

Tom Menzel – Menzel-Higgins Communications

5570 NE Admiralty Way, Hansville, WA 98340
Cell: 360.265.5706 E-mail: tommenzel@comcast.net

Services Available

- Proposal management and support
- Technical editing and writing
- Environmental impact statement editing, general technical editing
- General writing and editing
- Public involvement, public relations
- Corporate communication, marketing support

30 Years of Experience

As sole proprietor of Menzel-Higgins Communications since 1986, Tom Menzel has worked as a consultant to private- and public-sector clients ranging from engineering firms and Fortune 500 companies to advertising agencies and governments. He has coordinated and edited a wide range of critical documents, including proposals for projects worth billions of dollars. He also has developed and executed public involvement and media strategies for high-profile issues and public works projects for local governments and private corporations. A former award-winning newspaper editor, Tom is especially comfortable with rapid turnaround of writing and editing projects.

Proposal Management and Support

Tom has managed and edited many major proposals and statements of qualifications for MWH, one the world's leading environmental engineering firms. His work has included proposals for projects in many cities and countries, including the following:

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| • New York City | • Cleveland | • New Orleans | • Singapore |
| • Los Angeles | • Cincinnati | • Salt Lake City | • Scotland |
| • Chicago | • San Francisco | • Milwaukee | • Bangladesh |
| • Atlanta | • Miami | • Portland | • Panama |
| • Dallas | • Las Vegas | • Denver | • Jordan |
| • Houston | • Seattle | • UK | |

Responsibilities:

- Manage and support marketing proposals and statements of qualifications containing qualifications, technical approaches and cost/schedule information. (The value of opportunities resulting from these proposals ranged from the hundreds of thousands to several billion dollars.)

- Manage and provide guidance to proposal teams, including other marketing personnel, consultants, graphics/design personnel, and technical and non-technical writers from throughout the company to research, compile, proof and edit text and graphics and maintain selected marketing databases.
- Create highly effective and efficient teams while dealing with a variety of personality types and driving teams to produce high-quality deliverables.
- Organize and assign proposal resources; assess requirements of RFPs and SOQs; compile proposal outlines, compliance matrices, schedules, and assign writing responsibilities.
- Research and compile information from a variety of databases and data sources (including resumes, project descriptions, boilerplate text, etc.).
- Assume editing and writing responsibilities as needed.
- Direct and manage proposal reviews to meet submittal deadlines.
- Support marketing presentations for proposal follow-up or other sales purposes.
- Assist with editing and proofreading text and graphics.
- Assist with archiving proposal elements into marketing databases.
- Provide proposal support roles, which may include organizing, managing and/or writing responsibilities for individual sections or volumes.

Environmental Impact Statements, Technical Editing (see detailed EIS/Tech Editing resume on this website)

Tom has provided editing and graphics consulting for more than a dozen environmental and planning reports for federal, state and local agencies, including the following:

- Utah Lake Drainage Basin Water Delivery System project EIS
- Wasatch County Water Efficiency Project and Daniel Replacement Project EIS
- Provo River Restoration Project EIS
- EA for the Olmsted Flowline Rehabilitation and Replacement Project
- Final Supplement to the Final EIS on the Diamond Fork System-Central Utah Project for the Central Utah Water Conservancy District, U.S. Department of the Interior and Utah Reclamation Mitigation and Conservation Commission
- Diamond Fork System Proposed Action Modifications-Central Utah Project for the Central Utah Water Conservancy District, U.S. Department of the Interior and Utah Reclamation Mitigation and Conservation Commission
- Spanish Fork Canyon-Nephi Irrigation System Draft EIS for the Central Utah Water Conservancy District
- Purpose and Need Statement for Denver Water Moffat Collection System Project
- Thompson Creek Molybdenum Mine Supplemental EIS
- Henrys Lake Nutrient Management Study, Idaho Department of Environmental Quality
- Southern Nevada Water Authority Residuals Operations Manual
- 2020 Transportation Plan & Ridge-To-Rivers Pathway Plan, Ada County, Idaho (Boise)
- City of Boise (Idaho) Draft Comprehensive Plan
- Veterans Park Master Plan (Boise)

Corporate Communication, Marketing Support, Employee Communication

Tom has provided writing, editing, graphics and production services for many corporate communication and marketing programs, including the following:

- MWH – Researched, wrote annual reports (2006, 2007, 2008)
- Ore-Ida Foods and H.J. Heinz Co. – Wrote, designed, produced company newsletter, annual reports, developed employee communications plan
- St. Luke’s Regional Medical Center (Boise, Idaho) – Wrote employee newsletter, advised executives on employee communication during nursing crisis, provided media and public relations advice
- J.R. Simplot Company – Wrote newsletter
- Intermountain Medical Imaging (Boise) – Wrote physician newsletter
- Davies & Rourke Advertising (Boise) – Variety of advertising and public relations support
- mWired, Inc. (Denver) – IT company start-up sales brochure
- Baumgart Construction (Boise) – Wrote, designed, produced brochure, company identification
- Terry Reilly Health Services (Nampa, Idaho) – Wrote, designed, produced agency brochures
- Hewlett-Packard – Internal Web graphics support

Public Relations, Public Involvement, Election Management

Tom has provided strategic planning, counsel, management, writing, editing and production services for high-profile public relations and public involvement programs, including the following:

- Advisor/coordinator, City of Boise (Idaho) sludge management plan public involvement program – Successful public involvement program for the mayor’s office to inform and listen to rural citizens who opposed land application. Included citizen committee, speakers’ bureau, newsletters, press conferences, open houses, public workshops, in-home neighborhood meetings, sludge management recommendation report.
- Henrys Lake Clean Lakes Project Public Involvement Program – Developed and implemented extensive effort to keep all users and interest groups informed of and involved in the Henrys Lake study (near Yellowstone Park) and foster a spirit of openness and trust with the general public and those affected by pollution control recommendations (Idaho Department of Environmental Quality).
- Ada County Highway District (Boise) public relations campaign – Developed and executed extensive public relations effort to regain public confidence in this countywide road district through positive action and operational improvements prior to seeking support for new funding sources for ailing infrastructure. Included meetings with 6 mayors; focus groups with agency employees; public involvement and surveys; interagency, media and public relations; media and “customer service” training; annual report to citizens; project updates.

- Campaign manager, Ada County (Idaho) transportation and jail bond election management – Managed successful public works bond elections, including county jail and road project override elections.
- Campaign manager, Ada County vehicle registration fee election – This successful campaign increased Ada County’s vehicle registration fees after two previous failed attempts (before I was hired). Formed and facilitated a citizen/business coalition to educate voters and win public support.
- Capital City Development Corporation public relations program (Boise) – Developed and implemented ongoing public education, outreach and communication activities for the City of Boise and multiple local and regional agencies during massive downtown renovation project.

Summary

Tom Menzel, Owner

Education

B.A.-Journalism, University of Wisconsin-Madison, 1972

Experience

- 1986 to present: Owner/founder of Menzel-Higgins Communications.
- 1976-1986: Sunday editor and news editor, Idaho Statesman. Planned, supervised and coordinated news coverage. Responsible for staff evaluations, quality control, accuracy, meeting deadlines. Supervised and assisted reporters and editors. Served on editorial board.
- 1972-1976: Regional editor, Janesville (Wisconsin) Gazette. Coordinated coverage of southern Wisconsin. Started as reporter/photographer.

Personal

Married, father of two grown children. Interests include fly-fishing, biking, hiking, boating, music, piano, photography, traveling. Licensed private pilot.

I look forward to working with you....

