



Judy Stokes Weber

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Judy Stokes Weber is an experienced agency executive specializing in communications. She worked for 10 years with the New Hampshire Division of Parks and Recreation and 20 years with the New Hampshire Fish and Game Department as a public involvement expert and agency spokesperson and the public affairs administrator. Stokes is widely experienced managing crisis communications, agency communication and education programming, teaching leadership, public involvement for policy making, change management, strategic planning, relationship building through communication, and research. Judy has earned accreditation from the Public Relations Society of America—a mark of distinction for public relations professionals who are selected based on their broad knowledge, strategic perspective, and sound professional judgment and for demonstrating commitment to the Society’s ideals of professionalism and ethical practice. She has a successful track record in controversial local and national issues laying the communications groundwork for successful conservation programs. Her skill has been recognized regionally when she received the New England Conservation Information and Education Association Communicator of the Year designation and the Russell B. Tobey Career Service Award, among others. She has received regional and national recognition for her work in building outreach and education programs for controversial furbearer management, federal aid outreach, and conservation education. She has experience as a consultant to conservation-related organizations and teaches in a national leadership program of the U.S. Fish and Wildlife Service. Judy’s approach to resource management involves a focus on building and maintaining relationships through communication and meeting management to prevent conflict and when necessary resolve conflicts among user groups and between agency and stakeholders. She has practical experience designing public involvement efforts and facilitating stakeholder-government communication. She inspires and leads people in supervisory, team, and collegial relationships and is expert at helping organizations and stakeholders work together. Partnering with non-profits, other agencies, and corporations marks her work practice where Judy acts as a knowledgeable but neutral party who provides the environment where agencies and stakeholders can build mutual understanding and agreement about management targets and policy, build trust, and build the credibility of agency employees and programs.



Recent Accomplishments:

- New Hampshire Fish and Game Department - team change agent - assisted in implementing the start of an 8-stage planned approach to broadening agency stakeholder support base.
- Instream Flow Council - team facilitator - resulted in international action plan for measurable outcomes in science, public involvement and legal/institutional focus areas.
- New Hampshire Fish and Game Department - facilitation of big game management planning - gained participation and support for a 10-year management plan among a diverse working group ranging in interests from preservationists to hunting guides to tourism interests.
- Long Island Deer Hunt - crisis communicator/public involvement leader - successful deer reduction effort by sharp shooting which lead to ongoing Island hunts with the full support of Island residents
- National Faculty, Conservation Leadership Institute, Online Instructor, *Courses:*

'Principle-Centered Power' and 'Creative and Critical Thinking', 2006 to present.

Certifications and Affiliations: *Accreditation in Public Relations* - Public Relations Society of America • *Ethics Officer* - Yankee Chapter Public Relations Society of America • *President* - Yankee Chapter Public Relations Society of America • *President* - Association for Conservation Information, Inc. • *Vice Chair* - Association of Fish and Wildlife Agencies, Education, Outreach and Diversity Committee • *Board of Directors*, Recreational Boating and Fishing Foundation • *Marketing Committee Member* - Industry/State Coalition.

What Clients Say:

Spirit of ACI Award, Association for Conservation Information, Inc., 2008.

Vice President's Award, The Wildlife Society, Furbearer Management and Outreach Team, 2006.

Awards for New Hampshire Fish and Game communication and education products, Association for Conservation Information, Inc., 1990 - 2007.

Conservation Communicator of the Year - Northeast Conservation Information and Education Association, 1998.

Russell B. Tobey Career Service Award - NH Recreation and Parks Association, 1988.

Selected Publications: *Managing and Measuring Reputation: Best Practices in State Conservation Agencies* (Research) • *Communication in the Workplace: A Qualitative Study of Employees' Experience* (Research) • *Conserving Government Reputation: A Comparative Case Study of State Conservation Agencies* (Research) • *Model Information and Education Program*, Northeast Conservation Information and Education Association • *Agency Reputation and Credibility - Eight Steps to Success*, presented at Western Association of Fish and Wildlife Agencies • *Future of Communication in Fish and Wildlife Management*, Keynote Address, Association for Conservation Information.

Education: Masters of Science in Communication Management - Syracuse University, Syracuse, NY. Bachelor of Arts in Psychology - University of New Hampshire, Durham, NH.