Focused leadership
- Strategy & implementation
- Operations & administration
- Non-profits, community organizations
- Fundraising/grant writing
- Media/editorial
- Communications/PR/marketing
- Computers/technology
- Board/stakeholder relations
- Organizational development

PROFESSIONAL BACKGROUND

Village of Mazomanie, WI

Municipal government of rural community located in NW Dane County, WI.

2014 – Present

Comprehensive “Smart Growth” Plan Update Consultant

2020

CCL Consulting managed the state-mandated 10-year update of the Comprehensive "Smart Growth" Plan required for local zoning and the 5-year update to the Community Outdoor Recreation Plan (CORP) needed for the Village to qualify for federal and state grants for outdoor recreation projects. To ensure broad community participation in the amendment process, CCL assisted in organizing a community visioning meeting, public opinion survey, a series of focus groups, a public hearing, and community outreach in local media. The UW-River Falls Survey Research Center and the Capital Area Regional Planning Commission (CARPC) assisted CCL in production of the plan amendment adopted by the Village in December 2020. As a related project, CCL assisted the Village and administrative staff in updating the CORP to bring it into alignment with the Mazo 2020 Economic Positioning Strategy (2016) vision for the community's sustainable growth and development.

Lake Marion Trail Project Manager

2015 – 2016

CCL Consulting provided start-to-finish management of the Village of Mazomanie's Lake Marion Trail Project in partnership with the Wisconsin Department of Transportation, Wisconsin & Southern Railroad, and the Dane County Parks Department. CCL Consulting coordinated the Village's successful applications for construction permits from WDOT, WSOR, and Dane County and a \$81,500 Dane County Parks grant toward the \$233,000 project cost.

Mazo 2020 Economic Positioning Project Consultant

2015 – 2016

A Village-appointed committee of local residents, school district, and business leaders teamed with Vandewalle & Associates and CCL Consulting on the "Mazo 2020" project to study current and future economic development opportunities and develop a "business plan" for the community. The final strategy document, adopted by the Village in January 2016, identified and prioritized a focused list of catalytic projects to serve as community and economic development milestones, as well as an implementation framework, organizational and administrative roles, and partnerships and funding opportunities.

Lake Marion Restoration Project Manager

2014 – 2016

CCL Consulting was Project Manager for the Village's restoration of the 16-acre former millpond, initiated in 2009 with the decommissioning of the Mazomanie Dam on lower Black Earth Creek. Services included managing construction of a high-capacity well, developing a comprehensive fishery restoration and healthy lake plan, and coordinating a successful application to the Wisconsin Department of Natural Resources for a \$47,250 grant.

Gateway to The Driftless – Cross Plains, Black Earth, Mazomanie, WI **2014 - Present**

Since 2014 I have helped lead a regional private-public initiative (gatewaytothedriftless.com) to promote growth and economic development in NW Dane County, Wisconsin, sustained by our area's wealth of outdoor recreational opportunities, abundant natural resources, and rich community and cultural heritage. Gateway to The Driftless, incorporated in March 2018 as a private, tax-exempt 501(c)(3) nonprofit organization, is supported by the Villages of Cross Plains, Black Earth, Mazomanie, the Wisconsin Heights School District, local Chambers of Commerce, other civic and nonprofit organizations, and a regional base of individual and business donors. After serving as Executive Director since 2018, I am currently Chairperson of the Gateway Board of Directors, which represents the Gateway partner communities and village governments.

Wolf Run Association – Mazomanie, WI **2013 – 2014**

Community-based 501(c)(3) non-profit established in 2012 as lead organization in comprehensive, \$1 million effort to improve Lake Marion, Lower Black Earth Creek, and build Wolf Run Trail.

Recreational Trail Project Manager

CCL Consulting was project coordinator for 2-mile multiuse recreational trail connecting Village of Mazomanie and Wisconsin Heights High School, the first constructed link of regional trail network envisioned to connect Mazomanie to both Middleton and Devil's Lake State Park. Project partners included the Wolf Family, Village and Town of Mazomanie, Wisconsin Heights School District, Dane County Parks Department, Wisconsin Department of Natural Resources (WDNR), Wisconsin Department of Transportation, Wisconsin & Southern Railroad, Natural Resource Conservation Service, Madison Community Foundation, and Natural Heritage Land Trust.

WisconsinEye – Madison, WI **2006 – 2012**

Statewide 501(c)(3) non-profit public affairs network delivering nonpartisan, unedited coverage of state government and Civic Wisconsin on cable and the Web since 2007.

President & CEO

Full strategic, operational responsibility for 24/7 cable channel and \$1M operating budget. Launched and successfully operated digital, multiplatform, multimedia broadcast television network for five years. Oversaw 50 percent annual increases in viewership, multiplatform PR and marketing program that won WisconsinEye local and national accolades for public service.

C-SPAN – Washington, DC **1999 – 2003**

National 501(c)(3) non-profit public affairs network on cable, satellite TV, and the Web.

Director of New Media

Recruited by national public affairs network to lead its strategic move to the Web to expand marketing, distribution, and interaction with viewers; as part of senior management team reported directly to COO. Executive responsibility for network's online strategy and operations, including technology and business development.

- Hired 10-person operations team, created and maintained 11 Websites, fully integrated Web with operations of Programming and Marketing departments.
- Created and managed external technology partnerships including Real Networks and Akamai, developed pioneering video search project with Virage and content syndication business with AOL
- Led complete redesigns of network Web services; conceived and managed external technology partners in development of customized administrative database and content management system to drive network Web site and other online services.

EARLIER EXPERIENCE

Writer, reporter, and editor with national and local news organizations in Washington DC, New York, Hawaii, Ohio, and Pennsylvania

EDUCATION

University of Wisconsin-Madison, School of Journalism & Mass Communication, PhD Program
University of Maryland University College, Executive MBA
Boston College, Massachusetts, Bachelor of Arts, English

TESTIMONIALS

"Chris is knowledgeable, creative, looks outside the box, detailed and very sensitive to due dates and quality. Chris has integrity and reliability. If Chris is taking on an assignment, you can be sure that it will be done well. Top Qualities: Great Results, High Integrity, Creative." **Jim Riordan, President/CEO Retired, WPS Health Insurance, Madison WI**

"As a person who was close to WisconsinEye from its beginning, I watched Chris put the pieces together to get this start-up operation up and running. Chris had the vision for what WisconsinEye should be and then proceeded to put all the pieces together to get it operational. With no huge staff to assist, Chris gladly did a lot of the heavy lifting, including negotiating with members of the state legislature, working to raise funds, purchasing equipment and everything else that went into building this unique television and Internet operation. Once on-the-air, the leadership Chris showed allowed WisconsinEye to gain respect with varied constituencies from politicians, to business leaders to the everyday citizen viewers of WisconsinEye." **Tom Bier, VP/General Manager, WISC-TV, Madison WI**

"Chris is a strategic, insightful and well-balanced counselor, facilitator and implementation specialist. His experience and his temperament give him the ability to work through big picture projects without losing sight of the details. I highly recommend Chris." **Heather Clefisch, Division VP, Senior Corporate Counsel & Assistant Secretary at Spectrum Brands, Inc., Madison WI**

"Management of the WisconsinEye project was very complex and Chris was facing a short timeline to get operations up and running. He understood that in order to succeed, he had to trust in the partnership we were building in order to keep construction of the network's production space and data center on schedule. There were many opportunities to fail, but Chris did a fantastic job of building relationships, listening when others could provide expertise, and focusing on the tasks required for success without becoming overwhelmed by the size of the project as a whole. I would highly recommend Chris to manage any seemingly impossible project within the communications and media fields." **Janine Punzel, VP, Hovde Properties, Madison WI**

"Chris is an extremely talented leader, communicator and strategic thinker. Building the WisconsinEye state public affairs network required Chris to build political coalitions, negotiate funding and carriage agreements, raise money, hire, and manage staff, coordinate with an independent board of directors -- and create programming that was engaging for viewers. His successful leadership created a solid foundation for that organization. I had the opportunity to work with Chris directly in leading the National Association of Public Affairs Networks (NAPAN) strategic efforts to work with the FCC. I was extremely impressed with Chris' ability to develop and communicate messages that were succinct and effective, and his leadership had a direct impact on NAPAN maximizing our opportunities." **Greg Lane, President & CEO, TVW—Washington Public Affairs Network, Olympia, WA**

"Among his many talents, Chris possesses the skill and insight necessary to bring people together to accomplish complex communication goals. From his award-winning journalism background to his exceptional leadership and team-building abilities, Chris offers a wealth of knowledge and experience." **Jennifer Sereno, Senior Editor, Wisconsin Alumni Research Foundation, Madison WI**

"I had the pleasure of working with Chris Long at WisconsinEye, and more specifically on an extremely important statewide project called "MyWisconsinEye". I find Chris to be thoughtful, filled with insights and respectful of the collaborative process. He's a good leader, wonderful communicator and a solid builder of brands, with WisconsinEye being a terrific example of his brand-building capabilities." **Tom Marks, President & Managing Partner, TMA+Peritus, Madison WI**