

**Lisa Bullwinkel**  
**Another Bullwinkel Show**

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**Highlights of Qualifications**

- ~~~Owner, Another Bullwinkel Show, event production company
- ~~ Executive Director of Solano Avenue Association, a 501-C6 organization
- ~~ Event Producer of Solano Stroll, July 4th and other street fairs, parades, crafts fairs & public art programs
- ~~ Economic Development Consultant for business districts, corporations, and schools
- ~~ Event Producer for private individuals and businesses
- ~~ Community builder through public art projects

**Highlights of Skills**

- ~~ Macintosh skilled in Microsoft Word, Quicken, Appleworks, Excel and In Design
- ~~ Extremely organized and detail oriented. Excellent follow through, producing top quality work
- ~~ Team leader, works well collaboratively using humorous approach to people management and problem solving

**Highlights of Professional Experience**

**Owner, Another Bullwinkel Show, Berkeley, CA 1991 to present**

- ~~~ Produced all of the events listed below and am a director on numerous non-profit boards

**Fourth of July @ the Berkeley Marina – Event Producer – 1995 to present**

- ~~ At the request of the City Council, created a safe, family-friendly event
- ~~ Event includes food vendors, crafts, entertainers, children's activities, fireworks
- ~~ Event draws 100,000 people from Bay Area

**Solano Avenue Association & Solano Avenue Berkeley Business Improvement District - Executive Director and Solano Avenue Stroll Event Producer, Berkeley, CA – 1991 to 2006**

- ~~ Established the Solano Avenue Berkeley Business Improvement District and was the Executive Director of same
- ~~ Collaborated with an all-volunteer Board of Directors to produce the Solano Avenue Stroll and Parade, the largest East Bay street festival, which was admitted into the Library of Congress as a National Local Legacy in 2000, and created the Chocolate & Chalk Art Festival
- ~~ Raised over \$320,000 in corporate sponsorships & in-kind donations per year and increased association membership by 150%
- ~~ Prepared and administered annual budgets, general bookkeeping and financial statements
- ~~ Wrote and received grants from the Alameda County Arts Commission, the Berkeley Civic Arts Commission, the City of Berkeley and the City of Albany
- ~~ Scouted, auditioned, and booked over 200 entertainers annually
- ~~ Produced juried crafts fair of 130 artists and produced theme parade with 100 entries
- ~~ Produced the Peralta Tile Project & Solano Spring Street Banners, community art projects
- ~~ Wrote and designed brochures, flyers, newsletters, press releases, ads, radio commercials, website and a monthly newspaper column
- ~~ Chaired Board of Director meetings and coordinated all volunteer activities of the Association

~~ Served as liaison with local neighborhood organizations, Chambers of Commerce, Berkeley Convention & Visitor's Bureau, Berkeley Cultural Trust, City Councils, Police, Fire and Health Departments in Berkeley and Albany

### **Berkeley Festival of the Arts, Berkeley, CA - Event Producer - 1999**

~~ Organized a month-long festival of the arts, including the opening day festivities, working with an Executive Director and volunteers

~~ Conceptualized logo, graphics and promotions for overall event

~~ Helped produce several event-specific events such as the Mock City Council with director, George Coates; the Downtown Music Circus; and a theater series: Short & Wilder.

~~ Conceptualized and produced and ARTzPASS event ticket

### **Berkeley Jazz Festival, Berkeley, CA - Event Producer - 1995**

~~ Worked with the Telegraph Area Association to revive the Berkeley Jazz Festival in collaboration with volunteers, University Art Museum staff and Berkeley City Council members

~~ Worked with artists to design logo and with booking agents for artists

~~ Solicited funding of \$18,000 from the City of Berkeley, Berkeley Civic Arts Commission, merchant and corporate sources

## **Employment History**

~~ **Executive Director** of Solano Avenue Association & Solano Avenue Business Improvement District including **Event Producer** of Solano Avenue Stroll & Parade, Chocolate & Chalk Art Festival on Solano, & Holidays on Solano, Berkeley, CA

~~ **Event Producer**, Fourth of July Celebration, City of Berkeley Waterfront, Berkeley CA

~~ **Event Producer**, Chocolate & Chalk Art Festival in the Gourmet Ghetto, Berkeley, CA

~~ **Event Producer**, Persian New Year Festival, Berkeley, CA

~~ **Event Producer**, Artspark – South & West Berkeley's Art & Health Festival, Berkeley, CA

~~ **Event Producer**, De Yoe Wealth Management Company, Berkeley, CA

~~ **Event Producer**, Pacific Pinball Exposition, Marin Civic Center, San Rafael, CA

~~ **Event Producer**, Berkeley City College Open House, Berkeley, CA

~~ **Event Producer**, Business Alliance for Local Living Economies Conference, UC Berkeley Campus, CA

~~ **Event Producer**, Spice of Life Festival, Berkeley, CA

~~ **Event Producer**, Berkeley Festival of the Arts, Berkeley, CA

~~ **Event Producer**, Celebration of Youth Arts, Berkeley Unified School District, Berkeley, CA

~~ **Event Producer**, Health Fair, Le Conte School Healthy Start Program, Berkeley, CA

~~ **Event Producer**, Berkeley Jazz Festival, Telegraph Area Association, Berkeley, CA

~~ **Publicist**, Abrams Miliken, Fourth Street, Berkeley, CA

~~ **Publicist**, Berkeley Potters Guild, Berkeley, CA

~~ **Publicist**, Dancer's Repertory Theatre, Berkeley, CA

~~ **Publicist**, Julia Morgan Center for the Arts, Berkeley, CA

~~ **Production Manager**, This Into That, Berkeley, CA

~~ **Consultant**, Art Car Festival, San Francisco & Berkeley, CA

~~ **Consultant**, West Berkeley Neighborhood Development Corp., Berkeley, CA

~~ **Consultant**, ACCI Gallery, Berkeley, CA

~~ **Consultant** to various merchant associations on organization and event planning including North Shattuck Merchants Assn., Elmwood Merchants Assn., University Avenue Merchants Assn., & Telegraph Avenue Assn., Berkeley, CA; Park Street Business Assn., Alameda, CA; Piedmont Avenue Merchants Assn. & College Avenue Merchants Assn., Oakland, CA; Marina Merchants Assn., San Francisco, CA

~~ **Freelance Bookkeeper** for artists, crafts people and professionals, Berkeley, CA

~~ **Artistic Director** of Full Spectrum Studio, Oakland, CA a 501-C3 organization

~~ **Ballet Dancer**, Princeton Ballet Co., NJ; Oleg Briansky Ballet Co., NY; John Barker Ballet Co., NY; Dancer's Repertory Theater, CA

### **Public Art Projects**

~~ Solano Stroll Commemorative Tile Project in Peralta Park, Berkeley, CA  
~~ Community Mosaic Tile Barricade Art Project @ Fulton/Ashby, Berkeley, CA  
~~ Spring Art Street Banner Painting Project, Berkeley & Albany, CA  
~~ Berkeley Tuolumne Family Camp Tile and Mosaic Art, Artist-in Residence, Groveland, CA  
~~ Burning Turkey, Berkeley, CA

### **Academic Education**

~~ Graduate Studies in Psychology - California State University East Bay, Hayward, CA  
~~ B.A., English - University of California, Berkeley, CA  
~~ A.A., Phi Theta Kappa, Union College, Union, NJ

### **Current Community Involvement**

~~ Immediate Past Chair, Berkeley Cultural Trust, Berkeley, CA  
~~ Chair, Berkeley Event Producers, Berkeley, CA  
~~ Board of Directors, Berkeley Chamber of Commerce, Berkeley, CA  
~~ Board of Directors, Berkeley Convention & Visitor's Bureau, Berkeley, CA  
~~ Steering Committee, Berkeley Buy Local Campaign, Berkeley, CA  
~~ Member, PG&E's Northern Alameda County Consumer Advisory Group  
~~ Member, Sustainable Business Alliance, Berkeley, CA  
~~ Member, University of California Alumni Assn., Berkeley, CA  
~~ Mistress of Ceremonies, Annual Trivia Contest, Berkeley Chamber of Commerce, Berkeley, CA  
~~ Neighborhood Block Captain, Berkeley, CA

### **Past Community Involvement**

~~ Co-chair, Founding Member, Berkeley Business District Network, Berkeley, CA  
~~ President, Board of Directors, Christmas in April, Berkeley•Albany•Emeryville, CA  
~~ Board of Directors, Dancer's Repertory Theatre, Berkeley, CA  
~~ Board of Directors, Le Conte Elementary School PTA, Berkeley, CA  
~~ Board of Directors, Willard Middle School PTA, Berkeley, CA  
~~ Member, California Small Business Administration Legislative Advisory Council, Dist. 14, CA  
~~ Member, Mayor's Millennium Celebration Committee, Berkeley, CA  
~~ Member, Berkeley's 125th Birthday Celebration Committee, Berkeley, CA  
~~ Member, City of Berkeley's Project Impact, Berkeley, CA  
~~ Member, Cultural Plan Task Force/Blue Ribbon Advisory Committee, Berkeley, CA  
~~ Gallup Pole Survey Member  
~~ Judge, Halloween & Valentine's Day Karaoke Contest, Shattuck Down Low, Berkeley, CA

### **Awards**

~~ National Local Legacy designation of the Solano Avenue Stroll, Library of Congress, Washington D.C., 2000, submitted by Congress Member, Barbara Lee  
~~ Phi Theta Kappa, Union College, Union, NJ