

# Margo Ashmore

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## Environment

- GreenCorps member, served at **City of Minneapolis Solid Waste & Recycling**,  
focused on reuse. September 2024 – August 2025
  - Planned and executed swap events diverting over 2,000 lbs. from the waste stream.
  - Conducted bulky-item study of potential to divert/recycle 400 tons of furniture annually. Presented mid-year findings at RAM/SWANA MN 2025 conference.
  - Developed reuse engagement table and presentations adaptable to any audience.
- Board member, **Reuse Minnesota**. 2024-2025, President 2025
  - Improved governance process, orienting board candidates before they apply.
- Marketed Deconstruction Services for **Better Futures Minnesota**. Feb. 2023-Dec. 2024
  - Improved lead-to-job conversion by 27%.
  - The team exceeded management's revenue goals by 20-25%.
  - Networked for new business: My jobs exceeded my compensation by 4X.
  - Served on the **Build Reuse** national conference planning committee.
- **Art to Change the World** Mississippi River Pearl project participant 2022  
Turned river trash into art and action-inspiring research/guidance. **MWMO** funded.
- Mystery Trash Remix artist, project funded by city of Minneapolis 2025
- 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."
- At the **Northeaster newspaper**, I write environment articles.
- Developed the **EnvironMentors** program for **NE Business Association** in the mid 1990s.  
With a state OEA grant, it matched businesspeople to share environmental best practices.

## Other Work

- Program Administrator, **Capri Glee Adult Community Choir**, 6-week spring & fall sessions with director J.D. Steele 2023-present
- Owner & Publisher, **Northeaster Newspaper** 1981-2022
- Founder, Owner & Publisher, **North News Newspaper** 1991-2015
- Coordinator, **Minneapolis & Saint Paul Home Tour** 2005-2022
  - Converted the tour from a government funded liability (-\$100,000+) to a corporate profit center (+\$35,000). Currently a self-supporting trade association benefit.
- **South Minneapolis Housing Fair** Coordinator 2012-2013
  - Tripled attendance in 2013 over 2012 by changing venue and marketing strategy.
- **NRP LINK** newsletter editor 2005-2011
- Northeast Minneapolis Arts Association **Art-A-Whirl®** Coordinator 2000-2002
- Coordinated the **Lake Street USA** community photography auction and a city of Minneapolis **Arts Resource Fair**. Executive Director, **East Downtown Council** 2001
- Early career: Radio news at **WMMR** including AP bylines, **KUOM**, **KSTP** radio. Statehouse Reporter at **Nebraska News Network**. **Duluth Sheltered Workshop Recycling Services Center** PR. **West Side/West St. Paul Voice** newspaper editor/coordinator.

## Education & Trainings

- Minnesota **Real Estate Broker** License 2005-current though not practicing
- **10-hr OSHA Training for the Construction Industry**, U of South Florida 2024
- **Climate Action for Business**, U of Colorado Boulder Leeds School of Business 2023
- **Editors & Publishers Community Leadership Program** 2022  
Minnesota News Media Institute/Minnesota Newspaper Assoc., Blandin Foundation funds
- Stevie Ray's Comedy Cabaret **Next Stage Improv** 2016-17, **Musical Improv** 2023
- Fellow, **Institute for Community Cultural Development** 2003
- Graduate, **Community Leadership Institute**, NRP and Hamline University 1997
- University of Minnesota, Bachelor of Arts, **Journalism** 1978
- Trained by **TCACCC** to judge for amateur photography clubs
- Numerous seminars and continuing education on various professional and community topics

## Community Networks

In addition to **Reuse Minnesota** I served as a board member for **Northeast Minneapolis Arts District** 2016-2024, Northeast Business Association and two Enterprise Facilitation programs, both late 1990s-early 2000s. Drove the **Central Avenue Plan** efforts through the late 1990s, helped found the **Northeast Minneapolis Arts Action Plan** and the **Northside Arts Collective**.

## Recognitions

- **Editor & Publisher Magazine** "25 over 50" for "strong work ethic, transformational mindset ... and ability to lead during challenging times." 2022
- **University of Minnesota** College of Liberal Arts Alumni of Distinction award 2018  
"Admired Twin Cities community innovator and connector."
- **Minneapolis Award** 2001
- **Minnesota Newspaper Association** writing awards, general excellence various
- **East Minneapolis Exchange Club** Book of Golden Deeds 1993