

Bethany Carl Kraft  
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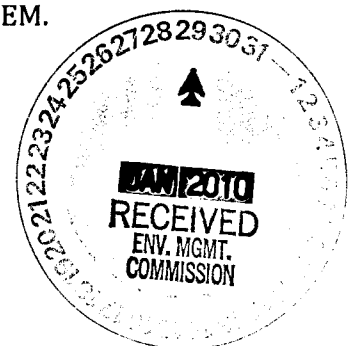
Anita Archie  
Chair, Alabama Environmental Management Commission  
c/o Debi Thomas  
P.O. Box 301463  
Montgomery, AL 3130-1463

Dear Ms. Archie:

Please accept this cover letter and résumé as my formal application for the position of Director of the Alabama Department of Environmental Management. I believe that ADEM stands at the threshold of a great opportunity; as increasing regulatory requirements place a greater demand on the Department as well as the regulated community, ADEM is in a position to respond to these challenges with innovative ideas, a dedicated staff and a state of citizens and businesses who understand that our quality of life is intrinsically tied to the quality of our natural resources. I look forward to the opportunity to speak with you in more detail regarding how my qualifications can be an asset to the Department.

In my current position as the Executive Director of the Alabama Coastal Foundation, a non-profit organization dedicated to working with industry, regulatory and nonprofit partners to promote economic growth and the protection of Alabama's coastal resources, I am very familiar with the challenges of funding and maintaining programs that have a substantive positive impact on the environment with limited financial means. In its capacity as the Alabama agency with the mandate to preserve Alabama's natural resources and protect public health, I believe that ADEM has a unique opportunity to explore diverse partnerships with local, state and federal agencies as well as non-profits and the private sector to maximize resources and explore innovative ways to fund important programs and meet federal requirements.

As Executive Director, I am responsible for managing staff, fundraising, project management and bringing together diverse stakeholders to find solutions to the environmental challenges that face Alabama. In my position I am committed to providing citizens and community leaders factual information to encourage responsible action and offering opportunities for individuals to play a role in preserving our natural resources-- I believe that this experience would be valuable in the position of Director at ADEM.



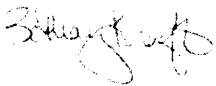
My experience with the Texas Commission on Environmental Quality (TCEQ) as the Enforcement Coordinator for Region 6 provided me a window from which to view environmental protection and regulatory compliance. In that capacity I worked with both large and small businesses in a variety of areas including the oil and gas, mining, drinking water and wastewater industries to help companies return to compliance as quickly as possible. I also worked to draft technical requirements to ensure that companies who found themselves in enforcement could avoid it in the future. This experience led me to understand that the hallmark of a successful enforcement program is not collecting more or higher fines each year, but that increasing compliance rates are the true measure of the success of a regulatory program.

As an avid paddler and hiker, I benefit personally from the incredible geographic and biological diversity of Alabama, and I am not the only one. Everywhere I go, I hear stories from people who grew up hunting, fishing and hiking – everyone has their favorite spot to wander or that secret fishing hole where the water is just right, and they want their children to be able to have those same experiences with their own families. It would be a privilege to work with ADEM to ensure that future generations are able to enjoy those same activities that so many of us enjoy today.

As Alabama continues to grow and thrive, it is more important than ever that ADEM serve as a leader in promoting the equally important values of environmental protection and economic growth. As a resident of Alabama for the past 8 years, I have often been surprised by the argument (from both the environmental and industrial sectors) that environmental protection and economic growth are mutually exclusive alternatives. We need only to look to the seafood, agriculture, silviculture, tourism or the maritime industries to realize that this argument is not only bad for the environment, it is bad for the economy. I believe that the next Director of ADEM must be a strong advocate for the very thing that so many of our industries rely on for their success: our abundant natural resources.

Thank you for your consideration of this application. I look forward to speaking with you and the members of the Commission during the public interviews.

Regards,



Bethany Carl Kraft

**Bethany A.C. Kraft**

**1219 Texas Street · Mobile, AL 36604**

**(251) 379-8679 · e-mail [beth@thepermalife.com](mailto:beth@thepermalife.com)**

**Education**

*Bachelor of Arts, Political Science*

Texas A&M University, 2001, *magna cum laude*

**Languages**

*Spanish*

*Russian (conversational)*

**Relevant Experience**

**Alabama Coastal Foundation, Inc.** January 2008 – Present.

**Executive Director**

Responsibilities include educating the community on issues that affect Alabama's coastal resources through youth education programs, issue resolution forums and habitat restoration projects. Specific duties include managing staff, fundraising, building and developing membership, researching environmental issues, community speaking, acting as liaison among the community, business and civic leaders, and working to inform and involve citizens and businesses in the protection of Alabama's coastal resources.

- Contracted with ADEM to update the wetland and hydrmodification nonpoint source pollution prevention reports.
- Contracted with Mobile County to administer the Coastal Impact Assistance Program.
- 2009 recipient of the RBC Ban Blue Water Project grant, one of 12 organizations internationally

**Mobile County Commission, February 2006- January 2008**

**District Administrator**

Duties included coordination of projects in District 2 (Western Mobile County) and providing ongoing constituent services for District 2. Highlights include the completed construction of a \$590,000 playground and walking trail in Semmes, AL, and a library to serve the western portion of Mobile County.

**Fleet Fitness, Inc.** December 2003-March 2008 Owner

Duties included supervision of contract trainers, marketing, development and client retention. Supervised 2 employees. Closed business in 2008 due to increased professional obligations in other areas.

**Mobile Bay Watch, Inc.** May 2002 – August 2003

Programs Director

Duties included the coordination of membership outreach and development including organization and management of annual fundraisers, membership drives and volunteer opportunities. Conducted research and drafted public comments on proposed projects and proposals throughout Alabama.

**Texas Commission on Environmental Quality (formerly Texas Natural Resource Conservation Commission)** August 2001- May 2002

Enforcement Coordinator- Region 6

Developed and negotiated environmental enforcement cases and provided technical recommendations to management. Developed and implemented supplemental environmental projects for companies to offset penalties. Co-Chair of Safety Committee.

**Training**

Environmental Enforcement Training

Advanced Technical Writing

Environmental Inspector Training (Air, Land, Water)

**Community Involvement**

- Mobile County League of Women Voters – Board Member
- Mobile Bay National Estuary Program- Executive Committee
- Envision Coastal Alabama – Baldwin County Environment Chair
- Alabama Clean Water Partnership
- Senior Fellow- Environmental Leadership Program

## **References**

Catherine Hall-Kiser  
Past President, Alabama Coastal Foundation  
455 Nichols Avenue  
Fairhope, AL 36533  
Phone: 251-767-9606

Terry McMillan  
Water Section Manager, Texas Commission on Environmental Quality  
Region 6- 401 E. Franklin Avenue Ste. 560  
El Paso, TX 79901  
Phone: 915-834-4949

Stephen D. Nodine  
Commissioner, Mobile County  
205 Government Street  
Mobile, AL 36602  
Phone: 251-574-2000

Casi Callaway  
Executive Director  
Mobile BayKeeper, Inc.  
300 Dauphin Street, Ste. 200  
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