

LAURENA MAYNE DAVIS

EDUCATION

- ◇ Ph.D. candidate, Technical Communication and Rhetoric, Texas Tech University, Texas (anticipated graduation in 2024).
- ◇ M.A., English: Rhetoric/Literature/Creative Writing, Northern Arizona University, Arizona.
- ◇ B.A., Liberal Arts-Fine Arts, Humanities, Mesa State College, Colorado.

FIELDS OF SPECIALIZATION AND INTEREST

- Technical communication
- Public speaking
- Book publishing
- Editing
- Journalism
- Public affairs and public relations

ACADEMIC APPOINTMENTS

Colorado Mesa University, Grand Junction, CO 2023-present
Instructor of English. Teach Writing for Engineers, Mass Communication, and English Composition.

Colorado Mesa University, Grand Junction, CO 2021-2023
Lecturer. Taught Essential Speech, Writing for Engineers, and English Composition.

Colorado Mesa University, Grand Junction, CO 1994-2015
Served as adjunct and instructor, episodically, in the Department of Literature, Languages & Mass Communication. Taught online and in-seat courses in Composition and Mass Communication.

Northern Arizona University, Flagstaff, AZ 1993-1994
Lecturer of Journalism and adviser to the 14,000-circulation student newspaper, The Lumberjack. Assisted with a summer High School Minority Workshop and coordinated and emceed an annual humor contest and awards ceremony.

Northern Arizona University, Flagstaff, AZ 1992-1993
Graduate Assistant technical writer and editor in the Graduate College. Reviewed all theses and dissertations for appropriate style and worked with graduate students through drafts until acceptance. Wrote copy for the Graduate College magazine and brochures.

PROFESSIONAL EXPERIENCE

Public Affairs Manager, Navarro Research and Engineering, Grand Junction, CO

June 2018-December 2020

Contracted to the U.S. Department of Energy Office of Legacy Management. Managed a staff of 12 Public Affairs Specialists in three states who supported public outreach and produced owned media for 100 post-closure sites across the United States and on tribal lands. All sites were part of the nation's development of nuclear power for weapons and energy during World War II and the Cold War.

Historian, Navarro Research and Engineering, Grand Junction, CO

January 2016 -June 2018

Documented the U.S. Department of Energy's 75-year history of the Grand Junction Office. Interviewed employees and community members for an oral history collection. Project manager for \$500,000 exhibit contract for a new educational center in a historical log cabin that interprets uranium impacts on the Colorado Plateau.

Owner, Write or Wrong media, Clifton, CO

January 1997-present

Ghost-writer for the autobiography of former professional and Olympic cyclist Scott Mercier (*Win True*). Freelance magazine writer. Weekly book column about local literary topics. Copywriter, scriptwriter, and video director for advertising agency. Taught workshops in media relations, book publishing, creative writing, and non-fiction writing. Produced, with a partner, a podcast on local people and events.

Director of Marketing and New Product Development, Grand Junction Media Inc., Grand Junction, CO

May 2013 to August 2014

Directed the book-publishing imprint of the parent company. Promoted all Grand Junction Media Inc.'s products through innovative, award-winning campaigns. Developed other revenue streams, such as a wine magazine and special events, including a 5K run and a cooking demonstration. Gave tours and public presentations as the face of the organization.

Managing Editor, The Grand Junction Daily Sentinel/GJSentinel.com, Grand Junction, CO

February 2008-May 2013

Managed a staff of 34 reporters, editors, photographers, videographers, copy editors, designers, and web staff with an annual budget of \$2 million. Served as a member of the editorial board and executive committee. Was responsible for all editorial content. Recruited and coached staff, negotiated contracts, oversaw interns, and set news policies.

Communications Manager/Pool Writer and Editor, Community Hospital, Grand Junction, CO

February 2007 to February 2008

Coordinated media and public relations for the 60-bed hospital. Created print and online content. Assisted in marketing strategy, including a complete rebranding. Produced the company newsletter. (I was hired to lead PR efforts for the building of a new hospital. When new hospital construction was delayed, I sought other opportunities before inevitable staff reductions.)

Features Editor, The Grand Junction Daily Sentinel, Grand Junction, CO

January 2000 to June 2003

Assigned and edited stories for feature pages, sections, and magazines. Designed pages, crafted headlines, and wrote an award-winning column. Managed reporters, photographers, and designers. Recruited and managed a stable of freelancers and negotiated their rates. Served as a member of the editorial board. Doubled the number of pages dedicated to feature copy.

Reporter, Copy Editor, The Grand Junction Daily Sentinel, Grand Junction, CO

August 1994 to October 1997

Reported on city government and education. Wrote investigative stories, including an award-winning series on a father and son on trial at the same time for separate murders. Edited stories for grammar, punctuation, Associated Press style, and logic. Wrote headlines and cutlines, and designed pages.

CONFERENCE PRESENTATIONS

Accepted: “Major Confusion: A Pilot Survey Aims to Clarify Student Impressions of Technical Communication Coursework and Careers”

Council for Programs in Technical and Scientific Communication Annual Meeting, Charleston, SC, Sept. 22–23, 2023.

“The Warty Story of My Life: Toward More Compelling Oral Histories”

Southwest Popular/American Culture Association 44th Annual Conference, Albuquerque, NM, Feb. 22–25, 2023.

“Biodot Biofeedback Field Work”

National Communication Association 108th Annual Convention: Honoring PLACE: People, Liberation, Advocacy, Community, and Environment, New Orleans, LA, Nov. 17–22, 2022. Co-presenter with Paula Casey, CMU.

"Hot Topic: Grand Junction Atomic Legacy Learning Center"

Colorado Preservation Inc.'s Saving Places Conference, Denver, CO, Jan. 31-Feb. 3, 2018. Co-presenter with Padraic Benson, DOE.

"The Manhattan Project in Grand Junction: A 75-year History of DOE in Western Colorado"

Waste Management Symposia, Phoenix, AZ, March 5-9, 2017. Co-presenter with DOE client.

PUBLICATIONS

- ◇ Mercier, Scott & Davis, Laurena. *Win True: How You Win Matters On and off the Bike*. 2022.
- ◇ Haynes, Dave. *Sandstone to Summit: Colorado and Utah Landscapes Through the Lens of Christopher Tomlinson*. Editor. Published by Grand Junction Media Inc., 2014.
- ◇ Buchanan, Dave. *Drink It In: Wine Guide of Western Colorado*. Editor. Published by Grand Junction Media Inc., 2013.
- ◇ Davis, Laurena Mayne. *Monumental Majesty: 100 Years of Colorado National Monument*. Editor. Published by Grand Junction Media Inc., 2011.
- ◇ Davis, Laurena Mayne. *125 People, 125 Years: Grand Junction's Story*. Museum of Western Colorado, 2007.
- ◇ Trumbo, Dalton. *Eclipse*. Editor and introduction. Published by the Mesa County Public Library Foundation, 2005.
- ◇ Davis, Laurena Mayne. *Grand Junction & the Grand Valley: Visions of the 21st Century*. Montgomery, Ala.: Community Communications, Inc. 1999.
- ◇ Davis, Laurena Mayne. Fourteen-part historical series for grocery store chain City Market for the company's 75-year anniversary. 1998–1999.

AWARDS

- ◇ 2023–2024: Helen L. Carter Memorial Scholarship recipient, Texas Tech University
- ◇ 2022–2023: Helen L. Carter Memorial Scholarship recipient, Texas Tech University
- ◇ 2020: U.S. Department of Energy Certificate of Excellence for Commitment to Excellence in Support of the COVID-19 Recovery Planning and Implementation
- ◇ 2014: Colorado Book Award Finalist, Colorado Humanities Center for the Book, *Drink It In: Wine Guide of Western Colorado* for Nonfiction
- ◇ 2014: Colorado Press Association, Best Advertising Campaign, first place
- ◇ 2012: Colorado Book Award, Colorado Humanities Center for the Book, *Monumental Majesty: 100 Years of Colorado National Monument* for Anthology/Collection
- ◇ 2005: Fellow at Poynter Institute "Convergence Journalism for Educators," St. Petersburg, Fla.
- ◇ 2002: Colorado Press Association, Serious Column Writing, second place
- ◇ 2001: Colorado Press Association Best Series, first place
- ◇ 2000: Colorado Press Association Best Humorous Column Writing, third place
- ◇ 1995: Colorado Press Association Best News Story, third place

- ◇ 1995: Colorado Press Association Best Feature Story, first place
- ◇ 1995: Colorado Associated Press, News Story, honorable mention
- ◇ 1993: Outstanding Journalism Faculty, Northern Arizona University
- ◇ 1992: Alpha Chi Honor Society inductee

COMMUNITY INVOLVEMENT/SERVICE

- ◇ *Reviewer, National Communication Association, 2022.*
- ◇ *Secretary, Red Raider Rhetoric Society, Texas Tech University, 2021–2022.*
- ◇ *Director on Grand Junction Rockestra Advisory Board, 2012 to present.*
- ◇ *Daniels Scholarship Selection Committee member, 2011 to 2017.*
- ◇ *Historical interpretive plaque writer for the Legends committee sculptures, 2005 to 2016.*
- ◇ *Director on Museums of Western Colorado Board, February 2012 to July 2014.*
- ◇ *Director on Colorado Press Association/Colorado Press Service Board, April 2011 to August 2014.*