

BRIAN P. BUCKTA

103 S. State St.
La Farge, WI 54639
Residence & FAX (608) 625-6372
Cell (608) 606-2062
bbuckta@mwt.net

BACKGROUND SUMMARY

Thirty-two (32) years of extensive customer-service, sales, marketing and business communications experience, including:

- Consumer and commercial sales & customer-service communications engineering, authorship and implementation
- Business & marketing plan development, authorship and implementation / field research and analysis
- Composition of government/environmental / educational grant proposals
- Extensive technical writing
- Professional knowledge of computer applications and networking systems / multi-media development
- Curriculum development and implementation / WIDS format
- Ad campaign and publicity coordination / Print and radio advertising design and placement
- Development and implementation of marketing communications systems
- HACCP / SSOP development / forms design and administration
- Project management / event coordination / public speaking
- Published author

PROFESSIONAL EXPERIENCE

WRITTEN IMPRESSIONS, Sturtevant, WI / La Farge, WI

2000 – present

- Perform grant consultation, grant research, grant writing, grant management services, and a full range of custom business & marketing communication services for a wide variety of client groups including:
 - Education
 - Non-Profit Organizations
 - Environmental Interests
 - Organic Agriculture
 - Sustainable Agriculture
 - Renewable Energies
- Under occasional contract with CROPP / Organic Valley for specialty writing assignments
- Under contract with Pigeon River Organic Farm for organic certification, business & marketing plan development, and systems design
- Under contract with 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
 - Currently:
 - Periodically reviewing and revising business & marketing plan / communications / product line / pricing
 - Performing operational troubleshooting
 - Administrating Wisconsin State HACCP food production safety standards system
- Formerly under contract with Braun's R&D Services
 - Responsible for specialized, multi-faceted project/staff leadership & coordination
 - Represented Braun's on Applus+ bid team for 2008 WVIP bid proposal
 - Authored sections regarding Technical Assistance Centers and Employee Training
 - Contributed to the Customer Service section
- Formerly under contract with Consistent Computer Bargains, Inc.
 - Responsible for market development, software sales and customer service in a 7-state area
 - Performed occasional targeted business development and executed specialized writing assignments (internal and external – including employee manual)

BRIAN P. BUCKTA

103 S. State St.
La Farge, WI 54639
Residence & FAX (608) 625-6372
Cell (608) 606-2062
bbuckta@mwt.net

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 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 with USEPA
- 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, 1995, emphasis on communications and customer-service

UNIVERSITY OF WISCONSIN – PARKSIDE, Kenosha, WI

Assorted courses in business, communications, and psychology, 1979 – 1993

UNIVERSITY OF WISCONSIN EXTENSION – Eau Claire, WI

Certification in HACCP (Hazard Analysis, Critical Control Point) Plan Development and Administration, March 2003

ADDITIONAL EDUCATION, EXPERIENCE and CERTIFICATIONS

- Speaker at 16th 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
- USEPA trained in environmental grant applications
- WVIP Emissions Focus Group Participant
- Extensive experience in technical writing
- 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**
- Wisconsin State DNR Hunter Education Instructor Academy Graduate, 2003 / Volunteer Instructor Since 1995

BRIAN P. BUCKTA

103 S. State St.
La Farge, WI 54639
Residence & FAX (608) 625-6372
Cell (608) 606-2062
bbuckta@mwt.net

PROFESSIONAL REFERENCES

Jim Pierce
Global Certification Program Manager
Oregon Tilth
470 Lancaster Dr. NE
Salem, OR 97301
(503) 263-8659

Robert D. Braun
Instructor - Automotive Technology
Horizon Center for Transportation Technology
4940 - 88th Avenue
Kenosha, WI 53144
(262) 770-8951

Jerry Medinger
Transportation & Air Quality Team Supervisor
Wisconsin Department of Natural Resources
2300 N. Martin Luther King Dr.
Milwaukee, WI 53212
(414) 263-8659

Tony DeRango
Owner / Operator
DeRango Premium Brands
4621 6-Mile Rd.
Racine, WI 53402
(262) 639-0375

Mark Doyle
Partner / Operator
Doyle Bros., Inc.
256 N. 35th Rd.
La Salle, IL 61301
(815) 223-8320

ADDITIONAL REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST