

MARCIA FRENZ-ARGUST

KEY QUALIFICATIONS

Government affairs professional with over 25 years of experience in conservation policy. Proven record of success in public lands stakeholder processes, campaign leadership and organizing, partner outreach, and the legislative arena. Strong interpersonal and management skills, solution-oriented, demonstrates bi-partisan approach, fierce work ethic.

EXPERIENCE

The Pew Charitable Trusts *December 2016-present*
Director, Restore America's Parks Campaign

The Pew Charitable Trusts *March 2015 - present*
Project Director, U.S. Public Lands Program
Officer, U.S. Public Lands Program *September 2012-March 2015*

- Shape legislative strategy for Pew's U.S. public lands program and manage three staff who work with local and national partners, communication and field teams, and congressional offices to implement strategy.
- Coordinate land-based national monument efforts, working in concert with Pew's campaign team; represent Pew's monument positions with national partners and to the Administration.
- Lead Pew's engagement in the Utah Public Land Initiative, a stakeholder process that has potential to legislatively protect over 3.5 million acres of land. Conduct field work, negotiate legislative language, and build relationships with non-traditional allies, local officials, key stakeholders, and the Utah congressional delegation.
- Educate and brief select Hill Members, Committee staff, and Administration officials on public land issues. Draft Pew statements, op-eds, and testimony; present Pew's position on public land issues at briefings and conferences.
- Assist local partners in the development and implementation of campaign plans that achieve permanent land protection; help with the assessment of political viability, timing, targets, and potential messengers.
- Negotiate contracts with local partners and consultants; work with grantees to establish effective deliverables.

Successes: Managed the Boulder-White Clouds campaign, a complicated dual legislative-national monument strategy that resulted in the designation of over 275,000 acres of wilderness in Idaho. Assisted in the 2014 lame duck effort that resulted in six wilderness bills—almost 250,000 acres—being added to the National Defense Authorization Act.

Western Conservation Foundation *October 2011-June 2012*
Program Manager

- Managed two staff, had responsibility for numerous consultants and contracts, oversaw \$600,000 program budget.

- Developed campaign strategies to cultivate pro-conservation western policymakers.
- Provided guidance to field staff on legislative and agency matters. Key issues included public land protection, energy, and the Land and Water Conservation Fund.
- Coordinated with national and local partners on messaging; sought out and worked with spokespeople who had the greatest impact on targeted policymakers.

Successes: Established accountability system to determine whether outreach efforts with congressional and Administration targets were worthwhile investments. Developed strategy to actively engage moderate Republicans on public land and energy issues to pre-empt bad votes.

Campaign for America's Wilderness/The Pew Charitable Trusts October 2002-September 2011

Legislative Representative

- Built coalitions among diverse local and national partners—sportsmen, ranchers, timber companies, energy interests, businesses, Tribes—to amplify the call for public lands protection.
- Worked with local partners to cultivate congressional champions, develop legislative strategies, education materials and craft bills. Specific negotiations included land protection bills for CO, SD, ID, UT, NV, and MI, as well as appropriations issues.
- Assisted in drafting key wilderness provisions of the Omnibus Public Land Management Act of 2009, specifically the Owyhees in Idaho and the Rocky Mountain National Park in Colorado.
- Prepared testimony and witnesses for committee hearings; organized legislative “fly-ins” for VIPs from key states.
- Coordinated with communications team regarding the most effective outreach and media approach for each legislative campaign.

Successes: Enactment of the Omnibus Public Land Management Act of 2009, resulting in the permanent protection of over two million acres of land. Active involvement in final negotiations with Senate and House leadership, majority and minority committee staff, and key Republican senators—with the Owyhee bill as a key driver—was critical in moving the lands package to floor action and eventual passage.

American Society of Landscape Architects
Director, Public and Government Affairs

October 2000-October 2002

- Managed three-person staff, numerous consultants, and budget of \$400,000.
- Promoted visibility and better understanding of the landscape architecture profession by increasing presence on Capitol Hill, establishing relationships with relevant federal agencies, building coalitions with allied design professions and non-traditional partners, and disseminating regular communication and educational materials for the Board, membership, media, and the public.
- Spoke regularly at state chapter events about legislative issues and the need to engage in public policy.

Successes: Developed ASLA's media and federal/state government affairs program from scratch. Initiated the Society's first lobby day for 100-plus Board of Trustees and chapter presidents. Implemented a nationwide licensure campaign. Overhauled the department's website and created regular communication vehicles for Association's leadership and members. Convened a nationwide security and design conference post-9/11.

***National Parks and Conservation Association
Legislative Representative***

July 1997-October 2000

- Advocated national park and federal land issues before Congress and federal agencies, focusing on Alaska, Pacific, and Northeast regions, transportation concerns, and cultural preservation.
- Presented congressional testimony on the Antiquities Act, clean air, and commercial fishing.
- Developed legislative strategies to protect specific park regions; coordinated with grassroots staff, media, and diverse partners to successfully implement.
- Organized materials, briefings, and Capitol Hill events for annual Board lobby days.

Successes: Defeated numerous anti-parks efforts, including bad Antiquities Act bills, helicopters in wilderness, and RS2477 provisions. Negotiated the phase-out of commercial fishing in Glacier Bay National Park. Built a diverse coalition to support expansion of the National Underground Railroad Network to Freedom Act.

***American Institute of Architects
Program Director, Federal Affairs***

September 1995-July 1997

- Formulated and implemented AIA's federal legislative priorities, focusing on sustainable development, business, and transportation issues.
- Educated AIA members, Board of Directors, and congressional offices on legislative issues through newsletters and presentations.
- Prepared congressional testimony, speeches, and op-ed pieces; made PAC recommendations.

Successes: Created a coalition of diverse organizations to support AIA's top legislative priority involving commercial revitalization tax credits. Coordinated and hosted a nationwide conference on military base reuse initiatives that provided recommendations to government agencies and local communities.

***Office of Congressman Sherwood Boehlert
Senior Legislative Assistant***

January 1991-August 1995

- Worked with the Congressman to establish a fifty-member coalition of moderate Republicans committed to conservation issues.
- Drafted and negotiated legislation and amendments with congressional committee staff and stakeholder groups.
- Made policy and voting recommendations to Member; wrote testimony, speeches, press releases, and correspondence. Regularly met with constituents and spoke at DC and district events.

Successes: Strategized with Member to leverage the large coalition of moderate Republicans into

a powerful voting contingent that was able to shape environmental and health policy by blocking bad votes.

EDUCATION

M.S. in environmental science, Johns Hopkins University, Baltimore, MD.

B.A. in political science and psychology, Binghamton University, Binghamton, NY.