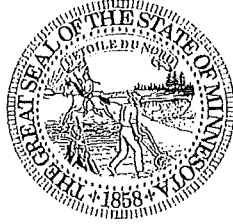


STATE OF MINNESOTA



TIM WALZ
GOVERNOR

NOTICE OF APPOINTMENT

Ashley Peters

3820 47th Ave S
Minneapolis, MN 55406
County of Hennepin
Congressional District 5

Because of the special trust and confidence I have in your integrity, judgment, and ability, I have appointed and commissioned you to have and to hold the office of:

Public Member

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LESSARD-SAMS OUTDOOR HERITAGE COUNCIL

Effective: September 4, 2019

JAN 23 2020

Term Expires: January 2, 2023

President of the Senate

This appointment carries with it all rights, powers, duties, and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol in the City of Saint Paul, September 3, 2019.



Governor

Secretary of State

Replacing: Jane Kingston

**OFFICE OF THE MINNESOTA
SECRETARY OF STATE STEVE SIMON**

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Application for the position Public Member

Part I: Position Sought

Agency Name: Lessard-Sams Outdoor Heritage Council
Position: Public Member

Part II: Applicant Information

Name: Ashley Peters
Phone: (952) 715-1209
Mailing Address: 3820 47th Ave S Minneapolis 55406
Email: ASHJPETERS@GMAIL.COM
County: Hennepin
Felony Conviction: No
Mn House District: 63A
US House District: 5
Recommended by the Appointing Authority: False



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President of the Senate

Part III: Appending Documentation

Cover Letter and Resume

Type	File Type	
Cover Letter	application/pdf	
Resume	application/pdf	

Additional Documents (.doc, .docx, .pdf, .txt)

Type	File Name
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Type	File Name
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No additional documents found.

Part IV: Optional Statistical Information

Race and Natural Origin: White or Caucasian

Political Party: No Answer

Age: 33

Gender: Female

Disability: No

Hispanic, Latino or Spanish origin: No

Part V: Signature

Signature: Ashley J. Peters

Date: 1/15/2019 12:18:05 PM

AGENCY DETAILS
MEMBER DETAILS

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President of the Senate

January 15, 2018

Governor Tim Walz and Lieutenant Governor Peggy Flanagan

Re: Lessard-Sams Outdoor Heritage Council Public Member Position

To Governor Walz and Lt. Governor Flanagan:

I am excited to submit my application for the Lessard-Sams Outdoor Heritage Council. I have been working in natural resources for more than a decade and I have a wide range of communications and community engagement skills that highlight my fitness to serve on the Council. My public affairs expertise would be valuable in raising the visibility of Legacy Amendment accomplishments.

In addition to my professional skills, I am applying because my generation will be greatly impacted by the decisions made today. My job, hobbies, and ultimately my happiness depend on the restoration, protection, and enhancement of habitat for wildlife. More than that though, I understand that the health of Minnesota's natural resources often correlates to the quality of life for its residents. The work we do is important for wildlife, certainly, and is just as important for our people, including future generations.

I regularly go hunting, birding, and fishing on Minnesota's public lands and waters. During the past decade, I have worked closely with conservation programs and program staff who are tasked with proposing, implementing, and evaluating conservation projects. Communicating the success of those programs takes considerable planning and consensus-building long before the announcement of an achievement. My strategic planning and public outreach skills would assist the Council in encouraging recipients to raise the profile of accomplishments funded by the Outdoor Heritage Fund and Legacy Amendment.

Thank you for your consideration. The Council provides an opportunity to connect diverse communities across the state and I would be privileged to contribute to those efforts.

Please refer to my résumé for additional information on my experience and qualifications.

Sincerely,



Ashley J. Peters
Communications Manager for the Upper Mississippi Flyway
Audubon Minnesota
apeters@audubon.org
952-715-1209

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President of the Senate

Ashley J. Peters

apeters@audubon.org • 952.715.1209 • 3820 47th Ave South, Minneapolis, MN 55406

PROFESSIONAL EXPERIENCE

Communications Manager for Upper Mississippi Flyway Oct. 2015 – Present
Audubon Minnesota

- Managed and improved effectiveness of state office communications channels such as donor newsletters, monthly eNewsletter, action alerts, policy updates, and web content
- Leveraged relationships with media outlets resulting in the positive coverage of conservation projects
- Improved relationships with hunting and fishing groups to increase collaboration on major initiatives

Communications Associate for State Office July 2014 – Oct. 2015
Audubon Louisiana

- Coordinated with TV stations and other media outlets to set up interviews and press events
- Managed and designed newsletters and handouts for citizen science and fundraising events

Communications Coordinator for Restore the Mississippi River Delta Campaign Sept. 2013 – July 2014
National Audubon Society

- Coordinated with local and national conservation groups to build consensus on restoration initiatives
- Produced publications, web content, press statements in alignment with campaign messaging
- Reported daily on campaign media coverage, identified media outreach opportunities, and prepared talking points and other public relations materials

Program Manager for AmeriCorps Individual Placement Program Aug. 2012 – Sept. 2013
Southeast Alaska Guidance Association

- Developed and maintained working agreements with 17 program sponsor agencies and organizations
- Oversaw recruitment and hiring process; supervised 20 AmeriCorps members (11 month terms)
- Managed public relations, submitted grant applications, and managed online communications

Communications Specialist for Division of Parks and Trails Jan. 2010 – Aug. 2012
Minnesota Department of Natural Resources

- Designed, edited, and managed seasonal publications with a statewide distribution of 80,000
- Wrote and edited weekly news releases and web content that reached millions of people annually
- Wrote articles published in *Minnesota Conservation Volunteer* (circulation 130,000)
- Assisted in developing and managing the successful launch of the statewide I Can Camp! program

BOARDS, COUNCILS, AND OTHER WORK

Sportsmen for the Boundary Waters, Board Member	2018 – Present
Outdoor Writers of America Association, Diversity & Inclusion Committee	2018 – Present
Modern Carnivore, Speaker and Content Creator	2017 – Present
Birds & Beers St. Paul, Event Organizer	2016 – Present
Minnesota Backcountry Hunters & Anglers, Volunteer	2016 – Present
Conservation Corps Minnesota & Iowa, Alumni Volunteer	2012 – Present

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President of the Senate

EDUCATION

Bachelor of Arts, Communications
Truman State University

2007