

SUMMARY

Dr. Johnston has broad experience in higher education, the non-profit sector and the arts. He is skilled in business development, strategic planning, higher educational administration and curriculum development, community and institutional relations and fund raising. He has excelled in teaching, performing, in managing programs, staff and budgets, in consulting and in working with trustee boards, public agencies and community volunteer groups. His knowledge and contacts within politics, business and cultural affairs have contributed to his success in fund raising for diverse groups nationally and internationally.

1990-present **Creative Development Associates, Eugene, OR**

President and CEO

Consult with universities, schools, foundations, and arts organizations on board and policy issues, strategic planning, curriculum, funding and public relations. Direct fund raising activities of three senior consultants on various accounts. Develop strategic policies and systems mechanisms, appropriate mailing lists, and recording, accounting, asset management and trust administration systems for the receipt and disposition of funds for clients. Develop marketing and special events programs. Establish advisory committees and trustee boards.

A partial list of clients includes the University of Illinois, University of Southern California, University of Oregon, Southwestern School of Law, Loyal Law School, the Los Angeles Music Center, the Grove School of Performing Arts, the Russian Jewish Community Center, the Los Angeles Bach Festival, the Young Musicians Foundation, the William Grant Still Arts Center, the Los Angeles African American Marketplace and Cultural Faire and Kids in Sports Amateur Athletic Foundation. Also managed local, state and national political campaigns.

For the California Youth Theatre, acquired CRA funds to rehabilitate the Ivar Theatre, created the California Youth Theatre Business Alliance, and secured funds from the Lloyd Rigler and Lawrence Deutsch Foundation. Directed a fund raising campaign for the Benedict Canyon Association, Beverly Hills, to solve the Mark Hughes mansionization problem. For the El Portal Theatre, secured funds for opening of the theatre and acquired CRA funds for the completion of the theatre. Established the Music Education Foundation for the Grove School of Music through administrative and financial planning, marketing, fund raising and new business development programs. Established and identified major funding divisions for the Los Angeles Classical Ballet including major gifts (corporate, individuals and foundations). Developed all corporate funding relationships and designed those elements concerning production financial levels for a national television special, "The American Red Cross" with RJF Productions. Developed strategy for identifying major donors to raise initial monies for the entertainment industry for Hadassah Southern California National Commission to fund a study "The Image of American Jewish Women in the Arts and Media". Identified and secured market opportunities for international charities in collaboration with Heal the World Foundation, Michael Jackson's International Tour in

Malaysia, Hong Kong, Singapore etc.

1994-1996 **John L. Plaxco & Associates, Inc.**, Los Angeles, CA

Vice President, Capital/Endowment Development Services

Non-profit fund raising consultant. Developed non-profit division accounts in education, culture and the arts. Provided comprehensive management for institutional growth. Offered major and planned giving counseling services with innovation, excellence and integrity to colleges, universities, medical centers, retirement communities, social agencies, churches and other non-profits in Southern California and the Western United States.

* Instrumental in making introductions to prospects to secure \$2.5 million in major gifts for Southwestern University of Law campaign for library renovation.

* Lead consultant on RFP for California State University system's Scuole Leopoldine Project in Florence, Italy.

1989-1990 **Los Angeles Orthopaedic Foundation**, Los Angeles, CA

Vice President of External Affairs

Planned and directed projects for external funding with Trustees, individual donors, corporations and foundations.

* Worked with individual Board members to maximize their giving to a \$15M annual campaign.

* Raised \$250K annually in cash and in-kind gifts from corporations.

* Worked closely with President of the Foundation to design new programs in trauma care specialties and to research new funding opportunities.

1986-1988 **University of Southern California**, Los Angeles, CA

Director of Development, School of Music

Planned and directed capital campaign for school involving Trustees, President, Dean and major donors. Raised \$5M in two years, including \$2.5M lead gift for new building, plus additional grants toward \$15.3M goal over seven years. Worked extensively with volunteers, university administrators and lead donors.

- Planned and directed a capital campaign of \$15.3M.
- * Established Dean's Circle for unrestricted operating expenses.
- * Created "Charles Dickens Dinner".

1984-1986 Ashtabula Arts Center, Ashtabula, Ohio

Executive Director

Directed \$5M arts center including arts programs, fund raising, operating budget, personnel and the construction of a new building serving schools, businesses and municipal governments. Required extensive organization with state legislators and the Governor's office. Established "Governor for the Day" with Governor Richard Celeste.

* With county and state agencies, private donors and corporate partners, built a \$1.5M theater and implemented arts education program for diverse community constituencies.

* Re-designed programs and marketed arts center as cultural and economic resource for the region.

* Directed comprehensive artistic and cultural change for the center that focused on new instructional programs and programming events for theater, dance, music and visual arts division.

1978-1983 Boston Conservatory, Boston, MA

Dean, Chief Academic Officer

Directed all academic and operational functions for graduate/undergraduate conservatory in music, dance, theater and opera. Addressed and solved problems in accreditation review, curriculum development, faculty recruitment, contract negotiations and public relations. Worked closely with Presidents and Board of Trustees.

* Changed and improved standards to distinguish the Conservatory from its competitors.

* Wrote and published articles on educational policies and culture. Reviewed recordings for a national recording magazine.

* Consulted and lectured with the Chicago Musical Company, Boston Technology and the Boston Public Schools.

- * Improved faculty/student recruitment, performance standards and academic excellence through increased faculty salaries, curriculum innovation and consensus building.
- * Gained re-accreditation with the New England Association of Schools and Colleges and the National Association of Schools of Music.
- * Increased Conservatory's national/international reputation through faculty publications, performance, student employment and alumni recognition.

1969-1978 University of Southern Mississippi, Hattiesburg, MS

Associate Dean/Tenured Faculty Member, School of Fine Arts

Responsible for academic and administrative projects with an emphasis on internal and external funding. Assisted in accreditation review and developed new curricula.

- * Recruited nationally for School of Fine Arts and established a leading school of clarinet performance.
- * Assisted President with major funding prospects throughout the South, with emphasis on newly located corporate executives.
- * Reviewed faculty meetings for long-range policy, planning, budgeting and personnel management.

1968-1969 California State University, Long Beach, Long Beach, CA

Faculty Member, Music Department

Taught applied clarinet, performed in faculty recitals and served on academic committees.

1967-1968 University of Georgia, Athens, GA

Faculty Member, Music Department

1966-1968 Principal Clarinetist, Atlanta Symphony, Atlanta, GA

EDUCATION

1975 D.M.A., Music University of Southern California, Los Angeles, CA

- 1966 M.S., Music** The Julliard School, New York, NY
- 1964 B.A., Music** Emporia State University, Emporia, KS
- 1961 Diploma Study, Music** Weisbaden Conservatory, Weisbaden, Germany

MUSICAL PERFORMANCE EXPERIENCE

Symphony: North Carolina Symphony: Principal Clarinet; Benjamin Swaylin, Conductor
Atlanta Symphony: Principal Clarinet; Robert Shaw, Conductor
Orkney Springs Orchestra: Principal Clarinet; Richard Lert, Conductor
Domaine School of Conducting Orchestra: Principal Clarinet; Pierre Monteux,
Conductor

Chamber Music: Carnegie Woodwind Quintet

Ballet: New York City Ballet Orchestra, Associate Principal Clarinet

Opera: New York City Opera Orchestra, Associate Principal Clarinet

Cinema and Television: Twentieth Century Fox Studio Orchestra, Los Angeles
NBC Studio Orchestra, Los Angeles

Musicals: Annie Get Your Gun: Lincoln Center, New York

Fiddler on the Roof: Broadway, New York

On a Clear Day: Broadway, New York

The Fantastiks: Broadway, New York

Jazz: Howard Rumsey Lighthouse All Stars

Woody Herman

Tommy Dorsey

PROFESSIONAL MEMBERSHIPS

International Council of Fine Arts Deans; National Association of Schools of Music;
Association of Fundraising Professionals; Council for the Advancement and Support of Education;
Rotary International; Lincoln Club

MILITARY SERVICE

United States Air Force

Stationed: SAC Headquarters, U.S.A. and U.S. Air Force European Command, Germany