

Professional Resume of:

Nancy E. Roché

2570 N. Tangent Ave.

Meridian, ID 83646

208-340-1351 cell

nancy@admaginationstudios.com

www.admaginationstudios.com

Goals: Music

- To continue composing and performing music and lyrics for audio for broadcasting, special events and album production
- To develop specific curriculum for teaching my skill set to music, performance and production students
- To apply my published pedagogy: "Discovering Your Voice" - vocal technique and the mechanics of the voice in contemporary music performance
- Bring my 40 years of professional performance, recording and writing skills into a teaching environment

Goals: Special Event & Show Production

- Apply my professional and award winning special events management, logistical and production expertise in a teaching and community setting
- To share my current knowledge of custom show design, budget management and venue negotiations, sponsorship development, media relationships, and non-traditional revenue sources.
- To continue to lead others, with compassion, dignity and inspiration.

Primary Education: 1962-1973

- Wayland Public School System, Wayland, MA
- Musical Theater production of "By The Fireside" and "Guys and Dolls"
- Concert Choir
- Greater Bostonians Honor Choir
- All-State Choir
- Live performances in area venues

Continued Ed.: 1976-1978

- Undergraduate studies / Berklee College of Music / Vocal Performance, Arranging, Theory
- Performance of Feather Rain, an original collection of songs by Berklee Professor, Pat Pattison

1978-1982

- Vocal studies with Sidra Cohn, Jerry Newby
- Lead singer for top northwest original band "Zonkeraz" (3 albums)
- Staff vocalist for Music Designers / Boston, Soundtrack Studios / Boston, New York

Professional: 1983-1989

- Pursued acting and singing career in Los Angeles
- Acting studies with Lee Strasburg and Swoozie Kurtz
- Area performances with own band
- Session vocalist at Muscle Shoals / Fame Studio
- Staff vocalist, Columbine Records / Los Angeles
- Staff vocalist, Hollywood Records / Los Angeles
- Wrote and showcased several compositions during LAS and NAS conventions
- Awarded several honorable mentions from the Billboard Songwriters Competition 1989-1991
- Lead Singer for "Playboy's Girls of Rock and Roll" / Caesars, Lake Tahoe

1989-Present

- Started the technology based performance group “Roché” in Las Vegas and performed at top show venues and dance clubs around the country. Wrote and recorded all original album titled “Good Love”
- Opening performances with: Lou Rawls, Paul Revere & The Raiders, Eddie Money, Atlantic Starr, Michael Damian
- **Admagination Studios:** Joined with composer / producer / teacher Tom Frazee, studio engineer Randy Quigley, Media Sales Consultant Terry Tario and started Admagination Studios, a custom audio production facility that provides jingles for advertising, film scoring of local and regional projects and live event design for corporate clients. Became Director of Communications for sales; lyrist and primary staff vocalist, show designer.
- **Boise River Festival - Entertainment Director:**
A 4 day festival with 7 stages of entertainment with an estimated attendance of over 200,000 people. Booked and programmed entertainment, negotiated contracts, procured and managed volunteer staffing, transportation, etc. as well as children’s activity. Creative and set design and opening/closing show production.
- **Event Management Group** (the event production and management subsidiary of Admagination Studios): President and Logistics Manager for her own company. Produced on average 6-8 corporate events per month across the U.S.A. which included teleconferencing, hotel blocks, vendor sales, event insurance, all aspects of A/V, composition and performance of motivational songs, F&B negotiations. Budget range from \$15,000 to \$250,000. Created a call in registration system with their own designed MS Access DB front-end registration software.
- **IFEA:** Work as consultant for the International Festival and Events Association Annual Convention negotiating F&B, logistics and produced 4 all original opening shows which included performances at the Jubilee Show Room, Bally’s Las Vegas and involved custom show production with groups including the House of Blues Gospel Choir and The Young Americans.
- **IDEA:** Current President of the Idaho Dressage & Eventing Association. Have managed horse shows training events and organized volunteers. Have designed and produced the regionally attended and industry recognized Idaho Dressage Festival...a Dressage and Equine Arts Festival

Professional Highlights:

- Performed for 25,000 attendees on a show float designed by Fiesta Floats while rafting down the Boise River through the center of the city. Voted best musical act for the 2nd annual Boise River Festival
- Voted top performer, Northwest by Scene Magazine
- Performed and wrote “As the Ribbon Breaks” for 65,000 breast cancer survivors at the Susan G. Komen National Race for the Cure in Washington, DC and in Minneapolis, MN for 20,000 people
- Performed her own commissioned work “Rock of America” for VP Dick Cheney in Boise for 2500 attendees. The song went to number 9 on the Music Match charts just after 9/11 for three weeks
- Produced all original show for the Governors Inaugural in Idaho in 1999, including original composition of theme ballad, “Together We Can Do Great Things”
- Produced the World Sports Humanitarian Hall of Fame Show from 1999 to 2002 and composed title theme song, “We Honor You Today”.
- Performed in two NCAA Bowl pre-game and Half Time shows as lead singer / dancer, televised on ESPN
- Arranged and performed on tracks for two Zambelli Internationale Fireworks Shows in 2002 and 2003 (7th largest show in the world) Her production facility is first call for custom music editing for the Zambelli

Family fireworks shows including the world's largest show shot annually "Thunder Over Louisville" in Louisville, KY.

- Has written and co-produced over 120 custom jingle packages for clients in over 40 markets across North America
- Produced Boise Millennium Celebration show and composed the title song, "Celebrate the Past, Imagine the Future" voted best city celebration in the US. / 80,000 attendees. Live show included 3 lead vocalists, 3 background vocalists, 12 piece band, 25 dancers and 100 voice all star high school choir. This 90 minute production ending with a Disney Medley live synced to a 15 minute Zambelli fireworks show.
- Wrote, arranged and performed a commissioned ballad for the Bands of America National Finals in Indianapolis. "More Than the Music" was featured as the closing number with a 30 piece youth choir, band, tracks and Nancy singing lead with over 30,000 people in the stadium.
- Wrote and performed "Tournament Time Again" an original composition for the 2008 Tournament of Roses Directors Dinner.
- Wrote, arranged and produced an award winning children's musical called "How Cowboy Ernie Finds His Yodel", featuring nationally known cowboy poet and singer Ernie Sites. The show was awarded "Best Children's Show" by the Festival and Event Industry.
- Developed cassette marketing tapes "Step One, The First Look at Nikken" for client. This 5.5 minute tape was used as an audio calling card and ended up becoming the number 1 introductory tool for sales and sold over 30,000 units a month. She followed this up by writing and recording "Just For The Fun Of It", a collection of motivational songs for product marketing that was distributed to over 200,000 industry sales professionals
- Wrote, arranged, recorded and produced "The Heart of Christmas" album with direct sales in the Northwest.
- Was awarded Honorary Membership into the 116th Armored Brigade by the Secretary of the Army for her Thanksgiving Eve live performance in Alexandria, Louisiana prior to their deployment to Iraq. Concert was attended by 4,000 troops. She was also honored by the ESGR (Employer Support of the Guard and Reserve) with the "Above and Beyond" national award for support of our troops.