

Jeff Smoller
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Jeff Smoller is Special Assistant to the Secretary of the Wisconsin Department of Natural Resources (DNR) and president of the Multi-State Working Group on Environmental Performance (MSWG), a business, government, non-government and academic network in 30 states and 20 countries dedicated to innovative public policies and collaboration among sectors. MSWG's strategic direction is The Path to Washington, convening leaders for an ecologically sustainable America. A

report to the nation will be issued in Washington in June, 2009 as a result of a three year research and dialogue process.

In Wisconsin, under the Wisconsin Idea, Smoller works in state government, with the University of Wisconsin and with other partners in business, government, non-government and academic sectors on innovative policies affecting economic development, environmental protection and higher education. His international focus is Europe, Bavaria and China and his international work helped produced Wisconsin's Green Tier law, a collaborative approach to achieving environmental results. The law was a finalist in the most innovative laws of America competition at the JFK School. He has advised state's council of economic advisors and international trade group.

Previously, Smoller headed DNR's information and education bureau and Trends Analysis Group, for 12 years advising DNR and other state agencies and cooperating businesses on trends affecting the state. In 2002, he staffed Wisconsin's Task Force on State and Local Government that studied shared revenue, annexation, service delivery and governance. In 1994, he was executive director of the state commission on the structure and processes of government which offered recommendations on government structure, education, economic development, communities, decision processes, management systems and courts. He was Governor Patrick J Lucey's Press Secretary.

Smoller has a bachelor's in agricultural journalism and master's degree in environmental studies from the UW-Madison and attended executive education courses at the University of Pennsylvania's Wharton School of Business with a focus on strategic thinking, technology, change management, executive team leadership and customer service. At the UW-Madison he serves on the Board of Directors of the Daily Cardinal student newspaper and mentor at Chadbourne Residential College. He helped found and is honorary chair of the Environment and Public Health Network for Chinese Students and Scholars which has members in 20 US states and 24 Chinese provinces.

Sept. 13, 2007