

William Pierce Holloway

Asheville, NC • <https://www.linkedin.com/in/hollowaywilliam/>

Education

The University of North Carolina - Asheville

May 2017

B.S. Environmental Studies: Ecology and Environmental Biology. Minor in Mathematics.

In-Major GPA 3.60/4.00

Departmental distinction Cum Laude

Chosen as a UNC student representative

NC Department of Transportation Scholarship recipient, 2016

Asheville Buncombe Technical Community College - Asheville

January - May 2019

Introduction GIS GPA 4.00/4.00

Research

“Indoor Cultivation of *Piptoporus betulinus* (Bull. ex Fr.) (Birch Polypore) P. Karst. On Nitrogen Enriched *Betula sp.* Substrate”

October 2016 – May 2017

Hours/Week: 20

- Developed and refined cultivation methodology
- Modified nitrogen supplementation in agar to improve biological efficiency
- Foray fungus in remote western North Carolina
- Created fungal cultures from wild-harvested specimens
- Experimented with hydrogen peroxide addition to reduce mold/bacterial growth
- Funded through undergraduate research grant
- Protocol developed for fungal cloning is now included in the University’s mycology class

Supervisor/Reference

Dr. Jonathan Horton, Biology Professor

Presentations

- Council of Public Liberal Arts Colleges (COPLAC) southeast regional Undergraduate Conference, Fungal Research Spring 2017
 - The University of North Carolina Asheville (UNCA) Spring Undergraduate Research & Community Engagement Symposium Spring 2017
 - Environmental Senior seminar, Urban Sprawl & The Future of Meat Spring 2017
 - Senior Mycology Lecture, The Magical *Piptoporus betulinus* (Birch Polypore) Fall 2016
 - UNC Board of Governors, Importance of UNCA Adopting Green Building Principles Fall 2015
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Work Experience

Geospatial Analyst

November 2019 - Present

Urban3

Asheville, North Carolina

Hours/Week: 15+

- Offer expertise on python coding for GIS tool development and optimization
- Learn alongside senior analyst’s on tax valuation and economic impacts of development
- Provide as needed assistance for project development and research insight
- Grow research goals from abstract ideas to defined objectives

Supervisor/Reference

Phillip Walters, Senior Planning Analyst

Project Consultant

February 2019 - Present

Roots First

Asheville, NC

Hours/Week: 10+

- Develop research protocol to quantify habitat creation from Green Roofs in urban environments
- Use ArcGIS to map and analyze sites for optimal data collection points
- Identify and Geotag trees/landscaped area in 350 acre Innovation Corridor in Winston Salem
- Remotely collaborate with co-workers via Google Docs

Supervisor/Reference

Kathryn Ancaya, Partner + Director of Design

Green Roof Technician

January 2019 - October 2019

Living Roofs

Asheville, North Carolina

Hours/Week: 30+

- Install and maintain custom green (vegetated) roofs on commercial, residential, and governmental buildings
- Interpret construction blueprints and designs
- Travel across the state of North and South Carolina for projects
- Communicate sustainability principles and economic benefits to community members
- Record environmental data concerning health and growth of green roofs

Supervisor/Reference

Emilio Ancaya, Co-Founder

Head Trip Leader

June 2019 - August 2019

The Road Less Traveled

Chicago, IL

Hours/Week: 90+

- Led a seventeen day trip on the Hawaiian islands of Maui and Kauai with fifteen teenagers and two co-leaders
- Served as head of logistics for all travel arrangements
- Worked alongside local cultural non-profit to plan three service days for group
- Oversaw with my two co-leaders and local guides students Surfing, Snorkeling, and Ocean Canoeing
- Led a ten day trip traveling around central and eastern Costa Rica with nine teenagers and one co-leader
- Taught students the basics skills, techniques, and philosophy of outdoor travel and safety such as leave no trace principles
- Worked to teach students personal responsibility and leadership by way of processing activities and delegation of tasks

Supervisor/Reference

Hannah Laher, Logistics Director

Assistant Brewer

December 2017 - March 2019

Asheville Brewing Company
Asheville, NC

Hours/Week: 30+

- Operate and troubleshoot beer canning machine (approx. 5000 cans per day).
- Perform quality control on canning seams where tolerances consisted of $\pm 0.05\text{mm}$
- Mill grain, weigh hops, mash out, rack beer from brite tanks
- Work daily with various chemicals including Leracid KMS-10 and concentrated Paracetic acid
- Record and alter temperature and pressure of fermentation and brite tanks
- Calculate gravities of fermenting beer and carbonate hundreds of gallons of beer at a time
- Represent Asheville Brewing Company at various events, festivals, and promotions
- Drive a forklift, and deliver beer to local distributors in a safe and efficient manner
- During my time at the brewery one of our beers, Ninja Porter, won a Bronze medal at the World Beer Cup.

Supervisor/Reference

Pete Langheinrich, Head Brewer/Owner

Assistant Trip Leader

June 2018 - August 2018

The Road Less Traveled
Chicago, IL

Hours/Week: 80+

- Lead teenagers aged thirteen to seventeen across two seventeen day sessions in central Colorado
- Served as chief medical staff non-stop during sessions
- Responsible for distributing prescription medication, treating minor injuries/aliments in the field, and driving students to the hospital
- Spent nine days at a Mission: Wolf, wolf sanctuary where I worked alongside staff to guide students cleaning pens, interacting with wolves, moving wood, mixing and pouring concrete, and processing cow & horse carcasses into wolf feed
- Taught students the basics skills, techniques, and philosophy of outdoor travel and safety such as leave no trace principles
- Worked to teach students personal responsibility and leadership by way of processing activities and delegation of tasks
- Oversaw with my two co-leaders and local guides students three days rock climbing, class two & three whitewater rafting, and exploring an Ariel course.

Supervisor

Jim Stein, Program Director

Reference

Morgan Sanden, Lead Instructor

Field Technician

May 2017- August 2017

Purdue University, West Lafayette, IN
Department of Forestry and Natural Resources

Hours/Week: 40+

- Assisted in conducting long-term vegetation plot sampling in Great Smoky Mountains National Park (GSMNP)
- Examined forest community response to the hemlock wooly adelgid
- Navigated off-trail in dense understory and inclement weather
- Worked in close proximity to black bears
- Backpacked to remote plot locations and setup a multiday basecamp
- Extensive field identification of woody plants
- Set up quadrants within plot
- Navigation via GPS and compass

- Acted as team member with the foremost medical and backpacking knowledge
- Assisted in large data management
- Interacted alongside National Park Service Employees to identify various botanical specimens

Supervisor/Reference

Michael Jenkins, Associate Professor of Forest Ecology, Purdue University

Outdoor Programs Trip Leader

August 2014 - May 2017

UNC Asheville, Asheville, NC

Outdoor Programs

Hours/Week: 10+

- Lead students in various outdoor activities such as multi-day backpacking, mountain biking, caving, and mindfulness exercises
- Responsible for participant's safety and well-being in the wilderness.
- Taught the principles of Leave no Trace, backpacking etiquette, and basic route finding.
- Assisted in planning trip logistics, marketing trips, and cleaning/organizing gear for trips.
- Became senior caving trip leader and worked to develop the program as well as be a mentor to my co-workers.

Supervisor and Reference

Leah Belt, Associate Director - Outdoor & Sport Programs, UNC Asheville

Co-Director of Student Environmental Center

January 2016 - December 2016

UNC Asheville, Asheville, NC

Student Environmental Center

Hours/Week: 25+

- Directed and advised 3 Project Coordinators, 3 garden supervisors, and 1 eco-rep coordinator
- Oversaw and managed \$70,000 annual budget
- Collaborated with faculty, staff, and community members
- Oversaw the awarding of \$500 student grants
- Promoted sustainability and environmental awareness among students and community through various events and initiatives among departments
- Served as a member of the Residential Hall Development committee to oversee the inception of a multimillion dollar residence project
- Presented research on sustainability to UNC system board of governor's members
- Met with the newly elected UNC system president Margaret Spellings and spoke about environmental issues

Supervisor/Reference

Sonia Marcus, Director of Sustainability, UNC Asheville

Botanical Garden Assistant

May 2016 - August 2016

Highlands Biological Station, Highlands, NC

Hours/Week: 40+

- Identified, labeled, and Maintained more than 450 native plant species on property
- Worked to maintain grounds, gardens, trails, and bridges within the 22-acre campus.
- Developed and led weekly garden tours
- Acted as outreach for the station, drove out to local resident's homes to teach identification of invasive/exotic species

- Designed and implemented a campus wide composting program which negated the need for purchasing artificial fertilizer for the grounds
- Assisted visiting researchers with their field work by scouting land for chestnut blight research and collecting firefly larva (*Phausis reticulate*).

Supervisor/Reference

Dr. Jim Costa, Executive Director, Highlands Biological Station

Volunteer and Extracurricular

Race Medic

April 2019

Franklin Area, NC

Hours: 6

- Provided basic medic service during Smokey Mountain the Smoky Mountain Relay

Reference

Leslie Grotenhuis

Project Assistant

October 2018

North Carolina Forest Service, Asheville, NC

Hours: 10

- Worked alongside two NC Forest Service Botanist/Ecologists and one local partner to replant a total of 500 confiscated Ginseng (*Panax ginseng*) roots from a poacher
- Hiked off trail through rough terrain until a proper site was located

Supervisor/Reference

Gary Kauffman

Lead Food Coordinator

January - May 2015 & January – May 2016

Mindfulness Music & Arts Festival, Asheville, NC

Hours: 70+

- Acted as the head food coordinator for a festival with 300+ attendees.
- Contacted and created contracts with local food tracks and restaurants.
- Met and collaborated with university staff to adhere to polices.
- Assisted in developing a festival layout to accommodate attendees and accommodate electrical needs

Supervisor/Reference

Jesse Goldman

Certifications

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| - Wilderness First Responder | November 2018 - November 2021 |
| - Adult/Child/Infant CPR & AED | November 2018 - November 2021 |
| - Epinephrine Auto-injector | November 2018 - November 2021 |
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Additional References

Undergraduate Academic Advisor, Dr. Irene Rossell, Chair and Professor of Environmental Studies