

Synopsis of Relevant Experience

2004 – Present

- Award-winning creative work in music, theatre, publishing, visual arts, radio & television

- Trail-blazing entrepreneur and manager in the for-profit and social profit cultural industries

- Years of practice at business development, branding, marketing, fundraising, and management in both non-profit arts organizations & for-profit cultural industries

- Consultant to support artists and community development practitioners to crystallize and realize goals

- Intuitive and experienced capability to identify opportunities and solve complex challenges through collaborative, empowering, innovative approaches

- Inspiring team process management that moves an organization from confusion through the design process of identifying and reaching goals

- Contemporary knowledge of digital technologies with a practical understanding of their current and potential impact on marketing, building networks and sharing of information

Kicking Horse Culture/Golden District Arts Council, Golden, B.C.

As volunteer Chair and now Executive Director, worked strategically with local government and the Board to radically transform the programming and reputation of this 42 year old community arts council

2002 – Present

Bam Boom Productions, Golden, B.C.

Managing Partner

- [BC Arts Council](#) – Board Member appointed to Council by Lieutenant Governor; member of Strategic Planning Committee; member of the Dance Advisory Panel and Program Committee; 2007-2011
- [Castlegar SculptureWalk](#) – Adjudicator; Castlegar, BC, August 2012
- Keynote presenter at the Sooke Region Cultural Plan summit planning conference; Sooke, BC, October, 2011
- Keynote presenter and Host at [2010 Legacies Arts Now](#) professional development Summits in Nanaimo, Nelson, Prince George and Fort St. John – 2009 and 2010
- [BC Touring Council](#), showcase jury adjudicator, Oct. 2009; Pacific Contact showcase host/MC 2010, 2011, 2012
- [“Rural, Small Town Creative City Success Story”](#) Keynote presenter at Creative City Network of Canada annual conference in Fredericton N.B., Sept, 2009
- Creator and author of [Adventurers & Settlers](#) art exhibit in the Art Gallery of Golden, 2007
- Canadian Cancer Society Relay For Life – Golden Coordinator 2004/2006
- [Columbia Kootenay Cultural Alliance](#) Steering Committee – Vice Chair 2005/2010
- Alberta Showcase, Banff – workshop presenter, 2007
- [ArtStarts in Schools](#), Vancouver – Board Member - 2006/2010
- [HR Council for the Nonprofit Sector](#), Ottawa – Board Member, 2008/2009
- [2010 Legacies Now](#), Arts Now, Vancouver – Grant Adjudicator, Consultant
- Golden Cultural Scan and Consultation, 2010 Legacies Now Creative Communities Program – consultant, facilitator - 2005/2006
- Member of the [Golden Civic Centre Redevelopment Select Committee](#) for the Town of Golden 2008-2012; working with the Town of Golden wrote grants that raised \$900,000 of the \$3m construction costs.
- Member of the HomeSeekers Campaign committee with the Mayor and Regional Director. Responsible for visioning and authoring a community economic development campaign. 2010/2011
- Writer/Producer of 52 short video profiles entitled [Golden Minutes](#) for Golden Area Initiatives showcasing the personal stories of lives lived in Golden. 2010/2011
- Producer of video [“Why Does Golden Invest in the Arts?”](#) commissioned by 2010 Legacies Now, 2010
- Musician, actor, writer, producer, arts in education and touring performing artist

02/2000 - 10/2002

Ontario Ministry of Citizenship, Culture & Recreation (MCzCR)

Served as Ministry consultant to 9 southern Ontario communities, developing and implementing community initiatives celebrating International Year of the Volunteer

Toronto Arts Council, Toronto

Proposed, designed and implemented a business strategy for the development of a branded cultural tourism, arts advocacy campaign for the City of Toronto. Funded by MCzCR and the Toronto Arts Council Foundation.

Centre in the Square (Kitchener Waterloo), River Run Centre (Guelph)

Devised the business model, created the name and brand for a multi-partnered student ticket discount program entitled eyeGO To The Arts. Instrumental in start-up resourcing of private and public sector revenue streams. The brand is now utilized by dozens of theatres across Canada. www.eyeGO.org

CCI Ontario Presenters Network

Consulted to strategically plan and write a transformational strategy for this provincial arts service organization.

02/1997 – 01/2000

Ontario Arts Council, Toronto

Market Developer Officer

Inaugurated this entrepreneurial position created by the OAC Board with the goal to expand the dissemination of the work of Ontario artists and cultural industries, both at home and around the world. Pro-actively developed connections with public and private sector colleagues to identify gaps/needs and developed appropriate resources, strategies and opportunities to fill these needs. Duties also included tactically revamping and producing OAC's Ontario Contact annual performing arts conference. Seconded as an arts consultant to the Ontario Tourism Marketing Partnership (Ministry of Tourism) to help develop and support a variety of cultural tourism initiatives.

1981 – 2002

Bam Boom Productions, Toronto

Founder, Managing Partner

Production company for personal creative projects and freelance contracts in record production, film & television, and theatre.

Responsibilities include:

- creative concepts, writing and performing/touring across Canada
- scoring and producing film music for 10 x 30-minute documentaries
- producing, raising capital and project management
- devising branding, marketing and distribution strategies
- creating and implementing promotional campaigns

1981 – 1990

The Best For Kids Inc., Toronto

Founder, CEO

[\(Kids' Records / Kids' Entertainment\)](#)

Established and guided the company to becoming the leading independent children's recording and artist management company in North America. Founded as a Limited Partnership with 4 records, the company grew to a staff of 12 that produced and distributed a catalogue of 44 masters and booked and toured some of North America's leading young audience artists. The assets were sold in 1990 to the multi-national Golden Books. Spearheaded all matters of business development and day-to-day management including artistic direction, new ventures, branding, contract negotiations, HR, promotional writing, distribution, and sales.

1980 – 1983

Troupers Entertainment Inc., Toronto Co-Founder, Artistic Director

Conceived the family television variety show called Troupers. Formed a partnership with Oscar-winning Atlantis Films (Alliance Atlantis) to co-produce, write and direct 26 half-hour TV episodes.

1977 – 1980

Elephant Records Inc., Toronto Co-Founder, Managing Partner

Formed a Limited Partnership with Sharon, Lois & Bram to finance and produce the record *One Elephant Deux Eléphants*. Over the next four years, developed a company and artistic product that has become the foundation of a 30-year career for the trio. Worked collectively on all matters of day-to-day business including strategic planning, artistic direction, touring, contracts, promotional writing, marketing, licensing and distribution, staff administration. Arranger, performer, and producer of the first four SL&B albums.

1974-1978

CBC Radio, Canada, USA, UK Freelance Producer, Radio Host

Created, researched, produced and hosted more than five dozen radio documentaries, ranging in length from 15 minutes to 2 hours for a variety of CBC shows including *Peter Gzowski on FM*, *The Entertainers*, Sylvia Tyson's *Touch the Earth*, *Special Occasion* and the public affairs program *Concern*.

1974-1977

Mariposa Folk Festival, Toronto Performance, Production, Editing

Volunteer activities evolved into contracts to create two compilation record albums (1975; 1976) and the book *For What Time I Am In This World* published by Peter Martin & Associates (1977)

1965 - Present

Freelance Musician, Actor and Record Producer, Toronto/Golden

- Performed on stage and recorded with a who's who of Canadian and US performers including Willie P. Bennett, The Boss Brass, John Allen Cameron, Bruce Cockburn, Shirley Eikhard, Jim Galloway, Ronnie Hawkins, Marc Jordan, Colin Linden, Nexus, Phil Nimmons, Robert Paquette, Pied Pumpkin, Raffi, Zachary Richard, Stan Rogers, Irish Rovers, The Sattalites, Sunnyland Slim, Valdy, Phil Dwyer, Chris and Ken Whiteley
- Produced over 60 record albums for artists as diverse as Sharon, Lois & Bram, Big Bird & Oscar the Grouch, Veronica Tennant, Mary Lou Fallis & James Campbell, Martha Henry, Gordon Pinsent, and the Nexus Percussion Ensemble
- Founded and led The Space Heaters (featuring Don Francks and Kevin Breit), and played at Peter Gabriel's WOMAD Festival and Festival Rythme Du Monde
- Writer of dozens of songs, some of which are recorded on the albums *Drums!*, *Tuning In To Different Waves*, *Hand Dance*, *Baby Boomers Go Boom* and *Slowdancing in the Ballroom of Life*
- Writer/producer of the Canadian Cancer Society's Relay For Life theme song *Tonight I Walk For You*
- Writer/performer of the stage productions *Drums!*, *Son of a Drum* and *Lover. Father. Husband. Son. Baby Boomer with a Drum!*
- Performer of concert shows that include songs from *Slowdancing in the Ballroom of Life* and stories from personal repertoire of plays

Selection of Achievements

2004 – 2012

Kicking Horse Culture/Golden District Arts Council, Golden

Beginning as full-time, volunteer Chair and, as Executive Director (when operating capacity increased), worked proactively as a change agent to lead the membership and community to transform the programming and reputation of this 42 year old community arts council, growing the membership from 35 in 2004 to 805 in 2012. Annual operating increase from \$50,000 in 2004 to over \$500,000 in 2012.

- Branded the council's operating name, events and activities to align with the Town's community brand of Kicking Horse Country. Introduced branded event series:
 - * LIVE KICKS, ICE KICKS, EYE KICKS, FILM KICKS, GIFT KICKS
 - * Go www.kickinghorseculture.ca
- Dramatically increased performing arts programming from an average of 6 performances to 24/annum in our LIVE Kicks winter season and our SUMMER Kicks free outdoor series
 - * booked and produced a diversity of performing arts including ballet, modern dance, roots music, jazz, classical music, and theatre
 - * Significantly increased marketing efforts and advertising budget and saw a dramatic increase in audience attendance and satisfaction
- Envisioned, gathered the resources, and produced the [Snow King's MasqueParade](#) winter festival. Created by 100's of volunteers during a 3 month community engagement, the MasqueParade Pageant celebrated it's 6th anniversary this past February, drawing over 1,000 participants & spectators to Golden's Spirit Square
- Led the creation of the [Art Gallery of Golden](#) – opened Feb. 2007 and re-opened July 2008 in new premises (after extensive renovations) at 516 9th Ave. N. The AGOG now exhibits and sells the work of over 70 Basin artists and attracts 14,000 visitors annually.
 - * Co-creator and author of *Adventurers & Settlers* [exhibit](#) and coffee table book.
 - * Conceptualized, art directed and produced the exhibit [GOLDEN: We Call This Home](#)
 - * Conceptualized and secured funds for the exhibit [The Bugaboos - A Celebration in Story & Image](#)
- Golden Civic Centre:
 - * Responsible for the operations management, booking, staff, and volunteers of the Civic Centre under contract with the Town of Golden
 - * Prime mover leadership contribution over a period of six years to work strategically with the Town and a variety of community stakeholders to envision and realize the \$3 million restoration and the enhancement of this run-down civic hall into Golden's premier performing arts and cultural centre.
 - proactively worked with the Mayor and Council and the CAO to create the Civic Centre Re-birth Select Committee (Feb. 2009) of volunteers and staff, which then acted as the adviser to Council on all matters pertaining to the construction through to the celebratory re-opening New Year's 2011.
 - lead fundraiser on the restoration project, authoring, managing, and reporting on grants secured with province of BC Towns for Tomorrow (\$400,000), Canadian Heritage's Building Communities through Arts and Heritage Legacy Program (\$500,000) and Columbia Basin Trust (\$400,000)
 - worked daily/weekly with the architect and construction manager during the 18 month construction process to provide direction to establish best practices for the presentation of arts and cultural activity in the building
 - led and managed the theatrical fit-up of the FOH, stage, and backstage
 - artistic director / producer of the 5 day, \$70,000 Civic Centre Opening

Celebrations (New Year's 2011)

- Dramatically increased grant, sponsorships, and earned revenues. Examples:
 - * BC Gaming
 - secured an increase from \$8,000 to \$30,000/annum
 - * BC Arts Council
 - awarded \$10,000/annum 'performance' bonus on top of basic assistance for the last four years. KHC now ranked in the top 4 of 75 arts councils in the province
 - * Canadian Heritage, Canadian Arts Presentation Fund
 - secured first-time grant of \$8,000/annum to support increased and diverse programming - now \$10,000 annually on multi-year agreement
 - * Local government: Town of Golden/ CSRD Area A
 - worked politically to secure first-time \$60,000/annum core operating funding from local government to ensure operating sustainability in 2006. Increased to \$80,000 in 2008. Increased to \$120,000/annum in 2012
 - * ArtsPod, Centre For Sustainability
 - \$2000 grant to support a Board retreat and Organizational Assessment
 - \$9000 grant to support extensive 6 month Strategic Planning process on issues of policy, governance and development

2004 – 2006

Canadian Cancer Society Relay For Life

Contract coordinator (800 hours/annum) of the 18 person volunteer Steering Committee to establish Golden's Relay for Life and lead the overnight community event into its 3rd successful year.

- Inaugural year of June 2004, Golden Relay For Life hosted 21 teams and raised \$50,000. In year two, 26 teams and \$54,000 raised. 30 teams in year three.
- Facilitated a partnership with the CCS and four award-winning video makers from Golden Secondary School, to shoot and produce a 16 minute video of the 2005 Relay. This video is now used by CCS staff to promote Relay For Life 'best practices' to other communities across Canada

11/2000 – 03/2002

Ministry of Citizenship Culture & Recreation and Ministry of Tourism, ON

- Consultant advising community organizations in 9 southern Ontario communities to develop and present 14 Community Volunteer Summits throughout International Year of the Volunteer
- Consultant advising 6 client organizations in preparing and recommending successful Volunteer Action Online program projects

02/2000 – 12/2000

Centre in the Square (K/W), River Run Centre (Guelph) Concept Creator / Start-up Consultant

After 18 months of development, eyeGO to the Arts sold its first \$5 student ticket on September 18, 2000. The project now has broad national buy-in and has received multi-year operational funding from the Trillium Foundation and many other stakeholders.

Toronto Arts Council, ON Concept Creator / Design Consultant

Conceptualized and designed a two step response to the need for a branded cultural tourism campaign for Toronto:

Step One: The iGOToronto.com web site databank utilized a cost-effective, time-

saving approach (online data entry vs. fax) to exchange comprehensive arts and heritage event information between cultural producers and media

Step Two: A variety of ongoing, cooperative marketing efforts with public agencies and business to communicate event information to promote the diversity of Toronto's cultural and cultural tourism experiences

Led the team comprised of new media company ecentricarts.com and TAC staff during a \$50,000/eight month project. The team developed the prototype and business model of a sustainable cultural tourism marketing campaign branded as iGOToronto.

Also responsible for

- communicating the merits of the project to a variety of stakeholders in government, business and the non-profit cultural sector
- identifying and gathering financial and community support for next steps of the roll-out

02/1997 – 01/2000

Ontario Arts Council, Toronto, ON Market Developer

1. As Conference producer, transformed the declining 4 day performing arts trade show ONTARIO CONTACT into a value-added, must-attend event. Within three years, the delegate registration doubled from 250 to more than 500, with delegates noting a 96% satisfaction rate.

Concrete results:

- a greater number and diversity of artists were showcased; more presenters came, saw and booked those artists
- created annual resource guides like the TOUR BOOK (which included 'how to' articles and listings) and the EAR BOOK CD compilation of showcasing artists
- arranged partnerships with CBC radio programs DNTO and RadioSonic to broadcast showcases live from the Glenn Gould Theatre
- annually devised and programmed a full-range of professional development seminars and workshops for delegates

2. Conceptualized and directed the creation of:

- an Internet-active, searchable database of arts presenters to support an ON-LINE CALENDAR of performing arts events throughout the province
- the prototype for the CD-ROM SHOWCASE: ONTARIO'S CULTURAL CALLING CARD TO THE WORLD; a \$400,000 public/private sector partnership that combines Internet access with CD-ROM to showcase Ontario artists and heritage sites to world markets
- 25 five-minute videos featuring emerging artists in performance. In partnership with TVOntario, these videos continue to run, like commercials, at the end of a commercial-free hour with up to 200,000 viewers for each play

3. Conducted a year-long community consultation process with more than 250 community arts presenters, artists, agents and managers to subsequently write and administer the new TOURING INITIATIVES granting program (\$325K) to effectively support the block booking of culturally diverse and non-mainstream artists.

- Traveled the province to consult with community arts council presenters and attend their events
- Provided consultation resources to Ontario's 250 volunteer arts council presenters re: best practices, budgets, block booking, sponsorships and grant preparation

4. Devised and implemented various professional development workshops and forums including:

- the 2 day "Council for Business and the Arts in Canada SPONSORSHIP FORUM"

- for Arts Organizations and business
 - the “SELF-EMPLOYED ARTIST: MAKING THIS YOUR DAY JOB” series of workshops hosted in cities throughout the province
 - various workshops on themes like building volunteer groups, arts marketing strategies, networking partnerships, cultural tourism
5. Enabled and provided on-going consultation to various market development projects including:
 - the eyeGO TO THE ARTS Student Ticket Discount Program
 - the TORONTO INTERNATIONAL ARTS FAIR 2001
 6. Created and facilitated a Visual Arts Advisory Group made up of commercial dealers and Artist Co-ops
 7. As OAC’s arts consultant to the Ontario Tourism Marketing Partnership (OTMP - Ministry of Tourism.), worked collectively with leading arts organizations like the Shaw Festival, Theatre Ontario to create product to further Cultural Tourism efforts.
 8. Provided career counseling and market development consultation to artists and arts organizations.
 9. Networked with key public, government and private sector colleagues across Canada and the US to co-ordinate advocacy efforts and reinforce diverse market development initiatives.
 10. Represented the OAC at numerous national conferences for music, dance and theatre.

1981 – Present

Bam Boom, Toronto **Managing Partner**

- 2 national tours of the Juno Award winning production *DRUMS!*, including repeat performances at Roy Thomson Hall In Toronto
- Awarded 3 Juno Awards and 6 Gold and Platinum albums
- Hundreds of concert performances in theatres and festivals across Canada
- Creator of the show Black & White for young audiences
- Writer and performer of the two act solo show entitled *Son of a Drum!* which premiered at Nova Scotia’s Chester Playhouse and the Atlantic Fringe Festival, August 1999 and the one act show entitled *Lover. Father. Husband. Son. Baby Boomer with a Drum!* which has played communities across the country including the Victoria Fringe Festival (2000)
- Co-founder and artistic director of Riverdale Share Christmas (1991) for the first ten years. Now called [Riverdale Share](#), this is a Sunday afternoon community concert performed in December by dozens of Riverdale (Toronto) artists including Luba Goy, Jim Cuddy, Stephen Page, Louise Pitre and Jack Layton. The concert returns to the Danforth Music Hall for it’s 20th anniversary this December 2012.

1981 – 1990

The Best For Kids Inc., Toronto **Founder / CEO** **(Kids’ Records / Kids’ Entertainment)**

Attracted artists like Sesame Street’s [Bob McGrath](#) and [Big Bird & Oscar the Grouch](#), Robert Munsch, RosenShontz, Veronica Tennant, Mermaid Theatre of Nova Scotia, Martha Henry, Gordon Pinsent.

- Recorded, packaged, marketed and distributed 44 record albums and merchandise spin-offs to stores across Canada and U.S.A.
- Label artists earned numerous awards including Parents Choice and two Juno

Awards

- Created and branded distinctive album packages like the [READ A BOOK ON TAPE](#) series of Canadian children's literature, the *PEACE PACK* series and the *A CHILD'S LOOK AT...* series
- Built-up an innovative distribution system of parent-friendly retail outlets and home sales parties
- Founded KIDS' ENTERTAINMENT management company, which went on to book leading children's performing companies like Mermaid Theatre, Eric Nagler, Roseneath Theatre, and *DRUMS!* on tours across Canada and the U.S.A.

1980 – 1983

Troupers Entertainment Inc., Toronto Co-Founder, Director

Co-owned and produced by Oscar winners Atlantis Films (Michael MacMillan, Jan Platt) & Bam Boom Productions (Bill Usher). TROUPERS featured internationally renowned artists (singers, storytellers, puppeteers, buskers, dancers etc.) to create a live performance series of 26 x 30 minute TV episodes that has been aired on the Global Network, and on cable in Canada, and in 15 countries around the world.

1977 – 1980

Elephant Records Inc., Toronto Co-Founder, Managing Partner

1. Directed, arranged, and produced multi-platinum albums *One Elephant*, *Deux Elephants*, *Smorgasbord*, *Singing & Swinging*, and *In the Schoolyard*.
2. As Managing Partner, played a key role in developing spin off products like two CBC Television 30 minute specials and the Sharon, Lois & Bram Song Book, published by MacMillan (New York).
3. Winner of two JUNO Awards for *Smorgasbord* and *Singing & Swinging*.
4. Musical director/arranger for hundreds of live performances in Canada and the US, including concerts with the Vancouver and Edmonton Symphonies.

1974 – 1978

CBC Radio, Canada, USA, UK Freelance Producer, Host

- Conceived, wrote and produced more than 60 radio documentaries
- two hour documentary on the *Newfoundland Seal Hunt* (1976) broadcast around the world on Radio Canada International. Featured an interview with former Premier Joey Smallwood and the narration of Mary Walsh.
- interviewed and recorded dozens of artists including Taj Mahal, Elizabeth Cotton, Ewan McColl, Pete Seeger, Preservation Hall Jazz Band
- two hour documentary on CBC Radio's Special Occasion called *On the Road with Bruce Cockburn* during the 1977 *Circles in the Stream* 12 week cross-Canada tour.

1974 – 1977

Mariposa Folk Festival, Toronto Performer, Producer, Editor

- Edited and produced the 1975 and 1976 compilation double albums recorded live at the Mariposa Folk Festival featuring artists like Steve Goodman, Taj Mahal, Murray McLachlan, Rufus Guinchard, Utah Phillips, Bukka White, Malvina Reynolds, Pete Seeger.
- Secured a \$100,000 Wintario Lottery grant to manage a team of dozens of volunteers in the collection of artists' stories and photos to produce the 226 page book *For What Time I Am In This World - Stories From Mariposa* published by Peter Martin Associates, 1977.

1970 – Present

Self-employed Musician, Actor and Record Producer

- Performed with Bruce Cockburn on a 12 week national tour - 1977. Played on the recordings *In the Falling Dark* and *Circles in the Stream*.
- Played and recorded with a “who’s who” of Canadian and US performers including Willie P. Bennet, Boss Brass, John Allen Cameron, The Good Brothers, Bruce Cockburn, Abraham Adzenyah, Shirley Eikhard, Jim Galloway, Ronnie Hawkins, Marc Jordan, Colin Linden, Nexus, Phil Nimmons, Robert Paquette, Pied Pumpkin, Raffi, Zachary Richard, Stan Rogers, Irish Rovers, The Sattalites, Sunnyland Slim, Valdy, Phil Dwyer, Chris and Ken Whiteley
- Produced over 60 albums for artists as diverse as Big Bird & Oscar the Grouch, the old-time string band The Horseflies, and the world-famous Nexus Percussion Ensemble
- Founded and led The Space Heaters (featuring Don Francks and Kevin Breit) which played at Peter Gabriel’s WOMAD Festival in Toronto and Festival Rythme Du Monde in Montreal.
- Writer of dozens of songs, some of which are recorded on the albums *DRUMS!*, *Tuning In To Different Waves*, *Hand Dance* and *Baby Boomers Go Boom!*
- Performances in support of the album *Slow Dancing in the Ballroom of Life* include Calgary’s Epcor Centre For The Arts, Port Coquitlam’s Terry Fox Theatre, Salmon Arm Roots & Blues Festival, Powell River Sunfest, Stony Plain’s Horizon Stage, Lloydminster’s Vic Juba Theatre, Cranbrook’s Key City Theatre, and Sherwood Park’s Festival Place