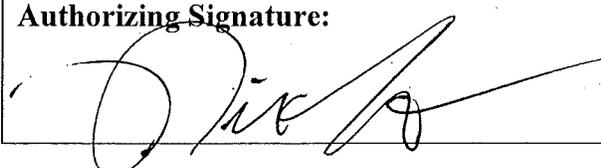


# 12

### City of Seattle Notice of Appointment

Name: <b>Shannon Roach</b>		<input type="checkbox"/> Executive Appointment <input type="checkbox"/> Reappointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Eastlake	Zip Code: 98102	Contact Phone No.:
Appointed to: Seattle Music Commission		Date of Appointment: September 19, 2011
Authority (Ord., Res.): Resolution 31173		Term of Office: From: September 19, 2011 To: May 1, 2014
<p><b>Background:</b></p> <p>The Seattle Music Commission was created by Resolution 31173 in 2010. Twenty one members were appointed to initial terms of one, two, or three years. Subsequent terms will be for three years.</p> <p>Resume and biography are included on separate sheets.</p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Seattle City Councilmember Nick Licata



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# Shannon Roach

*A collaborative and innovative leader with extensive arts administration experience*

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## Professional Accomplishments

### Strategic Non-Profit Management

- Long-term organizational strategic planning, including the collaborative creation of a mission statement, vision, values, and five-year organizational goals.
- Design and oversight of strategic plan implementation and evaluation processes.
- Business planning coordination, including market analysis, IT strategic planning, communications strategies, staffing plan and pro-forma budgeting.
- Staff management, including human resources coordination, benefit management, staff training, personnel goal setting/evaluations and professional development.
- Board relations, including formulating policies and planning recommendations to the Board, assisting in the selection, orientation and evaluation of directors, developing and supporting Board committees, facilitating collaborative leadership between Board and Membership, and organizing board meetings and annual board retreat.
- Management of substantial program growth and scalability (during my tenure at Vera audiences increased by 229% under my direction, while the budget only increased by 94%).

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### Fiduciary Oversight and Fund Development

- Organizational fiduciary oversight, including budget development/reporting, fiscal systems creation/management and long-term financial planning.
- Capital building project management, fundraising and budget oversight, including a \$1.7 million project (The Vera Project) and a \$350,000 project (The Old Fire House).
- Extensive successful fundraising experience, including:
  - creation and evaluation of annual fundraising plans
  - proposal creation and evaluation for foundation grants
  - individual donor cultivation
  - lobbying for city, county and state public funding
  - relationship building for corporate and sponsor in-kind and cash support

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### Programming and Event Planning

- Planning and production of fundraising events, raising up to \$150,000 per event.
- Coordination of educational programs such as music camps, photography classes, professional networking panels, film workshops and studio recording classes.
- Coordination of live music events, including booking oversight, contracting, staffing, budgeting, intellectual property releases and venue management.

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### Marketing, Communications and Community Relations

- Annual organizational communications and promotions plan development and implementation, including collateral development, social networking, print media relations, program promotions and web content management.
- Project management for the development of an award-winning website [www.theveraproject.org](http://www.theveraproject.org)
- Coordination of organizational partnerships for programming, advocacy and fundraising.
- Numerous interviews and profiles with local television and print media.
- Presentations at conferences, meetings, and events to audiences ranging from public officials to music industry professionals.

## Employment History

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2011-Present

Executive Director

The Recording Academy,  
Pacific Northwest Chapter  
[www.grammy.com](http://www.grammy.com)

*As the Executive Director, I lead the Pacific Northwest Chapter of the Recording Academy (the GRAMMYS) efforts to celebrate, advocate for and supports the region's music industry. PNW Chapter offers networking and professional development opportunities to industry professionals, supports emerging talent through programs such as Grammy Career Day and GrammyU, and actively advocates for the MusiCares Foundation. The Recording Academy's mission statement is simple, but represents the heart and soul of the organization's efforts: to positively impact the lives of musicians, industry members and our society at large.*

2005-2011

Managing Director

The Vera Project, Seattle WA  
[www.theveraproject.org](http://www.theveraproject.org)

*The Vera Project is a wildly popular, all-ages, youth-focused, volunteer-fueled music and arts non-profit serving an annual audience of over 56,000. As the Managing Director I co-directed the Vera Project to fulfill its mission and vision, and was responsible for developing organizational capacity, insuring organizational stability and strategic direction that is responsive to the needs and interests of the Seattle youth community especially related to music, art and civic engagement.*

1999-2005

Program Coordinator

The Old Fire House, Redmond, WA  
[www.redmond.gov](http://www.redmond.gov)

*The Old Fire House is an innovative teen center focusing on youth development through arts programs, leadership training and social services partnerships. As the Program Coordinator at the Old Fire House, I developed and implemented events and educational programs, facilitated community partnerships, provided facility oversight and provided overall program and staff management.*

1997-1998

Education Assistant

The Henry Gallery, Seattle WA  
[www.henryart.org](http://www.henryart.org)

*The Henry Gallery is a contemporary art gallery. As the Education Assistant, I provided administrative and logistical support for the creation and implementation of educational classes, lectures, workshops and events.*

## Selected Community Involvement

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2008-Present

Seattle Center Advisory Commission

2011-Present

Leadership Tomorrow Curriculum Committee

2011

Guiding Lights Luminary

2009-2011

Washington Women's Foundation Impact Assessment Committee

## Education

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1998

BA, Spanish Literature

University of Washington

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*References gladly provided on request.*



City of Music Commission  
**Nominees for 2011 Open Council Appointed Seats**  
[Updated 8/5/11]

**Shannon Roach – Executive Director, The Recording Academy (NARAS),  
Pacific NW Chapter** *NARAS, 159 Western Ave. W. Ste 485, Seattle, 98119*

Shannon Roach is an Executive Director at the Recording Academy (the GRAMMYS), where she leads the Pacific Northwest Chapter's efforts to celebrate, advocate for and support the music industry. The PNW Chapter offers networking and professional development opportunities to industry professionals, supports emerging talent through programs such as Grammy Career Day and GrammyU, and actively advocates for the MusiCares Foundation.

Shannon was previously the Managing Director of Seattle's Vera Project, a wildly popular all-ages, youth-focused, volunteer-fueled music and arts non-profit. As the Managing Director of Vera, Shannon was responsible for developing capacity to insure organizational stability and strategic direction that is responsive to the needs and interests of the Seattle community, especially related to music, art, youth and civic engagement.

Shannon's other experience includes work with such esteemed arts organizations as Redmond's Old Fire House, The Henry Gallery, and On the Boards Theater. In her spare time, Shannon likes to hang out with her son Austin "Tiny" Roach, enjoy live music and art, eat good food, and travel to places where she can swim in the ocean.

**Adrian Burton – Founder and President, eMedia Music Corp.**  
*eMedia Music Corp., 664 NE Northlake Way, Seattle, 98105*

Adrian founded eMedia in 1994 and has served as President since then. He manages all aspects of the business including product development, strategic planning, sales/marketing, business development and operations. eMedia Music primarily develops and publishes music education software. eMedia often distributes instruments bundled with their educational software and also distributes a variety of music software from other publishers.

Adrian briefly consulted for the financial industry after college, then worked at Microsoft from 1990-1994 as a Program Manager and Software Design Engineer. He has been a member of Social Venture Partners (network of accomplished individuals who combine financial contributions and professional skills with a passion for philanthropy) for several years, a member of Wolfgang (Seattle Symphony Supporters) and continues to be involved with Seattle Works "hands-on" community service projects.

Adrian is also a board member of MusicWorks Northwest (community music school with scholarships for disadvantaged youths) and is the founding and current member of the Board of Directors of Court of Last Resort (non-profit organization dedicated to drawing public attention to miscarriages of justice) and maintains membership with the EO (Entrepreneurs Organization).

Adrian's industry involvement includes longstanding membership in NAMM (National Association of Music Merchants), MENC (National Association for Music Education), and support for GAMA (Guitar and Accessories Marketing Association), whose summer workshops for guitar teachers have resulted in hundreds of thousands of new guitar players.