

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 4th @ 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
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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