

Steve Lemon

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To Whom It May Concern:

Please find attached an introduction and bio for your files. Feel free to contact me with any questions.

Sincerely,

Steve Lemon

Steve Lemon

Introduction

I began my professional career in show business while attending college. Since that time, I have maintained steady employment in the entertainment, marketing, sports and leisure industry, on an international level. I have a proven track record as a premier team builder, a fair and straight negotiator and an award winning innovator and a hybrid management style with a balance of both strategic and tactical capabilities.

Currently, I produce and manage large-scale events with attendance generally ranging from 10,000 to 1,000,000 persons. My total career event attendance well exceeds 30 million persons. As a project manager, I manage budgets ranging from \$50,000 to \$50,000,000 per project.

My work experience includes key management positions in event, brand and entertainment marketing, live event production, site development and management, theater production, music, television and film production, event marketing, industrial/trade show production and management. I have an extensive background in festival management, as well as tour and production management in sports arenas, amphitheaters, grass fields and stadiums worldwide. I have a proven reputation for delivering projects on time and on budget, as well as development and implementation of creative revenue streams- both hard and soft, to offset hard production costs.

Industry Acknowledgments Include:

2005 “Event Pro of the Year”, Event Pro Forum (Finalist)



Miss America Pageant



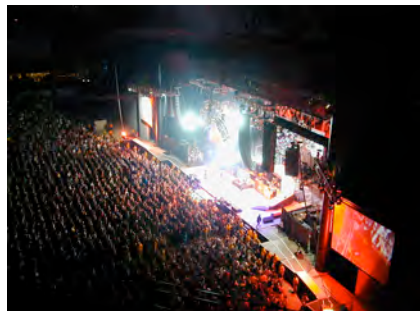
Herbalife 25th Anniversary

2002 “Tour Manager of the Year” - Aerosmith, PLSN Magazine



Aerosmith

2001 “Road Warrior of the Year” - Pollstar Magazine (Finalist)



Aerosmith

2001 “Production Manager of the Year” - Aerosmith, PLSN Magazine (Finalist)



Aerosmith

1996 “AT&T 100”, AT&T’s highest honor acknowledging the top one hundred individuals involved in The 1996 Atlanta Centennial Olympic Games for their performance, dedication and commitment to excellence, as recognized by Robert Allen (CEO, AT&T) and William Porter Payne (CEO, Atlanta Committee for the Olympic Games).



Project Manager - AT&T Global Olympic Village

1994 “Production Manager of the Year”, Woodstock 94, Performance Magazine (Finalist)



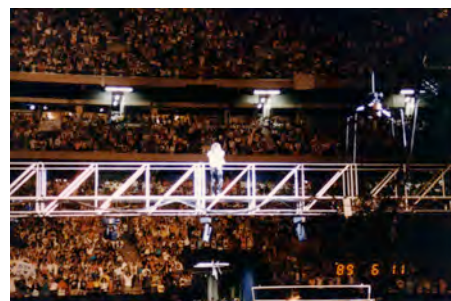
Woodstock 94

1989 “Site Coordinator of the Year” – Moscow Music & Peace Festival, Performance Magazine



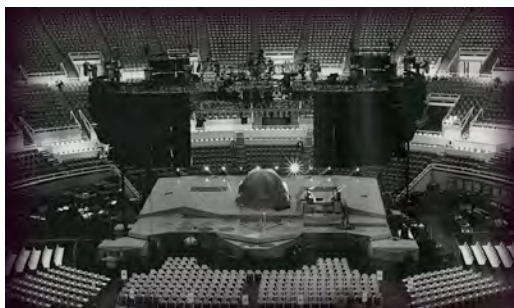
Moscow Music & Peace Festival

1989 “Innovation of the Year”, Performance Magazine



Bon Jovi Catwalk

1989 “Set Designer of the Year”, Performance Magazine (Finalist)



Bon Jovi

What People Are Saying

“He’s got to be at the very top of the top 15 production managers in the business”

Mike Roche – MGM Grand Garden Arena, Operations Manager

“He’s one of the most sought after production managers”

Pro Lights & Staging News

“33 1/3 Reasons to Love (or Hate) Rock ‘n’ Roll”, “Reason 29: Technology” (and Steve Lemon)

Playboy Magazine

“Steve Lemon has done it all...”

Celebrity Access

“Legendary”

Pollstar Magazine

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Comprehensive Bio

“Steve Lemon is an event production and project manager specializing in large-scale event planning, management and execution. He has international experience in general contracting, special events, television production, stage and tour management. Working professionally in the entertainment, marketing, sports and leisure industry since 1975, his background extends from theatrical presentations, to television and film production, to industrial and trade show management, to concert tour and production management. Over 30 million persons have attended Steve Lemon’s events.”

Current Status

- **Steve Lemon & Associates, Inc. – President & Managing Director:** Steve Lemon & Associates is in the business of large scale event planning and management. We conceptualize the creative needs of the client and facilitate the execution of those needs, including visual design, graphics, CAD work and creative presentations, and the execution of the creative products. In addition, Steve Lemon & Associates offer inventory and asset management services including regional warehousing in secure climate controlled spaces at competitive prices. Our team has a proven reputation for delivering products on time and on budget.

Entrepreneurial, Management and Special Interest Experience

- **Steve Lemon & Associates, Inc. – President & Managing Director:** Live Event Production Company
- **Latitude 33 Management, Inc. – President & Managing Director:** Live Event Production Company
- **Innovents, Inc. – President:** Live Event Production Company
- **Innovents LLC – President:** Live Event Production Company
- **Da Voiba, Inc. - President:** Design, Marketing and Image Consulting Firm
- **Momentum.IMC, a McCann-Erickson Company - Sr.VP/GM** Los Angeles
- **Advent, an N. W. Ayer Company - Sr.VP**
- **ESTA (Entertainment Services and Technology Association) - Board of Directors:** ESTA is an ANSI accredited organization regulating procedures, standards and practices in the entertainment industry. Term length 1/1/97 to 12/31/99.
- **LEMCO Entertainment Services, Inc.:** President, Fabricator and Distributor of Crowd Barriers to Facilities and Companies in the Entertainment Industry
- **Atlas Production Services, Inc.:** President, Theatrical and Arena Rigging Service and Supply Company

Favorite Quotes

- “An imperfect plan started today is better than a perfect plan never started.”
- “Circumstances do not create character, circumstances reveal character.”

Career Project List

2011

- Britney Spears / Promo Tour Production Manager
- Who’s Still Standing / NBC Studios, Staging Supervisor
- Genentech – Full Soectrum – San Francisco

2010

- Together as One (Electronic Dance Music Festival) – Los Angeles / Go Ventures, Production Director
- Monster Massive (Electronic Dance Music Festival) – Los Angeles / Go Ventures, Production Director
- The Love Festival (Electronic Dance Music Festival) – Los Angeles / Go Ventures, Production Director
- Minute to Win It / NBC Studios, Staging Supervisor

- David Foster Asia / IMG Artists, Production Management Services
- ThinkCure! Bicycle Century, Metric Century, 22mi Community Ride – Los Angeles / Producer
- Great American Food and Music Festival / Festival Food Ventures LP, Project Manager

2009

- David Foster Tour / Production Manager
- Weezer Tour / Production Manager
- Spike Scream Awards / Greg Sills-Chloe Productions, Staging Supervisor
- Nike Inter Milan Product Reveal / NRG Marketing - Staging Supervisor
- The Great American Food and Music Fest / San Francisco – Production Manager
- US Festival 2010 – Project Manager
- Gatehouse Sales Event / Macy & Associates – Production Manager
- Road Asset Group, Inc. – Marketing Consultant
- Lance Armstrong Foundation – Stages Event – Show Director
- Buckcherry 2009 Tour - Staging and Choreography Consultant

2008

- Nike Women's Marathon / San Francisco – Director
- Nike Human Race / Austin, TX – Executive Producer
- Motley Crue / CrueFest 2008 – Tour Director

2007

- Spinal Tap – Tour/Production Manager
- Bodies The Exhibition – JAM Exhibitions Chicago – Tour Feasibility Analysis – Project Manager
- Nike Women's Marathon / SFO Event-Show Director
- The US Festival – Project Feasibility Study - Project Manager
- Nike Run Hit Remix Series – LA – Show Director
- DYNAMITE USA!! – Mixed Martial Arts Competition, LA Coliseum – Live Event Manager

2006

- Nike Run Hit Remix Series – LA, Chicago, Miami – Show Director
- Aerosmith / HK Management – Tour Production Manager
- Jewel / Azoff Music Management - Production Manager
- Beyonce Showtime Special Project Feasibility Analysis / Showtime Networks / New York Central Park - Production Supervisor
- Autodesk (AutoCAD) Product Launch / Las Vegas – Production Director
- US Festival 2008 / TeamWorks – Production and Project Manager

2005

- Seal / Azoff Music Management - Production Manager
- Eminem Showtime Special / Showtime Networks - Production Supervisor
- Paris By Night - San Jose 2005 / Teresa Campbell Producer – Staging Supervisor
- Nike Run Hit Wonder Series – LA, Chicago, NY, Portland – Show Director
- Herbalife 25th Anniversary Show / TBA Global Events – Production Director
- Event Pro Forum 2005 / Industry Conference - Keynote Speaker
- Usher Showtime Special / Showtime Networks – Production Supervisor
- NFL Experience Motorola Exhibit / Experient – Production Director

2004

- Duran Duran / VH1 Special (LA) – Staging Supervisor
- Little Jon / MTV2 Special (ATL) – Staging Supervisor
- Seal – Azoff Music Management - Production Manager
- NIKE Run Hit Wonder – LA, Chicago, NY, Portland – Director of Production, Relay Worldwide
- Miss America – Staging Supervisor, Bob Bain Productions
- Little Steven's Underground Garage Festival – Production Manager
- VH1 Divas - Staging Supervisor, Greg Sills Productions
- Coca-Cola Mexican National Team Soccer, Los Angeles – Director of Production, Relay Worldwide
- Monterey Pop Festival 2005, Event Feasibility Analysis – Project Management
- Jay-Z at The Pontiac Silverdome – Production Manager, Roc-A Fella

2003

- Major League Soccer Cup Halftime Show 2003 – Technical Director, Six Degrees, Inc., Radio Shack (Sponsor)
- Radio Music Awards – Staging Supervisor, Tall Pony Productions
- Herbalife International of America – Production Consultant, HIA, Inc.
- Miss America – Staging Supervisor, Bob Bain Productions
- AT&T Global Olympic Village – General Manager, Asset Liquidation
- Kiss/Aerosmith 2003 Tour – Event/Tour Consultant, ClearChannel Touring
- Field Day Festival, Riverhead, Long Island NY/Giants Stadium – Production Manager
- Jay-Z Showtime Special, Memphis – Staging Supervisor/Live Event Project Manager

2002

- Hollywood Christmas Parade – Project Manager/Staging Supervisor
- Guns ‘n’ Roses – Tour Production Manager
- Aerosmith – Tour Production Manager

2001

- Aerosmith – Tour Production Manager

2000

- Aerosmith – Tour Production Manager
- Oscar De La Hoya – Tour Manager
- Diamond Jubilee – Perry Farrell – Project Manager
- Experience Music Project (EMP) Funk 2000 – L.A. Forum, Live Event Production Manager
- Steven Spielberg’s “Artificial Intelligence” – Flesh Fair – Staging Supervisor
- Voice of a Child – Staging Coordinator
- Wave Loch – Portable Wave – Staging Coordinator
- Riverside Orange Blossom Festival – Event Management
- StreamSearch.com – Internet Film & Music Awards (Playboy Mansion West) – Project Manager
- StreamSearch.com – MI2 Soundtrack Release Party (House of Blues, New Orleans) – Consultant
- Stanford University Commencement Ceremony – General Contractor, Design and Fabrication, Event Management

1999

- Republican Governors Association – Production Management, La Costa, California
- Ricky Martin - Shake Your Bon Bon Video – Live Event Production Manager
- Film Aid - Refugee Relief Effort, Bosnia - Project Manager
- iBASH / Pixelon, Inc. - 1999 Product Launch, Las Vegas – Live Event Planner & Manager
- The Millennium Show, Los Angeles - Festival Producer
- Woodstock 99 – Artist Compound Manager
- Day In The Garden, Bethel NY - Production Manager
- 1999 Rock ‘n’ Roll Marathon, San Diego - Concert Producer

1998

- KISS – “Biggest Halloween Party On Earth”, Dodger Stadium - Project Manager
- KISS - Production Management
- Day In The Garden (Woodstock 98) - Project Manager
- 1998 Rock ‘n’ Roll Marathon, San Diego - Producer
- Marketing Entertainment Group of America - Consultant
- L.A. Millennium Celebration / City Of Los Angeles Cultural Affairs Department - Concept Development
- Enchanted Rock Studios, Austin TX - Facility Design Consultant
- Speed Zone Theme Parks / Malibu Entertainment Worldwide - Entertainment Development

1997

- World Culture & Sports Festival, Wash. D.C. - Production & Stage Manager
- KISS Roswell NM Project - Project Manager
- AT&T Investment Analysts Presentation - Project Coordinator
- Rolling Stones, Project Babylon - “An Alternative Gathering” Concept and Design Development/Budgeting

- Landmark Entertainment Group - “Rolling Stones Experience” Concept and Design Development/Budgeting
- Jon Bon Jovi - Production Manager / Japan Tour

1996

- New York Times Square New Year’s Eve Ball Drop - Production Coordinator / General Contractor
- AT&T Global Olympic Village, Summer Olympic Games - Centennial Olympic Park - Project Manager / General Contractor
- General Motors World of Motion Pavilion, Summer Olympic Games - Centennial Olympic Park - Project Manager / General Contractor

1995

- AT&T Global Olympic Village, Summer Olympic Games - Centennial Olympic Park - Project Manager / General Contractor
- General Motors World of Motion Pavilion, Summer Olympic Games - Centennial Olympic Park - Project Manager / General Contractor
- Luther Vandross - Production Manager / Tour Director

1994

- Woodstock 94 - Project Manager / Production Director
- The Meadows Amphitheater, CT - Design/Production Consultant
- The Artist Formerly Known As Prince - Production Manager
- Janet Jackson - Production Manager

1993

- Janet Jackson - Production Manager
- Legends of Soccer Tour - Production Coordinator

1992

- U2 - Utility Production Manager
- John Mellencamp - Tour Manager

1991

- John Mellencamp - Tour Manager
- Skid Row - Production Consultant
- Scorpions - Production Manager

1990

- Tokyo New Years Eve Festival - Event Coordinator
- Bon Jovi - Site Coordinator
- Cher - Production Manager
- Bon Jovi - Site Coordinator

1989

- Moscow Music Peace Festival - Project Manager / Production Coordinator
- Bon Jovi - Site Coordinator, Special Effects, Production/Set Designer, Rigger
- Bon Jovi – Successfully negotiated release of crew and equipment held hostage by angry mob in Mexico.

1988

- Bon Jovi - Site Coordinator, Special Effects, Production/Set Designer, Rigger
- John Mellencamp - Production Manager

1987

- Bon Jovi - Special Effects, Rigger

1986

- Ozzy Osbourne - Production Manager, Set Designer
- Diana Ross Wedding (Romanmotier, Switzerland) - Project Coordinator

1985

- Tears For Fears - Production Manager
- Diana Ross - Production and Stage Manager

- Don Henley - Rigger
- IBM National Marketing Division - Recognition programs: Miami, New Orleans, Kaanapali Maui, Westerfield Quitt Productions Limited, Producer/Production Coordinator

1984

- Hall & Oates - Advance Production Manager, Rigger
- Diana Ross - Rigger
- Air Supply - Rigger
- Van Halen - Advance Production Manager, Rigger

1983

- Diana Ross - Rigger
- IBM National Marketing Division - Recognition program: San Diego, Westerfield Quitt Productions Limited, Producer/Production Coordinator

1982

- Van Halen - Advance Production Manager, Rigger

1981

- Van Halen - Advance Production Manager, Rigger
- Eric Clapton - Rigger

1980

- BMW Dealers Conference: San Diego, Westerfield Quitt Productions Limited, Producer/Production Coordinator

Pre-1980 Experience

Prior to 1980, I worked as a road rigger on an as needed basis for a number of artists including Heart, Styx and The Police. He also worked as a local stagehand in the greater San Diego area as a Master Carpenter, Property Master, Rigger 1975 through 1982. Clients included the San Diego Opera, Old Globe Theater, San Diego "Starlight" Civic Light Opera Company, San Diego Symphony, San Diego Sports Arena.

Education

- El Cajon Valley High School
- San Diego Mesa College - Studied acting, technical theater, theater management, box office management, set design and construction and lighting design
- Grossmont College - Studied technical theater, theater management, box office management, set design and construction and lighting design

References Available Upon Request



Steve Lemon

Project Manager

“My mission is to provide dependable event management services to the entertainment, marketing, sports and leisure industries. To develop and execute the transition of creative vision into reality, carefully orchestrating the marriage of art and commerce while maintaining the event’s integrity. To recognize and promote awareness of the fact the attendee’s event experience begins with the first impression, then their first step towards the venue and ends well after they have completed their journey home, during which time they place their trust and experiential expectations in my hands.”