

Introductions & Pitches



About me...



- 17 years environmental experience
- Science education (BA, MS)
- From SD, and lived in several states

Introduction

Paula Middlebrooks has worked for the State of Tennessee for 17 years. Paula serves as the Brownfields Community Engagement Manager in the Department of Environment and Conservation. Paula has consistently proven herself to be a champion for public health and the environment as a skilled leader and dedicated public servant. She is responsible for developing relationships at the local level that have successfully facilitated and secured EPA Brownfields Grants worth more than \$20 million for Tennessee communities. These grants allow the state to address contaminated properties by cleaning up and reinvesting in them, which increases local tax bases, facilitates job growth, and improves and protects the environment. Paula's efforts and successes have made Tennessee a leader in the southeast for receiving Brownfields grant assistance. In 2017, Paula received an Excellence in Service Award from Governor Haslam. While her professional focus is improving public health and the environment, Paula also gives back to her community as a volunteer leader for the Historic Belcourt Theater and volunteers with A Step Ahead. A native of South Dakota, Paula earned a Bachelor's Degree in Biology from Dakota Wesleyan University and a Master's Degree in Environmental Health from the University Of Minnesota School Of Public Health.

Introduction

- **Brief**
- Interesting
- Connection with audience

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TN

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**Get to the
point**



Elevator Pitch Goal

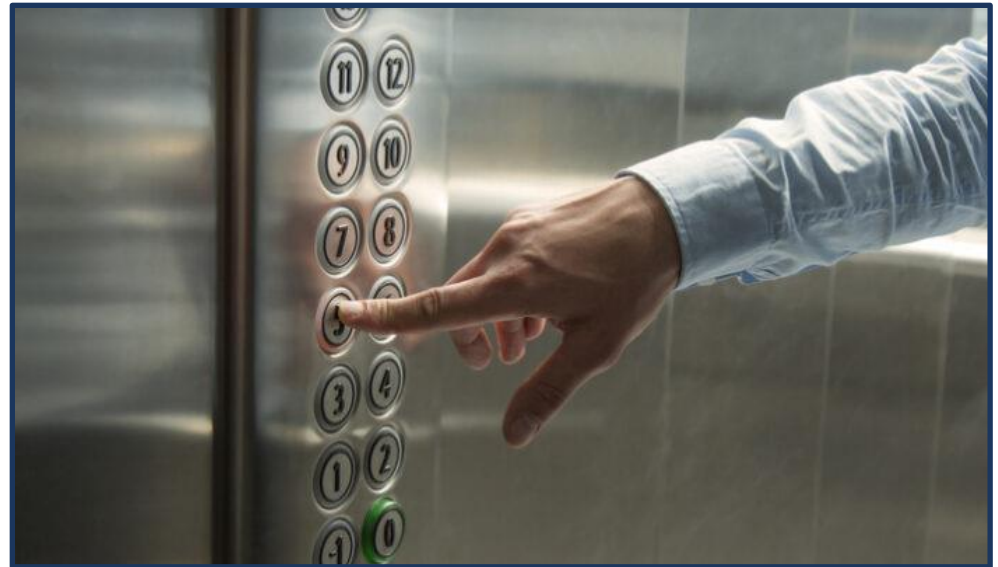
**Pique listeners
interest enough
for them to act.**



Elevator Pitch Goal

Actions the listener can take:

- Asking for more information
- Scheduling a follow-up conversation
- Asking for your business card
- Missing their stop on the elevator...



Elevator Pitch: Components

A project I'm working on is re-purposing a former railway into a trail between the most economically distressed communities in Appalachian Tennessee, addressing contamination for safe reuse.

What?

Elevator Pitch: Components

A project I'm working on is re-purposing a former railway into a trail between the **most economically distressed communities in Appalachian Tennessee**, addressing contamination for safe reuse.

Where?

Elevator Pitch: Components

A project I'm working on is re-purposing a former railway into a trail between the most economically distressed communities in Appalachian Tennessee, addressing contamination for safe reuse.

The Big Picture

Elevator Pitch: Follow up



A project I'm working on is re-purposing a former railway into a trail between the most economically distressed communities in Appalachian Tennessee, addressing contamination for safe reuse.

Getting to the point



Choose 1 scenario & develop a pitch

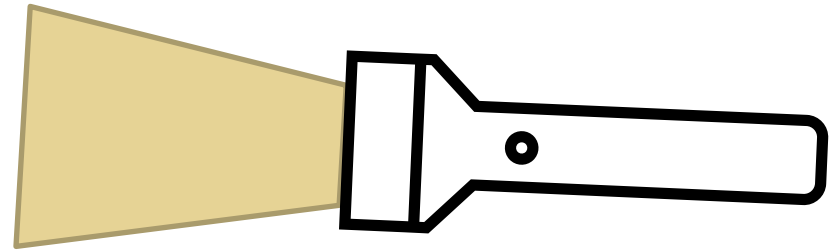
1. You have a high-priority project. Convince your leadership to fund it.
2. Important sampling data just arrived. Share data with a community.
3. Convince the audience that your favorite food or beverage is the BEST EVER.

Tips: where, what, big picture/vision/how

Preparation is Key

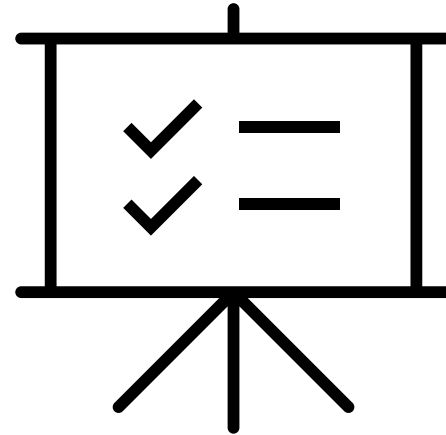
Know your presentation

- Technology can fail.
- It's fine if you don't know something that you are asked.



Preparation is key

- Invest in your introduction
- Don't bury the lead
- Develop a pitch
- Practice! Practice! Practice!



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