



## Music Artist

1983 – 1985

**STUDENT**, Commercial Music Program, Capilano University

Studied voice, guitar, theory and other business-related aspects of music business

1985 – 1998

**PROFESSIONAL SINGER/SONGWRITER & PERFORMER**

- Recorded three albums of original songs in the folk/pop genre (*Live at Scandalous, Stepping Out, Wanderin' Boy*)
- Toured extensively throughout British Columbia presenting community-based concerts as well as 500 performances in schools (history-related themes)
- Performed in Alberta, Saskatchewan and Ontario presenting original songs as well as school-show tour or Saskatchewan with the group Ptarmigan in 1994.
- Performed in Bogotá, Colombia for three weeks as part of a festival of west coast cuisine (songs were about west coast of Canada)
- Marketed act at trade shows and conferences in BC, Alberta and Ontario

2007

**RECORDING**

*Working Lives*: album featured ten songs (original and traditional) about various jobs and industries in British Columbia's history. It had an accompanying website resource for British Columbia schools. This project was funded by the Vancouver Foundation.

2014 – Present

**RECORDING & PERFORMING**

- Began performing professionally again at various events in the region.
- Performed at Hornby Festival 2015
- Recorded album *Call It Home* in 2016
- Created a multi-media show based on *Call It Home* and presented two sold-out events at Hornby Island Community Hall in the summer of 2016
- Performed two sold-out shows at Gallery Bistro in Port Moody, BC, Oct. 2016
- Recording album called *Wind and Bones* to be released in 2017

# Arts Management

1998 – 2001

**EXECUTIVE DIRECTOR**, British Columbia Touring Council

- Brought organization out of \$92,000 debt in two years
- Increased membership by 100%
- Developed innovative online tools for members (facility database, online ordering, online “artsontour” website)
- Promoted at trade shows in BC, Alberta, Ontario, New Brunswick, Washington, Oregon, California, Colorado and Texas
- Took part in national network of “contact organizers”
- Produced Arts Summit in Prince Rupert
- Oversaw three contact events: Pacific Contact
- Developed comprehensive branding for organization resulting in greater awareness and consistent membership servicing as well as increased sales for Pacific Contact conference

2002 – 2004

**EXECUTIVE DIRECTOR**, Creative City Network of Canada, a national non-profit corporation which networks municipal cultural staff from cities across Canada.

- Developed initial membership services
- Worked with key funder in Ottawa, Department of Canadian Heritage
- Implemented first web site and promoted across Canada
- Created marketing and promotional materials
- Organized annual national conference
- Liaised with other national organizations such as the Federation of Canadian Municipalities on joint projects

2008 – 2016

**GRANTS COORDINATOR** of Community Presenters Assistance, an annual program of the BC Arts Council (in partnership with the BC Touring Council). Grants program

- Promotes and assists clients with application issues
- Creates application forms, revises from year to year, prepares for distribution
- Analyses approximately 50 applications
- Organizes and chairs peer adjudication jury
- Notifies all applicants of jury results
- Follow-up and final reporting / recommendations to BC Arts Council

## Boards and Committees

Since 2001, John has been on non-profit boards including:

- **Chair** of the Vancouver East Cultural Centre
- **Chair** of the Alliance for Arts and Culture (Vancouver)
- **Treasurer** of the Creative City Network of Canada
- **Chair** of the Advisory Panel of the Digital Graphic Design program at Vancouver Community College
- **Member** of advisory juries for two intakes of the Catalyst grants program of 2010 Legacies Now

# Graphic Designer

2001 – PRESENT

**PRINT AND WEB DESIGN** for arts organizations and artists

Work includes the design and creation of web sites, posters, advertisements, annual reports, programs, business cards, signage and other materials as well as marketing advice and strategic consulting.

Clients have included:

- Creative City Network of Canada
- AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC)
- ArtStarts in Schools
- BC Touring Council
- Centre of Expertise on Culture and Communities (at SFU)
- CAPACOA (Canadian Arts Presenting Association)
- Kicking Horse Culture
- ArtsBC
- Hornby Festival Society
- Terrace Concert Society
- Prince Rupert Concert Society
- Artists: Pat Braden, Silk Road Music, Sal Ferreras, Karin Plato, Brenda Fedoruk, Elizabeth Brodovitch, Sun.Ergos a company of theatre and dance

## WORKSHOPS

Continue to present workshops on graphic design and marketing which are geared specifically for artists and arts organizations.

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## REFERENCES

**Joanna Maratta**, Executive Director  
BC Touring Council, Nelson, BC  
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**Bill Usher**, Executive Director  
Kicking Horse Culture, Golden, BC  
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