

Rebecca A. Grossberg  
Madison Environmental Group, Inc.

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## Education

- M.S. University of Wisconsin-Madison. Sociology. December 1999.
- M.S. University of Wisconsin-Madison. Institute for Environmental Studies. Land Resources. December 2000. Thesis, "Changing Landscape Perceptions and the Meaning of Wilderness: Visitors' Beliefs About a National Park."
- B.A. University of California-San Diego. Sociology. June 1995.

## Professional Experience

- 2000- **Madison Environmental Group, Inc.**, Madison, Wisconsin  
*Research Associate / Transportation Specialist.* Develop and manage environmental education and transportation outreach programs; conduct transportation behavior research; write grant proposals; conduct surveys, focus groups, and interviews; analyze data; write reports and give presentations; supervise assistants.
- 2001 **American Family Insurance.**, Madison, Wisconsin  
*Habitat Enhancement Intern.* Achieved Wildlife Habitat Council certification for American Family; wrote wildlife habitat management plan; surveyed grassland birds and woodland vegetation; directed employee wildlife club; maintained habitat enhancement website; led bird-watching and nature walks for employees; collected native prairie seed to expand prairie plantings; organized and led oak savanna restoration work parties.
- 2001 **The Nature Conservancy.**, Madison, Wisconsin  
*Conservation Intern.* Responded to inquiries regarding land conservation; edited scientific papers and conservation plans; wrote descriptions of nature preserves.
- 2000 **Departments of Rural Sociology and Zoology, University of Wisconsin-Madison.**  
Madison, Wisconsin  
*Co-Principal Investigator.* A collaborative biological and sociological study "The impacts of ecotourism on the endangered black howler monkey of Belize." Wrote grant proposals; designed and administered surveys; conducted participant-observation research and interviews; conducted behavioral research on black howler monkeys; trained and supervised assistants; analyzed data; wrote papers and gave presentations.
- 1997-2000 **Department of Rural Sociology, University of Wisconsin-Madison.**, Madison, Wisconsin  
*Research Assistant.* Assisted Professor Tom Heberlein with studies: "Recreational Boating and Retirement on the Bayfield Peninsula of Lake Superior" and "Analysis of Persistence and Change in Apostle Island Boating 1975-1997." Designed and implemented surveys; trained and supervised assistants; analyzed data; wrote papers and gave presentations.
- 1992-1996 **Wilderness Orientation Program, University of California-San Diego.** , San Diego, California  
*Outdoor Educator / Backpacking Trip Leader.* Counseled incoming UCSD students; taught various outdoor skills including minimum impact camping, rock climbing, peak ascents, natural history, and group initiatives; provided emergency medical care.

## Volunteer

- 2003- Dane County Clean Air Coalition committee member.

## Languages

Fluent in French

## Publications and Presentations

Available upon request