

Resume

John Irwin, J Irwin Consulting
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John Irwin works with rural and underserved communities to help them build 21st century communities. He brings considerable expertise and experience from over 40 years of diverse business experience. Over his career Mr. Irwin developed numerous business plans, corporate and economic development strategic plans, and conducted innumerable reviews of a wide variety of business plans in the for profit and not for profit sectors. His in-depth background and analytical capabilities covers all aspects of business and not for profit organizations from concept to serving customers; marketing, business development, distribution, logistics, manufacturing and use of information technologies. He is experienced and comfortable dealing with public speaking and conducting meetings in a variety of settings, including challenging and contentious situations.

Mr. Irwin has considerable experience working with rural businesses and communities, including the need to invest sizeable amounts of “windshield” time driving between remote locations and the need to listen carefully. Sensitivity to the relative scarcity of funds for these types of planning efforts means that he goes to great lengths to leverage every dollar, often donating many hours of personal time to the effort at hand. He strongly believes in public service and continues to donate many hours of pro bono work to a number of entities throughout our rural regions. His reputation is that of being personable, a facilitator, a strategist, knowledgeable across many subjects, detail oriented, objective, and operating with the highest sense of personal integrity.

Since leaving the corporate world in 1998, he has made the following contributions:

Community and Economic Development

- Meat processing business development planning, Rogue Valley, OR, (2011-current)
- Meat Processing and Retail Facility Feasibility Study, Del Norte Rural Conservation District, 2011
- Curry County IT Director interview team, 2010
- Regional Broadband Planning Consultant, Tri-Agency Economic Development Authority, Del Norte County, CA (2009–2011)—facilitated development of a multi-million dollar redundant telecommunication route that enables route redundancy for Curry and Del Norte counties
- Orleans, CA broadband—developed a business/demand profile and facilitated identification of a group that achieved a Connecting Communities grant of over \$1 million (2009-2011)
- Phase IV Teletransportation/Telecommunications Planning—Ordinances and Rural Network Planning, Del Norte Local Transportation Commission, Del Norte, CA (2009)
- Promotional Alliance Marketing Plan, Curry County, OR (2009)
- Port Orford Hawthorne Gallery and Redfish Restaurant Lodging Feasibility Study, Curry County, OR (2008)
- Cape Blanco Airport Area Economic Development Feasibility Plan, Curry County, OR (January 2008)
- Coordinated conceptual design and project plan development for a Redwood Coast Connect broadband aggregation pilot project in No. California, funded by the California Emerging Technology Fund in conjunction with the goals of the California Broadband Task Force, Humboldt Area Foundation/Humboldt State University (2007-2009)
- Teletransportation/Telecommunications Planning—Route Redundancy, Broadband South of Crescent City and Public Safety, Del Norte Local Transportation Commission, Del Norte, CA (2008)

- Teletransportation/Telecommunications Strategic Plan, Del Norte Local Transportation Commission, Del Norte, CA (2006-2007)—facilitated a 10 Gb connection through Curry and into Del Norte
- Telecommunications Strategic Plan, Curry County, OR (June 2007)
- Oregon Connections telecommunications conference planning committee and emcee (2005–current)
- Jackson County Telecommunications Strategic Plan (2005–2006)
- Oregon Coast Telecommunications Economic Development Strategy, Oregon Coastal Zone Management Association (OCZMA), “Technical Team” (ongoing)
- Three-year Comprehensive Distance Education Plan for Oregon’s South Coast Region, Southwest Community College, Coos Bay, OR (2005)
- Rogue River 21st Century Information Age Community Strategic Plan (2004–2005)
- Telecommunications Strategic Planning, Lake County, OR (2002–2003)
- Digital Village Study, Josephine County, OR (2002–2003)
- Telecommunications and Technology Strategic Plan, Klamath County (2002–2003)
- Telecommunications & Technology Strategic Plan, Douglas County (2002)
- Telecommunications & Technology Strategic Plan, Josephine County (2001)
- Senate Bill 622 Telecommunications Project Proposal for Josephine, Jackson and Douglas Counties (1998–1999)

Healthcare

- Choosing Options, Honoring Options—www.cohoroguevalley.org, funding development committee member, 2011
- Oregon Health Network, Core Leadership Team (2007–2008)
- Institute for Healthy Living, Healthy Aging, core development team (2007-2008)
- Co-developer of “Living Well with Chronic conditions in Southern Oregon”, a Stanford developed Chronic Disease Self-management Program and Master Trainer (Stanford University certified)—Josephine, Jackson and Klamath counties (2005–2008)
- Diabetes Portal and Education Program (NN/LM grant), Area Health Education Center of Southwest Oregon
- Medical Informatics Education Program for Healthcare professionals, AHEC
- Diabetes Risk Analysis—community risk-analysis profiles (AHEC & Jackson County Diabetes Coalition)
- Rural Networking Project, Technology Coordinator, AHEC

Selected White papers and Reports

[Note: a number of these reports may be viewed at www.ortcc.org or www.jirwinconsulting.com]

- “State Route 96 Orleans Broadband Project”
- “Oregon Broadband Mapping and Demand Aggregation Project Proposal”
- A wide variety of detailed studies and reports to the Oregon Legislature, including an “Oregon Broadband Policy Proposal,” author and co-author (2001–2009)
- “Using Technology to Improve the Lives of Seniors and Persons with Disabilities”
- “Public Safety Telecommunications Legislation: Guidelines for Oregon Legislators”
- “Education in the 21st Century”
- "Benefits of Telemedicine"
- “Oregon Broadband Partnership: *Concept Evaluation and Recommendations*”
- “Building a 21st Century Information Age Community: *The Role for Technology and Telecommunications in Community Development Strategic Planning*”
- "Connecting To Oregon’s Economic Future: *The Role of Public-private Partnerships in Oregon Telecommunications*," delivered at the Oregon Business Planning summit in 2003
- "Public-Private Partnerships for Telecommunications in Oregon"
- "The What and Why of An Information Age Community"

- "Guidelines for Telecommunications Legislation"
- "Community Development Resources Centers—Policy and Concept Development"
- "Policy and Planning Framework For Development of a Regional or Community Telecommunications and Technology Strategic Plan"
- "Why Use the Web?", "Sizing Up eHealth Sites", "Survey of eHealth Web Sites", "Using eMail to Improve Patient Communications and Practice Efficiencies"
- "Introduction to Using Browsers and eMail"

Websites

- J. Irwin Community Informatics Consulting—www.jirwinconsulting.com *
- Living Well with Chronic Conditions in Southern Oregon—www.sohealthyoregon.org
- Telehealth Alliance of Oregon—www.ortelehealth.org
- Southern Oregon Extended Area Service Region—www.notoll.org (closed at completion of project)
- Diabetes Portal and Education Program (NN/LM grant)—AHEC (inactive)
- Battered Persons Advocacy of Douglas County—www.peaceathome.org
- Area Health Education Center of Southwest Oregon—www.healthyoregon.com
- Health Care Coalition of Southern Oregon (HCCSO)—www.hccso.org
* current Webmaster

Affiliations

- Telehealth Association of Oregon (board 2004—2012, Vice-chairman 2006-2008)
- Area Health Education Center of southwest Oregon (board 2003-current, Vice-chairman 2006 -2009, Board Chairman 2011-current)
- Oregon Telecommunications Coordinating Council (2001–2009), Chairman
- ORTCC committees—Healthcare-Education, Infrastructure, Public Safety and Telehealth (2001–2007)
- Southern Oregon Telecommunications & Technology Council—board of directors, Past President (2005)
- Rogue Valley Council of Governments, Senior Advisory Council (2004–2007)
- Southern Oregon Extended Area Service Region Advisory Panel (2002–2004)
- Jackson County Diabetes Coalition, Chair (2001–2003)
- Jackson County Health Department Advisory Team—STEPS program (2002–2003)
- Asante Health Systems Technology Advisory Committee (2000–2001)
- SB 622 Telecommunications Infrastructure Project Team Manager for Josephine, Jackson and Douglas Counties (2000–2001)

Awards

- Oregon Connections Award of Excellence—Excellence in Telecommunications Projects (2011)
- Certification of Appreciation for development and participation “above the call of duty” in the RVCOG/OSU Extension program “Living Well with Chronic Conditions in Southern Oregon” (2009)
- Recognition for years of Public Service to Oregon and Leadership in Advancing Broadband Telecommunications, Oregon telecommunications Coordinating Council (2009)
- Certificate of Appreciation, Rogue Valley Council of Governments, Senior Advisory Council (2007)
- Certificate of Appreciation, Access Junior Achievement Classroom Consultant (2006)
- Certificate of Appreciation, Citizens Advisory Task force to the Oregon Public Utilities Commission (2003)
- Oregon Connections Award of Excellence—Outstanding Oregon Telecommunications Advocate (2003)

Professional experiences prior to 1998 include:

Over the course of Consultant's professional career he was responsible for analyzing and delivering on many business proposals, operational budgets, and evaluating facility designs. Responsibilities included capital investments of over \$1 BB. These other previous professional experiences included:

- Director of marketing information services (directed catalog marketing systems management AND opened 85 retail stores—considerable high-end food and gift sales)
- Vice-president of product development and customer service (retail systems)
- Manager of store systems (300 stores plus 7 distribution centers)
- Senior management analyst (DOE national research laboratory)
- Manager of product development and customer service (food & beverage, travel and lodging applications)
- Manager of information systems development (financial services)
- A wide variety of consulting engagements.

Education:

BS, Business Administration—Finance, San Jose State University, San Jose, CA. (1980)
Significant undergraduate coursework in theoretical mathematics and medieval Spanish literature with many years of applied research and analysis in the area of economics, healthcare, sociology, advanced technology applications and telecommunications, research, analysis, and policy planning/formulation.

Mr. Irwin also is accomplished as photographer and videographer. He is an occasional musician and well-read in history and literature.