



SUSTAINABLE FOOD CENTER

Media Guide to Experts



GROW.SHARE.PREPARE.



Introduction

Dear media colleagues,

Presented here for your use is a guide to the areas of expertise among the staff of Sustainable Food Center in Austin. We hope that this guide is helpful when you are researching stories about issues related to the local food system, farmers' markets, local food policy, growing and preparing local food, and school and community gardens. We appreciate your work to shed light on these crucial issues and pledge to help however and whenever we can.

Here are a few specific examples of the areas of expertise found among our staff, including a few that may surprise you.

- American Indian culture and resources (Ronda Rutledge, page 9)
- How to make homemade baby food with local ingredients (Jessica Burleson, page 12)
- Seed-saving and seed law (Sari Alborno, page 4)
- How local food systems support economic, environmental, and cultural health (Andrew Smiley, page 9)
- Community food security and food justice (Simone Benz, page 5)
- Cooking trends among home cooks (Joy Casnovsky, page 7)
- Teaching organizations around the nation how to replicate SFC's programs (multiple staff members)

Other fun and useful facts:

- Four of the SFC experts listed here are fluent in Spanish
- Two were in the Peace Corps (one in Malawi, one in Bolivia), and many others have international experience
- One spent five years as a vendor at the SFC Farmers' Market before joining SFC's staff

Please let us know when we can assist in providing information or story ideas.

Sincerely,

Ronda Rutledge
Sustainable Food Center



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SUSTAINABLE FOOD CENTER

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Sari Albornoz

Grow Local Program Director

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512-220-1087 (office)

503-381-5257 (cell)

1. Community gardens
2. Grassroots advocacy for community garden efforts including with the Coalition of Austin Community Gardens (CACG)
3. Training other communities to implement Grow Local-type programs
4. SFC's program replication training

5. Seeds, seed-saving, seed libraries, seed law

Responsibilities: Leading SFC's Grow Local program, overseeing program staff, facilitating collaboration with other organizations, and consulting/supporting community gardens.

Credentials: B.A. in Biology with a Concentration in Anthropology from Reed College; worked with SFC for seven years.

Prior experience: Instructional specialist for AmeriCorps/4-H CAPITAL Program, leading gardening efforts at Austin elementary schools.



Bianca Bidiuc

Grow Local School Garden Manager

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512-220-1097 (office)

706-270-4078 (cell)

1. Starting and sustaining school food gardens
2. Benefits of school gardens
3. Organizing parents, staff, and community members around food-related issues
4. Planning to strengthen local food systems in cities, including through policy-making

Responsibilities: Connecting school gardens to SFC resources, leading SFC School Garden Leadership Trainings, and organizing field trips to the SFC Teaching Garden.

Credentials: A.B. in International Affairs from the University of Georgia; M.S. in Community and Regional Planning, with a specialization in environmental planning and food systems, from the University of Texas at Austin; professional report in progress: "A Food System Plan for Austin."

Prior experience: Research internship with PLACE (Promoting Local Agriculture and Cultural Experiences) in Athens, Georgia (2010-2011); WWOOF (Worldwide Opportunities on Organic Farms) in Italy (2008).



Matt Macioge

SFC Farmers' Market Operations Manager

matt@sustainablefoodcenter.org

512-220-1078 (office)

215-932-1172 (cell)

1. Sustainable migrant farming systems
2. Sustainable infrastructure for farming in Central Texas
3. Sustainable design
4. SFC's green building initiatives
5. SFC Farmers' Markets



Responsibilities: Supporting and running the SFC Farmers' Markets.

Credentials: Master of Architecture, Post Professional in Sustainable Design from The University of Texas at Austin; Bachelor of Architecture from Philadelphia University.

Simone Benz

Community Outreach Coordinator

simone@sustainablefoodcenter.org

512-220-1146 (office)

214-449-9957 (cell)

1. Community food security/food justice
2. Capacity building/leadership development
3. Planning skills applied to the complex and multi-factorial setting of community development and wellness



Responsibilities: Supporting existing community connections to food system and engaging people in growing, sharing, and preparing healthy food through SFC programming and other local resources; bringing community voices, ideas, and priorities to SFC.

Credentials: B.A. in International Relations and B.A. in Environmental Studies from Franklin University Switzerland; fluent in Spanish.

Prior experience: Fundación Ola Verde (social enterprise in Managua, Nicaragua).



Brian Couser

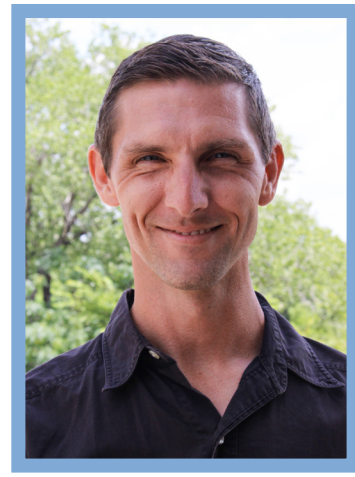
SFC Farmers' Market Coordinator

brian@sustainablefoodcenter.org
512-236-0074 ext. 123 (office)
512-689-8559 (cell)

1. Consensus facilitation
2. Non-violent conflict resolution
3. Small business entrepreneur (Black Star Co-op, Monkey Wrench Books)

Responsibilities: Running day-of operations for SFC Farmers' Market at Sunset Valley and SFC Farmers' Market East.

Prior experience: vendor at SFC Farmers' Markets for five years (Texas French Bread, Kala's Kuisine).



Carolina Mueller

Community Outreach and Engagement Coordinator

carolina@sustainablefoodcenter.org
512-220-1145 (office)
732-757-1291 (cell)

1. Teaching young children ages Pre-K - 3rd grade about healthy living (nutrition and gardening)
2. Nutritional sciences
3. Community organizing
4. Working with Spanish monolingual immigrant population

Responsibilities: Supporting programs and maximizing their impact by engaging, organizing, and empowering community members and organizations.

Credentials: B.S. in Nutritional Sciences from Rutgers University; undergraduate thesis on a childhood obesity intervention program; fluent in Spanish and German.

Prior experience: Managing the New Brunswick Community Farmers' Market in New Brunswick, New Jersey.



Joy Casnovsky
*SFC's The Happy Kitchen/
La Cocina Alegre®*
Program Director

joy@sustainablefoodcenter.org
512-220-1082 (office)
512-589-1090 (cell)



1. Cooking trends among home cooks
2. Adapting recipes to accommodate seasonal vegetables and Central Texas products
3. Cooking and nutrition impacts on diseases such as diabetes, cancer, and heart disease
4. Public health principles, especially as it relates to interventions concerning obesity and diabetes among low-income, African-American, and Hispanic populations
5. Healthy and local food procurement policy for city and state government entities

Responsibilities: Managing and evaluating all activities related to SFC's cooking and nutrition education and classes.

Credentials: Bachelor's degrees in Environmental Resource Management and Spanish from the University of Texas at Austin (2004); Culinarian Certificate from Austin Community College; contributes columns for *Austin American-Statesman* and *Latino Magazine*; featured in "Food Rebels, Guerrilla Gardeners, and Smart Cookin' Mamas: Fighting Back in the Age of Industrial Agriculture" by Mark Winne (2010); featured in *Austin Monthly's* "Home Grown" by Rob Hodges (2009); fluent in Spanish.

Prior experience: Served in the Peace Corps in Bolivia from 2005-07 and taught nutrition and cooking classes to orphanage cooks.

Adriana Botello de Prioleau
*SFC's The Happy Kitchen/
La Cocina Alegre®*
Program Coordinator

adriana@sustainablefoodcenter.org
512-220-1092 (office)
512-653-0941 (cell)



1. Practical nutrition
2. Cultural knowledge of the Mexican community
3. Vegetable gardening

Responsibilities: Outreach, implementation, coordination, and evaluation of cooking classes, community events and training sessions.

Credentials: Fluent in Spanish.

Prior experience: Worked on small traditional family farm in Nuevo Leon, México; worked for "The Natural Gardener" for more than a year in the plant nursery.



Molly Costigan
*SFC's The Happy Kitchen/
La Cocina Alegre®
Program Coordinator*

molly@sustainablefoodcenter.org
512-220-1096 (office)
502-330-9806 (cell)



1. Community organizing around health and wellness
2. Best practices for delivering culturally relevant, peer facilitated cooking/nutrition classes
3. Outreach, recruitment, and retention for free community-based programs

Responsibilities: Coordinating majority of SFC's not-for-profit six-week community cooking classes in English, follow-up classes for past participants, and summer field trips.

Credentials: B.A. in Spanish from Elon University (2010); Presented undergraduate thesis (written in Spanish) at National Association of Hispanic and Latino Studies Conference and National Council on Undergraduate Research (2010); Fulbright Award to Spain (2010-2011); Manager of the Hyde Park Community Garden (2013-Present); Completed trainings in Diversity and Inclusion from the National Coalition Building Institute (2013), Child Nutrition and Cooking from Stanford University (2014), Unconscious Bias from Jelani Consulting (2014), and Asset-Based Community Development from the ABCD Institute at Northwestern University (2015); Presented on Community Health Organizing at National Farm to School Conference (2014); fluent in Spanish.

Prior experience: AmeriCorps VISTA Community Health Organizer.



Ronda Rutledge

Executive Director

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512-236-0074 (office)

512-484-5853 (cell)

1. Hunger relief and sustainable food and agriculture
2. Fund development and partnerships for nonprofits
3. Leadership development
4. American Indian culture and resources

Responsibilities: Program development and administration; strategic planning and budgeting; fundraising and communications; staff development and leadership; and SFC's operations.

Credentials: Master's degree in Counseling Psychology from Angelo State University; Volunteer for Great Promise for American Indians, Powwow Committee; Austin/Travis County Sustainable Food Policy Board; Austin Community College, Ag Program Advisory Committee; PeopleFund Advisory Council; Leadership Austin ESSENTIAL Class of 2014; Anderson Foundation Fellow-Inaugural Class; LeaderSpring Fellow, formerly Eureka Communities; Indiana University Center on Philanthropy Fundraising School; Rotary International Group Study Exchange to South Africa.

Prior Experience: Affiliate Consultant with Greenlights for Nonprofit Success; Executive Director of the American Indian Child Resource Center in Oakland, CA; Licensed Professional Counselor and Marriage & Family Counselor; Clinical Director for Residential Treatment for Adolescents.



Andrew W. Smiley

Deputy Director

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512-220-1080 (office)

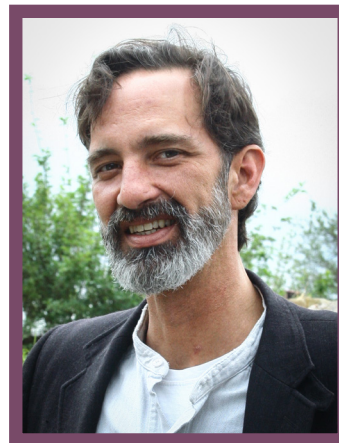
512-413-7774 (cell)

1. All aspects of farmers' markets
2. Farm to School, Farm to Cafeteria, and Farm to Work marketing efforts that connect family farmers directly with consumers through institutional food service and worksite wellness
3. Local food systems that support healthy communities, including the economic, environmental, and cultural health of a place and the physical health of individuals

Responsibilities: Providing support and oversight for SFC's work, including programming and policy efforts, with a focus on all SFC farmers' markets and Farm Direct projects.

Credentials: B.A. in Political Science; more than 20 years of experience in local food systems work; has worked at SFC for 10 years.

Prior experience: Executive Director of Baton Rouge Economic and Agricultural Development Alliance; Project Manager at Southern Sustainable Agriculture Working Group.



Kelly Rowley

Development Director

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512-220-1086 (office)
512-423-3903 (cell)

1. Strategic planning for nonprofits
2. Fundraising management
3. Donor and event partnerships
4. SFC's Farm to Plate fundraising event

Responsibilities: Implementing comprehensive and creative fundraising strategies, managing development and communications staff, assisting with strategic planning.

Credentials: B.A. in History and Minor in Women's Studies from the University of North Texas; working on CFRE (Certified Fund Raising Executive) certification, and a Certificate of Fund Raising Management from The Fund Raising School at Indiana University's Lilly Family School of Philanthropy.



Becca Montjoy

Development and Communications Manager

becca@sustainablefoodcenter.org
512-220-1094 (office)
850-322-6183 (cell)

1. Nonprofit communications including email marketing, social media, and newsletters
2. Grassroots and online fundraising
3. Management of SFC website, ensuring consistency and accuracy
4. All aspects of nonprofit branding
5. Donor/client database management and reporting

Responsibilities: Coordinating development and communications support, utilizing the website, social media networks, Raiser's Edge, and Luminate Online.

Credentials: B.A. in Studio Art from Florida State University (2005); Master of Science in Social Work from The University of Texas at Austin (2011); Webmaster Certificate from Austin Community College (2013- present); skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Dreamweaver), HTML, CSS, and responsive email design; worked at SFC for four years.

Prior experience: Website and photography developer for Tina Tang Studio in New York City.



Jess Gaffney

Community Relations and Events Manager

jess@sustainablefoodcenter.org
512-236-0074 (office)
631-678-3678 (cell)

1. Marketing for non-profits
2. Establishing and maintaining non-profit partnerships
3. Fundraising events (i.e. Farm to Plate, Chef Series, and past experience at Just Food running large conferences and tasting benefits)
4. Volunteer and intern management



Responsibilities: Implementing comprehensive and creative fundraising strategies, managing development and communications staff, assisting with strategic planning.

Credentials: B.S. in Marketing and Management from Georgetown University; Certificate from Farm School NYC.

Prior experience: Events and Marketing Director for Just Food, a New York-based nonprofit.

Paula Arciniega

Volunteer Coordinator

paula@sustainablefoodcenter.org
512-220-1091 (office)
972-302-2058 (cell)

1. Volunteerism at SFC
2. Helping individuals and groups connect with the organization through volunteering

Responsibilities: Training new volunteers, working with corporate groups to engage their staff in SFC's volunteer opportunities, and managing the volunteer program at SFC.

Credentials: Fluent in Spanish.



Jessica Burleson

Grants Manager

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512-220-1138 (office)

512-220-1138 (cell)

1. How to make homemade baby food with local ingredients
2. SFC's Foundation and Government funding partnerships
3. Community needs related to hunger, food access, diet-related diseases, and environmental issues
4. Grant research, writing, and reporting
5. Program development support

Responsibilities: Researching and developing foundation, corporate, and government grant proposals.

Credentials: M.A. in Women's and Gender Studies from the University of Louisville (2005); Grantsmanship Certification (2007); current Treasurer of the Board of Directors for the Austin-Central Texas Chapter of Grant Professionals Association; Founder of the Austin Baby Food Network.

Prior experience: Health Volunteer for the U.S. Peace Corps in Malawi.

