



**US Army Corps
of Engineers®**

LARRY ROSENBERG

**Chief, Public Affairs
New England District**



Larry Rosenberg joined the U.S. Army Corps of Engineers in New England in March 1992 following a one year period as Public Affairs Officer for the Office of the Program Manager for Chemical Demilitarization (SAIL-PMI), Aberdeen Proving Ground, Maryland, and a seven year period as Public Affairs Officer and Political Advisor for the U.S. Forces stationed in Mainz, Federal Republic of Germany.

After receiving his Bachelor's in Liberal Arts, majoring in journalism and photography, from the University of Pennsylvania, Mr. Rosenberg worked as a desk reporter and photojournalist for the Philadelphia Bulletin. In 1976, he established and managed a diversified public relations firm in Philadelphia, which offered a variety of services to such diverse fields as the entertainment industry and retail furniture outlets. After five years of very successful operations, Mr. Rosenberg's business suffered a downturn following a record industry recession in 1980. In January 1982, he entered into military service as an Army journalist. He began his civil service career on January 21, 1985.

Mr. Rosenberg has received many awards during his career in government service to include the Decoration for Meritorious Civilian Service (the Army's second highest honorary civilian award), the German Freedom Award (awarded by the Ministry of Interior of the State of Rheinland-Pfalz), the Department of Defense Thomas Jefferson Journalism Award, five Department of the Army Keith L. Ware Journalism Awards, the DA Community Relations Award of Excellence and three Command Information Awards of Excellence. In addition to his responsibilities as Chief, Public Affairs, Mr. Rosenberg has lectured on public involvement and risk communication at both the Bentley College Graduate School and Tufts University. He is a former member of the National Press Photographers Association and served on the executive board of the United Services Organization (USO) in Wiesbaden, Germany, from October 1987 through April 1991.

In response to the terrorist attack on the World Trade Center on September 11, 2001, Mr. Rosenberg deployed to New York City and led the Corps' Public Affairs Support Team that focused the media's attention on the Corps role as part of the total federal response force in the search, rescue and recovery efforts in the days following the attack. More recently, Mr. Rosenberg established a precedent setting public involvement and outreach campaign in support of the first renewable energy endeavor in Federal waters of the United States, Cape Wind, and his very successful work has been documented in the bestselling book, Cape Wind, and by the Harvard Business School.

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