

RESUME

SECTION I. PRELIMINARY INFORMATION

Name and Address: **James O. Edmondson**
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Westlake Village, CA 91362

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Country of Citizenship: **US Citizen**

College/University: **California State University, Northridge**
Northridge, California
Bachelor of Arts, Geography (June 1971)

SECTION II.

WORK EXPERIENCE *(In chronological and increasing responsibility order)*

JOB TITLE: **Conservation Director – Southern California Manager**

EMPLOYER **California Trout, Inc.**
870 Market Street, Suite 1185
San Francisco, CA 94102

SUPERVISOR'S NAME: **Gary Seput, Executive Director**

DATE OF EMPLOYMENT: **September 1998 to present**

DUTIES/ACCOMPLISHMENTS:

This position was created to guide the critical mission of a fishery conservation organization's five year strategic plan. Complete management and supervision control over California's statewide coldwater and anadromous conservation programs for a non-profit corporation that has served its 5,600 members and the public. Responsible for design, interpretation, implementation and effectiveness monitoring of the organization's Board-approved policies and its strategic plan to achieve its mission as they relate to state and federal law, or active legislative natural resource matters. Implementation of these programs, projects, and policies provides a comprehensive ecosystem conservation approach affecting 17,300 miles of freshwater streams, over 3,000 lakes, and 1,100 miles of California's coastline and its related marine ecosystem. Duties include leadership, direction, and supervision of staff and volunteers throughout California, as well as representing the organization's 1,000,000 trout fishing constituents before broad spectrum

of interest. These interests include both the for-profit sector that rely upon the state's complex soil and water resources for their livelihood, as well as a variety of federal, state and local government bodies including regulatory, legislative, judicial, and executive branches. Actively lead negotiations amongst competing interests from business, conservation, and government resource management agencies that have achieved settlement agreements of complex issues of considerable consequence to public natural resources and public policies associated with those resources.

Specific focus includes:

Strategic Planning: Principal author of organization's conservation plan that provides immediate and long-range objectives, timelines, and budgets to best incorporate the financial and staff resources for the non-profit corporation.¹ Served on the Steering Committee of the California Continuing Resource Investment Strategy Project, a cutting-edge natural resource management effort. California Continuing Resource Investment Strategy Project is a cooperative, comprehensive planning effort to develop a set of policy and strategy recommendations on protecting California's diverse biological and natural resources, through conserving, restoring, and enhancing stewardship of our natural and working landscapes. (<http://resources.ca.gov/ccrisp/CCRISPMethodology.pdf>) and (<http://ceres.ca.gov/biodiv/newsletter/v7n1/ccrisp.html>).

I was called on by the California Fish and Game Commission, both as a participant in their initial planning to define the key issues and the planning process, as well as service to their focus group discussions with a broad base of constituents, to help them develop their first strategic plan since the Commission's formation in 1870. The resultant Plan focused on California's diminishing fish and wildlife resources, their importance to California, strategic resource management and the role of the Commission in meeting this challenge. The Plan includes a strategic agenda (mission, vision, critical initial strategic goals) and a commitment to ensure the future sustainability of California's fish and wildlife resources through proactive and creative approaches and meeting constitutionally and statutorily mandated responsibilities.
http://www.dfg.ca.gov/fg_comm/st_plan.html

Program Assurance Management: Provide operational structuring, strategic planning, annual work plans with measurable objectives that have resulted in tangible products and achievements; maximum cost effectiveness and increased productivity. During the past four years, have achieved or exceeded the intended goals/objectives for conservation programs covering five specific areas of natural resource protection in California. These programs have achieved their annual work plan objectives while remaining at or under their respective budgets. Annually conducted SWOT (strengths, weaknesses, opportunities, threats)analysis to

¹ California Trout Conservation Plan for the New Millennium
<http://www.caltrout.org/conserve/ConservePlan.html>

integrate new initiatives or modify existing programs to meet contemporary, high priority needs.

Strategic Plan Administration: Analyze and initiate administrative policies, procedures, practical solutions and alternatives to multifaceted challenges involving multiple variables. Devise valuable controls, budgets, cost/time-saving methods and directives enabling programs to progress from inception to completion on schedule and budget. Develop and organize feedback reports to superiors, including Executive Director and the Board of Governors, to integrate strategic plan with the annual budget cycle.

Supervision: Plan and coordinate a staff of technical specialists in natural resource advocacy and volunteer utilization, training and motivation for enhanced work accomplishments and quality. Provide guidelines, measurable work plans, instruction, direction, incentives, and coordination for optimum productivity/teamwork while insuring that these multiple efforts are in compliance with governing policies, strategic plans and budgets. Guiding and mentoring conservation staff has reaped significant conservation achievements by preventing California's State Fish, the Golden Trout, and Northern California steelhead from being listed as an endangered species under the federal Endangered Species Act. This effort also established the adoption of California's "Aquatic Nuisances Species Act" (see California Fish and Game Code Section 12023-12026) to avoid or minimize the transfer of non-endemic fish species into or around California.

Organizational Leadership: Provided organization with strategies, programs, and staff oversight on the continued efforts to recover anadromous salmon and steelhead and ultimately remove these beleaguered species from the Federal Endangered Species Act.

To facilitate these actions, accepted appointments to serve on several state advisory committees that report to the state legislature, while reviewing and making recommendations to the state on the best use state and federal funds dedicated to anadromous fish restoration. The governing document for these actions is under the Pacific Coastal Salmon Recovery Program that resulted in a Memorandum of Understanding (MOU) between the California Resources Agency and the Department of Commerce - National Marine Fisheries Service. The MOU provides a mechanism to make recommendations to the California Department of Fish and Game Director for grants that, in 2000, totaled \$13 Million in state and federal funds. This required both a comprehensive knowledge of restoration approaches, as well as the ability to build productive relationships with thirteen other appointees representing diverse, and sometimes, competing interest. A list of these grants can be found at <http://www.dfg.ca.gov/nafwrb/fedgrants.htm>.

Devised new approaches to overcome long-term barriers to stewardship of public natural resources. Most prominent result has been to play a leadership role negotiating a settlement for the Pacific Gas & Electric Company hydropower

project on the North Fork Feather River (Federal Energy Regulatory Commission Project #1962) after nineteen years of delay. Professional mastery of multiple party needs (regulatory and for-profit power generation), broad knowledge and expertise of resource issues, and the ability to generate new solutions to old problems resulted in developing important public policy matters. These combined qualities were demonstrated throughout the negotiations and the ultimate settlement. (<http://rimsweb1.ferc.gov/rims.q?rp2~rimdocinfo~2094825>) and (<http://www.pge.com/006news/006anewsrel/006a1bsep22.shtml>). The settlement provided a pioneering template for other hydropower re-licensing efforts ongoing in California under the jurisdiction of the Federal Energy Regulatory Commission.

Capacity Building: Southern California is home to the southern most population of steelhead – a sea run rainbow trout. These fish possess unique adaptations, represent an important part of the nation's fishery resources, and serve as vital indicators of the overall health of the aquatic ecosystems of Southern California coastal watersheds. To mobilize the interests, energies, and political will of the Southern California community on behalf of these resources, I assumed the leading role in forming the Southern California Steelhead Coalition. This coalition represents a diverse gathering of recreational, scientific, ecological, conservation, sportfishing, commercial fishing, and local resource management interests with a combined membership exceeding 225,000 Californians, and over one million citizens nationwide. To facilitate this action, I also became the co-author of the Coalition's platform and strategic plan that identifies ten specific actions to recover these watershed indicator species.² Since the January 2000 inauguration, I have served as its Chairman and principal program implementer, while serving on two government advisory committees that influence endangered species recovery and restoration funding.³

Communications – Public Outreach: Designed and directed programs to win agency and public support for statewide initiatives, environmental issues and conservation of the public's resources. These presentations have used a wide range of techniques including print and electronic media, as well as public speaking engagements and presentations to numerous conferences. Have appeared before the major networks including FOX, CNN, ABC, CBS, and National Public Radio, as well as the print media such as the *Los Angeles Times*, *San Francisco Chronicle*, *New York Times*, and *San Jose Mercury News*. Expanded the emerging "internet" communication capabilities for organization with major contributions to its website. (<http://www.caltrout.org>). These principle author efforts include the following major sections:

² Swimming Upstream: Restoring the Rivers and Streams of Coastal Southern California for Southern Steelhead and other Fishes. <http://www.socalsteelhead.org>

³ Citizens Advisory Committee to the California Legislature on Salmon and Steelhead, and California Coastal Salmon Recovery Program Advisory Committee

1. Natural resource management sections on the native trout of California;
2. Steelhead management and recovery from endangered species listings;
3. Improving governments affirmative Public Trust duties;
4. Federal Energy Regulatory Commission relicensing of hydropower projects in California; and,
5. The campaign to improve livestock grazing on the state's public lands.

Because of my career experience with California water law and aquatic ecosystem protection, I have been invited to guest lecture to law schools and universities throughout California on the general mandate requiring dam owners and operators to protect downstream fisheries. (<http://sorrel.humboldt.edu/~djj1/courses/caltrout.html>).

JOB TITLE: Executive Director

EMPLOYER'S NAME California Trout, Inc.
870 Market Street, Suite 859
San Francisco, CA 94102

SUPERVISOR'S NAME: William Hopper (Chairman of the Board)

DATE OF EMPLOYMENT: April 1994 to September 1998

DUTIES/ACCOMPLISHMENTS:

Elevated to senior staff executive in 1994. Charged with the responsibility to rescue organization from loss of its mission focus, establish a long-range strategic - business plan, and to regain its financial strength. Responsible for all statewide operations, the development annual work plans (goals/priorities/objectives) and budgets. Organized, directed, and administered policy and costs controls while reporting to the Board of Governors for governance. This four-year effort resulted in:

1. Stable and growing financial resources;
2. Improved cost-effective operations;
3. A growing and motivated staff, Board and key volunteers;
4. A 100% increase of annual revenues;
5. A tripling of reserve capital for specific resource conservation programs;
6. 30% growth of membership; and,
7. Creation of a strategic plan to guide the organization for the following five-year period, i.e. 1998 through 2002.

Specific duties include:

Strategic Planning: Principal author of organization's strategic plan that provided immediate and long-range objectives, timelines, and budget to best incorporate the

financial and staff resources for the non-profit corporation.⁴ Actions necessary to accomplish this process include:

1. Preparation for strategic planning by identifying, recruiting, and motivating the planning participants inside and outside the organization, as well as creating a time frame to achieve a strategic plan.
2. Gathering the essential data and coordinate a systematic analysis of the information with planning team members.
3. Conducted an internal and external SWOT (Strengths-Weakness-Opportunity- Threats) analysis.
4. Distinguishing alternative plans/options which compare cost/benefits; feasibility and economic consequences.
5. Incorporated a monitoring/feedback mechanism for evaluating progress towards objectives and allowing for adaptive management as new factors and opportunities occur.

Program Assurance Management: Provided administrative, management, operational structuring, strategic planning, and annual work plans for all operations of the non-profit corporation. Developed and implemented a program of educating/training the staff and Board members in using proven "for profit" business protocols in their "non-profit" culture in new and ground-breaking ways. Throughout the four year assignment, operated the company at or below budget; built cash reserves, and increased long-term support structure by increasing membership 30% and instituting a defined fundraising program with staff.

Administration: Evaluated and instituted new administrative policy procedures, pragmatic solutions and options to stable, then grow a non-profit organization. To avoid long-term cash flow difficulties, designed and implemented a monthly cash flow spreadsheet that provided a readily understandable mechanism that control finances and gained the support of all staff and Board members.

Supervision: Established organization's annual overall objectives in tandem with resource availability. Designed annual staff assignments by defining objectives, priorities, and deadlines. Implemented a system to assist employees, volunteers, and the Board of Governors where unusual circumstance had no or unclear precedents. Worked with the Board of Governors to up-grade the organization's employee manual to insure it was consistent with the prevailing labor laws while meeting the unique needs of the company. Trained key employees to become more adaptable in their development of work plans, measurable performance criteria, budgeting, and "goals and controls" systems.

⁴ California Trout 1998-2002 Strategic Plan <http://www.caltrout.org/conserves/StrategicPlan.html>

Conservation Leadership: Authored paper at international conference on creating a wild trout biodiversity management program.⁵ The paper exposed, in new and innovative ways, the inherent virtues of combining California's rich native trout biodiversity with its economic values that support California's number one industry – recreation and tourism. The initial reaction from the California Fish and Game Commission, who set guiding policy for the California Department of Fish and Game, was positive and ultimately resulted in the creation and formal policy adoption of California's "Heritage Trout Program". This is the first wild trout biodiversity management program in United States history. Reviewed and commented to California Department of Fish and Game regarding the development of the comprehensive *Steelhead Restoration and Management Plan for California*, and worked with the Executive Branch to achieve adoption of the plan.

Communications – Public Outreach: Instituted regular distribution of newsletters to members, the media, and key influential leaders of the California Legislature and Executive Branch regulatory agencies. Produced mass-communicating system of timely "media advisories" and "news releases" to multiply and expand public support for the organization's programs, statewide initiatives, environmental issues that conserves the public's resources. Have been the featured speaker and panelist at state and federal agencies conferences to promote the value of public-private partnerships and comprehensive watershed management programs utilizing coldwater fisheries as indicator species. These resulted in being featured on national television for the first time in the organization's 25-year history.

JOB TITLE: Regional Manager - Vice President

EMPLOYER'S NAME: California Trout, Inc.
870 Market Street, Suite 859
San Francisco, CA 94102

SUPERVISOR'S NAME: Richard May (President) 1988-91
Thomas Hesseldenz (Executive Director) 1992-93

DATE OF EMPLOYMENT: July 1988 to April 1994

DUTIES/ACCOMPLISHMENTS:

Significantly increased project activity, community profile and support via California legislative lobbying, public speaking, print and electronic media publicity campaign and testimony before various local, state and federal resource agencies. These activities

⁵ California: Unparalleled Biodiversity - Unrivaled Productivity - Pages 63 – 68 In Proceedings of the Wild Trout VI Symposium, August 17-20 1997. Montana State University, Bozeman, Montana.

tripled regional membership and income. Planned, organized and led various aquatic and riparian restoration programs. Member of numerous negotiating teams comprised of state and federal officials in southern and northern California. Expert witness before regulatory agencies (California Fish and Game Commission, California State Water Resources Control Board, Lahontan and Los Angeles Regional Water Quality Control Boards) and state courts.

JOB TITLE: Chief Executive Officer

EMPLOYER'S NAME Alpine Builders, Inc.
5537 North Ryland Avenue
Temple City, CA 91780

DATE OF EMPLOYMENT: April 1980 to July 1988

DUTIES/ACCOMPLISHMENTS:

Full authority and responsibility over all functions and activities necessary to the productive, cost efficient and profitable operations of a residential and commercial construction corporation. Major duties included forming and managing the corporation, all bidding, permitting and building code compliance, contracts, sub-contractor coordination and job oversight during all phases of construction from start to finish. Left the corporation in 1987 to begin professional public service career work with California Trout.

JOB TITLE: Manager/Owner

EMPLOYER'S NAME Edmondson Enterprises
10946 E. Grand Avenue
El Monte, CA 91780

DATE OF EMPLOYMENT: April 1973 to April 1980

DUTIES/ACCOMPLISHMENTS:

Negotiated and acquired industrial painting business in 1973. Responsible for all operations, business and facility management. Over this seven year period doubled staff, increased production (400%) and profitability by a factor of ten. In 1980 sold the business to seek new challenges.

SECTION III. CONSERVATION APPOINTMENTS AND PUBLIC SERVICE POSITIONS

2001 to present Member, Citizens Advisory Committee to the California Legislature on Salmon and Steelhead.

- 2001 to present Stakeholders Advisory Committee Member, The Legacy Project to provide guidance to California's Resources Agency and its respective 31 departments, commissions, and boards concerning future California natural resource management investments
- 2000 to present Member, California Coastal Salmon Recovery Program Advisory Committee.
- 2000 to present Public Advisory Committee Member, Southern California Wetlands Recovery Project
- 2000 to present Founder and Chairman, Southern California Steelhead Coalition.
- 2000 Steering Committee Member, California Continuing Resources Investment Strategy Project, to make recommendations on the design of a new comprehensive resource management strategy for California.
- 1994 - 1998 Board of Directors. Planning and Conservation League to represent the interest of California's 2,000,000 members of the fishing public on legislative matters and ballot initiatives.
- 1993 -1995 Founding Director, California Environmental Forum, to formulate and advise officials running for state office on environmental issues.
- 1992-1993 Commissioner, Los Angeles County Regional Planning – Environmental Review Board to serve the Regional Planning Commission in the review of development project permitting in designated ecological sensitive areas.
- 1991 Member of State Water Resources Control Board Mono Basin Water Rights EIR Preparation Review Team for selection of Environmental Impact Report contractor.
- 1990-1994 Agent to El Dorado County Superior Court overseeing of Mono Lake tributary restoration and coordinated litigation proceedings.
- 1989-1991 Delegate of Mono County Trout Advisory Committee to design plans and programs to improve the ecological and economic values associated with the resource.
- 1988-89 Southern California Chairman, Environmental Federation of California, to achieve an employee payroll contribution campaign similar to the United Way, but for gifts to conservation and environmental causes.

- 1985-91 Board of Governors, California Trout, Inc. to guide the organizations' policies, programs finances and staff.
- 1984-85 Conservation Chairman, Federation of Fly Fishers - Southwest Council to plan, organize and initiate volunteer activities dedicated to coldwater conservation in the Southern California region.
- 1983-86 Board of Directors, Conservation Chairman, Pasadena Casting Club to govern, plan and direct local public services associated with conservation activities within the Angeles and Inyo National Forests.

SECTION IV. HONORS AND AWARDS

- 1999 US Department of Agriculture-US Forest Service **Certificate of Appreciation** for efforts to protect and restore the San Gabriel and Los Angeles Rivers throughout the Angeles National Forest.
- 1999 **Conservation Award** of national recognition for career conservation achievements from the Woodsmen of the World Life Insurance Society, Omaha, Nebraska.
- 1999 Pasadena Casting Club **Herb Troebner Award** for career coldwater fishery and natural resource conservation achievements.
- 1996 Appointed to the **Who's Who of America** for leadership within the non-profit conservation industry.
- 1994 American Fisheries Society (California-Nevada Chapter) **Conservation Achievement Award** for career achievements in the field of fishery science and conservation.
- 1990 **Outstanding Service Award** from Environmental Federation of California for leading the establishment of a masthead employee payroll contribution program in Southern California (City of Los Angeles) on behalf of 28 conservation and environmental groups that has to date raised over \$5,000,000 in charitable contributions.
- 1987 **Roderick Haig-Brown Award** from California Trout, Inc., for conservation accomplishments in Southern California and the Eastern Sierra Region of California for career accomplishments to protect and restore wild trout and native steelhead. Became the fifth recipient of this award in the organization's history.

- 1985 **National Conservation Achievement Award** from Federation of Fly Fishers for volunteer conservation achievements to rehabilitate coldwater fisheries and habitat in California.
- 1985 **Conservation Achievement Award** from Sierra Pacific Flyfishers for volunteer conservation efforts in Los Angeles County and the Eastern Sierras region of California.
- 1985 Federation of Fly Fishers-Southwest Council **Award of Excellence** for volunteer Owens River fish passage/spawning rehabilitation project on the Owens River (Mono County).
- 1984 **Streamkeepers Award** from California Trout, Inc. for the restoration of the West Fork San Gabriel River within the Angeles National Forest (Los Angeles County).
- 1983 **Outstanding Service Award** from Pasadena Casting Club in recognition for restoration of West Fork San Gabriel River within the Angeles National Forest (Los Angeles County).

SECTION V. PAPERS - PUBLICATIONS

- 2002 Rindge Dam Removal: A Review of Regional Ecologic and Economic Benefits And Options for Removal. Policy paper to the United States Army Corps of Engineers concerning their Malibu Creek Environmental Restoration Feasibility Study prepared for the Southern California Steelhead Coalition. Westlake Village, CA 23p.
- 2001 Salmon and Steelhead Recovery Planning: The Essential Need For Accelerated Recovery Planning Efforts With Measurable Population Objectives. Policy Paper prepared for the California Trout, Inc. Board of Governors. San Francisco, CA. 16p. <http://www.caltrout.org/consact/ConservePolicies.html>
- 2000 Swimming Upstream: Restoring the Rivers and Streams of Coastal Southern California for Southern Steelhead and other Fishes. A platform paper prepared for the Southern California Steelhead Coalition. Westlake Village, CA. 26p. <http://www.socalsteelhead.org>
- 1999 California Trout Conservation Plan for the New Millennium. Prepared for the California Trout, Inc. Board of Governors. San Francisco, CA. 42p. <http://www.caltrout.org/conserv/ConservePlan.html>
- 1998 California Trout's Experience: Putting the Law To Work. American Fisheries Society Cal-Neva Chapter 1998 Annual Meeting Symposium, Redding, CA. 3p. (<http://sorrel.humboldt.edu/~djj1/courses/caltrout.html>)

1997 California Trout 1998-2002 Strategic Plan. Prepared for the California Trout, Inc. Board of Governors. San Francisco, CA. 30p.
<http://www.caltrout.org/conserve/StrategicPlan.html>

Reforming Fish and Game - It Begins with Governance A California Trout white paper presented to the State Legislature. April 1997. Sacramento, CA. 4p.

California: Unparalleled Biodiversity - Unrivaled Productivity Pages 63 – 68 In Proceedings of the Wild Trout VI Symposium, August 17-20 1997. Montana State University, Bozeman, Montana.

Southern California Steelhead: Why Give A Dam. Paper presented to The Resources Agency of California *Oceans '97 Conference*. San Diego, CA.

General Mandate Requiring Dam Owners to Release Water For the Protection of Downstream Fisheries. Lecture produced for the Pepperdine University School of Law, University of Southern California Law School, and California State University, Humboldt. 6p. <http://sorrel.humboldt.edu/~djj1/courses/caltrout.html>

1993 Crowley Lake Water Levels To Sustain Trophy Trout Fishery. Position paper prepared for California Trout in preparation for State Water Resources Control Board Mono Basin Environmental Impact Report to re-license the Los Angeles Department of Water and Power state water licenses in the Mono Basin. 8p.

Public Stewardship Conceptual Plan: LADWP Upper Owens River Properties. A California Trout, Inc. report prepared for the City of Los Angeles Department of Water and Power. Los Angeles, CA. 10p.

Measured Economic Factors of Big Bear Lake. A California Trout, Inc. report before the State Water Resources Control Board and entered as rebuttal testimony. Sacramento, CA. 6p.

Big Bear Lake Simulations - Modeling 5 Alternative Release Patterns. A California Trout, Inc. report and rebuttal testimony before the State Water Resources Control Board. Sacramento, CA. 98p.

1992 Scrutiny Of A Jones & Stokes Associates Report Evaluating Bear Creek. Prepared for California Trout, Inc. San Francisco, CA. 11p.

1991 - Restoring Southern California Coastal Streams and Wetlands Through the Allocation of Reclaimed Water: The Malibu Creek Experience. Position Paper prepared for California Trout, Inc. San Francisco, CA. 11p.

1990 - Investigations of Fish Springs, Inyo County. An Analysis of Trout Limiting Factors and Proposed Corrective Recommendations. Restoration project report prepared for California Trout, Inc. September 1990. San Francisco, CA. 12p.

- 1989 Frequency of Attaining Instream Flow Requirements. Technical paper prepared for West Fork San Gabriel Long Term Management Plan. Arcadia, CA. 5p.
- 1988 Position Paper: Status of East Walker River, Limiting Factor Analysis. Prepared for California Trout Board of Governors. San Francisco, CA. 5p.
- 1987 Project Proposal: Riparian Rehabilitation Project, Hot Creek, Mono County. Prepared for California Trout, Inc. San Francisco, CA. 10p.
- 1986 - Fishery Optimization Report. Prepared for the West Fork San Gabriel River Long Term Management Plan (Angeles National Forest). Arcadia, CA. 44p.
- 1985 - Rehabilitation Project West Fork San Gabriel River. Prepared for California Fish and Game Commission. Sacramento, CA. 12p.

