

ADDITIONAL INFORMATION ON CO MISSION
COMMUNITY /ECONOMIC VITALITY CONSULTANT

Craig Litwin PRINCIPAL + CEO

A seasoned business leader, political consultant, and non profit organizer since 1994, Craig brings over 20 years of experience to the field.

Starting as an early activist through supporting local food resiliency programs, Craig went on to become a Sebastopol Council Member and Mayor, leading the way on regenerative and sustainability efforts.

Craig's talent for designing and implementing sound policy—and skillfully engaging policymakers, community leaders, businesses, and citizens—makes him a strong ally. A champion of permaculture, Craig holds a BA in Ecology with an emphasis in Sustainability.

In his free time, Craig can be found outdoors with his family farming food, hiking, and enjoying nature.

Herman G. Hernandez PUBLIC AFFAIRS STRATEGIST

Born and raised in Guerneville, Herman G. leverages his deep Sonoma County roots and community-forward approach to facilitate positive public relations.

Herman G. attended the Santa Rosa Junior College and graduated from San Diego State University. He has worked for Community Action Partnership and the Boys & Girls Clubs of Central Sonoma County. He has successfully helped manage political campaigns for Senator Mike McGuire and Supervisor Lynda Hopkins.

Herman is also very involved in his community and proudly serves on the Sonoma County Office of Education School Board, is the proud Co-President of the College Tee Project, and proud Russian River Rotarian. He lives by the Rotary motto "service above self."

Johnny Nolen PRINCIPAL + COO

Striking the perfect balance between data-driven and people-focused, Johnny strives to elevate those around him through human-centered design.

Johnny has 17 years of business leadership experience and currently serves as President of the Board for Community Action Partnership of Sonoma County (CAPS), a local chapter of a national anti-poverty non-profit. With a background in biochemistry, Johnny has a passion for building dynamic, integrated systems that are effective and intuitive to manage. His proven operational strategy ensures organizational longevity by championing financial and ecological sustainability and prioritizing employee-positive work spaces.

Johnny is also a board game designer and hopes to create experiences that bring friends and family to together in this digital world

Ashley Nelson OPERATIONS SPECIALIST

Ashley is committed to sustainable business practices and uses a systems-thinking approach to create and maintain successful employee-positive workplaces.

As former Operations Director at SPARC, Ashley integrated the processing, packaging and distribution operations of Peace in Medicine and Sparc when the companies merged 2015 and crafted the transition from medical to adult-use operations post MAUCRSA.

Prior to her ten years in the business sector, Ashley worked with and advocated on behalf of local farmers in Massachusetts in efforts to create meaningful policies in support of local and regional food systems.

Ashley holds an MBA with a focus on sustainability from Presidio Graduate School and attended the California School of Herbal Studies, where she learned Western herbalism.

Andrew Longman PROJECT ADMIN

Andrew leverages his experience in natural resource management for the advancement of business efficacy.

Andrew has extensive experience conducting community engagement and grant management on behalf of local government, conquering complex projects by leveraging efforts of diverse user groups. With a B.S. in Wildland Soils (with a minor in Botany) from Humboldt State University, and as an Associate Professional Soil Scientist designation from the Soil Science Society of America, Andrew has a deep appreciation for botany and the below-ground network of unseen conditions that help it thrive.

In his role as Project Admin, Andrew knows how to advance workflow systems and increase efficiency through his ability to balance tight protocols with clear, friendly communication.

Joel Freston PUBLIC AFFAIRS STRATEGIST

Joel Freston brings over a decade of experience successfully managing political campaigns, leading community engagement processes and strategizing on public communications.

An expert in government and community relations building, Joel brings the organizing skills and political acumen clients have come to expect from our public affairs efforts. Joel received his B.S. in Political Science in Utah and his Master's Degree (with honors) in Public Administration from University of San Francisco.

Joel understands the nuances of professional polls and surveys, and has used his word-smithing abilities and management talent to support data collection efforts for private and public institutions.