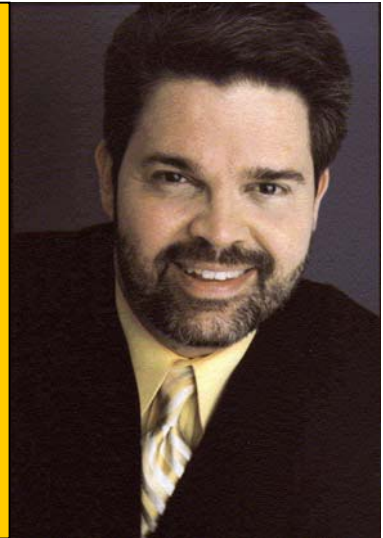


TODD WILSON
COACHING & CONSULTING
PORTFOLIO



Some of the words or phrases that have been utilized to describe me and what I bring to a coaching session...

Artistry ♪ Candor ♪
Commitment to Excellence ♪ Confidence ♪
Credibility ♪ Easy Going, But Deadly Serious ♪
Emotion ♪ Encouragement ♪ Experience ♪ Fun ♪
Genuine Honesty ♪ Infectious Enthusiasm ♪
Inspiration ♪ Knowledge ♪ Leadership ♪
Motivation ♪ Musicality ♪ Passion ♪
Positive Attitude ♪ Work Ethic

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Personal and Professional Bio

In the world of barbershop singing, there's not very much that Todd Wilson hasn't been involved with over the last four decades.

Todd Wilson started singing in his first quartet at age six and had the pleasure of listening to his father's quartet, **The Suntones**, rehearse in his living room every other Wednesday night for a dozen years. **The Suntones** won the International Quartet Championship of barbershop singing in 1961. Since 1999, Todd has been singing bass with the Suntones.

Since 1972, Todd has competed at the international level sixteen times, earning six international chorus championships with the **Vocal Majority** and one international quartet championship singing tenor with **ACOUSTIX**. That championship made Todd the first second-generation International Quartet Champion in the history of barbershop singing.

For almost two decades, Todd's quartet **ACOUSTIX** has been electrifying audiences in 11 countries around the world. The foursome has shared the stage with many legends and headliners, and has made close to 1000 appearances in 47 states of the USA and six provinces of Canada. The quartet has produced five CD projects since 1991 and has appeared on another 21 audio and video releases. **ACOUSTIX** is currently gearing up for their 20th Anniversary Tour which is shaping up to take the quartet to many cities across the globe

Over the last 30 years, Todd has served as a Musical Director for five different mixed, male or female choral ensembles, including two "Top 10" finishes in international competition with the 90-voice **Houston Tidelanders**. He is currently the Director of Music for **Nashville Singers**, a small choral ensemble that he co-founded recently in Music City.

Todd is a member of the Hall of Fame of the Barbershop Harmony Society's Southwestern District.

Todd served as Director of Marketing for the largest all-male singing organization in the world for almost five years. He served on the Society's Board of Directors for almost three years before joining the professional staff.

Todd has served as a performance coach to countless quartets and choruses in the USA, Canada and Australia.

What makes Todd unique is that he brings specialized skills that can help performing ensembles on and off the stage. In addition to performance coaching, Todd can provide leadership development training in the areas of marketing, public relations, and strategic planning and budgeting. This includes the ability to facilitate sessions to help organizations bring greater definition to their mission and vision.

He and his wife Jennifer celebrated their 20th wedding anniversary in August of this year. They have two sons, Taylor and Travis. His oldest son Taylor is a third-generation barbershopper and has been a member of the Barbershop Harmony Society for six years.

This portfolio contains Todd's personal and professional bio, business resume, music resume and some testimonials related to his work as a coach and organizational leader.

Chorus Coaching Testimonials



I would recommend a coaching session from Todd Wilson because he is a master at the art of barbershop singing and is able to impart his vast knowledge with sometimes brutal honesty but with great encouragement. – **Paul Wood, The Blenders, Eight-time Australian National Chorus Champion (AAMBS)**

I would recommend a coaching session from Todd Wilson because he has an innate ability to identify and zero in on problem areas that are the "lowest hanging fruit" and work to improve those first and then ride on the confidence boost that this approach fosters within the men of a chorus. – **Mitch Bruger, The Blenders, Eight-time Australian National Chorus Champion (AAMBS)**



Todd, Thank you so much for coming out to coach us and at such short notice. I think the guys took a lot away from it. In my eyes it was just what we needed. The guys have come away from it with much more fire in their bellies than before. I don't think you could have handled it any better. - **Andrew Howson, Director of The Blenders, Eight-time Australian National Chorus Champion (AAMBS)**

What I liked most about our sessions with Todd is the way he showed absolute enjoyment when we did something special. My biggest "take-away" is how he demonstrated the emotional attachment to the music. I would recommend a coaching session from Todd Wilson because the depth of knowledge brought to his sessions is amazing and his attention to detail is phenomenal. That and he's a great bloke too. He's easy to talk to and just oozes confidence without being smug or condescending. I look forward to working with him again in the future. - **Bob Charters, The Blenders, Eight-time Australian National Chorus Champion (AAMBS)**



I would recommend a coaching session from Todd Wilson because within minutes of being introduced to him at our first rehearsal, I and every other member of the 70+ members of "The Blenders" chorus could hear and see that we were being coached by a credible, relevant, coherent passionate exponent of the art of barbershop. His easy going but deadly serious style was very quickly accepted by the chorus and we could frequently take much more from him. - **David J Bonifant, The Blenders, Eight-time Australian National Chorus Champion (AAMBS)**



I would recommend a coaching session from Todd Wilson because he is extremely positive. Each time his comments began with a phrase "I like the way-----" He was so quick to isolate a problem that could be easily fixed. With such a short time it was good to see immediate improvement. No doubt with time available he would tackle many faults requiring long term treatment.. He demonstrated clearly what he wanted. He has a personality which makes you enjoy the singing. – **Les Barker, High Altitude**

Harmony Chorus – Toowoomba, Australia (AAMBS)

I would recommend a coaching session from Todd Wilson because he has a totally positive attitude, knows his craft, and communicates and demonstrates what he is looking for. - **Bram Nicholson, The Blenders, Eight-time Australian National Chorus Champion (AAMBS)**



Todd: Thanks for a fun, productive workout yesterday. You delivered everything I expected and more! I love the way you work. You really did a championship job, Todd. I loved every minute of it. I'll keep you posted as to how the guys assimilate your work. - **(The late, great) Rudy Partin, The General Assembly Chorus**

What I liked most about our coaching session with Todd Wilson is his "confidence" without "bluster." He is clearly very knowledgeable and experienced in the craft. He is able to communicate that knowledge, and allows you to benefit from that experience in a very down to earth manner. Todd is able to help you grow without making you feel that you were small or insignificant in the first instance. I would recommend a coaching session from Todd Wilson because he is more than a gifted artist - he's a passionate ambassador for the barbershop craft. He's in, boots and all, to share his enthusiasm, knowledge and experience in a way that encourages, improves and strengthens you personally, your chorus and the barbershop community - **Nick Currie, High Altitude Harmony Chorus – Toowoomba, Australia**



Hi Todd, I REALLY enjoyed the Retreat on Saturday! I can't say enough how much I think you bring all the right things to what our chorus needs! Thanks so much for taking all your time to help us improve. - **Dick Dee, The General Assembly Chorus**

Todd: It was great having you here for our RTP session. Your infectious enthusiasm always gets the guys roused up. With your help, we may eventually be able to instill in them that singing is communicating and that the words must receive the same emphasis when singing them as they would get if they were giving a dramatic reading. The words can never be just sounds made in pitch. I look forward to seeing you back here again for another session. Thanks for your help. - **Mike Myers, The General Assembly Chorus**

Todd: Just a quick note to thank you again for your time and hard work. You did a fantastic job working the repertoire we had selected. I was a bit anxious because I felt like the songs weren't really ready to be coached and didn't want to waste your time with wrong notes and poor sync, but it actually worked out well. I got a chance to see someone else work through that process a little and the guys picked it up fast enough that I didn't think it was too much wasted time. Thanks again. - **Robert W. Cox, Director, The General Assembly Chorus**

Hi Todd!!! Thank you so much for your time and coaching the Amarillo Chorus. You have given us many ideas to work on and most importantly you have inspired us to strive for better singing. We have a renewed spark that I have not seen in years. Thank you - **Dean House, Tenor Amarillo Golden Spread Chorus**

I would recommend a coaching session from Todd Wilson because he can improve the quality of your sound and performance in a relatively small time. - **Chris Sheehan – Bayside Barbershop Singers, Cleveland, Australia**



I haven't had a chance to talk to the group about last week's experience, but the emails I have received are all filled with enthusiasm and desire. It was a thrill to hear the chorus sound begin to come alive. - **Bruce Smith, Lansing Chapter President**

Quartet Coaching Testimonials



I would recommend a coaching session from Todd Wilson because his knowledge of the craft is amazing, but his ability to motivate and get the message across is great. Just simply a great person too, and an inspiration to those he coaches. Now, if I could get into his chorus! – **Paul Roussell, Benchmark, 2009 AAMBS Sunshine Region Senior Quartet Champion**

Todd. I just wanted to say thanks for everything. I really appreciated your honesty and frank statements of beliefs. Your coaching session with us was a lot of fun. The attention to the detail will take us to the next level. I can't wait to work on this stuff. I only wish you were with us each week to keep us honest. Your session with all the quartets on Friday night was very informative. Your approach to the whole thing is very professional...I wouldn't expect anything less. Thanks again for all your help. I look forward to the next time. - **Dave Warkentin, Studio One**



I would recommend a coaching session from Todd Wilson because he was positive, passionate, friendly, helpful, and full of good ideas. - **Derek Cosburn, Benchmark Quartet, 2009 AAMBS Sunshine Region Senior Quartet Champion**

Hi Todd, I just wanted to tell you how much we appreciate your time and efforts in Tulsa last weekend. All of the comments that you and Cindy (Hansen) made were right on target! We've done a half way decent job coaching ourselves, but "OK" doesn't cut it on the international level these days. This particular foursome has really needed what a (talented) fifth ear can offer, and thank you for loaning us yours! With you and Cindy in our corner, we will see some serious improvements. I know you keep a pretty full plate, but we don't even want to lose momentum! We want to be completely prepared, and not leave any doubt about the fact that we are back, and we are serious! I'll talk to you soon! Thanks again! - **Tim Ambrose, Tulsa Tradition Quartet**



What I liked most about our coaching sessions with Todd Wilson is his ability to focus on the things that could make the biggest difference in the shortest amount of time (contest was only 3 weeks away at that time). He always worked from the positive praise angle and was genuinely excited when we achieved what he had suggested. I would recommend a coaching session from Todd Wilson because he brings a genuine honesty, passion and friendly yet engaging style of interaction. He has the performance and vocal credentials and does one other thing that endears him to us all - he is prepared to sing and enjoy a song or a tag with Joe Barbershopper. Todd possesses the ability to 'feel' where a quartet or chorus is at very quickly and tailors his coaching style and key messages according to the context. - **Mike Ludwig, Escapade Quartet, Director of High Altitude Harmony Chorus – Toowoomba, Australia**

Todd - we totally enjoyed working with you. At first it was a little overwhelming - but no, you weren't too picky. We want and need to learn that type of discipline. Stopping every time it's not right is what we, on our own, need to learn to do. Yes, the carry over is already working. We were already incorporating some of the phrasing and diphthong work into our other songs. Thanks for your help! We look forward to another coaching session with you! Like Vicki said you mentioned about 4,000 things just in that one session and there's probably about 20,000 more you didn't mention. We know that there's a lot. We were tickled and honored to get your undivided attention and hope it works out again. Thanks so much for the encouragement, honesty and help! You were great! - **April Kauffman (Reunion Street)**

Hi Todd, your visit to Lansing has stirred up quite “a hornet’s nest” with us Kikkers. I LOVE your style of coaching and of being challenged and of having someone push me to be better, to use what I have in a better way. I took your coaching with the Kikkers and put each song onto a separate CD and ended up with five CDs!! You gave us SO much to work on... and I thought it was GREAT STUFF!!! Thank you, thank you, thank you, for including Sidekicks on the list of things that you feel important to spend your valuable time upon!!! A million thanks!! I know that I am a better singer now because I have had the opportunity to gain your influence in my life. I mean that most sincerely. You have helped me and for that I am grateful. I hope we end up making you proud for having a hand in making Sidekicks whatever it ends up becoming, for surely you have shown us the way. Signing off, now, –



Teresa Fuller, Sidekicks

Leadership/Chorus Director Testimonials

Todd, I didn't want you to leave without my saying how much the last two years have meant to me under your direction. In all my years as a barbershopper I have never enjoyed myself this much. Thank you for introducing me to new concepts such as "musicality" and "artistry." Those terms put what we do in a different light. I am now much more aware of what proper singing sounds like. Thanks for giving me the concept of "conversational" singing and emphasizing the proper words. Thanks for setting the bar so high. I am a better singer because of it. In harmony, - **Bruce Barber**

Hi Todd, I personally feel that you are the best director it has ever been my privilege to work with. I have participated in many singing endeavors over the years and I found you to be the easiest person I've ever known to sing for. Your enthusiasm is infectious, and I KNOW your directions have made me a better singer and performer. In my opinion, your best attribute is your ability to bring out the best in the men on the risers. Your enthusiasm is infectious and your manner of directing made everyone better. It was an honor and a privilege singing for you. Your Friend, - **David Morris**

Todd, I'm a newcomer with little knowledge of the technical aspect of performing or directing. I do know quite a bit about LEADERSHIP and I feel privileged to have been associated with such a leader and motivator as you. I have to let you know how much you contributed to making me feel a part of chorus, how much I learned of work ethic and the setting of high standards, and doing it with a smile. God bless you and your family in the days to come. - **Norris Jackson**

Todd, I have been a member of the Society for nearly 30 years. Throughout all those years I can say without reservation that the last two have been the most enjoyable. I think your enthusiasm has been infectious. The amount of time you spent preparing each week was clear to me, as I'm sure it was to most members. I know no other director I have sung for has devoted the kind of time preparing that you have, and I thank you for it. You have lead by example, and I have worked harder away from the rehearsal hall than I ever did before. – **KC Lunden**

Todd, While health and family kept me from be an active member this past year, I followed the progress of the Tides and felt you were a BIG part of what made them a top 10 Society chorus. Todd, you were the one who made the Tidelanders worthy of a concert audience. It was wonderful getting to know you and singing under your direction. - **Jim Galegar**

Todd, Thank you for bringing excitement, enthusiasm, commitment, and excellence to this chorus. We would not have made it this far without you. - **Rod Wilson**

Todd, Your knowledge, hard work ethics and great personality have been the driving force and inspiration that keeps the Lufkin and Nacogdoches guys making the long trip to Houston these last two years. I really appreciate all you have done and have enjoyed every minute. Thanks a million! - **Irv Engelbrecht**

Todd, I have been impressed with your leadership qualities. Your personality, patience, hard work ethic, experience, and vast knowledge of barbershopping, as well as your family orientation is outstanding and has given our chorus members incentive to follow your lead and strive for excellence. What has developed in our chorus over the last two years has led to a general perception by everyone that has coached us, and the comments I have heard, indicate we are on the right track! Thank you for being professional, honest and outspoken. Your friend in harmony, - **John Thomason**

Todd, I wanted to let you know personally that you have meant a lot to me as chorus director. You brought with you a lot of energy and had a way to motivate me to be the best I could be. I also like the newer music you brought to us. I am proud to have sung under your directorship and grateful for the time that we had with you. I wish you the best it whatever you do. Thanks again for all the time you worked with us, and for the new CD. It is the best recording we ever produced. - **Roy A. Digges**

Todd, THANK YOU so much for a GREAT two years as director of the Tidelanders. I have learned so much in the last two years as a singer just from being in the Tides and being exposed to you and your fantastic philosophy for achieving excellence as a vocal ensemble. Your Tideland Brother, - **John Watkins**

Todd, your future is assured wherever you might go. Whatever you choose to do, I'll never forget you and will always remember that you let me "keep" your Acoustix Gold medal through International Competition. You accomplished something none of the other half-dozen directors I've worked under were able to do. You got me to smile on the risers. You've taken me a long way in my barbershop career, and I'll cherish what you've given. - **Ted Johnson**

You are a class act in my book, and I will miss having you out in front. You have challenged me to improve my skills with each rehearsal and I feel I am much better for having had the experience. - **Cal Jochetz**

Todd, I very much appreciate the talent, time, energy and interest you have given to the Tidelanders the last two years. It is a joy to work on "hard" stuff when you can see results and improvements. You have contributed much above what I have expected from a director and I think the chapter will miss all of the extras you have contributed or cause to be contributed to the chorus. Anyway you look at it, I am very glad to have been in the chorus that you directed and will gladly sing for/with you again if the opportunity arrives. I thank you from the bottom of my heart for the opportunities and directions you have given to make us a better chorus. God bless you and your family, - **Bob and Macie LaFon**

In my opinion, to become a great director takes two skills: a "diagnostic" skill and an "inspirational" skill. Diagnostics to be able to hear what the chorus is doing and figure out what needs to be changed to make it better, and then the ability to inspire the chorus to work hard enough on the right things to improve. Inspiration can come in lots of forms - and with this being a volunteer organization, making rehearsal an enjoyable experience for the members is a big part of it. My personal observation is that as a director, Todd Wilson is a world class diagnostician. On the inspiration front, Todd exudes passion like it is going out of style! Todd's style is clearly more demanding, but that is what inspires me. - **David Morris**

TODD WILSON – Music Resume

CELL: 214/533-5419 • FAX: 615/523-8633

WEBSITE: www.toddwilson.info • EMAIL: todd@toddwilson.info

MISSION: To unleash the true potential of the people and organizations around me;

SUMMARY OF QUALIFICATIONS

High energy professional with 30+ years experience as a stage and studio vocalist, chorus singer, quartet singer, chorus director, and performance coach

CHORAL DIRECTING EXPERIENCE

2008 to Present

Director of Music/Co-Founder of Nashville Singers, Music City's newest men's chorus; Responsible for planning all rehearsals; Directing all performances; Leader of the music team; Selection of repertoire; Working with music and administrative staff to achieve annual objectives; Development of annual music program; Serving as a mentor to chorus members and administrative leaders;



ACHIEVEMENTS: Increased the membership of the chorus by 225% in the first ten months.



2006 and 2007

Director of Music for the Brotherhood of Harmony Chorus based in Schaumburg, Illinois; Responsible for planning all rehearsals; Directing all performances; Leader of the music team; Selection of repertoire; Working with music and administrative staff to achieve annual objectives; Development of annual music program; Serving as a mentor to chorus members and administrative leaders;

ACHIEVEMENTS: Earned the President's Award, for outstanding service, dedication, loyalty, organization and friendship; Led the group to a finish in the top 3% of choruses in the 2006 International Competition;

2002 and 2003

Director of Music of The Houston Tidelanders, an award-winning, 90-voice men's chorus; Responsible for planning all rehearsals; Directing all performances; Leader of the music team; Selection of repertoire; Working with music and administrative staff to achieve annual objectives; Development of annual music program; Serving as a mentor to chorus members and administrative leaders;



ACHIEVEMENTS: Led the chorus to the Southwestern District Chorus Championship in 2003 and to two "Top 10" finishes at the World Championship Contests in 2002 and 2003; Brought about a 20% increase in membership growth;.

1984 and 1985

Musical Director of the Big D Chapter of the SPEBSQSA; Responsible for planning all rehearsals; Directing all performances; Leader of the music team; Selection of repertoire; Working with music and administrative staff to achieve annual objectives; Development of annual music program;

1980 and 1981

Musical Director of the Miami Magic Chapter of Sweet Adelines International; Responsible for planning all rehearsals; Directing all performances; Leader of the music team; Selection of repertoire; Working with music and administrative staff to achieve annual objectives; Development of annual music program;

1977 and 1978

Student Conductor of the Advanced Mixed Chorus of John I. Leonard High School; **ACHIEVEMENTS:** Led the chorus to superior ratings at Florida State Competition for two straight years;

OTHER ENSEMBLE EXPERIENCE



1990 to Present

Tenor Vocalist/Studio Singer/Marketing Director for ACOUSTIX, an award-winning a cappella vocal group based in Dallas, Houston and Nashville;

ACHIEVEMENTS: Judged best in the world in a record setting six months; Released five critically acclaimed audio recordings covering 10 genres of music; Top selling barbershop group in online music distribution in 2007 and 2008;

1999 to Present

Bass Vocalist/Webmaster for the Suntones, the 1961 International Quartet Champion; Performed on multiple concerts throughout North America;



May 2009

(Temporary assignment)

Baritone Vocalist for Keepsake, the 1992 International Quartet Champion on their 2009 Japan tour covering Tokyo and Osaka;

ACHIEVEMENTS: Learned 19 songs in two weeks; Made five appearances in two cities in three days;

1987 to 1997

Tenor Section Leader of the Vocal Majority, International Chorus Champion of the Barbershop Harmony Society; Assisted the Director of Music, Jim Clancy in the preparation of the chorus through four International Chorus Championships and multiple shows and CD recording projects;



CONCERT PRODUCTION EXPERIENCE:



2005

Executive Producer - Sacred Gold, a concert in Salt Lake City, featuring the Mormon Tabernacle Choir, a 600-voice men's chorus, and three quartets; The finale featured almost 1000 singers. The event drew attendance of 14,000 and was broadcast around the world by Bonneville Broadcasting;

1998

Producer - Jazz, Jazz, Jazz, two concerts at the Lakewood Theater in Dallas, Texas, featuring ACOUSTIX, the Class of the 80s, the Dallas Jazz Orchestra and Bloebaum's Gang; The event drew 915 patrons between two shows;



1987

Executive Producer - Valentines Concert at the Majestic Theater in Dallas, Texas, featuring the Class of the 80s, the Dallas Jazz Orchestra and the Rich Tone Sweet Adelines Chorus; The event drew 1200 patrons;

ADJUDICATION ASSIGNMENTS: International Championship of Collegiate A Cappella - Midwest Regional Quarter-Finals in 2008, Semi-Finals in 2007; Australasian Regional Chorus and Quartet Contest 1998; Contemporary A Cappella Recording Awards 2005-2008, A Cappella Contest; San Diego County Fair 2006

EDUCATION: Advanced Choral Conducting Classes at Harmony College in 1977 & 1978 • Strayer University, Nashville, TN • Palm Beach Junior College, Lake Worth, FL • North Texas State University, Denton, TX

REFERENCES:

Jim Clancy (Director of Music, Vocal Majority) jimclancy@vocalmajority.com
Howard Tweddle (Past President, Brotherhood of Harmony) hetweddlejr@hotmail.com
Bruce Cokeroft (President, Nashville Singers) cokersing@comcast.net
Jim Halcarz (Music Vice-President, Houston Tidelanders) jima.halcarz@gmail.com

TODD WILSON – Business Resume

CELL: 214/533-5419 • FAX: 615/523-8633

WEBSITE: www.toddwilson.info • EMAIL: todd@toddwilson.info

OBJECTIVE: Passionate and visionary director level marketing and public relations professional, seeks opportunity with a mission-driven and innovative organization desiring increased profits and awareness;

PROFILE: High energy professional with 15+ years experience; Active and accomplished in leadership of a non-profit organization for over seven years;

SUMMARY OF SKILLS & QUALIFICATIONS:

- Management
- Strategic planning
- Budget preparation
- Assuming full P/L responsibilities
- Incubating solutions to organizational problems
- Business development
- Marketing
- Marketing research
- Monitoring the competition
- Scanning for changes in the external environment
- Identifying emerging market opportunities
- Identifying customer needs and fulfilling them
- Communicating the quality/value of products and services
- Public speaker and educator
- Public relations
- Media relations
- Primary spokesman and media contact for a national organization
- Experienced “road warrior” with two million miles of travel to over 600 cities in 17 countries

RECENT WORK HISTORY

2004 to 2009

BARBERSHOP HARMONY SOCIETY (Nashville, TN and Kenosha, WI)

Director of Marketing: Responsibilities included charting the organization’s marketing, public relations, publications and merchandising vision; Creation, implementation, and monitoring of annual project plans; Staff liaison to three volunteer committees; Media placement for top-tier groups; Contributing member of editorial board responsible for publishing bi-monthly national magazine; Created leadership development curriculum; Taught classes in marketing, public relations, and strategic planning; Recruiting, interviewing, hiring, training, monitoring staff productivity and conducting annual evaluations; Managed four direct reports, and an annual budget of \$2M; Creative director for numerous ads, collateral materials, radio and TV spots, working with graphic artists for more complex projects; Placed numerous media buys both locally and nationally; Supervised the design of numerous logos for various programs and events; Concurrent with duties described above, from 2004 to 2006 also served as **Director of Membership;**

SUMMARY OF ACCOMPLISHMENTS:

Public Relations and Media;

- Supervised and deployed media campaigns promoting international conventions, bringing unique stories to broadcast audiences numbering in the millions;
- Supervised media relations for publicly awarding honorary membership to Bill Gaither and the Oak Ridge Boys, including media events, special appearances, interviews and feature stories;
- Partnered with *Disney* to host an event at Disneyland, and to present a Lifetime Achievement Award to the Dapper Dan’s, celebrating 50 years in show business;
- Authored comprehensive press kits, backgrounders, media advisories focusing on compelling personal stories which generated generous local coverage and national stories in major print, radio, television, and online media, including the *Wall Street Journal*, *Spin Magazine*, *CNN*, *NPR*, *CTV*, *XM Satellite Radio*, *The Saturday Evening Post*, *Los Angeles Times*, *Dallas Morning News*, *Denver Post*, *Indianapolis Star*, *Salt Lake Tribune*, and *The Tennessean*;
- Developed events to generate media coverage, including a concert featuring the Mormon Tabernacle Choir and other ensembles; The event drew a live audience of 14,000 and was broadcast globally;
- Enhanced convention attendee experience with creation of the All-Star Chorus program; Survey data showed 15.9% of attendees indicated their primary reason for attending the convention was to participate in this program;

Leadership Development:

- Coordinated and facilitated dozens of *Leadership Roundtable* meetings in 11 states to conduct a gap analysis and to share best practices and tools with dozens of chapters and hundreds of chapter leaders;

Marketing Analysis and Communication:

- Utilized social media marketing (Web 2.0) to promote events, merchandising and programs, generating ROI of \$25 for every dollar invested;
- Participated in organizational re-branding, including updated brand name and logo;
- Supervised development of two content sites encompassing hundreds of pages and 2.5 million annual page views;

Financial Development:

- Opened convention events to the public for the first time resulting in the sale of some 16,000 event tickets generating over \$300,000;
- Partnered with a record label to secure online distribution of music on *iTunes* and 50 other major download platforms in 21 countries around the globe. Realized over 200,000 music downloads or audio streams, yielding over \$15,000;

Membership Development

- Developed and worked with 300+ local volunteer chapters to implement two different North American membership campaigns, leading to the recruitment of thousands of new members;

2002 to 2004**BARBERSHOP HARMONY SOCIETY (Kenosha, WI)**

Chairman of the Planning & Program Development Group, Member of the Board Management Council, Responsibilities included formulating and overseeing the strategic framework, vision, mission, board directives, strategies, overall goals and supporting budgets; Appointed by two different Society Presidents; Responsible for supervising the drafting of the annual strategic framework and planning document; Provided “hands on” guidance to staff, committees and task forces in the preparation of the annual operating plan and budget, which exceeded \$6M. The Board Management Council was a six-member group within the Board of Directors, responsible for coordinating the work of the operations and planning groups, establishing agendas for meetings, managing the training and development of board members, and monitoring the relationship between the board, committees and staff.

ACCOMPLISHMENTS: Involved in conducting growth and brand awareness studies, contracting with *Harris Interactive* and *Qualcore*; Introduced new metrics to measure ROI on various programs managed by committees and staff; Made research-based decision to adopt a more contemporary DBA name; Directly involved in the interviewing and hiring of a new “change agent” CEO;

2003 to 2004**TEXAS JOB CONNECTION (Richardson, TX)**

Sales Manager and Media Consultant: Responsibilities included interviewing, hiring and managing and motivating a sales team of seven representatives, selling display recruitment advertising to companies large and small via email, phone, and fax;

ACCOMPLISHMENTS: Increased average monthly sales from 2003 to 2004 by 53%;

1999 to 2003**THOMPSON CREATIVE (Dallas, TX)**

Regional Sales Manager: Responsibilities included marketing custom and syndicated radio jingle/ID packages, commercials and production music to radio stations in a 20-state territory; Designed and created many of the company’s marketing materials;

ACCOMPLISHMENTS: Increased sales by an average of 11% per year; Top producer 2000 and 2001;

EARLY CAREER SUMMARY: Over a decade as a business owner in the cellular phone industry, managing as many as 11 direct reports; Field sales of office equipment, including copiers, facsimile machines, personal computers, and money processing equipment

EDUCATION: Strayer University (Nashville, TN) • Palm Beach Jr College (Lake Worth, FL) • North Texas State University (Denton, TX)

COMPUTER SOFTWARE PROFICIENCY: Microsoft Office (Word, Publisher, Powerpoint, Excel, Outlook), Photoscape, Adobe Acrobat 8.0, Finale Notebook, Audacity, ACT (CRM), Aptify (CRM);

PROFESSIONAL AND OTHER AFFILIATIONS: American Society of Association Executives, National Academy of Recording Arts & Sciences, American Society of Composers, Authors & Publishers, Gospel Music Association, Contemporary A Cappella Society of America, Barbershop Harmony Society, Association of International Champions, Chorus America;