

Nancy A. Shobe

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Partner, Resource Innovators, Inc.

7/05-2/08

A partner in a full-service fund raising corporation. Clients include: Casa Serena, Teddy Bear Cancer Foundation, The Marjorie Luke Theatre, Santa Barbara Channels, and The First Tee Central Coast

Freelance Writer

4/98-current

Published author and writer. (See listings below)
Freelance writer, travel writer, and grant writer. Published photographer. Founder and creator of Yoga-Write.

Fund Raiser, Senior Consultant

10/96-4/98

Phillips & Company
10877 Wilshire Boulevard, Ste. 708
Los Angeles, CA 90024

Wrote quarterly newsletter and directed the Annual Fund for St. John's Seminary and College.
Conducted campaign planning interviews for a local Christian college and presented a 50-page conclusive report to the administration.

Director of Development

1/91-6/96

Crane School
Santa Barbara, CA 93108
K-8 private school

Wrote brochures, reports, appeals, and proposals for capital campaign. Raised \$2.55 million. Wrote annual reports, appeal brochures, and long-range plan brochures. Increased annual giving 134% in five years. Directed media relations and increased media exposure of school, incl. televised segments.

Assistant Director of Development

10/88-12/90

The Webb Schools
1175 West Baseline Road
Claremont, CA 91711
Boarding schools & museum, 9-12 grades

Created and implemented special events, museum of paleontology marketing, and educational programs. Devised radio and television public service announcement program. Wrote foundation grant proposals. Raised funds for complete exhibit of *Allosaurus* dinosaur through "Buy A Bone" campaign. Raised funds for \$300,000 annual fund.

Director of Communications

2/87-10/88

Candlelight Pavilion Dinner Theater
555 W. Foothill Boulevard
Claremont, CA 91711

Directed marketing, advertising, and public relations for 350-seat dinner theater, running musical productions seven times per week, year round.

Newsletter Editor/Special Events Coord.

12/85-6/86

Performing Arts Council
Music Center of Los Angeles County
Los Angeles, CA

Wrote newsletter. Coordinated Mercado '86, a \$2 million fund raiser. Assisted international producer with the Edwin Lester Tribute, tribute to the founder of the L. A. Civic Light Opera.

Copywriter

7/83-10/85

Wickes Lumber Division Headquarters
Vernon Hills, IL

Sole copywriter for in-house advertising department. Worked with six graphic artists/illustrators.

Professional Writing, Photography, and Merits**Published Writings****Travel Book.**

Insiders' Guide to Santa Barbara 4th Edition, 400-pages.
Release Date: January, 2008. Published by The Globe Pequot Press, Guilford, Connecticut

Travel Guides.

2007 Santa Barbara Visitors Guide to Santa Barbara County – Santa Barbara Conference & Visitors Bureau, Striker Media Publishing, Los Angeles

2006 Meeting & Event Planner Guide to Santa Barbara County – Santa Barbara Conference & Visitors Bureau. 75-page guide, Striker Media Publishing, Los Angeles

2006 Corporate Travel & Meeting Planner, Santa Monica – Santa Monica Convention & Visitors Bureau, 67-page guide, Striker Media Publishing, Los Angeles

2006 Santa Barbara Visitors Guide to Santa Barbara County – Santa Barbara Conference & Visitors Bureau, 107-page guide, Striker Media Publishing, Los Angeles

Chapter in Book.

“Special Events: For Funds, Friends, or Fun.”
A Development Handbook: Promoting Philanthropy at Independent Schools, published by Council for the Advancement & Support of Education, copyright 1992

Magazine Articles.

“The Hot Spot of Diagnosis” Spring, 2007. Coastal Woman Magazine

“The Virtual Affair: Internet Pornography” Winter, 2005. Coastal Woman Magazine.

“Rescued” February/March 2001. Yoga International Magazine.

“Patrons Dine to Show Tunes at Griswold’s Dinner Theater.” April 29, 1988. Hollywood Today Los Angeles, CA.

“Shower It Her Way” 1982. The State News, Michigan State University, East Lansing, MI

Quarterly Magazine Column.

Columnist since summer 2005. “Men We Love” Column. Coastal Woman Magazine

Weekly Newspaper Column.

**“5 Minutes With” column, South Coast Beacon
March 2005 – July 2005**

Newsletters

Music Center of Los Angeles – Mercado, Crane School, St. John’s Seminary and Theologate – Camarillo, and Integrative Yoga Therapy Institute

Published Photography.

2006 Santa Barbara Writers Conference Brochure – Agents Day photos

South Coast Beacon

Other Merits.

Recognition. 1997 edition of “Who’s Who In American Women.”

Award. “Circle of Excellence, 1995 Award for Educational Fund Raising” for “Overall Improvement.” Awarded by CASE.

Award. Evaluated as a “Heavy Hitter” CASE Speaker. Published award in CASE **Currents**, May 1993.

Speaker. California Association of Independent Schools (CAIS) Conference 1/93. “Cultivation Stewardship, and Recognition of Donors in the 90’s”.

Speaker. CASE and National Association of Independent Schools (NAIS) Conference 1/93. “Managing A One-Person Shop”.

Volunteer

Former: Multimedia Academy, Santa Barbara High School; Alzheimer’s Association, Santa Barbara Board member, Court-Appointed Special Adv.

Education

Bachelor of Arts in Communications Arts and Sciences. Major: Advertising. Michigan State University, East Lansing, MI. 1983

Masters of Arts in Psychology. Concentration: Psychology & Yoga Therapy. Antioch University, Santa Barbara, CA. 2001