

KATHY WOOD LOVELESS, MS, CSP
President, Loveless Enterprises, Inc.

PROFESSIONAL HISTORY

President and Founder, Loveless Enterprises, Inc., Salt Lake City, UT, 1990 to present
Marketing Director, Bonneville Pacific Corporation, Salt Lake City, UT 1989-1990
Vice President, Public Finance, Drexel Burnham Lambert, Salt Lake City, UT 1985-'88
Regional Public Affairs Officer, U.S. Bureau of Reclamation, Upper Colorado Region, (Colorado, Utah, Arizona, Wyoming, Nevada, New Mexico) 1979-1985
Public Involvement Officer, U.S. Bureau of Reclamation, Engineering & Research Center, Denver, Colorado, 1978-1979
Public Information Specialist and Editor, Reclamation Era, U.S. Bureau of Reclamation, Commissioner's Office, Washington, D.C., 1971-1978

EDUCATION

George Washington University: Doctoral program, area of focus: quantitative data analysis. Dissertation topic: Public Involvement in Water Project Development and Government Decision Making. All but dissertation defense completed.

American University: Masters of Science, Public Relations, Honor Graduate, GPA: 3.9, 1975

University of Utah: Bachelor of Arts, Political Science, Phi Beta Kappa, Cum Laude, 1971

LOVELESS ENTERPRISES, INC.

Founded in 1990, Loveless Enterprises, Inc. provides management consulting, public involvement and consensus-building capabilities to water, power, and transportation industries in the U.S.

The firm offers the full range of leadership development and teambuilding programs; as well as, public involvement services including: strategic planning; public involvement plan writing; coordinating and facilitating public open houses, hearings, and meetings; writing and publishing newsletters; dealing with the media; conducting public opinion research and analyzing data; making public presentations; and preparing final reports on all public issues and events.

Kathy Loveless has been hired to plan and conduct public involvement activities and other services relating to water resources including:

- Development of the Central Utah Project
- 6 irrigation, water transfer and environmental studies in Wasatch County
- Water management and conservation studies in 12 Utah counties
- Water rate pricing policies in Salt Lake, Utah, and Wasatch Counties
- Informational programs to 4000 environmentalists inside and outside of Utah

- Management training for officials in Salt Lake City water resources
- Board member team development for officials in water reclamation facilities
- 80 training sessions for managers, employees and board of directors of the Imperial Irrigation District, California. Some of the topics included: decision making, customer service, process improvement, leadership development, team-building, team leading, and more.
- Board member, Salt Lake City Public Utility, 1991-1993

Clients

Water resource consulting clients of Loveless Enterprises, Inc., include, among others:

Central Utah Water Conservancy District
 Central Valley Water Reclamation Facility
 Utah Division of Water Resources
 Imperial Irrigation District, California
 Pima-Maricopa Irrigation Project, Arizona
 Montgomery Watson Consulting Engineers
 Resource Management International, Inc., California;
 Eckhoff, Watson, and Praetor Consulting Engineers
 Parsons Brinckerhoff Quade & Douglass, Inc.
 Bingham Engineering
 Bookman Edmondson Engineers

Kathy has spoken worldwide on water-related topics. Some to whom she has spoken include:

International Congress on Irrigation and Drainage, Morocco, Africa
 Water and Energy Conference, Gifu, Japan
 National Water Resources Association
 American Water Resources Association
 Utah Water Users Association
 WATERPOWER Conferences, Portland, OR
 WATERPOWER Conference; Reno, NV;
 Colorado River Water Users Association, Las Vegas, NV
 Colorado Water Congress, Denver, CO
 Imperial Irrigation District, Imperial, CA
 Central Utah Water Conservancy District
 Central Valley Water Reclamation Facility
 Utah Division of Water Resources, Salt Lake City, UT
 Utah Department of Natural Resources
 Natural Resources Seminars, Western Management Development Center, Denver, CO
 Natural Resources Seminar, Denver, CO
 Nevada Water Resources Association, Reno, NV
 Salt Lake County Water Conservation Board, Salt Lake City, UT
 Natural Resources Law Center, Boulder, CO
 Pima-Maricopa Irrigation Project, Sacaton, AZ

Dunn and Bradstreet Survey:

Dunn and Bradstreet recently surveyed Loveless Enterprises' customers on seven criteria. Loveless received an overall company rating of 1.14 with 1 = "Exceeds Expectations", 3 = "Meets Expectations" and 5 = "Below Expectations." Loveless



received a perfect score of "1" on "Problem Responsiveness," "Quality of Product or Service," and "Attitude of Personnel."

Loveless Enterprises, Inc. has provided services to over 100 federal agencies, such private corporations as AT&T, 3M Corp, and DuPont, numerous state agencies and local governments; and such universities as the University of Texas and Boston University.

WATER RESOURCE CAREER BACKGROUND

Public Information Specialist and Editor, *Reclamation Era* (water resources national magazine), U.S. Department of the Interior, Bureau of Reclamation, Washington, D.C., 1971-78

As editor of the Bureau of Reclamations national water resources magazine, *Reclamation Era*, Kathy researched, wrote and edited information about issues related to water and power development and use. She also wrote for the U.S. Department of the Interior's publication, *Conservation Yearbook*. She worked with the Washington, D.C. press corps, wire services and other communications outlets. She wrote speeches for the Commissioner of Reclamation, wrote and narrated multimedia programs and was appointed director of the national public affairs reorganization effort that lead to the creation of the Bureau of Reclamation's Public Affairs Center in Denver, Colorado.

Public Involvement Officer and Acting Chief, Public Affairs Center; Engineering and Research Center; U.S. Department of the Interior, Bureau of Reclamation, Denver, Colorado; 1978-1979

In this capacity, Kathy advised water project managers throughout the 17 Western States in ways to implement and address water policy issues with all types of public, water resource development, and environmental groups.

Regional Public Affairs Officer, Upper Colorado Region, Bureau of Reclamation, U.S. Department of the Interior, Salt Lake City, Utah; 1979-1985

As the advisor to the Regional Director on all public affairs matters, Kathy was responsible for developing and maintaining contacts with numerous water and power organizations, municipal and state agencies, as well as, the media and special interest groups in the states of Utah, Colorado, Arizona, New Mexico, Wyoming, Idaho, and Nevada.

She was responsible for the clearance of policy content of speeches; technical papers; publications; motion pictures and other audio visuals; articles printed in national and international newspapers and magazines; and statements for radio, television and the press.

She interpreted for the public the Bureau of Reclamation's multi-million dollar construction program including the Diamond Fork Power System of the Central Utah Project. She also dealt with the McPhee Dam, Ridgway Dam and associated power plants in Colorado; Glen Canyon Dam in Arizona; Navajo Dam in New Mexico;



Fontenelle Dam in Wyoming and many others.

One of the Nation's largest hydroelectric power-producing systems is in the Upper Colorado Region. This system, the Colorado River Storage Project, was the focus of national and international media attention during the floods of 1983 and 1984. Kathy was the spokesperson quoted in such media as the *New York Times*, NBC, CBS, and ABC network radio and television stations, and numerous others. She was the executive producer of motion pictures and multi-media productions about this water system which premiered at Caesar's Palace in Las Vegas, Nevada, and won several international and national awards.

In 1983 and 1984, Kathy was responsible for developing the media coverage for the 12th Annual World Congress on Irrigation and Drainage involving representatives from 78 foreign countries.

Vice President, Public Finance, Drexel Burnham Lambert, 1985-1988

As an investment banker, Kathy specialized in water project and power project financings. She assisted Utah water and irrigation companies refinance much of their federal debt. She worked with issuers of debt and various federal agencies such as the Western Area Power Administration, the Southwestern Power Administration, U.S. Departments of the Interior and Energy in structuring financing options. This included analyzing revenue streams, debt service schedules, and construction financing requirements for projects in the \$80-200 million range.

Marketing Director, Bonneville Pacific Corporation, 1989-1990

As Marketing Director, Kathy developed cogeneration power projects by identifying fuel sources, power markets, transmission corridors, and financial opportunities. She prepared proposals on gas-fired, coal, and hydroelectric projects.

KATHY LOVELESS, International Professional Speaker

Kathy has spoken in Czech Republic, England, France, Germany, Italy, Switzerland, Greece, Canada, New Zealand, Africa, the Far East and throughout the U.S. She earned the speaking industry's highest earned award, the "Certified Speaking Professional" (CSP) award. Conferred by the National Speakers Association, it is awarded only to those accomplished speakers (about 8% of its international membership) who have earned it by meeting strict criteria. She is one of only six Utahns and the only Utah woman to have earned it.

As an international speaker and author, she designs and presents programs to help corporations, associations, and governmental agencies become more productive and to deal with change. Some of her more than 300 different clients include: International Trade Conference, Gifu, Japan; American Forces Network, Frankfurt, Germany; International Congress on Irrigation and Drainage, Morocco, Africa; AT&T, DuPont, American Public Power Association, 3 M Corporation, and more than 100 Federal Governmental agencies, including the CIA and U.S. Departments of Transportation, Defense, Interior, and many more.

In 2001, the National Speakers Association, Utah Chapter created "The Loveless Award" to recognize "Excellence, Dedication and Service" to others in the professional speaking industry. The national television show, "A Makeover Story"



documented the first awarding to Kathy in one of its episodes. The show has aired more than 40 times throughout the world.

REPRESENTATIVE PUBLIC INVOLVEMENT EXPERIENCE

Since 1971, Ms. Loveless has been actively involved in all aspects of public involvement including: planning strategy, creating policy, developing programs, and implementing activities. She has worked at the headquarters' level in creating a strategic plan and has worked at the field level presenting the program to the public.

In Washington, D.C., she helped develop the U.S. Bureau of Reclamation's regulations and operating manual on public involvement. In 1978 she was appointed Reclamation's first Public Involvement Officer for the 17 Western States. Working out of the Engineering and Research Center in Denver, she helped offices throughout the West plan and implement their public involvement programs.


In 1979, she was appointed the Regional Public Affairs Officer for Reclamation's 7-state Upper Colorado Region. In that capacity she was responsible for developing public involvement programs and public involvement training for managers. On her own time, she conducted 6 years of public involvement research as part of her Ph.D. dissertation at George Washington University in Washington, D.C. Her Masters of Science degree from American University, also in Washington, D.C. focused on the skills necessary to deal with the public and media in public involvement programs.

She has published nationally on public involvement topics and she has been the keynote speaker for national engineering, environmental, energy, water resources, and economic conferences where she addressed various aspects of public involvement. She is currently completing a book on public involvement entitled, *Public Involvement: No Longer a Choice*. It will be published by Ensign Publishing, Inc., and is based on extensive research about which public involvement activities help and which hinder project development.

In addition to the aforementioned water projects, Kathy has directed, planned, analyzed, and/or conducted public involvement and public affairs work and/or developed and presented partnering workshops for the following public projects:

Water, Energy and Environmental Projects:

- Central Utah Project, Utah
- Environmental Opinion Leaders Study, Utah
- Wasatch County Water Efficiency Study, Utah
- Water Management Studies, Utah
- Imperial Irrigation District, California, Power Customer and Employee Studies
- Glen Canyon Power Peaking Study, Utah/Arizona
- Newton Project, Utah
- Hyrum Project, Utah
- Weber Basin Civilian Conservation Program, Utah



Fontanelle Dam, Wyoming
 Columbia Basin Project, Washington
 Grand Coulee Project, Washington
 Auburn-Folsom South Unit, Central Valley Project, California
 Central Arizona Water Control Study, Arizona
 Yuma Projects (Indian issues), Arizona
 Garrison Diversion Unit, Pick-Sloan Missouri Basin Program, North Dakota
 Pima-Maricopa Irrigation Project, Sacaton, Arizona

Transportation Projects:

University Light Rail Transit Project, Utah Transit Authority
 I-15 Reconstruction Project, Wasatch Constructors
 Utah Department of Transportation's General Development Plan, I-15 Corridor, Utah
 UDOT and Wasatch Front Regional Council's Supplemental Draft Environmental Impact Study, Utah
 Major Investment Study of the Western Transportation Corridor, Wasatch Front Regional Council
 UDOT Management Consultant Contract, I-15 Project, Parsons Brinckerhoff Quade and Douglas
 UDOT, 90th South Areas Expansion Study
 City of Draper Master Traffic and Transportation Study
 UDOT's Annual Consultant Seminar
 Utah Transit Authority, Managers Annual Conferences
 Utah Transit Authority, Annual Consultant Conference
 Capital Metropolitan Transportation of Austin, Texas
 I-15 Section Design Partnering Workshop
 UDOT, I-15 Reconstruction Project
 Capital Metropolitan Transit Authority, Austin, Texas,

AFFILIATIONS

Vice President and Director of Public Affairs, The Days of '47, Inc., 2002-2006
 Chair and Board member, College of Social and Behavioral Science, U of U, 1994-2004
 Chair-Elect, Independent Energy Producers of California, 1989-1990
 Chair, Regulatory Committee, Independent Energy Producers of California, 1989-1990
 President, Federal Executives Association, 1984-1985
 President, American Society for Public Administration, 1985-1986
 President, Utah Speakers Association of the National Speakers Association, 1991-1993
 Board member, College of Engineering, Utah State University, 1992-1999
 Board member, Salt Lake City Public Utilities, 1991-1993
 Chair, Utah Math/Science Network Conference, 1989-1990

EMPLOYMENT AWARDS

CSP "Certified Speaking Professional," National Speakers Association, conferred only on those accomplished speakers (about 8% of its international membership) who have earned it by meeting strict criteria, Philadelphia, PA, 1998.

The Loveless Award, National Speakers Association, Utah Chapter, for Kathy's



"Excellence, Dedication and Service" to others in the professional speaking industry, 2001. Aired on national television, 2001 to present.

Superior Service Award. U. S. Department of the Interior, Washington, D.C., 1983, "for exceptional talent, initiative, and resourcefulness in carrying out responsibilities."

Special Award of Distinction. International Commission on Irrigation and Drainage, 1984, "for outstanding service at the 12th World Congress" (working with the media from 78 countries).

Special Achievement Award. U.S. Bureau of Reclamation, 1972 "for editing and developing the national publication, Reclamation Era."

Chapter Member of the Year. Utah Chapter of the National Speakers Association, awarded in Orlando, Florida, 1992.

Spirit of the American Woman Award. J.C. Penney Corporation, Dallas, Texas, 1989, "for outstanding contribution to career and community."

Silver Screen Award. International Film Festival, Chicago, Illinois, 1984, as Executive Producer of the production "The Spillways at Glen Canyon."

First Place Award. Professional Video Show, 1984, as Executive Producer of the production, "1983: A Record Water Year."

First Place Award. Salt Lake Video Festival, 1985, as Executive Producer of the production, "Challenge at Glen Canyon."

Junior Distinguished Service Award. ("under age 35" category). Federal Executives Association of Utah, 1983 "for outstanding Federal and community service."

Outstanding Women of the Year. Salt Lake Jaycees, 1980, "for excellence in career, community welfare, and educational attainment."

Gold Screen Award. National Association of Government Communicators, Washington, D.C., 1978, "for presentation, 'What is Reclamation.'"

Outstanding Women of America. Fuller and Dees, Inc., Washington, D.C., 1976, "for successful career accomplished."

Woman of the Month. U.S. Bureau of Reclamation, U.S. Department of the Interior,

Distinguished Service Award. Federal Executives Association of Utah, 1981, "for outstanding service in conducting the Combined Federal Campaign."

Outstanding Area Representative Award. International Exchange School, 1973.

PUBLISHED WORKS BY KATHY LOVELESS

Playing in the Big League – Success Secrets to Getting to the Top of Any Game,
Co-author, Mark Eaton, CD album and manual, 2007

Essential Toolkit for Small Businesses and Entrepreneurs, 6-CD album and manual, 2007

Boost Productivity through Better Systems, 4-CD album and manual, 2005

Jump Start Your Speaking Business, TODAY! Introductory Program, video, CD, manual, 2005



Jump Start Your Speaking Business, TODAY! Advanced Program, CDs, manual, 2005

Create Smart, Money-Making Business Systems, 4-CD album and manual, 2003

55 Strategies for Successful Selling, 2 videos, 1992

The World's 30 Best Closing Techniques, 2 videos, 1992

"Staying Competitive in the 90's How to Make Public Involvement Work for Your Energy Project," A Reprint from *Energy*, Proceedings of the 15th National Industrial Energy Technology Conference, Houston, Texas, March 25, 1993.

"Water Resources Development: A Six-Nation Study," paper selected to represent the United States at the 13th World Congress of the International Commission on Irrigation and Drainage, Morocco, Africa, September 21-25, 1987. Published in proceedings. Paper also presented at the 10th Technical Conference on Irrigation and Drainage and Flood Control, U.S. Committee on Irrigation and Drainage, Reno, Nevada, November 15, 1985.

"Public Involvement in the 90's" *Utah Water News*, January 10, 1993.

"Public Involvement Strategies: A Case Study in Citizen Participation," paper presented at WATERPOWER '85, Las Vegas, Nevada, September 26, 1985. Published in proceedings.

"Involving the Public: A Make or Break Decision," paper presented at the American Water Resources Association, National Conference, Salt Lake City, Utah, November 3, 1987.

"Reengineering Higher Education," *The Human Factor*, College of Social and Behavioral Science, University of Utah, Autumn 1995/1996.

"Red Flags And Green Lights--Developers of independent energy facilities can save time and effort by paying attention to the indicators in the competitive bidding process," *Independent Energy* (Milaca, Minnesota.), May/June 1990, p. 18-20.

"To Bid or Not to Bid," paper presented at the American Cogeneration Association annual meeting, San Francisco, California, September 26, 1990.

"From Stock Market Crash to Privatization-New Horizons in Financing Water and Power Projects," *Hydro-Review* (Kansas City, Missouri), February 1988.

"Innovative Financing Approaches for Water and Power Projects: The Energy Resource



Development Associates Approach," paper presented at the Nevada Water Resources Association, Reno, Nevada, February 25, 1987.

"Financing Utility Projects," *Energy Forum: Indian Energy Self-Sufficiency Utility Development*, published by Council of Energy Resource Tribes, Rapid City, South Dakota, April 1, 1987.

"New Directions in Financing Water and Power Projects," paper presented at WATERPOWER '87, Portland, Oregon, August 20, 1987. Published in proceedings.

"Energy Resource Development Associates-A New Approach to Water Project Financing," paper presented at the Colorado Water Congress, Northglen, Colorado, January 24, 1987.

"Water--Has It Been a Sacred Cow of the West?" Paper presented at the Second Annual Conference on the Environmental, Economic and Political Consequences of Water Development, University of Utah, Park City, Utah, September 20, 1989.

"Politics of Water," paper presented at the University of Utah Political Science Department Annual Awards Banquet, May 14, 1987.

"Young People Spur Conservation," *Conservation Yearbook-The Choices Ahead*, Washington, D.C., 1974.

"Responding to the Fury of the Colorado River- A Public Affairs Perspective," paper presented at the Specialty Conference on Delineation of Landslide, Flash Flood and Debris Flow Hazards in Utah, Utah State University, Logan, Utah, June 15, 1984. Published in proceedings.

"The Colorado River-Tamed?" *Colorado Engineer*, Denver, Colorado: November 1983. pp 9-11, 28.

