

Katrina Zavalney, Event Resume

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PROFESSIONAL EVENTS PRODUCTION HISTORY: 13 YEARS EXPERIENCE

Coordinated planning, set-up, logistics, greening/waste management, budgeting, and scheduling of events Throughout the United States including: festivals, panels, multi-media events, conferences, presentations, and leadership conventions

Solar Energy and Efficiency Fair; Santa Rosa, CA

Event Coordinator (2009), Program Development (2010)

2/09-7/10

5,000 people, public launch of Solar Sonoma County

- Operations and planning, program development, education in-line with mission of organization.
- Sponsorship, Marketing, and high level networking with government officials business, residents, and community organizations in both English and Spanish.
- Green Jobs information and education coordination with AssemblyMember Noreen Evans staff and the IBEW 551 union
- Finance information and education
- Pathway to Clean Energy coordination, a display consisting of 10 stations giving the step-by-step for energy efficiency in a house.
- Logistics, site-map design, parking, communications

Solution Labs: Green Innovations in Business; E-Bay, San Jose, CA / Bloomberg, New York, NY

Strategic Planning with DIG IN consulting for the Environmental Defense Fund

8/09- 5/10

175 people

- Strategic planning and Event Design to determine the Value Proposition, Outcomes, and Outputs of each event.
- Marketing, consulted on greening operations, production assistance
- Organization Development

Organization Development Network (ODN) National Conference; Seattle, WA

Subcommittee On Sustainability; Green Lounge Coordination

11/08- 10/ 09

800 people

- Consulted with event planners and the Sheraton Hotel to decrease paper in marketing, environmental based procurement, and ways to showcase the green efforts throughout the conference.
- Created the Green Lounge Community Space to network and learn about sustainability-based resources.
- Produced and designed conference session “Why Sustainability is an Imperative in OD; The Choices We Make”
- Consulted in greening the Gala night at the Space Needle.

Symbiosis Gathering; Yosemite, CA/ SF, CA

Director of Green Operations

7/09-10/09

6,000 people, 5 day outdoor event; diverted 14 Tons from Landfill

- Coordinated Waste Management activities: sorting recyclable's and compost from landfill.
- Coordinated with Recycling and Compost facilities and Haulers.
- Procurement of environmentally friendly items for production (natural or high recycled content).
- Published a professional report for the Waste Management process for authorities.

Numi Tea Garden; Oakland, CA

Special Events Team Coordinator

12/07 – present

30 to 1,000 people

- Coordinate special events, promotions, logistics, door fees, and activities for the Tea House.
- Helped build the special events team and marketing.
- Notable event: The Numi Tea Company's 10 year anniversary party, August 2009.

How Weird Street Fair; SF, CA

Community Relations Director

05/07 - present

10,000 people; 8 Block Street Fair in SOMA district

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- Coordinated community with authorities, business owners, and residents. Available for mediation upon need.
- Coordinated the speakers, workshops, and activities for the community activities of the fair “Temple by Day”.

Anon Salon, New Years Sea of Dreams; Los Angeles, CA & San Francisco

Hospitality Manager & Greening Consultant

10/06 & 01/09

7,000 people; Concourse Building & Los Angeles Theater

- Assisted stage manager and performers, organized food and beverage for back stage and green rooms. (LA)
- Created green lounge, and interactive art installation proving water bottle recycling and education. (SF)
- Coordinated waste management and signage for recycling, compost, and landfill. (LA & SF)

Rothbury Festival; Rothbury, MI

Green Team Area Manager and Production through Spitfire Agency

06/08 - 7/08

40,000 people; 3 Day out door camping festival

- Managed 3 venues of the 40,000 person festival: one of the main stages, the energy fair / farmers market, and the wagon wheel / beach area under direction of the Spitfire Agency.
- Directed and educated 500+ volunteers and participants about what goes in recycling, compost, and trash during the festival.
- Collectively diverted 90% of materials from entering the waste stream, more than any major main stream festival in the United States.

Burning Man Festival; Black Rock City, NV

Greening Burning Man

10/05 - 8/08

40,000 people, 200-400 people in camp; Week long outdoor camping festival in the desert.

- Instigated efforts in greening the Burning Man organization and 49,000 person festival, Leave No Trace education.
- Volunteer Coordination for the Green Team and Community Involvement, moving thousands of people towards sustainability.
- Led national marketing and outreach efforts, and set-up a recycling station at Albertsons in Reno, NV
- Participated on core team as Green Team Liaison for Entheon Village and Evolutionary Center, large 400 person village.

LA Burning Man Decompression Street Fair, Regional Event; Los Angeles, CA

Logistics Manager and Green Team Coordinator

10/05 - 10/08

10,000 people; Street Fair

- Coordinated the efforts in Greening the LA street fair of 10,000 people; Research on products and community resources.
- Coordinated team building, delegation, and production: brought in a collaborative green team with different theme camps.
- Created a Greening Events Template for the Burning Man LLC Regional Events and supported the LA Park Service to create their own greening events template.

Urban Alliance for Sustainability; San Francisco, CA

Events Team Coordinator; Eco- Holiday Sale

05/07 - 12/08

20-2,000 people; different venues & movie theaters in SF

- Coordinated community events, speakers, monthly green movie nights, workshops, activities, facilitate solution based conversations, and documentation of the process.
- Greened events through waste management with compost, recycling, and trash. Education and Signage
- Emceeded as Master of Ceremonies and Host
- Coordinated and built alliances, and strategic collaborations with environmental organizations in the greater Bay area.

Greening Events with Green Mary; Sonoma County, CA

Greening, education, and outreach

9/08-12/08

150-3,000 people; Indoor and Outdoor events

- Greened events through waste management with compost, recycling, and trash. Education and outreach

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Solstice Grove, Summer Solstice Celebration; San Francisco Bay Area, CA

Waste Recovery Manager

06/08 – 06/09

400 people; Private Property

·Managed the set-up and process of the waste diversion, recovery, and production.

Green Festival; San Francisco, CA

Host of the Connection Hub with Urban Alliance for Sustainability

09/07 - 11/07

30,000 people; Concourse Building

·Managed the “Connection Hub” a lounge sponsored by Green Festival, a non commercial area where people could come relax, develop or deepen connections, gain resources and information from speakers.

·Community outreach, supplied resources for connections in the sustainable movement.

·Led a workshop on local food systems and greening your home, and general activities like a resource board.

Youth Speaks Friendraiser; San Francisco, CA

Production Assistance and Bar Manager through Spitfire Agency

11/06 - 11/07

500 people; Fort Mason Center

·Managed the bar, staff, and production under the guidance of the Spitfire Agency.

·Managed clean-up and set-up crew, pipe and drape, and assisted producer.

Earth Dance International; Northern California, CA

Speakers Dome Coordinator

05/07 - 10/07

7,000 people; 3 Day out door camping festival

·Managed the main Speakers dome, coordinated speakers and guests at this event.

·Facilitated the Elders Council.

Digital BE-IN; Biomimicry theme; San Francisco, CA

Associate Producer

01/07 - 5/07

1,000 people; Mezzanine

·Coordinated logistics, volunteers, media, and production for a community event of 1,000 people with the latest technologies and community developments with a focus in Biomimicry.

LA Green Business Networking events and the Evolver Project events; LA, CA

Events Production and Outreach

12/05 - 12/06

-60people; Evolver Project Courtyard

·Greening consultant, logistics, community outreach, after parties for expo's, and general activities.

Lighting in a Bottle; Santa Barbra, CA

Greening Consultant

12/05- 12/06

3,000 people; 3 Day outdoor festival

·Greening consultant, research, and development for a 3,000 person festival.

·Community outreach, events, and activities.

The City Repair Project; Portland, OR

Multiple Events and Fundraisers, Emphasis on Earth Day Program Coordination

1/00 - 5/07

20 - 2,000 people; multiple indoor and outdoor events utilizing public squares

·Coordinated National Outreach: Created toolkit to establish chapters, facilitation, documentation.

·Coordinated Events and Volunteers: logistics, fundraising, nourishment, and spaces for homeless and at-risk youth.

·Co-coordinated the 1,000 person HOWL, annual Halloween event.

·Coordinated Earth Day fundraisers and volunteers for the large community Earth Day event with many collaborators and partnerships.

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Oracle Gatherings; Seattle, WA

Divination Lounge and Greening Consultant

08/03 - 01/05

1,500 people; Indoor Masonic Hall

- Coordinated lounge and vendors for healing arts space.
- Assisted main producers and gave tips on greening events and festivals.

S&A Productions at The Evergreen State College; Olympia, WA

Event and Student Group Coordination

09/02 - 06/04

200 - 2,500 people; Indoor school facilities and halls

- Managed budgets, spearheaded public relation efforts, volunteer coordination, and on site management.
- Coordinated a four day hip hop festival.
- Managed multimedia events and advised students learning about event production.
- Learned the basics on sound and lighting engineering.

Oregon Country Fair Culture Jam Summer Camp; Eugene, OR

Program Development & Outreach

10/00 - 09/02

50 youth and 20 adults; 1 week outdoor camp

- Program development and Outreach with schools and program partners.
- Negotiated relationship with the City of Eugene Parks Program, who now sponsors ten camp scholarships.

Gaia Tribe; Portland, OR and Eugene, OR

Production team and general labor

5/99- 5/07

100 - 1,500 people; indoor and outdoor locations

- Documentation
- Door & Greeter
- Visuals and Lighting
- Production support of all kinds (clean-up, set-up, everything...)

The Other Room, Lounge; Helena, MT

Main Coordinator of events

08/96 - 09/98

30 - 200 people; Indoor Coffee House and Bagel Company

- Main coordinator of events and developed program for outreach/ marketing with schools and program partners, sponsorships, donations, and food.
- Created themed events
- Documentation

****References available upon request***