

Contact

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Top Skills

Grassroots
Public Policy
Policy Analysis

Gail McSpadden Greenman

State Executive Director, Farm Service Agency
Portland, Oregon Metropolitan Area

Summary

Dynamic and relentless organization director with expertise in leading the development and implementation of overall vision across an organization. I thrive in the public policy arena, helping clients maximize their odds for success by understanding how legislative system and policy process impact different industries. Strengths in:

- #Director-level leadership of various non-profit organizations, with responsibility for steering day-to-day operations, taking part in strategic planning, creating awareness among target audiences, and managing staffs of various sizes and responsibilities.
- #Demonstrate a leadership style that challenges staff to achieve excellence in all aspect of performance; consistently train, motivate, coach, and lead by example.
- #Approaching long term goals by identifying organizational needs, developing objectives and creating actionable steps, identifying potential obstacles and fostering and promoting innovative thinking.
- #Comfortable working collaboratively with Board of Directors in all aspects of day-to-day operations, special events, new program development, revenue generation, and other areas that impact the organization.
- #Exceptional communication and interpersonal skills contributing to the ability to establish productive relationships with individuals, organizations, and professionals throughout the community.
- #Knowledge of non-profit financial administration; entrusted with developing and managing multimillion-dollar budgets and driving revenues via diverse sources, including fundraising and corporate partnerships.

▪ #Confident in troubleshooting problems and employing exceptional judgment in making decisions, often on the spot.

Areas of Excellence:

Executive Team Member • Non-profit Leadership • Executive-Level Management • Bi-Partisan Leadership • Agriculture • Public Policy • Elementary-Secondary Education Public Policy • Public Affairs • Public Relations • Federal Regulation • Political Action • Dynamic Speaker • Strategic Road Mapping • Diversity and Inclusion Training • Long-term Sustainability Operational Leadership • Program Development & Management Financial Administration • Relationship Management • Fundraising & Revenue Generation • Marketing Plan Development • Organizational Visibility & Impact Growth • Staff Management, Motivation & Coaching • Organizational Culture • Non-profit Financial Accounting Practices • Community Representative • Problem Solving • Brand Awareness

Please contact me at (503) 931-3398 to discuss your challenging public policy or regulatory issue so I can help.

Experience

USDA

Oregon Farm Service Agency State Executive Director

April 2022 - Present (1 year 4 months)

Tualatin, Oregon, United States

Serve at the pleasure of and appointed by President Biden in coordination with USDA Secretary Vilsack to lead, represent and carry out the vision of the Biden-Harris Administration for and throughout the agriculture industry in Oregon.

Oversee FSA operations and farm bill policy, ensuring Implementation is consistent with procedure all while providing program and financial integrity

Work with Oregon FSA State Committee to administer FSA programs and County Office operations.

Develop and maintain stakeholder relationships with current and prospective customers and other agencies.

Built and maintained relationships with historically underserved USDA customers and work to provide assistance of how programs and loans can benefit all agricultural operations.

Agency liaison to Oregon's congressional delegation, governors office, state legislature and municipalities.

Serve as face of the organization as the primary representative and spokesperson for the Agency. Direct outreach, public affairs and intergovernmental relations activities

Improve customer service with emphasis on the USDA reorganization initiative.

Built the urban ag program and established pathways for historically underserved producers to access key FSA programs.

Lead and manage COVID-19 Pandemic response and am responsible for providing the most current information to employees and implementations guidance, keeping employees safe while still providing excellent customer service.

Manage staffing levels and budget allotments in the state.

Responsible for implementing rules and regulations for FSA, as well as, Office of Personnel Management (OPM), Office of Management and Budget (OMB) and Equal Employment Opportunity Commission (EEOC).

Strive to make all FSA Field Offices work together as a team with their Rural Development and Natural Resource Conservation Service counterparts.

Oversee all personnel operations and manage more than 100 employees in 24 offices across Oregon.

Westside Economic Alliance

Executive Director

September 2021 - April 2022 (8 months)

Tigard, Oregon, United States

Worked with economic development agencies and business organizations at all levels of government to ensure a business friendly climate in the Portland metropolitan region.

Establish and nurture bi-partisan productive relationships with city councilors, mayors, county commissioners, Metro commissioners, state legislators and Oregon's congressional delegation to influence issues and advocate positions of behalf of Alliance members.

Represent the Alliance, its goals, achievements and policy positions through interaction with the membership, government agencies, business community, general public and the media.

Serve as face of the organization as the primary representative and spokesperson for the Alliance.

Provide policy recommendation for consideration by the Alliance Board of Directors.

Manage the administration of the Board of Directors and facilitated committees, task forces and special committees of the organization.

Provide corporate management through effective budgetary management for the organization, including revenue growth and expense control.

Oversee development and implementation of a membership development plan that provided maximum level of retention and achieved new member growth.

Manage staff and office administration including recruiting, hiring, firing, evaluations, counseling and record keeping.

Manage personnel operations, monitored workload and established priorities, policies and procedures.

Oregon Farm Bureau

Director of National Affairs

April 2006 - August 2021 (15 years 5 months)

Salem, Oregon, United States

Spearheaded all federal government relations for this grassroots, nonpartisan, nonprofit organization representing the depth and breadth of Oregon's diverse

agricultural community, giving a voice to 6.6K farm and ranch families in Congress, in the courts, and within regulatory agencies.

Communicated federal updates, advise OFBF Executive and Board of Directors on federal policy goals and initiatives.

Established and nurtured bi-partisan productive relationships with Oregon's congressional delegation to promote OFBF federal policy priorities and maintain ongoing lobbying efforts of legislation and regulation as they impact agriculture.

Intermediary to USDA (including Farm Service Agency, US Forest Service, Animal and Plant Health Inspection Service), Department of Interior (including US Fish and Wildlife and Bureau of Land Management), Army Corps of Engineers, Federal Emergency Management Agency, Environmental Protection Service and US Small Business Administration.

Led federal policy contact for appropriations, broadband, conservation, disaster funding, energy, farm bill, food safety, hemp, labor, tax, telecommunications, trade, transportation and rural education.

Appointed member of national farm bill task force and authored specialty crop white papers in preparation for 2018 farm bill.

Presented federal policy issues to Oregon Farm Service Agency, Oregon Board of Agriculture, Oregon Department of Agriculture Food Safety Committee, Oregon Technical Advisory Committee, national and state industry associations and continuing legal education seminars.

Authored written congressional farm bill, labor, specialty crop, tax and trade testimony.

Sought and implemented opportunities to integrate public policy and public affairs to enhance awareness of agriculture among the general population, including The Bite of Oregon, Connect Americans Now (CAN), Rx Abuse Leadership Initiative (RALI), Travel Portland, and Farmers Ending Hunger.

National Council for Impacted Schools
Federal Policy Director
April 2007 - April 2017 (10 years 1 month)

Washington, District of Columbia, United States

Steered ongoing monitoring of federal legislation related to the Impact Aid Program or legislation affecting federal education policy of concern to members of the leading association advocating for Impact Aid, which replaces revenue lost due to the presence of nontaxable Federal property in the community.

Secured federal dollars that directly benefited children of military personnel, students living on trust or treaty land, and young people residing in federally subsidized housing.

Successfully doubled federal funding going directly to school districts nationwide for a total of more than \$1.3 billion.

Formulated NCIS advocacy strategy to make the program more equitable for all students, winning support to amend the Impact Aid title of Every Student Succeeds Act (ESSA) reauthorization legislation.

Drafted legislation amendments and supported data analysis to persuade Congress to adopt NCIS strategic objective, which increased payments to school districts by millions of dollars.

Acted as media relations contact for communicating and advancing NCIS federal legislation and regulatory positions.

Managed analysis and drafting of all Impact Aid program proposals of NCIS and congressional offices.

Created and maintained statutory formula and proposed changes to database used by NCIS membership for projecting and analyzing Impact Aid Program payments.

Briefed and submitted reports to NCIS board of directors, membership, and congressional offices on a variety of information associated with the Impact Aid Program.

National Association of Federally Impacted Schools

9 years 7 months

Director Of Corporate Relations

January 2001 - March 2006 (5 years 3 months)

Washington, DC

Developed and executed strategy to increase engagement and growth for a nonprofit that provides support to federally impacted public school districts in the United States.

Appointed to serve on Executive Founders Group tasked with establishing FISEF.

Orchestrated diverse fundraising activities, including semi-annual auctions and raffles.

Oversaw operating budget; grew foundation budget through monetary donations and corporate gifts.

Coordinated and hosted educational technical workshops nationwide; trained administrative staff across the school district on best methods to obtain federal funds for educational resources for children of active military personnel.

Facilitated FISEF Board of Directors meetings to strategize both short- and long-term goals.

Director of Government Relations

September 1996 - March 2006 (9 years 7 months)

Advanced from data analyst role to a director-level position with responsibility for directing all lobbying activities for Members of Congress and their staff on behalf of association's 500-member school districts. Created, implemented, and administered \$1.2M annual budget.

Authored federal legislation for NAFIS regarding the Impact Aid Program and tracked other pertinent legislation affecting federal education policy.

Represented NAFIS as primary liaison to House and Senate Appropriations Subcommittees and school districts.

Liaison to US Department of Education Impact Aid Office, US Department of Defense Education Activity Office.

Collaborated with House and Senate Impact Aid Coalitions to coordinate Hill initiatives and activities.

Served as primary contact to the Military Impacted Schools Association (MISA), National Indian Impacted Schools Association (NIISA) and schools serving students residing in federally owned housing.

Monitored congressional hearings associated with educational policy and appropriations.

Developed and delivered presentations on legislative and policy updates and chaired breakout sessions at NAFIS Board of Directors meetings as well as national/regional conferences.

Coordinated letter writing campaigns and other grassroots activities; authored newsletter and website articles.

Devised and maintained formula database for Impact Aid Program payments.

Oversaw the resolution of conflicts between school administrators and US Department of Education.

Directed staff in planning and implementing Association's annual membership conferences, regional meetings, and workshops; managed conference logistics with hotel staff encompassing sales reps and conference managers.

Education

Indiana University Bloomington

Bachelor of Arts - BA, History, Education · (1992 - 1995)