

# PENNY MCBRIDE

## EXPERIENCE

### **FOUNDER/OWNER, VERTICAL HARVEST, JACKSON**

2008 - PRESENT

- Conceptualized and developed idea of three-story hydroponic greenhouse
- Raised \$3.8 Million in capital through equity, donations and grants for business start-up and construction capital
- Managed the business development process with an \*LC3 model (see footnote)
- Fostered community partnerships for fundraising, program partnerships and product development
- Implemented an integrated employment model to hire citizens with developmental disabilities
- Established customer base for sale of produce with restaurant, grocery and regional distribution partners
- Developed product list of produce to be grown at the greenhouse
- Identified and procured products for sale in on-site retail space
- Developed start-up protocol for greenhouse staff and production measures necessary to meet start-up goals

### **OPERATIONS MANAGER, TERRA FIRMA ORGANICS**

2005 - 2015

- Management accounts receivable and payables
- Managed community programs
- Developed website content
- Wrote grants for community based sustainability projects
- Coordinated of operating permitting
- Managed funding and execution of Food Waste Feasibility Study for Teton County, WY
- Managed Food Waste Diversion Feasibility Study for Grand Teton National Park Concessions

### **LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN FOR HOMES (LEED-H) AND HOME ENERGY RATING SYSTEM (HERS) RATER, TETON COUNTY, WY**

2008 - 2012

- Rated single and multiple family developments to meet national LEED standards
- Energy modeled residential projects to adhere to code compliance standards for EPA HERS rating

**CONSTRUCTION MANAGEMENT ADMINISTRATION,  
DHS GENERAL CONTRACTING, TETON VILLAGE, WY  
2007 - 2008**

- Executed Leadership in Environmental Design For New Construction (LEED-NC) rating for Hotel Terra in Teton Village, WY
- Assisted with subcontractor coordination

**SUSTAINABILITY COORDINATOR, MOUNTAINSIDE  
VILLAGE, VICTOR, ID 2005 - 2007**

- Grant writer for non-profit organization created to support the sustainability initiatives of the the larger intentional community
- Coordinated community events
- Implemented Energy Star and LEED-H programs

**MAJOR PROJECTS**

- Grand Teton National Park Waste Utilization Study*** 2011  
Assessment of organic waste in Grand Teton National Park; categorized organic waste sources and outlined methods for processing and utilizing material in a cost effective manner to reduce future fee's and impacts of hauling while creating an end product.
- Rocky Mountain Biocycle Conference*** 2009  
Collaboratively organized a multi-day conference focused on the utilization of organic material regionally and nationally. Facilitated workshops, speakers and industry representatives for an overview of existing programs and opportunities.
- LEED-H and HERS Continuing Education Unit (CEU) Courses*** 2008  
Facilitated and organized CEU courses for realtors, builders and architects focusing on LEED-H and HERS standards.
- Project Coordinator for Food Waste Pilot Project*** 2007  
Recognized as the New Recycling Program of the Year by Wyoming's Solid Waste and Recycling Organization.
- Yellowstone Business Partnership*** 2006  
Design team member for the Greater Yellowstone Framework for Sustainable Development, a regional framework for sustainable building and development targeting regional issues.
- Thesis-'Motivational Forces Behind Participation in Residential Green Building Programs'*** 2004  
Investigated national sustainable building programs in an attempt to quantify implementation and community participation.

**SPECIALIZED CERTIFICATION**

- Home Energy Rating Specialist Rater (HERS)** 2009  
 Certified as a HERS Rater to energy model and inspect residential homes to meet the guidelines set by the Department of Energy.
- Leadership in Energy and Environmental Design for Homes (LEED-H)** 2008  
 Certified as LEED-H Rater. Oversaw compliance measures with builders, architects and subcontractors to meet United States Green Building Council certification standards.
- Leadership In Energy and Environmental Design Accredited Professional (LEED-AP)** 2007  
 Certified LEED-AP by the United States Green Building Council
- SEATTLE CENTRAL COMMUNITY COLLEGE/SEATTLE CITY LIGHT** 2003-2004  
 Sustainable Building Advisor Certification Program; Seattle, WA.
- SOLAR ENERGY INTERNATIONAL** 2003  
 Natural Home Building Certificate Program; Carbondale, CO

## EDUCATION

- ANTIOCH UNIVERSITY Seattle, WA** 2002-2004  
*M.A. Environment and Community.* Focused on systemic connection between the natural environment and human communities synergistic ability to collaborate to create, or to resolve, social and environmental challenges
- COLORADO STATE UNIVERSITY Fort Collins, CO** 1985-1986  
*B.A. Political Science; Sociology Minor*

\*A **low-profit limited liability company (L3C)** is a legal form of business entity in the United States that was created to bridge the gap between non-profit and for-profit investing by providing a structure that facilitates investments in socially beneficial, for-profit ventures by simplifying compliance with IRS rules for program-related investments, a type of investment that private foundations are allowed to make.

## REFERENCES

**David Sokol, CEO Teton Capital**  
**Dickson Despommier, Professor Columbia University**