

# **BRIAN P. BUCKTA**

103 S. State St.  
La Farge, WI 54639  
(608) 606-2062

[brianb@wigrantwriting.com](mailto:brianb@wigrantwriting.com)

## **BACKGROUND SUMMARY**

Forty (40) years of extensive business communications experience, including:

- Environmental air-quality programs design, administration and implementation
- USEPA Environmental Standards document preparation
- Composition of agricultural / environmental / renewable energies / educational grant proposals
- Technical curriculum development and implementation / WIDS format
- Consumer and commercial sales & customer-service communications engineering, authorship and implementation
- Business & marketing plan development, authorship and implementation / field research and analysis
- Development and implementation of marketing communications systems
- HACCP / SSOP development / forms design and administration
- Project management / event coordination / public speaking
- Extensive technical writing
- Published automotive / environmental author
- Author of “Patriotic Horse-Sense” [www.patriotichorsesense.com](http://www.patriotichorsesense.com)

## **PROFESSIONAL EXPERIENCE**

**SYNSEL ENERGY, INC., Elk Grove Village, IL**

**2013 – Present**

- Under contract as Executive Administrator / Corporate Director

**WRITTEN IMPRESSIONS, Sturtevant, WI / La Farge, WI**

**2000 – Present**

- Performing grant consultation, research, writing and administration services, and a full range of custom business & marketing communication services for selected clientele in the following fields:
  - Renewable Energies
  - Environmental Interests
  - Organic Agriculture
  - Education
  - Sustainable Agriculture
- Under contract with Pigeon River Farm for organic certification, business & marketing plan development, systems design, grant project consulting and renewable energies integration.
- Consulting services for SysTech Wisconsin
  - Performed consulting on Wisconsin Vehicle Emissions Inspection Program (WVIP)
  - Authored selected portion of winning bid for 2011 WVIP bid proposal
  - Authored WVIP Lane Inspector Training curriculum, including instructor’s guide and written examination per WISDOT regulations
- Consulting services for DeRango Premium Brands
  - Developed initial business and marketing plan
  - Executed in-depth competition analysis and defined brand segmentation and differentiation
  - Performed market research, product research and development, and ongoing product evaluation
  - Designed and implemented sales and customer-service programs and reporting documentation
  - Developed and implemented production standards, processes, HACCP program
  - Coordinated production to meet projected sales and inventory requirements
  - Published customized employee manual
- Consulting services for Braun’s R&D Services
  - Provided leadership for specialized, multi-faceted project/staff coordination in air quality field
  - Represented Braun’s on Applus+ bid team for 2008 WVIP bid proposal

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## PROFESSIONAL EXPERIENCE (continued)

### **BRAUN'S R & D SERVICES, Kenosha, WI**

**1997 to 2000**

- Coordinated partnering relationships with Wisconsin State DNR & DOT, Envirotest Wisconsin, and several key businesses and private commercial and environmental organizations in SE Wisconsin
- Developed numerous environmental / emissions-related proposals for technician-training and motorist outreach
- Co-authored environmental grant proposals with Wisconsin DNR and other strategic partners
- Maintained open communication and working relationships with USEPA
- Built and maintained working relationships with local, state, regional and national environmental groups
- Responsible for development, and placement of all marketing communications
- Managed all customer-service and client communications
- Designed and implemented customer service program
- Organized and documented company policies and procedures

## EDUCATION

### **GATEWAY TECHNICAL COLLEGE, Racine, WI**

AA Degree in Marketing, emphasis on communications and customer-service

### **UNIVERSITY OF WISCONSIN – PARKSIDE, Kenosha, WI**

Assorted courses in business, communications, and psychology

### **UNIVERSITY OF WISCONSIN EXTENSION – Eau Claire, WI**

Certification in HACCP (Hazard Analysis, Critical Control Point) Plan Development and Administration

## **ADDITIONAL EDUCATION, EXPERIENCE and CERTIFICATIONS**

- Participant in International Organic Farming Conferences since 2006
- Received award for “Outstanding Leadership and Lasting Contributions to the Wisconsin Clean Energies Community” from Wisconsin Clean Cities – Southeast Area, December 2011
- Speaker at 16<sup>th</sup> Annual National Clean Air Conference, Steamboat Springs, CO, September 2000
- Participant in International OBD2 Conference in Ogden, UT, May 2000
- WVIP OBD-II Outreach Communications Consultant / Contributing Author 1998 - 2001
- WVIP Advisory Board Member 1998 – 2001
- Published environmental and automotive author (Consumer’s Digest Automotive Advisor)
- Partnered with the Wisconsin Vehicle Inspection Program (WDNR / WDOT) in federal grant acquisition, development, and delivery of the **Emission Service Bulletin / AutoLog Project.**
- Co-authored WDNR Auto Log motorist outreach booklet
- Negotiated and administrated classroom and “hands-on” emissions service seminars with reference materials for **Illinois EPA Vehicle Inspection Program**
- Administrated specialized automotive evaporative emissions system classroom and “hands-on” training with custom reference materials for **New Jersey Department of Environmental Protection**
- Authored and administrated proposal to partner with WDNR and Gateway Technical College in federal grant acquisition, development, delivery, evaluation and formal reporting of **In-shop Automotive Emission Repairs Training Program**
- Contributing author for WDNR consumer outreach / education booklet titled “**the Green Machine,**” promoting environmentally friendly automotive practices, and introducing OBDII to the general public
- Administrative advisor for WDOT grant-funded **Repair Strategy & Effectiveness Study of IM240 Failures / Gateway Technical College 2000**
- Administrative advisor, and final report author for WDOT grant-funded Mass **Emissions Repair Effectiveness Study / Gateway Technical College 1999**
- Administrative advisor for WDOT funded **Durable Emissions Repair Study / Waukesha County Technical College 1999**

**PROFESSIONAL REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST**