

# **Lisa Bullwinkel**

## **Another Bullwinkel Show**

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### **Highlights of Qualifications**

- ~~ Owner, Another Bullwinkel Show, event production company
- ~~ Past Executive Director of Solano Avenue Association, a 501-C6 organization
- ~~ Past Event Producer of Solano Stroll, Berkeley Jazz Festival, Berkeley City College Open House
- ~~ Event Producer of July 4<sup>th</sup> @ the Berkeley Marina, Chocolate & Chalk Art Festival 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 is a director on numerous non-profit boards

#### **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

## **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

### **Current Event Production**

- ~~ **Event Producer**, Persian New Year Festival, Persian Center, Berkeley, CA
- ~~ **Event Producer**, Chocolate & Chalk Art Festival, No. Shattuck Assn., Berkeley, CA
- ~~ **Event Producer**, Fourth of July Celebration, City of Berkeley Waterfront, Berkeley, CA
- ~~ **Event Producer**, Dia de los Muertos, No. Shattuck Assn., Berkeley, CA
- ~~ **Event Producer**, Center Street Summer Cinema, Downtown Berkeley Assn., Berkeley, CA
- ~~ **Event Producer**, Holidays in the Gourmet Ghetto, No. Shattuck Assn., Berkeley, CA
- ~~ **Event Producer**, Snow Day, No. Shattuck Assn., Berkeley, CA
- ~~ **Event Co-Producer**, Berkeley Kite Festival, Berkeley, CA
- ~~ **Event Co-Producer**, Spice of Life Festival, No. Shattuck Assn., Berkeley, CA
- ~~ **Event Co-Producer**, Last Sundays Fest, Telegraph Ave. Assn, Berkeley, CA
- ~~ **Event Co-Producer**, Rockridge in the Snow, Rockridge Merchants Assn., Oakland, CA

### **Past Events & Misc. 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**, De Yoe Wealth Management Company, Berkeley, CA
- ~~ **Event Producer**, Doof-a-Palooza @ Jack London Square, Oakland, CA
- ~~ **Event Producer**, Pacific Pinball Exposition, Marin Civic Center, San Rafael, CA
- ~~ **Event Producer**, Berkeley City College Open House, Berkeley, CA
- ~~ **Event Producer**, Berkeley Tree Lighting Ceremony, Downtown Berkeley Assn., Berkeley, CA
- ~~ **Event Producer**, Business Alliance for Local Living Economies Conference, UC Berkeley, CA
- ~~ **Event Producer**, Food, Fashion & Wine, No. Shattuck Assn., Berkeley, CA
- ~~ **Event Producer**, Santa on Fourth St., Abrams Miliken, Fourth Street, 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
- ~~ **Presenter**, How the Arts Work in Berkeley, Berkeley Leadership Program, Berkeley, CA
- ~~ **Presenter**, Cross-sector Art Partnerships in the New Economy, ART/CITY Symposium, The Arts Research Center at UC 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**, Artspark!, South Berkeley Neighborhood Assn., 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 No. 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 & Owner** 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**

- ~~ Founding Member/Past Co-chair, Berkeley Business District Network, Berkeley, CA
- ~~ Executive Committee/Past Chair, Berkeley Cultural Trust, Berkeley, CA
- ~~ Founding Member/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
- ~~ Advisory Board, UC Chancellor's Community Partnership Fund, Berkeley, CA
- ~~ Advisory Board, Bay Area Green Tours, Berkeley, CA
- ~~ Member, PG&E's Northern Alameda County Consumer Advisory Group
- ~~ Member, University of California Alumni Assn., Berkeley, CA
- ~~ Member, Sustainable Business Alliance, Berkeley, CA
- ~~ Block Captain, Fulton/Russell Neighborhood Assn., Berkeley, CA
- ~~ Judge, Solano Avenue Stroll Parade, Berkeley, CA

### **Past Community Involvement**

- ~~ 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
- ~~ Steering Committee, Berkeley Buy Local Campaign, Berkeley, CA
- ~~ Member, Mayor's Task Force for Statewide Town & Gown Conference, 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
- ~~ Member, Gallup Pole Survey
- ~~ Judge, Halloween & Valentine's Day Karaoke Contests, Shattuck Down Low, Berkeley, CA
- ~~ Mistress of Ceremonies, Annual Trivia Contest, Berkeley Chamber of Commerce, 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

~~ Personal Proclamation from the Berkeley City Council, submitted by Arts Ambassador, Susan Felix, 2010

~~ Phi Theta Kappa, Union College, Union, NJ

### References

**Robert Cheasty, Past President**

Solano Ave. Assn.  
Past Mayor of Albany  
1604 Solano Ave.  
Albany, CA 94707  
510.701.4321

**Allen Cain, Executive Director**

Solano Avenue Assn.  
1563 Solano Ave. PMB#101  
Berkeley, CA 94707  
510.527.5358

**John DeClerq, CEO**

Berkeley Chamber of Commerce  
1834 University Ave.  
Berkeley, CA 94704  
510.549-7000

**Heather Hensley, Executive Director**

North Shattuck Assn.  
1678 Shattuck Ave. PMB#318  
Berkeley, CA 94709  
510.540.6444

**Barbara Hillman, Executive Director**

VisitBerkeley.com  
2030 Addison St.  
Berkeley, CA 94704  
510.549.7040

**Michael Caplan, Director**

Economic Development  
City of Berkeley  
2180 Milvia St.  
Berkeley, CA 94704  
510.981.2490