



About ABX Board and Advisory Members

ABX BOARD MEMBERS

Patricia Smith, ABX Co-Founder and Chairman

Patricia Smith, retired, co-founded ArtsBusXpress with marketing expert Jeri Denniston in 2002. They met while serving on the board of the San Diego-Tijuana Sister Cities Society. Patty is the current board chairman and active in building donor relationships and programs. ArtsBusXpress was selected by LEAD San Diego in 2004 to participate in LEAD's mentoring program for growth and development. In 2009, Patricia received the prestigious Bank of America Neighborhood Excellence Award for her efforts with ArtBusXpress. Patricia earned a B.S. degree in Geography from UCLA and received her California K-14 teaching credentials from San Diego State University. Her passion for the arts led her to open her own art gallery business in San Diego in 1983, providing art consulting services to many private clients and corporations throughout the United States. Patricia is currently a member of AERO (Arts Education Resource Management).

Ted Peña, ABX President

Ted Peña, is President of The Visio Group, a consulting practice founded in 2011 providing leadership, management, sales and team building programs for commercial and non-profit organizations. After attending Claremont McKenna College, Ted joined IBM in 1976 as a marketing executive and held various positions in sales, management and executive instruction. In 1998, Ted joined the inaugural sales team at San Diego Gas & Electric to focus on new opportunities resulting from the state mandated deregulation policies. He opened the San Diego office for CSI Leasing in 1999 and spent 13 years developing successful business development strategies leading to over \$75 million in new financial lease transactions. Through volunteerism, Ted provided leadership, strategic planning and event management to various community-based organizations including the San Diego Jaycees, the La Costa Youth Organization, and the Torrey Pines Kiwanis club's Executive Director for the prestigious La Jolla Festival of the Arts. He is past chairman of the Business Executives Council.

Michelle Gilmore, CFRE

Michelle Gilmore is CEO of the Coronado Education Foundation and past vice president of ABX. She grew up in San Diego and she and her husband have three boys. As a former K-12 teacher, Michelle's passion for education and the Arts has been a driver for her, both as a volunteer art teacher and parent. Seeing children light up with learning something for the first time is a gift of teaching; one that field trips to arts and science learning opportunities provide. She is a fundraising professional and author.



Jennifer Cooluris, Treasurer

Jennifer Cooluris, CPA is a manager at Considine & Considine specializing in audits and reviews. Her previous experience includes over 10 years in the mortgage banking industry as a licensed mortgage loan originator, assistant vice president, and controller. A native San Diegan, she graduated from California State University, San Marcos earning a Bachelor of Science degree in Business Administration (Accountancy emphasis). In addition to ABX, her current volunteer activities include serving as finance director and on the leadership team of Risen Church. Jennifer lives in Poway with her husband, Kiel.

Kathleen Kramer, ABX Acting Secretary

Kathleen Kramer is a Speech Language Pathologist with the San Diego Unified School District. Previously, she was an adjunct faculty member at San Diego State University and at Grossmont College, where she received an *Outstanding Adjunct Faculty* award. Kathleen earned a Bachelor of Arts degree in Speech and Hearing from the University of California at Santa Barbara, and a Master of Arts degree in Speech Pathology from the University of Florida at Gainesville. Kathleen has done post graduate work in the field of Applied Behavior Analysis at the University of North Texas at Denton. She enjoys supporting ArtsBusXpress, and she serves on the Advisory Committee of *Advocates for Classical Music*. She is a past president and board member of the Junior League of San Diego. As a volunteer on the UC Davis Parent and Family Council, Kathleen works with UC Davis administrators to promote and advance the mission of the university.

Donna Burtch, Member at Large

Donna Burtch is a Senior Executive Assistant to the San Diego Regional President of Union Bank, has a B.S. from Kansas State University and an MBA in Finance from Kansas State University. Raised in Montana, Donna has lived and worked in Kansas, Okinawa, Japan, New York and Connecticut as well as San Diego. While largely a bank professional, she has also worked in large corporations, has done consumer credit counseling overseas for a case load of 50 families; taught financial literacy classes in a special summer school program to grade school children and separately taught financial literacy classes with other bank women at the YWCA's Passages program, aimed at helping women overcoming domestic violence. For nearly 20 years she was a host family for ELS students from Europe and Asia who came to learn English as a second language. First to attend college in her family, Donna highly values the importance of education and how life changing it can be. Her passion is in helping children learn and broaden their lives and she is especially excited to be a part of ArtsBusXpress and the opportunities it affords children to learn, especially in the arts and sciences.



Marisa Cooper, Member at Large

Marisa has spent her career exploring design, innovation, and wonder. She completed her undergraduate degree at UC Davis and a Master of Education, majoring in Biology, from the University of Nevada, Reno. She has over 15 years of experience pioneering STEAM focused arts integration; as a classroom teacher, program director, curriculum developer, lecturer, workshop presenter, and advocate. She was awarded Nevada Teacher of the Year by the US Green Building Council for her pioneering work weaving together sustainability and design in the built environment. She built the Nevada STEAM Committee and was appointed as its first director where she authored the states guiding principles on STEAM education and helped usher in a new era of collaboration bringing together a diversity of stakeholders in support of an innovation economy. Prior to joining CoTA, she served as the Senior Vice President of Education, for the Nevada Museum of Art.

Tracy Weibel, Member at Large

Tracy is Vice President, Branch Manager of the Union Bank Golden Triangle office. She is a native San Diegan. While attending elementary and middle school years, She was a part of Girl Scouts and took tap/ballet and jazz classes. In high school, she joined the swim and water polo teams and grew a deep love for the water and boating. She raced her sabot and joined many sailboat races with her dad on his boat.

Tracy attended the University of San Diego with a degree in Business Administration. She studied abroad in London and Geneva. After graduation, she worked for several brokerage houses before joining Union Bank in 2003 where she shares her investment strategy and knowledge with her clients.

Tracy is married to a contractor and designer. They have a son named Avery. In her spare time, Tracy enjoys reading and cooking.

ADVISORY BOARD MEMBERS

Jeri Denniston, ABX Co-founder

Jeri co-partner and Chief Marketing Strategist of Denner Group International to share best practices in strategic planning, management, and marketing with her clients. Previously she held various executive marketing positions at a large multi-state bank, at National Decision Systems (now part of Claritas), and The San Diego Union-Tribune. As the chief marketing officer at Denner Group International, Jeri is passionate about sharing her knowledge and love of marketing and social media with her clients and students. With the explosion of social media marketing, Jeri has developed expertise in using LinkedIn, Facebook, Instagram, Twitter,



Pinterest, YouTube, Canva and various email marketing platforms to support strategic marketing efforts. She has authored several articles and eBooks on social media planning and marketing and taught Social Media Marketing online through Yavapai College for 10 years.

Fluent in Spanish, Jeri holds a Master's in International Management from the Thunderbird School of Global Management in Arizona and a Bachelor of Arts in Spanish from Chapman University in California. Jeri holds a Gold Mastery Certification in Strategic Management from the Haines Centre *for* Strategic Management. An active community leader, Jeri is a member of Kiwanis Club of Bradshaw Mountain and the Prescott Valley Chamber of Commerce.

In her free time, she loves to paint, sail, garden, invent gourmet meals, experiment with gluten free baking, and read uplifting novels about women succeeding in life.

Jeri contracts with ArtsBusXpress to support responsibilities as webmaster and newsletter production.

Judy Berman Silbert

After many satisfying years working in public health, Judy turned her efforts toward the arts – always a personal passion. She has worked with youth theatre groups, an international dance festival, and served on the boards of the San Diego Performing Arts League and Coronado School of the Arts.

In 2007, in response to budget cuts that devastated arts education in San Diego County, Judy co-founded ArtReach, a visual arts education program, and served as Executive Director until 2017. Under her stewardship, the program grew from one workshop serving 400 students in 2008, to an organization that linked artists from the community to thousands of students, each contact enabling young people to meet and work with a professional artist, create original work, learn art skills, and to gain creative confidence. Judy connected ArtReach to grants, individual donors, and community partnerships that continue today.

After ArtReach, Judy has worked in a consultant capacity in the arts education community. She helped bring the VAPA Foundation into being – an organization dedicated to enhancing visual and performing arts in the San Diego Unified School District, and has worked with other organizations to foster good governance and to raise funds with one goal in mind -- making deep connections between young people and the arts.

Judy has presented at workshops on arts education resource development at San Diego Unified and San Diego County Office of Education conferences. She currently serves on the board of ArtReach on the advisory boards of ArtsBusXpress and The Rosin Box Project.



Judy feels most effective when contributing to quality collaborations between artists, community partners, schools, and neighborhoods.

Dr. Irma Gigli

Dr. Gigli is a distinguished Professor Emeritus at the University of Texas and the University of California San Diego, where she served for many years as Chair of the Department of Dermatology. Previously, she was also a faculty member at Harvard University. Her contributions include ground-breaking work in dermatology and immunology. She has published over 160 original manuscripts and is the recipient of a number of important awards.

Ron Jessee

Ron Jessee is committed to powerful, standards- based arts learning across the spectrum of every academic subject. He teaches at California State University, San Marcos and is the Director of Professional Development for The Arts = Opportunity Initiative. Having spent 22 years as a high school arts teacher and another 16 years as a site and arts administrator, Mr. Jessee is well versed in the day-to-day needs of the K-12 educator. In his capacity as the former Coordinator of Visual and Performing Arts for the San Diego County Office of Education, he served the arts needs of the 42 school districts and represented California Region 9 for the CCSESA Arts Initiative. He was the Principal Facilitator of the *Arts Assessment Resource Guide and Compendium of Arts Assessment Examples*. He has received Administrator of the Year Awards from CMEA, CAEA , CETA and California State University, San Marcos Center Artes . In 2012 he received the PTA District 9 Honorary Service Award and the Educator of the Year Award from Young Audiences. In his spare time, Ron is the Music Director and Organist at Pacific Beach United Methodist Church and is studying painting and drawing at the Athenaeum in San Diego.

Patrica Frischer

Patricia Frischer has taken on the roles of gallerist, curator, writer, teacher, website coordinator and artist. She was director of JPL Fine Arts in London a gallery specializing in modern and contemporary master drawing. Her main institution teaching experience is as assistant professorship at [Humboldt State University](#) and as head of the art department at [Southbank International School](#) in London which she created and where she taught the International Baccalaureate in Fine Art. She is author of *The Artist and the Art of Marketing* and has lectured extensively on marketing for artists. [Frischer](#) is a founder and the coordinator of the non-profit [San Diego Visual Arts Network](#), which funds the [SD Art Prize](#) , directory and events calendar and [SmART Collector](#) features. She has curated large promotions including [Movers and Shakers: Who's Who in SD Visual Arts](#), [Little & Large](#), [Art Meets Fashion](#) and [DNA of Creativity](#). SDVAN is currently listing over 2500 visual arts resources in SD County and gets over a million hits a year and has the first art event finder app. Frischer is a former board member of COVA (Combined Organization for the Visual Arts) and the [San Diego Art Institute](#)



and is currently on the board of [North County Arts Network](#) and an advisor for [Encinitas Friends of the Arts](#), SD Arts Community and [Synergy Arts Foundation](#). She is a trainer of artists' agents, art dealers, consultant and collectors (see [ArtPro](#).) She has an extensive list of [A+ Art Blogs](#) commenting on the progress of the arts in our community. She also writes reports on Visual Arts Exhibition for [Picked RAW Peeled](#). Her [own artwork](#) has been shown internationally and includes painting and sculpture. Patricia Frischer's vision is to see the San Diego region recognized as a hub of excellence for the visual arts and to bring together the performing and visual arts in a county wide arts council.

Kathleen Stoughton, ABX President

As a director, curator, educator and development specialist, Kathleen Stoughton has worked at renowned art institutions including the J. Paul Getty Museum, the National Gallery of Art, and the Smithsonian Institution. For nearly twelve years, Stoughton directed UC San Diego's University Art Gallery where she launched a number of new programs. She is the recipient of several awards including the coveted Smithsonian Outstanding Achievement Award, YMCA's Tribute to Women in Industry Award, and the San Diego Industry Education Council's Outstanding Educator Award. Kathleen is an accomplished musician having performed with symphony orchestras and has three record labels to her credit including the Musical Heritage Society.

Sharon Strong, Teacher

Sharon Strong, past vice-president of ABX, is now in her thirty fifth year of teaching in the Oceanside School District. She is focused on mentoring life-long learners in creating authentic performance, production and literacy skills through innovative instructional strategies. With 16 years at Oceanside High followed by 16 years at El Camino High, Sharon has gained a stellar reputation in motivating all students of diverse populations including *at risk* to *special needs* to make interactive dramatic activities, digital technology, critical thinking through written and performance exercises a key part in the students' overall development. She is past recipient of the OUSD Teacher of the Year award, Director of the Year for the National Youth Arts Awards, TV Producer for KOCT Oceanside Community Television, and International Theatre Director to produce and perform "All Shook Up" at the Edinburgh Scotland Fringe Festival.

Sharon received her Bachelor of Arts in Communications, Minor in Theatre and Master of Arts in Teaching and Learning/Curriculum Design from UC San Diego.

Barbara Metz

Barbara Metz, founder of Metz Public Relations, is a respected public relations strategist and counselor who specializes in media relations and publicity for small to mid-size companies and nonprofits. Before establishing Metz PR in 1987, she managed the operations at two major San Diego public relations firms: Phillips-Ramsey, Inc. and Roni Hicks and Associates. Metz



has won a number of public relations and writing awards and has played an active role in the community including a year as President of the San Diego Press Club. She holds a B.A. in Communications from California State University Fullerton.

Stephanie Bergsma

Stephanie Bergsma, a highly accomplished and respected local media executive, spent 26 years with KPBS as Associate General Manager. Stephanie Bergsma worked closely with General Manager Tom Karlo and Station Manager Deanna Mackey to lead the KPBS TV/FM organization to fulfill a vision of becoming the leading local source of news and information in San Diego. Her achievements included raising the funds to build the KPBS Copley Telecommunications Center including all of the equipment for the HDTV conversion pieces. Stephanie secured gifts totaling \$6.8 million from Joan and Irwin Jacobs to launch a cutting-edge program to train reporters in the use of multi-media for public radio news coverage and to completely renovate the entire second floor of KPBS. The Joan and Irwin Jacobs KPBS News Center is a completely converged working environment for a staff of 60 reporters and producers. It has become a working model for public radio stations nationally. In addition to major gifts for annual operating funds, she was responsible for Joan Kroc's bequest of \$235 million to NPR and KPBS, the KPBS Planned Giving Program which averages over \$1million in bequests annually, and creating The Producers Club which has over 800 members who contribute \$1200 or more annually resulting in over \$1 million in revenues each year. Bergsma holds a Bachelor's Degree in Art History from Sara Lawrence College in Bronxville, New York. She is currently a Trustee of the Museum of Photographic Arts and Inewssource. She lives with husband Dwight in Del Mar and enjoys the opportunity to travel around the world.