

Candidate statement: Mike Walker

After a fulfilling and gratifying term on the CCPA Board, it would certainly be an honor to continue to support the board's positive growth agenda and to resume my individual contributions toward the Hall's marketing and community outreach.

While I currently live in Hillsboro, my tenure with the CCPA/W.O.W. Hall goes back to '80s and '90s on all levels: performing, attending, volunteering, serving on the Board and working on staff. Since moving from Eugene in 1996 I have worked 25 years with the Crystal Ballroom and other McMenamins music venues throughout the Pacific Northwest. I did stints in production, venue administration and ticketing, with the large majority of my tenure in show marketing and venue branding.

Coming onto the CCPA Board two years ago, it was my pleasure to assist in the Hall's re-emergence from the Covid shutdown. With our Executive Director Deb Mahar's skilled hand at the helm, this Board established an agenda that not only returned the Hall to its pre-Covid status, but improved it fiscally and operationally, and greatly improved its legal structure as well. I was honored to play my part in those successes and hope to continue to support the Board's efforts.

Beyond my general Board role, my primary personal objective during the Hall's re-emergence was to be a resource for the CCPA's marketing efforts. It's been an honest delight engaging with staff as we've developed the Hall's show promotions system to include digital strategies, adopting a variety of backend tools that increase efficiency and productivity and -- more importantly -- help to get the word out to a broader cross-section of community members.

Going forward I would like to expand on these successes by activating a Marketing Subcommittee that will bring what the Hall has developed for show promotion and apply it to broader community outreach and messaging. As this is a nuanced task in the world of fundraising and community outreach, we should strive to populate this Subcommittee with contributors from the community who can bring non-profit experience into the mix.

It's been gratifying to see that the Hall's unique creative and energetic spirit remains the same as it was so many years ago. As the Hall continues to provide amazing events for the community, I believe it will also continue to be a professional springboard for people like myself, who may work in Eugene, another state, or another country, but whose roots (and hearts) rest firmly in the WOW Hall.

Thank you for your time in reading this. In all eventualities, I remain fond and supportive of the Community Center for the Performing Arts.

Michael Walker

walkerbrothersmike@gmail.com

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