



Jessica Chapman

Available

Room to Breathe

Bio

Jessica Chapman, Chief Seed Planter and Principal of Room to Breathe has been focused on improving productivity through effective organization, systems and processes for more than 10 years. Her business background includes experience in corporate and small business management, marketing, process improvement and customer service in the U.S. and the U.K. Ms. Chapman's passion is helping small business owners by teaching them how to improve and implement their own organizing skills so they are free to focus on the important aspects of their business. She is a sought after speaker and organizational trainer who has helped improve the productivity of such notable giants as Ameriprise Financial Advisors, Kaiser Permanente, and Smith Barney. As a BVA, Ms. Chapman created a new filing system for La Raza Galeria Posada.

Skills

Org Mgmt - Meeting facilitation, Org Mgmt - Operations, Org Mgmt - Organizational structure, Org Mgmt - Planning recruitment and training programs, Org Mgmt - Time management skills



Cassie Hilder

Available

UCD MBA Student

Bio

Cassie Hilder is a business development analyst at Arcadia Biosciences in Davis where she conducts market and financial analysis for emerging technologies. She also has experience in operations, continuous improvement, and management in the medical device and healthcare industries. Cassie is a member of the Linda Bair Dance Company, Blueprint Dance Company and is an assistant director for the Modesto High School Dance Company. She recently produced the Dance As Is performance in Davis where she was able to apply her experience in marketing, finance and management to showcase emerging Sacramento artists. Cassie has an MBA from the UC Davis Graduate School of Management.

Skills

Finance - Accounting, Finance - Budget development, planning and forecasting, Finance - Cash flow analysis, Finance - Cost/benefit analysis, Finance - Financial planning, Finance - Systems analysis/design, Marketing - Develop audience survey, Marketing - Planning and positioning, Marketing - Qualitative research, Marketing - Quantitative research, Org Mgmt - Compensation and benefits, Org Mgmt - Evaluation of administrative policies/practices, Org Mgmt - Meeting facilitation, Org Mgmt - Operations, Org Mgmt - Organizational structure, Org Mgmt - Personnel policies and procedures/employee handbook, Org Mgmt - Planning recruitment and training programs, Org Mgmt - Time management skills, Planning - Business plan, Planning - Strategic plan, Planning - Goals and objectives, Board Dev - Board assessment and development, Board Dev - Board handbook, Board Dev - Board retreat planning, Board Dev - Improve board/staff relations, Other - Development of volunteer/intern programs, Other - Volunteer management



Keith Riedell

Available

Capital Stage Company

Bio

Skills

Dev./Fundraising - Develop sales training program, Org Mgmt - Meeting facilitation, Org Mgmt - Organizational structure, Org Mgmt - Planning recruitment and training programs, Org Mgmt - Time management skills, Planning - Strategic plan, Planning - Goals and objectives, Planning - Evaluation of existing programs, Board Dev - Board retreat planning, Board Dev - Improve board/staff relations, Other - Development of volunteer/intern programs, Application of Six Sigma Processes to Business, Certified Myers Briggs Administrator, Organizational improvement using appreciative inquiry, Organizational/Developmental Effectiveness & Processes



Clayton Whitehead

Available

Sports Leisure Vacations

Bio

Clayton Whitehead is the Vice President of Sports Leisure Vacations. A full-time tour planner and escort for the company's primarily senior adult clientele, Clayton also enjoys coordinating the company's yearly sales events (some drawing upwards to 1000 guests), traveler appreciation parties and charity fund raisers. An active volunteer at KVIE, Clayton is involved on both sides of the camera as a pledge break host, studio captain, art auctioneer and just about everything else that comes along in the life of the station. Educated at the University of Georgia with degrees in Fine Arts and Architectural History, his other skill sets are in the area of performing arts, art/architectural history, historic preservation and advocacy in these areas. As a BVA volunteer, Clayton would like to help organizations in the areas of special event coordination, tour planning (maybe a trip to reward major donors?) and historic preservation (including architectural feasibility studies and National Register nominations).

Skills

Dev./Fundraising - Event planning, Facilities - Historic preservations, Board Member



Gaye Wood

Available

Retired

Bio

Gaye Wood is an veteran music educator and promoter. Her experience as a music teacher spans the west coast as well as England over 30 years. She can assist arts organizations in the areas of writing and implementing arts grants, organizing festivals and arts events and fundraising. She is a seasoned arts advocacy promoter and an effective communicator with boards, professional artists, educators, parents and students.

Skills

Communications - Develop brochure/general information piece, Dev./Fundraising - Analyze community support potential, Dev./Fundraising - Design income-producing activities, Dev./Fundraising - Develop fundraising campaign, Dev./Fundraising - Event planning, Dev./Fundraising - Grant research, Dev./Fundraising - Grant writing/applications, Dev./Fundraising - Sponsorship development, Marketing - Develop audience survey, PR - Develop media campaign, PR - Develop press releases, PR - Evaluate and revise public relations procedures, Assist arts organizations with events



Brett Daly

Active

Art Institute of Sacramento

Bio

Brett Daly is the Director of Administrative and Financial Services at the California Art Institute. He is an active CPA, and has been the Chief Financial Officer or Controller for various companies in the Sacramento area for over 20 years. He can help with financial planning, budgeting, accounting, and tax filing. Mr. Daly's BVA experience includes accounting work for VSA California (Very Special Arts) and California Lectures.

Skills

Finance - Accounting, Finance - Budget development, planning and forecasting, Finance - Cash flow analysis



JD Franz

Active

JD Franz Research

Bio

Jennifer D. Franz is the President of JD Franz Research, Inc. She has over 30 years experience in public opinion and marketing research and holds a Ph.D. in the field. She also teaches research methods at California State University, Sacramento and for the UC Davis Extension's Marketing and Public Relations Certificate programs. Dr. Franz has been a Business Volunteers for the Arts participant since the program's inception and has worked on more than a dozen BVA projects. These studies have included surveys (in-person, Internet, mail, and telephone) and focus groups. In 2001, she was named BVA Volunteer of the Year.

Skills

Marketing - Qualitative research, Marketing - Quantitative research



Chris McSwain

Active

CA Musical Theatre

Bio

Christopher McSwain is the community affairs director for California Musical Theatre, where he has managed print advertising, branding, community partnerships, Internet and digital media. He has degree in Government-Journalism from Sacramento State University, and is district chairman of the Pioneer District of the Golden Empire Council. He previously served on the board of directors of the Arts & Business Council of Sacramento. Mr. McSwain's recent BVA experience includes advising Fairytale Town and Viewpoint Photographic Arts Center in the areas of marketing and public relations.

Skills

Communications- Copywriting, Communications - Develop brochure/general information piece, Marketing - Develop audience survey, Marketing - Develop marketing campaign, Marketing - Planning and positioning, Marketing - Qualitative research, Marketing - Quantitative research, PR - Develop media campaign, PR - Develop press releases, PR - Evaluate and revise public relations procedures, Marketing - Online / Email



Tracy Potts

Active

Legacy Law Group

Bio

Tracy M. Potts is the principal of Legacy Law Group. She is a certified specialist in estate planning, trust, and probate by the State Bar of California, Board of Legal Specialization. Tracy is an AV Rated attorney by Martindale-Hubbell®. She practices in the areas of estate planning; business planning; trust and probate administration; special needs trusts; and limited conservatorships. Tracy is a fellow with the American College of Trust and Estate Counsel. She is an advisor and former chair of the Executive Committee of the State Bar of California, Trusts and Estates Section. She is a former chair of the Sacramento County Bar Association, Probate and Estate Planning Section. She is a member of the Sacramento Estate Planning Council and was named a Northern California Super Lawyer® for 2004, 2005, 2006, 2007 and 2008. She earned her law degree from Southern Methodist University School of Law. Tracy is an avid leader and supporter of many charities throughout the greater Sacramento area. As a director for the board of the Arts & Business Council of Sacramento, Ms. Potts assists with planning for the BVA program.

Skills

Legal- By-laws, Legal - Contracts, Legal - Incorporation, Org Mgmt - Meeting facilitation, Org Mgmt - Organizational structure, Planning - Business plan, Planning - Strategic plan, Planning - Goals and objectives, Planned giving materials, Board Member

Belen Calanza

Available

Delegata

Bio

Belen Calanza is a senior knowledge management specialist at Delegata in Sacramento. Her areas of expertise include information technology, operations, strategic planning and program development. Ms. Calanza has served BVA by working on a website project for the Sacramento World Music and Dance Festival.

Skills

IT - assessment, IT - Systems design/networking, IT - Web design, Marketing - Develop audience survey, Marketing - Develop marketing campaign, Marketing - Planning and positioning, Marketing - Qualitative research, Marketing - Quantitative research, Marketing - Telemarketing, Org Mgmt - Operations, Planning - Business plan, Planning - Strategic plan, Planning - Goals and objectives, Planning - Evaluation of existing programs

Farrell Hehn

Available

Brilliant Marcom

Bio

Skills

Communications- Copywriting, Communications - Develop brochure/general information piece, Communications - Graphic design, IT - Web design, Dev./Fundraising - Event planning, Legal - Contracts, Marketing - Develop audience survey, Marketing - Develop marketing campaign, Marketing - Planning and positioning, Marketing - Qualitative research, Marketing - Quantitative research, Marketing - Telemarketing, PR - Develop media campaign, PR - Develop press releases, PR - Evaluate and revise public relations procedures, Board Dev - Board retreat planning

Silver Ishmael*Available*

US Postal Service

Bio**Skills**

Marketing - Telemarketing, Marketing - Online / Email

Matthew Kane*Available*

Paris in the Fall Photography

Bio**Skills**

Photography

Lisa Martinez*Available*

Downtown Sacramento Partnership

Bio**Skills**

Communications- Copywriting, Communications - Develop brochure/general information piece, Dev./Fundraising - Event planning, Dev./Fundraising - Grant writing/applications, Marketing - Develop marketing campaign, PR - Develop media campaign, PR - Develop press releases, Marketing - Online / Email

Angela Medina*Available*

Stuppy, Inc.

Bio**Skills**

Communications- Copywriting, Communications - Develop brochure/general information piece, Dev./Fundraising - Event planning, Dev./Fundraising - Grant research, Dev./Fundraising - Grant writing/applications, Marketing - Develop marketing campaign, Marketing - Planning and positioning, Marketing - Qualitative research, Marketing - Quantitative research, Org Mgmt - Evaluation of administrative policies/practices, Org Mgmt - Personnel policies and procedures/employee handbook, Project management

Catherine Ann Miller*Available*

Miller Consulting

Bio**Skills**

Finance - Budget development, planning and forecasting, Finance - Cash flow analysis, Finance - Cost/benefit analysis, Finance - Financial planning, Finance - Systems analysis/design, Finance - Taxation, Legal- By-laws, Legal - Contracts, Legal - Employment, Legal - Incorporation, Legal - Insurance, Legal - Taxation , Legal - Tenancy rights/leases, Org Mgmt - Compensation and benefits, Org Mgmt - Evaluation of administrative policies/practices, Org Mgmt - Meeting facilitation, Org Mgmt - Operations, Org Mgmt - Organizational structure, Org Mgmt - Personnel policies and procedures/employee handbook, Org Mgmt - Planning recruitment and training programs, Org Mgmt - Time management skills, BVA Committee

Paul Murray*Available***Bio****Skills**

Communications - Develop brochure/general information piece, Communications - Graphic design, Facilities - Design, Facilities - Feasibility studies, Facilities - Urban planning, Finance - Cost/benefit analysis, Marketing - Telemarketing, Org Mgmt - Time management skills, Planning - Goals and objectives, Marketing - Online / Email

Mary Odbert*Available*

MCO Associates

Bio**Skills**

Communications- Copywriting, Marketing - Develop marketing campaign, Marketing - Planning and positioning, BVA Committee

Margi Park-Landau*Available*

CA Department of Education

Bio**Skills**

Communications - Develop brochure/general information piece, Dev./Fundraising - Analyze community support potential, Dev./Fundraising - Develop membership campaign, Dev./Fundraising - Event planning, Dev./Fundraising - Grant research, Dev./Fundraising - Grant writing/applications, Marketing - Develop audience survey, PR - Develop media campaign, PR - Develop press releases, Planning - Goals and objectives, Other - Development of volunteer/intern programs, BVA Committee, Prelude Committee, Donor

Bio**Skills**

Dev./Fundraising - Design income-producing activities, Dev./Fundraising - Develop fundraising campaign, Dev./Fundraising - Event planning, Other - Development of volunteer/intern programs, Other - Volunteer management

Ann Foley*Active*

Pacific Coast Co.

Bio

Ann Foley is a senior manager for IT Portfolio Management and Training at Pacific Coast Companies, Inc. Her areas of expertise include information technology, organizational management and establishment of goals and objectives. Ms. Foley has been on a long-term strategic planning project for Spirit in the Arts, and for it earned a nomination for Volunteer of the Year through the Arts & Business Council of Sacramento.

Skills

Communications - Develop brochure/general information piece, IT - assessment, Finance - Systems analysis/design, Org Mgmt - Compensation and benefits, Org Mgmt - Evaluation of administrative policies/practices, Org Mgmt - Meeting facilitation, Org Mgmt - Organizational structure, Org Mgmt - Personnel policies and procedures/employee handbook, Org Mgmt - Planning recruitment and training programs, Org Mgmt - Time management skills, Planning - Goals and objectives, Planning - Evaluation of existing programs, Project management

Elena Naderi*Active*

Merrill Lynch

Bio**Skills**

Dev./Fundraising - Analyze community support potential, Dev./Fundraising - Design income-producing activities, Dev./Fundraising - Develop fundraising campaign, Dev./Fundraising - Develop membership campaign, Dev./Fundraising - Event planning, Planning - Business plan, Planning - Strategic plan, Planning - Goals and objectives, Planning - Evaluation of existing programs

Susan Reid*Active*

Mighty Pen

Bio**Skills**

Communications- Copywriting, Communications - Develop brochure/general information piece, Dev./Fundraising - Develop sales training program, Dev./Fundraising - Grant research, Dev./Fundraising - Sponsorship development, Marketing - Develop audience survey, Marketing - Develop marketing campaign, Marketing - Planning and positioning, Marketing - Qualitative research, Marketing - Telemarketing, PR - Develop media campaign, PR - Develop press releases, PR - Evaluate and revise public relations procedures, Planning - Goals and objectives, Planning - Evaluation of existing programs

Jean Wiley*Active*

Wiley Design Communications

Bio**Skills**

Communications - Graphic design