

## **KBREC Faculty & Staff -- Biographical Sketch**

**Name:** Kristy Weidman

**Job Title:** Program/Volunteer Coordinator, Instructor rank

### **Professional Background:**

Employed by Klamath Basin Research & Extension Center (KBREC) since May 2007. Master of Arts (2006) and Bachelor of Science in Business Management/Marketing from Oregon Institute of Technology (2001). Graduated from the Defense Information School (DINFOS) at Fort Benjamin Harrison with a rating in journalism and broadcast journalism (1990). Currently, serve as adjunct marketing professor at Oregon Institute of Technology. Previously, worked as a substitute teacher for the Klamath County School District from 2001 to 2004; served as a public affairs representative at Kingsley Field Oregon Air National Guard from 1997 to 2002; and managed an in-house advertising agency from 1995 to 1999.

### **Educational Expertise:**

Experienced in creating and delivering interactive learning activities to a wide variety of audiences, from K-12 students to traditional college students to mature adult learners. Extensive education and hands-on experience working in advertising, marketing, video production, and public affairs. Various academic accomplishments illustrate advanced research capabilities, as well as the ability to produce applicable and meaningful projects.

### **Current Program Assignments:**

Promote and coordinate training and education programs and activities that enable the Klamath County Master Gardener Volunteers “to serve as the force providing general and specialized horticulture education to the community”. Identify need and assist with development and promotion of formal horticulture educational outreach activities for the general public (workshops, trainings, educational opportunities). Empower volunteers to educate the public through a variety of community activities. Create and develop recruitment materials to increase number of volunteers.

### **Emerging Areas of Interest:**

Utilize extensive background in advertising, marketing, video production, and public affairs to effectively promote *all* programs offered at the Klamath Basin Research and Extension Center: 4-H Youth Development, Family and Community Development, Natural Resources, Master Gardeners, and Agriculture Research and Development. Utilize desktop publishing skills to assist in KBREC web development and newsletter layout and design. Develop educational outreach activities that combine and complement all program areas. Develop peer and cross-generational mentoring opportunities for KBREC volunteers. Develop and maintain KBREC volunteer database to assist in retention and recruitment efforts. Assist in teaching creative educational outreach activities that focus on establishing links between plants, gardening, and healthy living.

### **Professional Principles:**

- Be professional, accountable and passionately committed to all tasks
- Behave with integrity in all relationships
- Be committed to personal and professional development by seeking new knowledge and skills necessary to enhance professional performance