

# Margo Ashmore

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## Mission

Find and execute force multipliers to move Americans – a majority – who are alarmed/concerned/cautious about climate change, to action beyond our individual footprints.

## Environment

- Deconstruction Marketing and Business Development for **Better Futures Minnesota** and the **ReUse Warehouse**, Feb. 2023-present. Generating awareness and leads for building materials reuse, workforce development for formerly incarcerated men.
- **Climate Change Action affinity group** within Art to Change the World, 2023
- Participated in the **Mississippi River Pearl** project of Art to Change the World in 2022, turning river trash into art and action-inspiring research/guidance. Initial funding by Mississippi Watershed Management Organization. The piece is traveling for exhibit and workshops at river-proximate venues.
- At the Northeast newspaper (1981-2022), covered many environment stories and wrote climate editorials. Instituted a cross-generational recipes page with info on local organic foods and use-it-up cooking. Instituted **EarthWatch** branded material, highlighting local environmental efforts. Arts and environment were the two top concerns for Northeast readers polled in 2020.
- The newspaper has committed to help Sheridan Neighborhood Organization and Friends of the Mississippi River with a multi-year **shoreline restoration project**
- Promoted **water management BMPs** and **deconstruction** (vs. demolition) of homes, while coordinating the Minneapolis & Saint Paul Home Tour (2005-2022)
- Wrote the lead article in **Friends of the Mississippi River** Spring 2016 newsletter “Seizing opportunities Above the Falls: Striving for river trails, parks and connections in North Minneapolis”
- Volunteered in Minneapolis Foundation’s **Fourth Generation Fund** 2019-2020 cycle, making grants for climate justice work
- Developed the **EnvironMentors** program while volunteering for Northeast Business Association (which later became the Northeast Minneapolis Chamber of Commerce) in the mid 1990s. Grant-funded by the State of Minnesota, it matched businesspeople to share information on environmentally friendly practices.

## Skill sets

- Business/organization **turnaround/transition** – analysis and implementation
- **Earned-media results and strategic community partnerships**, in the context of multi-venue event coordination
- **Sales** of participations, sponsorships, concepts, advertising
- **Publications:** Reporting, editing, photography, assigning, layout, business management

## Work

- Owner & Publisher, **Northeast Newspaper** 1981-2022
- Founder-Owner-Publisher, **NorthNews Newspaper** 1991-2015
- Coordinator, **Minneapolis & Saint Paul Home Tour** 2005-2022 (except 2 COVID yrs.)
- **South Minneapolis Housing Fair** Coordinator 2012 & 2013
- **NRP LINK** newsletter editor 2005-2011
- Northeast Minneapolis Arts Association **Art-A-Whirl®** Coordinator 2000-2002
- **Lake Street USA** community photography auction coordinator/publicity 2000
- City of Minneapolis **Arts Resource Fair** coordinator/publicity 2000
- Executive Director and newsletter editor, **East Downtown Council**, 2001
- Early career: Radio news at WMMR including AP bylines, KUOM, KSTP Radio. Statehouse Reporter at Nebraska News Network. Duluth Recycling Center PR. Minnesota House of Reps - DFL Caucus Media (press releases, speech writing). West Side/West St. Paul Voice newspaper editor/coordinator.

## Education

- 2023 **Climate Action for Business** class through the University of Colorado Boulder Leeds School of Business
- 2022 Cohort of **Editors & Publishers Community Leadership Program**, Minnesota News Media Institute/Minnesota Newspaper Assoc., Blandin Foundation funded
- **Mississippi River Pearl** 2022 MWMO-funded art/science collaborative project (learned art techniques and art project management practices)
- **Trusting News: Re-Engaging the Right**, 2021
- Minnesota **Real Estate Broker** License 2005-current, Agent license 2003
- Fellow, **Institute for Community Cultural Development** 2003
- Graduate, 1997 **Community Leadership Institute**, NRP and Hamline University
- University of Minnesota, BA 1978, **Journalism**
- Trained as a judge for amateur photography clubs
- Countless seminars on various professional and community topics

## Community networks

- Board member, vice president, member of several task forces, of **Northeast Minneapolis Arts District**
- A founding board member through 2021, currently advisor, **Art to Change the World**
- Secretary, **Northeast Community Development Corporation** (merged with Northeast Minneapolis Arts District Dec. 2020)
- Driving force behind NE Mpls. **Central Avenue Plan** efforts through the late 1990s
- A founder of the **Northeast Minneapolis Arts Action Plan**
- A founder of **Northside Arts Collective**
- Officer/President of **North East Business Association**, and
- Chair of **Northeast Enterprise Facilitation** program, both late 1990s-early 2000s

## My arts

Photography, stand-up comedy and improv, Capri Glee! community choir (for which I am now Program Administrator), moderating community events and connecting people who should work together, public speaking, lifelong learning, gardening, and service on selected task forces.

## Turnarounds

I am adept in **assessing community and organization dynamics** as well as **writing clearly and quickly to resonate with specific audiences**. I've managed events that needed **re-framing** and **re-focused** my own companies. Examples:

- The South Minneapolis Housing Fair: Went from barely 500 attendees to 1,100 by changing venue and targeting the fair program mailing to new homeowners.
- The Minneapolis & Saint Paul (MSP) Home Tour: Converted from a government-funded liability to a primarily private-enterprise-funded asset. Successfully sold the tour to NARI of Minnesota in 2021.
- NorthNews newspaper: Founded NorthNews in 1991, sold it in 2015-16 to Pillsbury United Communities. It is now a learning lab for underprivileged neighborhood youth.
- Northeaster newspaper and MyNortheaster.com: Stabilized the finances in the first three years of my sole ownership (2014-2016). Redesigned, and gained a percent or two in circulation audits annually. Sold in November 2022 to a long-time staff member.
- One of two board members merging Northeast Community Development Corporation and Northeast Minneapolis Arts District in 2020, saving NECDC's four-decade legacy while putting the Arts District on a path to significant fundraising and mission clarity.

## Recognition

- **Editor & Publisher Magazine** "25 over 50" September 2022 – national recognition for business success, mentoring
- **University of Minnesota** Alumni of Distinction, 2018, recognizing my role as connector
- **Sheridan Neighborhood** Volunteer of the Year, 2018
- Certificate of Appreciation from **Audubon Neighborhood**, 2022
- Northeaster named Business of the Year 2020 by **St. Anthony Village Chamber of Commerce**
- Northeaster named Small Business of the Year 2015 by the **NE Minneapolis Chamber**
- **Minneapolis Award**, 2001
- Writing, photography and General Excellence awards from **Minnesota Newspaper Association**
- Book of Golden Deeds, **East Minneapolis Exchange Club**, in the 1990s