

APPLICATION COVER LETTER
CONCERT AND EVENT PRODUCER 1363-215

Vice President, External Affairs and Search Committee

Concert and Event Producer Overview,

There is a quote from trainer / coach / producer / educator and owner of Onstage Success, Tom Jackson, that perfectly sums up how important the job of Concert and Event Producer & Coach is. *“Artists invest much time, energy, and money, into practicing, writing, recording, buying equipment, promoting, courting record companies, creating websites, etc... but ultimately, all those roads lead to the stage.” – Tom Jackson.* It’s all about connecting with the audience. A producer that can help an artist make that connection in ways they probably never thought about, helps to put on a great show.

A producer’s goal is helping performers to deliver the maximin audience experience using the resources available, reducing the potential for failures, meeting budget projections, accentuating the strengths of an artist while helping to improve the weaknesses. A producer should have the soul of a performer but the eyes of the audience.

In the world of live shows, the target audience is accustomed to having all their senses engaged: sound, performance energy, visuals, multimedia, lighting as well as the best performance the artist can give. Whether it’s an intimate jazz performance, an awards gala, a high energy pop artist or rave, creating an environment that integrates all possible elements seamlessly into a single performance gets the audience engaged from the very first song and keeps them there until the show is done.

Teaching / Faculty Positions

- 1981-1986: Full-time faculty at Berklee from 1981-1986. At that time, I taught in all Core divisions (Professional Writing, Harmony, Ear Training, Ensemble) and helped to create several standout programs like: The Berklee Songwriting Department & Degree Program, The Berklee Songwriter’s Competition and Concert. The Berklee Tower of Power Ensemble and several other ad hoc programs and initiatives.
- 1986-1989: Adjunct Faculty, University of Nevada Las Vegas. Music Department / Art’s and Humanities-The History of Rock and Roll
- 2004-2017: Program Developer and Lecturer, Northwest Nazarene University Music Department. Created contemporary music studies modules for the music department’s contemporary music program as well as developed curriculum for their Concurrent Credit Program (CCP)

Education:

- Graduated from Glastonbury High School 1972
- Studies at Hartt College of Music / Performance and Composition
- BM in Jazz Composition & Arranging from Berklee ‘77
- Strategic Organizational Leadership Certified (SOLC): 2014 MSI / Management and Strategy Institute
- Project Management Professional / PMP Certified: 2014 PMI / Project Management Institute

Concert and Show Production Areas of Expertise:

- Performance and Stage Coaching
- Stage sets, risers, flybars, curtains and legs. Backdrops, CYC's
- Insurance riders
- Security and safety
- Sound Arrays (flown and floor stacked) EAW, JBL, Bose, DAS
- Yamaha CL Series, TF Series, Behringer XR16, 18, 32 Digital mixers with WIFI and / or ethernet interface
- Lighting systems (Martin and Elation moving head, RGB / LED, DMX, Multiplex, Par 56 & 64 incandescent)
- Video / Multi-media (Christie, Panasonic) single and multiscreen solutions
- Da-Lite front and rear projections and Daktronic LED displays
- Scrim and CYC rigging and FX's
- Livestream single or multi-camera steaming embedded in a website, social media or YouTube
- FFMPEG video encoding and time sync
- PowerPoint and Keynote developer including HD embedded media
- Box truss (Global) design and rigging with roof assemblies
- Stage deck rigging
- Crew management (including union venues)
- Backline gear
- Live TV broadcasts
- Contract negotiations, rider negotiations (including hospitality) transportation, security
- Composition, arranging, video production, scoring, creative concepts & props
- Artist and staff relations

Concert and Show Production Highlights:

1. Entertainment Director / Boise River Festival-1995-2003

Description: A 4-day, 7 stage family festival with 250,000+ attendees featuring over 150 local, regional, touring bands and performers, national touring artists including: John Tesh, Lou Rawls, The Commodores, Art Garfunkel, Great Big Sea, Doc Severinsen & Tonight Show Allstars. NiteGlow hot air balloon display, Zambelli fireworks display sync to music. 20 float river parade floats with live entertainment

Responsibilities: contract and rider negotiations, transportation logistics, audio, stage and lighting contractors, security, staffing, police, parks department, media liaison, budgets and marketing, insurance riders. Select national and regional acts, ran auditions for local bands, dance groups.



Mainstage / Ann Morrison Park

2. Writer / Producer / Arranger / Performer-2000 Boise Millennium Celebration “Celebrate the Past, Imagine the Future”.

Description: Voted “Best City Celebration West of the Rockies” by SkyNews. The 90-minute show featured: 10-piece band, 6 backup singers, 3 lead vocalists, 40-member dance team, 100 voice high school all star choir, production tracks and a firework-to-music timecode track. The countdown to midnight was marked off by 60 tethered hot-air balloons down Capital Blvd, each one glowing as the seconds counted down. There were 65,000 attendees.

Responsibilities: Scripted the show. Wrote and recorded all the production tracks. Wrote the original song “Celebrate the Past, Imagine the Future”. Created the marketing and promotional materials and presentation for the mayor to raise sponsorship funding. A total of 4.7M dollars was raised. Net profits when to create the Boise Millennium Project. Auditioned all performers including the 100+ voice Millennium Youth Choir. Ran all the rehearsals. Purchased a Daktronics countdown clock and sold the sponsorship to Coke. Programmed all the clock functions



Hot air balloon countdown to 2000



Mainstage on the Capital Steps

Wrote a 15 minute Disney Medley for the entire cast sync'd to a Zambelli Firework Show. Coordinated a previous night helicopter flyover and filming of the balloon countdown rehearsal as backup footage for a possible storm on New Year's Eve in which the signature hot air balloon countdown would not be able to fly.

Equus and Overture: 2016

Description: One of the largest non-profit fundraising events in Idaho, this event raises money for the Idaho Horse Park's capital campaigns. The event features a hosted bar reception, black tie dinner for 500, multiple displays of equestrian riding, talking heads and the 52-member Boise Philharmonic.

Responsibilities: Negotiated union performance contract with the Boise Phil including soundcheck, rehearsal and performance. Scripted and timed ROS (Run of Show) provided staff for all cues on ClearCom. Stage deck, green room (orch) backstage warmup arena for riders, outdoor pre-warm up arena for riders, podium area cues for all talking heads. I produced the show, called it and did all the VOG announcements. Contracted audio contractor and coordinated with arena staff as well as F&B. I also orchestrated a version of the National Anthem (4/4 key of F for female vocalist)



[Click here](#) to see examples of the script, run of show, timings and the score for the Boise Philharmonic

Other Concert and Show Production work:

- 2-NCAA Bowl Game Halftime shows: arranging, on-field logistics, performers, audio and portable staging. Deck crew. NCAA on-field and timing rules management
- 1999 Governor Dirk Kempthorne's Inaugural Gala Show / Morrison Center. Produced all performances, stage calls, theme song, audio, video and lighting sets. Hydraulic stage thrust, shadow scrim and cyc projections. All multi-media elements.
- Arts Northwest Juried Showcase performances and conference operations. 92 performance groups (bands, classical solos and duo's, drum circles, ballet, magic, comedic acts. Also produced the afterhours "club crawl" performances, schedules and logistics. The Morrison Center, the SPEC Center auditorium on the BSU Campus
- Several IFEA (International Festivals and Events Association) conferences with opening shows and educational sessions. Atlanta, Louisville, Indianapolis, San Antonio, Boston, Ottawa, Las Vegas including an opening show in the Jubilee room at Bally's
- Original Shows and Production for:
 - ✓ Albertsons Shareholders Conferences
 - ✓ HP Printer Division
 - ✓ Vice President Dick Chaney's Visit to Idaho
 - ✓ World Sports Humanitarian Hall of Fame
 - ✓ Make-A-Wish
 - ✓ Komen Race for The Cure (National Race, Washington, DC)
 - ✓ NASBA / National Association of State Broadcaster Associations (NAB)
 - ✓ Brian Tracy Motivational Conferences
 - ✓ National Finals Rodeo, Las Vegas
 - ✓ Gene Harris Jazz Festival



Governor's Arts Award Banquet featuring Olympic Composer Kurt Bestor performing. During his performance, he dedicated a song to Australian Speed Skater Steven Bradbury. *"As I started to talk about this dedication to Steven Bradbury, I happened to glance at one of the multi-media screens. Suddenly, a picture of Steven appeared in the multimedia show. What was amazing...I had not told anyone about the dedication! When I mentioned his name, the production crew got the image off the internet and built it into the multi-media show within 45 seconds. It took my breath away! Great producers help to make great shows. Thanks Tom"- Grammy award winning composer, Kurt Bestor*





Purdue Glee Club



Ric Birch
Olympic Open
Producer



Robert Post
from
"America's Got
Talent"

...and how have we done!

"I've worked with Admagination for over 14 years on dozens of projects. Their creativity never ceases to amaze me. From staff to logistics to motivating my audiences, Admagination is first class!"-Steve Schmader, President & CEO-International Festivals and Events Association

"We chose Admagination because of our long and successful relationship with owners Tom Frazee and Nancy Roche...their expertise has been an integral part of the success we have experienced with our conference"-Ron Crane, Treasurer, State of Idaho

"Due to your support, hard work and late nights, this years Governor's Roundtable for Family and Children was a striking success! You helped me dream big!"-Patricia Kemptonne, First Lady of Idaho

"June 5th was an amazing and wonderful day. It was full of hope and celebration. Your teamwork played a leading role in the success and beauty of this important day"-Priscilla Mack / National Race for the Cure

"The creativity and flexibility of your staff and crew, along with the flawless production and execution of the event made the difference! It was a memorable event!"-N. Charles Hedemark 1998 PCGA Conference

(References available upon request)