

Margo Ashmore

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***Mission:** Find and execute force multipliers to move
climate change action beyond individual footprints.*

Environment

- GreenCorps member serving at City of Minneapolis Solid Waste & Recycling Division, on reuse initiatives. Mid-September 2024 – Mid-August 2025
- Marketing **Deconstruction Services** for Better Futures Minnesota. Feb. 2023-Dec. 2024
- Board member, Reuse Minnesota. 2024-2025, President 2025

Lifelong interest in environment incorporated with my previous work and volunteering

- Developed the **EnvironMentors** program volunteering for NE Business Association in the mid 1990s. With a state OEA grant, it matched businesspeople to share environmental best practices.
- **Water management BMPs** and **deconstruction** featured on MSP Home Tour (2005-2022)
- At the Northeast newspaper, wrote environment stories and climate editorials. Instituted **EarthWatch** branded material highlighting local environmental efforts.
- Article in **Friends of the Mississippi River** Spring 2016 newsletter “Seizing opportunities Above the Falls: Striving for river trails, parks and connections in North Minneapolis.”
- Minneapolis Foundation’s Fourth Generation Fund 2019-2020 cycle on **climate justice**.
- Mississippi River Pearl project, Art to Change the World 2022. Turned river trash into art and action-inspiring research/guidance. **MWMO** funded.

Other Work

- Program Administrator, **Capri Glee Adult Community Choir**, spring & fall since 2023
- Owner & Publisher, **Northeast Newspaper** 1981-2022
- Founder-Owner-Publisher, **North News Newspaper** 1991-2015
- Coordinator, **Minneapolis & Saint Paul Home Tour**, 2005-2022, except two COVID years
- **South Minneapolis Housing Fair** Coordinator, 2012 & 2013
- **NRP LINK** newsletter editor, 2005-2011
- Northeast Minneapolis Arts Association **Art-A-Whirl®** Coordinator, 2000-2002
- **Lake Street USA** community photography auction coordinator/publicity, 2000
- City of Minneapolis **Arts Resource Fair** coordinator/publicity, 2000
- **Minnesota Retreat for the Arts**, coordinator 2001
- Executive Director and newsletter editor, **East Downtown Council**, 2001
- Early career: Radio news at **WMMR** including AP bylines, **KUOM**, **KSTP** radio. Statehouse Reporter at **Nebraska News Network**. **Duluth Sheltered Workshop Recycling Services Center** PR. **DFL Caucus Media**. **West Side/West St. Paul Voice** newspaper editor/coordinator.

Education & Trainings

- 2024 **10-hr OSHA Training for the Construction Industry**, U of South Florida

- 2023 **Climate Action for Business**, U of Colorado Boulder Leeds School of Business
- 2022 Cohort of **Editors & Publishers Community Leadership Program**, Minnesota News Media Institute/Minnesota Newspaper Assoc., Blandin Foundation funds
- **Next Stage Improv** at Stevie Ray's Comedy Cabaret 2016-17, **Musical Improv** 2023
- **Trusting News: Re-Engaging the Right**, 2021 (one of 25 newsrooms nationwide)
- Minnesota **Real Estate Broker** License 2005-current though not practicing
- Fellow, **Institute for Community Cultural Development** 2003
- Graduate, 1997 **Community Leadership Institute**, NRP and Hamline University
- University of Minnesota, Bachelor of Arts 1978, **Journalism**, 3.4 GPA
- Trained by **TCACCC** to judge for amateur photography clubs
- Numerous seminars and continuing ed on various professional and community topics

Community Networks

In addition to **Reuse Minnesota** I served as a board member for **Northeast Minneapolis Arts District** 2016-2024, Northeast Business Association and two Enterprise Facilitation programs, both late 1990s-early 2000s. Drove the **Central Avenue Plan** efforts through the late 1990s, helped found the **Northeast Minneapolis Arts Action Plan** and the **Northside Arts Collective**.

Recognitions

Editor & Publisher Magazine "25 over 50" in 2022, **University of Minnesota** Alumni of Distinction, 2018, **Minneapolis Award**, 2001, awards from **Minnesota Newspaper Association**. Book of Golden Deeds, **East Minneapolis Exchange Club**, in the 1990s.

Metrics

- At Better Futures Minnesota marketing Deconstruction Services, improved team lead conversion percentage by 27%, and brought in 5% of the business. (Measured from generating the lead to closing on the job.)
- Successfully transitioned three business lines I owned by selling to appropriate local interests. They are still going strong.
- Converted the MSP Home Tour from a government funded liability (-\$100,000+) to a corporate profit center (+\$35,000). Currently a self-supporting trade association benefit.
- Tripled attendance at South Minneapolis Housing Fair by changing venue and marketing strategy.

Methods and Mantras

- Show up in other peoples' spaces and listen to learn.
- Network to help others achieve their goals, maybe they'll help achieve yours.
- If an idea is viable, several will claim it at about the same time, and it will be implemented.
- Connection and curation are as important as creation.