

Curriculum Vitae

REBECCA APODACA

President/CEO/Appraiser/Authenticator/Conservator of Musical Instruments

EXPERIENCE

1978 - present **President/CEO/ Appraiser, A & D Music Incorporated**

Founded business in 1978, in continual operation to the present. Experienced in marketing a new enterprise, and nurturing it through 29 years of varying business climates and consumer trends.

- **Musical Instrument Appraiser** - 10 years experience in valuing musical instruments with a formal education in appraisal; expert witnessing and consultation. Rebecca is a qualified appraiser by the standards set by the IRS with the ability to write legal documents for Insurance Replacement Coverage and Tax Donation purposes. She can also offer an Expert Opinion of Value for clients own knowledge about their instrument.
- **Head Musical Instrument Repair Technician** for woodwind, brass, orchestral strings, fretted, percussion, vintage and international instruments.
- **Public relations skills** via telephone; in person with the general public; educators; administrators, music merchants.
- **Media source interviews** for newspapers, magazines, television, and radio.
- Used as a source and an interview subject by journalists in the print and television media, including interviews with the "**Home Show**" on ABC; *The Los Angeles Times*; *The Orange County Register*; the Orange County News Station; *Saddleback Valley News*; **Cox Television**; *Music Inc.*, **KFWB Radio**, **KNX Radio**, *Music Sound Retailer*, *Sesame Street Musicworks Video Testimonial*; *N.A.M.M. Playback* and performed on **Buena Vision Television**.
- Rebecca has been the **Mistress of Ceremonies** for Laguna Beach's **Jazz & Blues Festival** 2004 & 2005.
- Rebecca is on the **Consultant** and Recommended Technician list for **The Rock and Roll Hall of Fame**.
- **Technical Advisor & Props**- Rebecca has worked consulting on displays and authenticity of scenes revolving around musical instruments for television; films; museums; sales seminars; print ads; magazines; as well as taught actors recommended from ABC the ability to emulate a musician performing an instrument. She has provided M.I. Props for OC Performing Arts Center, Gotcha Clothes, Tascam Audio Co., various college & professional theater departments, L'Oreal; Western Digital and Sunset Magazine.
- Rebecca performed instrument repair; readied **400 instruments**; performed restoration services; trained and directed volunteers for the grand opening of **N.A.M.M.'s The Museum of Making Music Carlsbad, CA**.
- Rebecca creates **Musical Instrument Artworks** that have been displayed at art galleries, live theaters and commissioned for offices and personal homes. Her *Musical Instrument Garden* was featured on the cover of Technicom Magazine
- **Sound Reinforcement Technician** - Experience and ability to balance sound of Public Address Systems and microphones for use in concert and performance venues from restaurant size to 2,000 listeners.
- Set up 10 Rental Concessions with locations throughout Orange and Riverside Counties.
- Experienced with computer programs in both the Macintosh and IBM environments, including ClarisWorks, Microsoft Works, Microsoft Word, Excel, spreadsheets, Soft Music and database management programs.
- Trained 25 employees and 5 Technicians.
- Set up accounting, collections, and inventory database procedures for 750 rental instruments and 1700 repaired instruments per year.

- A & D's clients have included 7 School Districts, 9 Music Stores, 5 Churches, a variety of Professional Musicians, **U.S.M.C.A.S Wings Band** 10 years, various Symphonies, parts of the **NBC Orchestra**, Sunset Magazine, Ralph Lauren, Gotcha Clothes, The Presidents Band and thousands of students.

APPRAISALS 1996 - present -Rebecca has developed and maintained an extensive reference library of over 500 books and periodicals and belongs to various user groups via the Internet including Sotheby's and Christie's Auction Houses. The library is used for the research of the history of musical instruments and its manufacturers for the purpose of authenticating instruments and issuing Expert Opinion of Values to clients. These have been used for insurance and sales purposes. Rebecca is currently a Candidate Member of the American Society of Appraisers and has completed the Certificate program of Appraisal Studies in Fine & Decorative Art at the University of California, Irvine.

- Classes attended -

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| 1. The level one PP201 for Personal Property Valuation. | ART HIS X400 |
| 2. The level two PP202 for Personal Property Valuation. | ART HIS X400.1 |
| 3. The level three PP203 for Personal Property Valuation. | ART HIS X400.2 |
| 4. The level four PP204 for Personal Property Valuation | ART HIS X400.3 |
| 5. Uniform Standards of Professional Appraisal Practices class & test | MGMT X404.2 |
| 6. Tool kits for Fakes Frauds & Reproductions Class, UCI | ART HIS X404.21 |
| 7. Insurance, Appraisers and the Law, UCI | MGMT X404 |
| 8. The IRS Symposium 2007 | |
| 9. ASA Ethics test. May 2007 | |
| 10. Expert Witness Class - ASA Convention 2007 | |
| 11. Expert Witness Seminar- ASA Convention 2007 | |
| 12. Chicano Art Seminar- ASA Convention 2007 | |
| 13. Collectable Cars Seminar- ASA Convention 2007 | |

2002-2003 **Music Coordinator** – Daniello De Laurentiis – Rebecca has worked as the Music Coordinator for this Flamenco Artist and his group Luna Loka. She coordinated the needs of the artist with the needs of the venue and media for the **World Series Party** in Anaheim, CA.; the **Homeland Security Conference** in Dana Point, CA which hosted **27 Governors**. Rebecca has been instrumental in acquiring endorsements through major manufactures for this artist.

1977 - 78 **String/Brass/Woodwind /Percussion Technician, Los Angeles Unified School District**

Performed repair services for the largest instrument repair facility in the world in orchestral strings, woodwinds, brass and percussion. Part of a team that maintained 30,000 instruments.

1969 - 76 **Private Teacher and Musical Instrument Technician**

Variety of Music Stores in Southern California.

1969 - present **Professional Performing Musician** - Electric Bass Guitar, Vocals (ability to sing in 5 languages) Classical Guitar. Styles include: Rhythm and Blues, Soul/Funk, Rock/Romantic Ballads, Mexican Folk Music, Classical, Classic Rock, Latin, Jazz.

SPECIAL ACTIVITIES AND SKILLS

Advocate for music in the schools, including service to parent organizations and committees during efforts to re-build cancelled programs, **fund raising of collectively \$400,000** for music programs in several local school districts, and team-building with other music merchants and parents in successful support activities of school music programs. She has worked as a fund-raiser for **The Suzie Q Senior Citizen Center**, Laguna Beach, CA. Currently working to implement the **Sesame Street Music Works** Program in 100 pre-schools. Rebecca has done consultant work for the curators of **Bowers Museum** and Music Instrument Division of **The Smithsonian Institution**.

Rebecca has worked with children from pre-school age to college level on a one to one basis as well as teaching seminars with up to 300 students. Included was working with hearing impaired, blind, handicapped and child actors portraying Musicians for movie roles. Rebecca works well with international and multi-cultural instruments and people. Rebecca is fluent in English, speak, read and write basic Spanish; has the ability to read some French, Italian, Latin, German, and Dutch and is currently learning Japanese.

PROFESSIONAL ORGANIZATIONS

Candidate Member of Appraisal Society of America
Member of the **Heritage House Who's Who 2005/2006** Registered with the Library of Congress
Member of **American Music Conference** - Booster 2002 –2006. Current
Member of **N.A.M.M.** over 25 years. Current
Member of **National Association of Professional Band Instrument Technicians** 30 years. Current
Member of **M.A.N.A. Minority Business Women's Organization** 1990-1993
Member of **Orange Coast College Advisory Committee** for Musical Instrument repair 1975 &1976
Member of **Orange County Classical Guitar Society** 10 years
Member of **Saddleback Chamber of Commerce** 5 years
First Member of **Guitar Foundation of America**
Supporter of **Aliso Viejo Symphony**
Supporter of **Aliso Niguel High School Music Program**
Supporter of **Capistrano Unified School District Music programs**
Supporter of **Laguna Beach Community Band**
Supporter of **Laguna Beach High School Jazz Ensemble**
Supporter of **Laguna Beach Elementary Music Program**
Supporter of **Laguna Hills High Music Program**
Supporter of **Leisure World Orchestra**
Supporter of **Mozart Festival**
Supporter of **Saddleback College Symphonic Winds**
Supporter of **Saddleback Valley Unified School District Music programs**
Supporter of **South Coast Symphony**
Supporter of **University of California @ Irvine Orchestra**
Supporter of **School Power, Laguna Beach, CA**

EDUCATION

University of California, Irvine. Completed Certificate program for the Appraisal Studies of Fine & Decorative Arts November 2007
Orange Coast College 1977 Graduate, California State Instrument Repair Technician Certificate Program.
Courses included Science of Sound and Small Business Management
Cabrillo College Santa Cruz, California 1974 Graduate, A.A. Degree with Honors - Music Major
.
Attended 8 National Association of Professional Band Instrument Technician Seminars
Attended 31 N.A.M.M. University Classes

Historical Restorations of A & D Music

300 year old Harp – Lyon and Healy – Full restoration – repairing cracks, carving inlays, gold leafing, reattachment of all working pedals, restoration of existing finish, restringing to make playable.

1846 Martin Parlor Guitar including Coffin Case – Full restoration of 17 cracks, resetting and carving replica ebony pyramid bridge, all fret and fingerboard work, reattaching bracing, restringing to playable condition, restoration of existing finish.

Weissenborn Hawaiian Lap Steel Guitar model 4 1920's - Full restoration of 6 cracks plus seam cracks. Re-hydration of instrument and smoothing of finish. Was on display with Auction House Butterfield & Butterfield.

Pre-CBS Fender Precision Electric Bass, 1963 - Complete Restoration including restoring the fingerboard, reworking all gear mechanisms and hardware and rewiring.

1959 Gretch Country Gentleman Electric Guitar - Complete restoration of finish. It had sat covered in mud for over 20 years. All hardware restored or replaced with original hardware of same year.

1960's Gretch Anniversary Model Electric Guitar - Complete Restoration of hardware, finish, fingerboard, machine heads, reset up of intonation and action.

2 - 1969 Gibson ES335 TD Honey Sunburst Electric Guitars - Complete Restoration of hardware, finish, fingerboard, machine heads, reset up of intonation and action. 2nd guitar had had body routed for change of pickups and adding of Master control & volume switches. All had to be returned to original condition.

“I Love Lucy” Trumpet – Getzen – Restoration to playing condition of trumpet owned by musician in the Desi Arnaz/ Wilbur Hatch Orchestra as seen on 1950 TV show. This trumpet was put on display at **Universal Studios** as part of historical collection.

Mesopotamian Guzle – Unknown Maker – Reattachment of decorative Rams Horns to headstock, rehairing of main drone, rehairing of sickle style bow of this ancient instrument.

150 year old Flute - Unknown Maker – Ebony Body with Solid Silver keys, Ivory Head Stock

circa 1880 Ukulele –Nunez- Original Family of Ukulele maker. Complete restoration, including 7 major cracks and rebuilding of body to playing condition. Family recognized as inventor of Ukulele originally from Portugal.

Turn of the Century (early 1900's) Display of Musical Instruments – Various Manufacturers – **California State University** at Fullerton, Heritage House.

1911 Helicon Restoration - Predecessor to the Sousaphone. Made by CONN for a USA military base in Egypt. The base was set up for a possible attack on Japan during the trade Negotiations prior to WWI.

Civil War Bugle - Complete restoration of a Company Bugle including soldering of cracks and tubing.

Folk Instrument Restorations of Americana and International instruments have included :

Americana 1920's Mando-Banjo

Americana 1900's Banjos

Americana Banjo-Ukuleles

Americana Banjolin

Americana Ukelin

Chinese Flutes

Czechoslovakian Tamboritza

German Zithers

Grecian Bouzukis

Hawaiian Lap Steel Guitar

Indonesian made Ukele

Italian Bowl back Mandolins, 1900's

Japanese Biwa

Korean Violins

Lebanese Oud

Mesopotanium Guzle, Gusle

Mexican Vihuelas, Requintos & Guittarrons

Persian Violin

Peruvian Charango

Peruvian Flutes

Russian Balalaikas

Spanish Flamenco & Classical Guitars

Vietnamese percussion instrument

Musical Instrument Artworks include

Tower of Power - Pure Color Gallery Show- Laguna Beach, CA
People Get Ready - Pure Color Gallery Show- Laguna Beach, CA
Pacific Rim - Pure Color Gallery Show- Laguna Beach, CA
Ziggy's got Sol - Pure Color Gallery Show- Laguna Beach, CA
Dizzy Gillespie - Pure Color Gallery Show- Laguna Beach, CA
Mr. Acker Bilk's Clarinet Garden - Pure Color Gallery Show- Laguna Beach, CA
Music without Borders - Pure Color Gallery Show - Laguna Beach, CA
Gaelic & Garlic- Pure Color Gallery Show - Laguna Beach, CA
Fluted Frame- Pure Color Gallery Show - Laguna Beach, CA
Kokopelli really plays sax- Pure Color Gallery Show - Laguna Beach, CA
Nuthin' but the Blues Music - Pure Color Gallery Show - Laguna Beach, CA
Mini- Mimi's Trilogy - Laguna Beach, CA
Framed 1920's Banjo & Banjo-uke with Vintage sheet music - Coto de Caza, CA
Musical Instruments Around the World - Logo
Design for 20 foot Art Sax made of fiberglass -Las Vegas, NV
Musical Instrument Garden - personal art collection
Art Harp - Cabrillo Playhouse - San Clemente, CA
Antique Violin - Sunset Magazine, Idea House - Ladera Ranch, CA
Trombone Plant Stands -Reno, NV. Aliso Viejo, CA
Clarinet lamp - personal art collection
Hanging Trombone - Mission Viejo, Laguna Hills, CA
Violin clocks - Laguna Hills, Temecula, Los Angeles, CA
Musicians Soft Sculpture - Laguna Beach, CA
Hawaii's Best - Interior Design personal collection

Awards and accolades

- Nominated for **Hispanic Woman** of the Year 2005, *Hispanic Business Magazine*
- Received **Milestone Achievement Award** from NAMM's **President**, Joe Lamond at NAMM Show 2005.
- Listed in **Who's Who** of America 2005.
- Received **standing ovation** from **27 Governors at the Homeland Security Conference** in acknowledgment for Music Coordination
- Rebecca received Laguna Beach, CA **Civic Award** in acknowledgment of community work for Laguna Beach Community named in 100 Best Communities for Music Education 2003.
- Received **Gold & Silver Ducky Award** for website 1994
- Recognized by *Entrepreneur Magazine* as one of the top 5 home-based businesses in the U.S. 1991

A & D Music Partial Client List

Organization

ABC Television
Aliso Niguel High School

Aliso Viejo Symphony
Allen, R.C. (guitar maker)
Aloha Spirit
American Music Conference
Mary Bestgen Private Music Teacher
Cabrillo Playhouse
Capistrano Unified School District
Cornerstone Music
Coast Music
Capistrano Valley Sheet Music
The Coach House
El Toro High School
El Toro High Music Boosters
Shane Fair (composer Murphy Brown, "That thing you do")
George Washington University
Gotcha Clothes
Hard Rock Hotel in Las Vegas
Hilton Hotel Anaheim
Hotel Laguna
Hotel St. Regis- Dana Point, CA
Irvine School District
Jim's Music
Kenny's Music
Laguna Beach Community Band
Laguna Beach Unified School District
Laguna Beach High School Music Booster
Laguna Beach City Council
Laguna Beach Music Boosters
Laguna Beach Assistance League
Laguna Hills High School
Los Angeles Times Newspaper
Mike Mekata - S.V.U.S.D.and private teacher
Museum of Making Music -N.A.M.M
Mission Viejo City Council
Mission Viejo High School
Mission Viejo Elks Lodge

NBC Orchestra
Oakley Sunglasses
Orange County Performing Arts Center
Pacific Symphony
R.C. Allen (guitar maker)
Ralph Loren L'Oreal
Ritz Carlton Hotel
Robinson/May
Rock & Roll Hall of Fame
Saddleback College
San Joaquin Elementary
St. Margaret's Episcopal School
Saddleback Parks and Recreation
Surf and Sand Hotel
Santa Margarita Catholic High School
San Juan Capistrano Mission
Saddleback Unified School District
Salvation Army
Santa Ana School District
South Coast Symphony
Sesame Street Musicworks
Blake Aaron Smith - Guitarist MAD TV
Smithsonian Institution
St. Nicholas Catholic Church
Sunset Magazine "Idea House"
Tascam
Ti Amo Restaurant
Truckee Meadows Community College
United States President's Band
University of California Irvine
USMCAS - El Toro Wings Band
VH1 Save The Music
Various Vintage Guitar Dealers
Various M.I. displays for private parties
Winn's Music