

EDUCATION

M.A., Ohio University, Athens, OH 1989

Higher Education Administration with specialization in Student Personnel Services.
GPA: 3.8

B.A., Muskingum University, New Concord, OH 1986

Double Major: Psychology and Sociology. **Minor:** Theater

Graduate, Lancaster High School, Lancaster, OH, 1982

WORK EXPERIENCE

Kaleidoscope Entertainment, Inc., February, 1993- Present

President Columbia, SC, Lancaster, OH, Springfield, OH

♦ Full service entertainment, association management, and event planning company. Booking nationally known entertainers and provides event planning for non-profit and profit associations, colleges, corporations, TV, festivals, and individual clients nationwide. Executes and performs all facets of the company including sales, contract negotiations, clerical, bookkeeping, convention participation, computer input, mailings, promotions, supervision of staff, coordination of entertainers' schedules, coordination of all independent contractors and entertainers. Creates social media and promotional materials and ads for associations and company. Responsible for the Social Media and PR strategies for the entertainers and business. Responsible for strategic business planning. Consults and implements all aspects of event planning for various types of events and for associations. Coordinated over 20,000 + events of all sizes. Contracts comedians, bands, DJs, musicians, singers, novelty acts, clowns, cartoonists, carnival rides and games, lectures, holiday characters, theme parties, jugglers and magicians. Consults and lectures nationally on leadership, sales and marketing techniques. Performs on a regular basis locally and nationally as Sparkles the Clown since 1990.

Contracted annually for below tasks for organizations for over 25 years:

Executes and performs for Profit and Non-Profit Organizations and businesses the following: All facets of the organizations and businesses including membership sales and renewals, budgets, all banking, check writing, financial reports, grant writing, contract negotiations, clerical, bookkeeping, convention and trade show planning and execution, computer input, mailings, promotions, supervision of staff and volunteers, and subcontractors. Creates Board Meeting Agendas, Minutes, and plans and executes Board Retreats. Creates and maintains websites, social media updates and promotional materials, newsletter, surveys and ads for organizations. Responsible and implements all aspects of organization's conventions and tradeshow including promotion, registration, exhibitor coordination, facility negotiations, contractor negotiations, site visits, professional development coordination, keynote coordination, banquet and award coordination, Young Artist Scholarship Program coordination, showcase selection process, showcase productions, advertising and sponsorship sales and coordination, and Membership Directory production. Serves at the Director of Marketing & Special Projects for The NGFN.

Springfield Country Club., October 2016- Present, Springfield, Ohio

Membership and Marketing Director

♦ Initiates New Memberships, process new Members including collecting funds, collects and organizes information and data for analyzation. maintains New Members, current Members, prospective members, and promotional data base. Creates Club's weekly and monthly electronic and published newsletters. Creates all internal and external promotional materials utilized by the Country Club. Maintains the Website and social media. Manages Membership Budget, Oversees Membership Committee Meetings, Coordinates membership events and promotions. Represents Club at community events and organizes Gift Certificates for Club.

Creative Entertainment, Inc., February 1992- February 1993, Charlotte, NC

Director of College and Special Events Divisions

♦ Executed national college and corporate sales of comedians for events. Generated over \$1,700,000.00 in sales in one year. Exclusive agent for national Comedian Carrot Top. Negotiated corporate, college, TV and movie appearances for numerous National Comedians. Generated all marketing, advertising and promotional materials for Carrot Top as well as numerous other National Comedians. Coordinated all trade-shows and strategic planning for Special Events.

Elon University, June, 1990- February, 1992, Burlington, NC

Assistant Dean of Student Affairs/ Director of Campus Activities

♦ Director of Student Activities, Director of Student Program Board, Director of Student Media Board. Planned, organized and executed weekly college events. Advisor to numerous student and faculty organizations including the campus newspaper, yearbook, radio station, Kappa Sigma Fraternity and the Fine Arts Committee. Oversaw entire operations, staff and promotion of the Campus Center. Created all promotional materials for all campus activities. Created Campus Center Newsletter. Member of campus leadership and student judicial hearing board. Supervised clerical staff, custodians, and student and graduate student workers. Supervised annual budget of more than \$300,000.00.

Heidelberg University, July, 1989- June, 1990, Tiffin, OH

Assistant Dean of Student Life

♦ Director of the Campus Center, Director of Student Activities, Director of Student Program Board, Director of Summer Conferences, Campus Scheduling Coordinator, Director of Student Media Board. Supervised professional staff members, clerical staff, graduate students and student workers. Supervised campus food service staff, custodians and campus maintenance staff.

Muskingum University, May, 1986- July, 1989, New Concord, OH

Assistant Director of Student Activities, Intramural Director

♦ Planned and supervised all Campus Intramural Activities and Campus Program Board Activities. Coordinated all Summer Conferences on Campus. Supervised clerical staff and student workers.

RECENT COMMUNITY PROJECTS

Pleasant Valley View Family Swim Club, Lancaster, OH 2019-present
Acts as Board President. Raised more than \$1500,000.00 in 3 months to reopen 60-year-old community pool. Coordinates all operations of the swimming pool including maintenance, fundraising, day to day operation, staffing, contract and vendor negotiations, swim lessons, parties and events.

AHA! A Hands On Adventure Children's Museum, Lancaster, OH
One of 5 founders who raised more than \$500,000.00 in 6 months to open interactive Children's Museum. Coordinated Exhibit Design, Fundraising, Grant Writing, Coordination of Silent Auction & Live Auction, Media & Promotion Coordination, Staff Hiring, Facility Selection and Operations.

Rising Park Playground Improvement Project, Lancaster, OH
Created and Co-Chaired Project. Raised over \$150,000.00 in one year to complete project. Coordinated Fundraising, Grant Writing, Media Exposure. Supervised entire project to completion.

PRACTICAL EXPERIENCE

The Lancaster Festival Program Advertising Coordinator, Lancaster, OH, 2009-2014
Initiate sales, contracts and collect payments for all advertisers in the Festival Program. Increased annual advertising sales up to \$80,000.00

The Lancaster Festival Fair Day Coordinator, Lancaster, OH, 2010- 2014
Locates and book performers. Coordinate and solicit exhibitors, contracts and collect payments from vendors and contractors. Creates event advertising, brochures and solicits donors. Supervises all operations and activities including 5 stages, 80 exhibitors and 150 volunteers.

National Association for Campus Activities *Past Member for over 20 years*
National Convention Committee, National Education Session Speaker, South East Regional Convention Committee, Great Lakes Regional Co-Op Buyer, Great Lakes Showcase Operations Coordinator, Great Lakes Regional Showcase Selection Committee.

Muskingum University Leadership Program, New Concord, OH
Developed, created and taught semester leadership classes for student leaders.

Heidelberg University Summer Conference Coordinator, Tiffin, OH
Responsible for contracting, planning, promoting, organizing and billing of all campus conferences. Responsible for all summer conference staff, food service, security and maintenance staff.

Clown School Graduate and Member of World Clown Association

Kamp Kid's Zone, Charlotte, NC

Manager, Producer, Creator, and Performer of weekly children's show.

PART-TIME WORK EXPERIENCE

YMCA Camp Hi-Rock, Summers, 1984-1987, Mt. Washington, MA.

Waterfront Director, 1986, 1987

♦ Coordinated all swim programs and instructors, responsible for all watercraft programs including waterskiing, windsurfing, kayaking, canoeing, rowboats, sailing and snorkeling and instructors. Supervised all waterfront staff and more than 200 campers each week on a 200 acre lake. Evaluated staff and camp programs.

Assistant Waterfront Director, 1985

Gymnastics Director, Swim Instructor, 1984

Muskingum University, Work Study 1982-1986

♦ Pool Manager ♦ Lifeguard ♦ Admissions Tour Guide ♦ Library Worker

Gymnastics Instructor, Team and Training Team Coach, Swim Instructor 1984-1996
Zanesville, Ohio; Tiffin, Ohio; Burlington, NC; Raleigh, NC; Charlotte, NC; Lexington, SC

Lancaster YMCA, 1977- 1982; 2002-2008

♦ WSI Swim Instructor ♦ Gymnastics Team Coach ♦ Gymnastics Training Team Coach
♦ Gymnastics Program Supervisor ♦ Gymnastics Instructor ♦ Private Lesson Instructor ♦ Camp

Hocking Valley Youth Sports Center, Lancaster, OH 2007-2011

♦ Gymnastics Instructor, Private Lesson Instructor, Girls' Team Assistant Coach USAG 4 & 5

PART-TIME WORK EXPERIENCE CONTINUED

Capitol City Gymnastics Center, Groveport, OH 2011- April, 2013

♦ Gymnastics Instructor Pre-K-Advance, Girls' Team Assistant Coach USAG levels 3-5,
USA-Gymnastics Safety Certification

Heidelberg University Summer Conference Coordinator, Tiffin, OH

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HONORS AND AWARDS (Past and Present)

- ♦ NACA New Professional of The Year ♦ Who's Who Among America's Women Professionals
- ♦ 2010 Pearl of The Parks Award –City of Lancaster Parks & Recreation Division
- ♦ Who's Who Among America's Young Professionals
- ♦ Facilitated Carrot Top's Win of the Campus Entertainer of the Year Award and Comedian of the Year
- ♦ America's Outstanding Names And Faces ♦ Ohio Girl's State Participant
- ♦ Keynote Speaker to Campus Community at Muskingum University ♦ Red Cross 7 Year Service Award
- ♦ Who's Who Among America's College Students ♦ Who's Who Among America's High School Students

COMMUNITY ACTIVITIES (Past and Present)

- ♦ Muskingum Univ. Alumni Board 1999-Present ♦Ohio University Alumni Board of FF Cty.,
- ♦ Parent's League President, VP, Secretary, Treasurer ♦ FF Cty. Family Festival Comm. ♦ AHA! Board
- ♦ Various YMCA Committees ♦ The Lancaster Festival Volunteer ♦ 3 Rivers Music Festival Comm. - SC
- ♦ Big Brothers/Big Sisters ♦ Volunteer at Orphan Indian Reservation-OK ♦ Clown Charity Shows
- ♦ Columbia, SC Chamber of Commerce ♦ American Legion Auxiliary ♦ CPR Certified ♦ USAG Member
- ♦ Springfield Symphony Orchestra Program Advertiser Coordinator-Volunteer Position
- ♦ The Ohio Arts Presenters Statewide Arts Organization- Executive Director, 3 years
- ♦ Yellow Springs Schools PTO

COLLEGE ACTIVITIES

- ♦ Student Activities Program Board ♦ Campus Radio Station Music Director ♦ Band ♦ Radio DJ
- ♦ Student Senate ♦ Homecoming Committee Chairperson ♦ Parent's Weekend Committee Chairperson
- ♦ General Events Committee ♦ Lecture Chairperson ♦ Major Concerts Chairperson ♦ Program Board VP
- ♦ Kappa Sigma Fraternity Starduster President ♦ Chi Alpha Nu Sorority Member ♦ FCA

REFERENCE: Available Upon Request.