

Jennifer Inaba Managing Editor



As the Managing Editor at Western Resource Advocates (WRA), Jennifer Inaba manages WRA's electronic and print materials, developing and executing content and publications that elevate policy positions, influence media, educate decision makers, drive narrative, inspire donors, and promote equitable change. In her role, she collaborates with teams across WRA to leverage the organization's key messages and brand guidelines to share the stories of the work being done and the communities it impacts with key audiences.

Inaba joined WRA in 2022 as a communications manager, bringing with her more than 15 years of experience in the public service and nonprofit sectors. She has always had a driven focus on climate advocacy, sustainability, conservation, and environmental justice to protect the future of the planet and people. Inaba credits her connection to this work to her childhood experiences growing up in rural Pennsylvania. Much of her time was spent outdoors exploring nature along the banks of the Susquehanna River. It was here that she became attuned to the healing power of our natural world and the interconnectedness of a healthy, thriving ecosystem.

While Inaba loved her east coast, countryside upbringing, she always knew her curiosity would lead her elsewhere. After an adventurous cross-country drive, she landed in Nevada — leaving Pennsylvania during one of its most devastating floods, to move to one of the driest, drought-stricken cities in the country. But in this she found her first environmental challenge, leading communications efforts for the Southern Nevada Water Authority, a cooperative agency formed to address Southern Nevada's unique water needs on a regional basis, and the Las Vegas Valley Water District, a water utility that provides water to more than one million people in Southern Nevada, as well as the Spring Preserve, a cultural institution designed to commemorate Las Vegas' dynamic history and provide a vision for a sustainable future.

Inaba was a public servant for more than a decade before returning to her journalism roots and serving as an editor for a suite of market-leading business, healthcare, and philanthropy publications with Greenspun Media Group. Throughout her career, she has spearheaded several conservation campaigns, outreach initiatives, publications, and video productions that received industry recognition, including awards from the Public Relations Society of America, International Association of Business Communicators, and Nevada Press Association.

Inaba is a mentor for the Climate Reality Leadership Corps and sits on the advisory board for the Las Vegas chapter of the Climate Reality Project as its communications advisor. She also provides pro bono communications support for Fashion Revolution USA, the world's largest fashion activism movement to increase awareness and transparency in the industry, and is a member of the International Environmental Communication Association and serves on its awards committee.

Inaba is currently a doctoral candidate in sustainability education at Prescott College. Her research interests surround the environmental and social impact of consumerism with a focus on consumer education and consumption habits. She was a featured TEDx speaker in 2022, sharing her talk on how the practice of mindfulness can help break the vicious cycle of overconsumption — all while providing the additional value of reconnecting with nature.

Inaba received a Master of Arts in Journalism and Media Studies from University of Nevada Las Vegas and a Bachelor of Arts in Communication Studies from Bloomsburg University of Pennsylvania. She was named a 2022 Woman of Distinction and the Rising Star of the Year from the National Association of Women Business Owners Southern Nevada.

Inaba lives in Las Vegas with her husband and young son. Staying active and healthy is a priority for Inaba to help ground and center her mind, body, and spirit and allow her to share her energy with others in the many roles she balances.

###