



Mike Hoffer, MPA

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Summary Multi-talented professional experienced in business and nonprofit leadership, 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
Adobe design software: Acrobat Pro, InDesign, Photoshop, Illustrator, Dreamweaver
Cloud software: Google documents, Outlook 365, Microsoft Skydrive, iContact
General: Intuit QuickBooks, ArcMap/ArcView GIS software



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 directing a department consisting of 6 permanent employees, 9 summer interns, 100s of regular volunteers and a \$430,000 annual budget

- Managed complex state and federal grants/contracts related to land preservation, water quality, wildlife monitoring, and habitat restoration
- Managed unique Summer Youth Stewardship Program to serve post secondary students, at-risk secondary students and seniors re-entering the workforce
- Led training seminars and educational conferences with corporate groups and partners
- Coordinated conservation partnerships among volunteers, government agencies, schools, churches, businesses, scouting groups, homeowner organizations, farmers and hunters
- Responsible for 31 nature preserves totaling over 1,600 acres including grasslands, woodlands, wetlands, trails, Milwaukee River and Lake Michigan frontage
- Led all marketing efforts which included social media, website maintenance, special events, public speaking engagements, e-newsletters, annual reports and printed materials
- Developed and implemented management plans for forest, grassland and wetland habitats

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 for three print 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
Winner of the Greater Wilmington Coastal Entrepreneur Award in 2009



COMMUNICATIONS



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GOVERNMENT

New Hanover County Building Safety Department (2016 - present)

A coastal county in North Carolina with 225,000 permanent residents

Mechanical Inspector: Enforce North Carolina State building codes

- Inspect commercial and residential construction projects for compliance with state mechanical, electrical, fuel gas piping and energy codes
- Train inspections staff in damage assessment collection software
- Educate contractors and home owners on state building codes

Town of Carolina Beach Planning Department (2004 - 2006)

A coastal community in North Carolina with 6,000 permanent residents, and a seasonal population of over 25,000

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

Chairman, Bike & Pedestrian Committee (2018 - present) Carolina Beach, NC

- Developing Island Greenway System
- Organizing volunteer crews
- Advocating for bike/pedestrian improvements

Planning & Zoning Commissioner (2017 - 2020) Carolina Beach, NC

- Pretended I was important
- Voted no when everyone else voted yes

Youth Lacrosse Coach (2011 - 2017)

- Ashley High School, Wilmington, NC (2016 - 2017)
- Ozaukee Lacrosse Club, Cedarburg, WI (2011 - 2015)

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

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

- Conceived, coordinated and promoted a charitable community event

Founding President (1991 - 1995) UMBC Rugby Football Club, MD

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

A bunch of other stuff (1970 - present) All Over the Place

- Seriously, just ask me



PUBLIC SERVICE