

Appendix D – OR and CO Business Plan – Year 1 to 5

The Management and Creative Teams of Ocean Rudee and Company



Paul Ennis
Founder
& 'Ocean Rudee'
& Chief Scriptor

Paul Ennis brings to the Ocean Rudee team three decades of commitment, belief, hard work and gratitude. His skills include: Project Management, Acting, Writing, Editing, Audio and Video Production, Team Building, Fund-raising, Business Development and Communications. It all began for Paul - whilst reading-aloud to his eldest son Gabriel (who at that time was not too 'eldest') - with the quite simple thought: "Geez, somebody should be reading books like this to kids on the radio." 'Saturday Morning Storyteller' was the net result of that first thought, which was soon out-paced by the birth of 'Ocean Rudee' and here today - as the Y2K's roll along - the evolution continues to unfold.

In his own words:

"To the 10's, if not 100's, of men, women and children who've kept this project alive and placed it on the threshold of what I've always believed will be something very special I say - Thank You! The management team assembling itself behind these initiatives is poised and ready to deliver on the accumulated dreams, passions and ideals laid out before them. The educational multi-media community is filled with great and wonderful organizations who've embraced today's Ocean Rudee & Company team with warmth, respect and mutual admiration."



Sean Huang
Director of Finance/Controller

As Director of Finance/Controller, **Sean Huang** will bring 10+ years of training and experience as an investment analyst, core financial, accounting, operations and business development strategist to the OR&CO team. In order to insure the company's long term success he will facilitate the development of accounting and cash flow management systems; capital acquisition goals and objectives; assist with the creation of required financial analysis tools; and coordinate the research and analysis required to fully assess the viability and growth potentials of OR&CO. Sean understands the importance of strategic thinking and the need to develop strong yet flexible business management, accounting, and operations systems. His proactive, reliable and results-oriented perspectives will provide OR&CO with an advanced level of business/market acumen and execution.

In his own words:

"What attracts me to OR&CO is all about the value creation with the perfect design of Ocean Rudee and his stories. This business is committed to 'Bringing Children's Books to Life!', which is crucial for our next generation. The media industry has huge opportunity and the children's educational market in particular is quite large. The business model has been proved. Most importantly, the management team is enthusiastic and highly-experienced. It is my great pleasure to be a member of the winning OR&CO team!"

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Darryl Webb
Sound Design Director

Over the past 20+ years, **Darryl Webb** has perfected his craft as a recordist, sound designer, composer and music director in many different settings. He has engineered recordings for musicians and performers in both private and professional studios; designed soundscapes for spoken word, live theatrical and film presentations; and completed on-location recording projects ranging from choral performances to live paranormal broadcasts. What does all this mean for Ocean Rudee & Company? Darryl's ability to coordinate the audio soundtrack workflow process from start to finish - in close cooperation with OR&CO's scriptwriting, theatrical and creative services team members - will be a piece of cake. In fact, triple-layer German Chocolate Mocha cake, to be precise. Darryl's professional outlook and philosophy – when combined together with his highly refined creative instincts – will be put to good use given the wide variety of read-aloud adventures upon which OR&CO is going to embark.

In his own words:

"In the movie, 'The Sixth Sense', the character Cole (played by Haley Joel Osment) tells Dr. Crowe (played by Bruce Willis) that it's quite apparent he's not told many bedtime stories before, and instructs him on how to do so. In our society today, reading stories aloud, and having them read to children most especially, is fast becoming a lost art. This is where Ocean Rudee and Company comes in. Personally, to be able to be a part of creating something that has such a positive impact on children's lives, as well as those of their parents, is special. Knowing that these stories will also play a role in future generations is humbling, and gratifying."



Mathew Baldwin
Video/Motion Graphics
Director

Mathew Baldwin brings 10+ years of experience working with image, animation and video production projects to the OR&CO team. As 'Video/Motion Graphics Production Director' he will coordinate the workflow process required to develop, execute, and complete the pre and post-production phases required to create OR&CO video/DVD 'Imagination TravelVision' projects. Matthew's multi-faceted background in film production, interactive media design and video engineering, combined with his love of children's literature, reading, and the magic of 'Imagination Travelin' will provide OR&CO with an unsurpassed level of expertise in the world of digital video and motion graphics product development.

In his own words:

"My vision and creative goal in life has always been to tell stories, in whatever medium that comes to hand. For me now this is animation, digital video and editing. I've always felt that simple, well told stories always have the most impact and provide something that goes beyond entertainment. This has been my experience in life and something I strive to achieve in my work. The main attraction I have to working with Ocean Rudee & Company is: Having the opportunity to work with the quality and purity of image, story and voice and that it's not necessary to have the whole picture provided and have everything spelt out. In other words, to give the audience the space and respect to use their own creative imagination to complete the picture, draw their own conclusions and take what they want from the story presented. This is a rare opportunity and something that personally and professionally I jump at the chance to be a part of."

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Cynthi Stefenoni
Production Director

Cynthi Stefenoni brings 30+ years of stage, film and television production experience to the Ocean Rudee team. As Production Director, Cynthi will coordinate the script writing, casting, development/delivery, execution and post-production phases required to create OR&CO audio soundtracks and video/DVD 'Imagination TravelVision' productions. Her diverse background, which includes: Film/Television budgeting; scheduling; producing; directing; hands on production of live theatrical, musical and fundraising events; volunteer coordination work and 20-year membership in the 'Directors Guild of America' will provide OR&CO with an unsurpassed level of expertise in the literature-based multi-media production industry.

In her own words:

"A few years ago at the ripe old age of six, I stood in a living room in Sebastopol, California and auditioned to be the Narrator for my Blue Bird troupe's holiday production. I can still remember how it felt to read aloud the story of the Laplanders of Sweden - picturing the land of the frozen North so far away, brought so close to me by the author. And, that was it. I was hooked on books. Ever since, I have found solace, magic, happiness and mystery in the written word and have always looked for ways to bring that magic to upcoming generations. I am proud to be part of the Ocean Rudee family. The characters open doors to the imagination of every child lucky enough to listen, so that magic, once again, can take hold. And, as we all know, once an imagination is engaged, the possibilities are enormous."



Diane Ennis
Graphic Arts Coordinator

Diane Ennis has worked as part of the Ocean Rudee management team since 2002. Her skills include: Graphic Arts, Photography, Voice Talent, Finance/Bookkeeping, Writing, Editing, Computers and Inner Office Procedures. She is a voracious and avid reader of books of all kinds. Her belief is that for children to learn how to read is one thing - for them to learn how to 'love' reading is a goal well worth the best efforts she can muster.

In her own words:

"I remember the feeling I had as a small child, that books contained something precious and magical. The idea that I could unlock that magic by learning to read was enough to light a fire in me that burns bright to this day. I am passionate about books and reading. Books have always been in my hands, by my bedside, in my backpack and lining the shelves throughout my home. There is nothing else that captivates the mind, grows the imagination and expands one's horizons the way that books do. Igniting a passion for reading and developing powerful imaginations in our children is important work. That's why I'm here."

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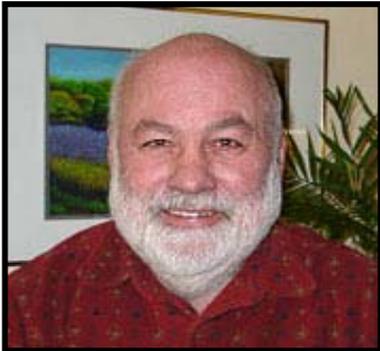


Joyce Paulson
Director of Office
Management

Joyce Paulson brings to the job of Director of Office Management nearly two decades of office administration and business team management skills. Her ability to coordinate the administrative and business support systems workflow process from start to finish in close cooperation with OR&CO's sales, marketing, public relations, theatrical and creative services team members is a foregone conclusion. The creation, set-up, maintenance and growth of OR&CO's office environment and business center is also a task she's more than qualified to accomplish. And, oh yea, always ask Joyce nicely for paper clips, pencils and related office supplies - cuz' in addition to her many and varied business talents she's earned black belts in both Tae Kwon Do and Tang Soo Do on her way to national championship rankings.

In her own words:

"I have 'known' Ocean Rudee since 2002 when Paul Ennis introduced us. I have watched him evolve and have even been treated to personal readings. During a camping trip a few summers back I was transformed into a delighted child once again and taken to a place where a cat wears a fireman's hat and performs heroic deeds. "Read another one...", was the cry from around the campfire - that is the magic of Ocean Rudee. I have always been an advanced reader (college level by the 5th grade) and since we moved a lot books have always been very special to me. Reading for me is almost like watching a movie, but infinitely more detailed, portable, enriching and satisfying. A favorite book or story can be enjoyed over and over (alone or with family and friends) and it's something I want every child in the world to experience. I am honored to be part of the Ocean Rudee Team encouraging children to read and appreciate the infinite worlds that quietly await them in libraries, bookstores and on the Internet. Ocean Rudee & Company will definitely bring the benefits, wonders and true magic of reading to vast numbers of children and their families."



Dr. Loren Cole
Corporate Business
Consultant

Dr. Loren Cole is the CEO of Inquiring Systems, Inc./ISI. He will provide the Ocean Rudee team with an outstanding level of expertise garnered during 30-plus years of service to nonprofit organizations, communities, government agencies and selected corporate entities. ISI's focus is directed toward developing, nurturing and maintaining the resiliency, viability and sustainability of ecosystems and related business entities. As the next few years unfold for Ocean Rudee & Company, Dr. Cole's role as advocate, counselor, planner and corporate consultant will be critical to the success that is anticipated.

In his own words:

"You have a wonderful project and it is a very worthwhile endeavor. I am happy to offer my consulting services to you through ISI. I will do whatever is needed to help you make this happen."

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Kristi Thomas
Human Resources
& Personnel Consultant

Kristi Thomas brings several decades worth of Human Resources, Personnel, Planning and Operational Management skills to the Ocean Rudee team. On a consultative basis she will provide assistance with the development of personnel policies, detailed position descriptions and hiring procedures as OR&CO moves into the operational phase of their business plans. Her long-time involvement with this project allows her to maintain an accurate perspective on how and why things are now beginning to move forward into the multi-media development arena.

In her own words:

"My mother was a teacher and from the earliest time I can remember we were read to sleep every night. Then, as we grew older, there was never a 'lights out' time - just the time to go to bed to read and fall asleep. Reading books has been a passion of mine for over 55 years. Now, with 3 young grandsons, that tradition continues. I've been an Ocean Rudee team member since the early 1980's and cannot begin to express how supportive and confident I am of this project. Timing is everything... and now the time is right for - Bringing Children's Books to Life!"



Dan Joseph
Director of Consumer
Research & Strategy

Dan Joseph brings more than a quarter of a century of experience in child development, teaching, and research to the Ocean Rudee & Company management team. He and his associates strive to understand the reasons for kids' responses - either positive or negative - to children's multi-media programs, products, and initiatives. Does it matter that in his opinion, "Ocean Rudee is classic, timeless, interactive, family-friendly, and educational, while also being extremely well-suited for multiple platforms?" Yes, it does, because we like positive thinkers on the OR&CO team - particularly ones who understand the depth and meaning of their words.

In his own words:

"As the story goes, and I have many of them, at age five I consoled a crying classmate, saying: It's OK, I'll be your friend..., thus beginning a rich, fulfilling life in the service of children. Impassioned 'kids people' inspire one another, and OR&CO is brimming with just that – inspirational, talented, and passionate individuals who see the importance, as I do, of putting kids first; of being leaders rather than followers; and of remembering to laugh 'til your belly hurts and tears roll down your face. For us, working together to bring Ocean Rudee & Company into the lives of young children and their families is destiny, bashert, kismet, fate."

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Janet Zagoria
Web Design & Internet
Development Director

Janet Zagoria will bring a vast and varied set of design, marketing, Internet technology and interpersonal skills to the position of 'Web Design and Internet Development Director' for OR&CO. Over the past 30+ years she has worked as a commercial graphic artist, photojournalist, writer, wholesale entrepreneur, product designer, Flash animator and expert Website designer. Her company, ZagDesign Group, is a talented and technologically savvy group of marketing and Web development experts who will provide expertise and guidance within the highly specialized areas of eCommerce, social network marketing, SEO strategies and more. OR&CO's usage of digital distribution channels, the development of our age-appropriate interactive Website environments, and our successful engagement within the vast and powerful global multi-media marketplace will be guided and directed by Janet's firm, steady, and well-honed set of Internet-related business skills.

In her own words:

"Starting at the age of 10, one of my favorite activities with kids was to read to them and act out and create the voices of each character. I still do that to this day with the many young children in my family. I love to read good stories and am rarely without a current book. When working on creative projects I often listen to stories read on the radio. Ocean Rudee combines many things I so enjoy: good stories sparking imagination, good voices leading you through a varied landscape with trusted companions and good illustrations that are timeless and detailed, making you want to look at them over and over again. Thinking about working with this material, bringing it to life on the Internet, knowing that scores of children will be fueling their very creative minds - gives me great joy."



Darin Whitt
Computer & Network
Support Consultant

Darin Whitt formed his company, Computer Access Systems, in 1989. They provide complete computer and network-related services, including design, purchasing, implementing and ongoing support of computer hardware, software and network security solutions for businesses large and small. Darin and CAS work towards a very basic goal: to have their clients utilize their computer resources with maximum effectiveness and security. With OR&CO's direct engagement in the digital world as a primary focus of our present and future operations and business activities - having CAS and Darin Whitt on-board from 'Day 1' is extremely comforting and valuable to the bottom-line concerns of the OR&CO Management Team.

In his own words:

"I am the father of three wonderful kids, ages 13, 11, and 9. My oldest daughter has a passion for reading that, on occasion, gets her in trouble when reading late into the night. I believe the seed of reading was planted during her younger years when my wife and I would read to her aloud. Ocean Rudee & Company will become the cultivator of many 'seeds' planted in the hearts and minds of kids and adults."

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Elise Lebec
**Music Composition &
Sound Design Consultant**

Elise Lebec, has been perfecting her skills as a musical composer, voice-over talent and digital sound designer for more than two decades. Her list of credits include: a 2006 release of the album "Possible Dreams", as well as sound design and musical production work on over 60 independently-produced films, commercials and trailers. These days, Elise works two important roles into her schedule of activities. One, as mother to her daughter, and the other as a digital media professional working on projects that magnify her talents for musical composition and overall sound design supervision. Elise brings a fresh approach and a burst of creativity to each and every project she engages with - including the opportunity to facilitate musical and digital audio 'Imagination Travelin' adventures as a part of the OR&CO production team.

In her own words:

"Music to picture has always come naturally to me and to be able to use this talent for the discovery of new and exciting products, such as what Ocean Rudee & Company is committed to, gives me a great sense of satisfaction. Also, knowing that I will be aiding children and adults to use their imagination - in a world where imagination is mostly done for us - is perfect. My goal is keep this wonderful spirit alive in our society and to give back to our children what is rightfully theirs to explore through literature and great storytelling."



Nancy Aita
**Certified Employee
Benefit Consultant**

OR&CO will be working with **Nancy Aita**, of Aita & Associates, as our 'Certified Employee Benefit Consultant'. Nancy has been providing California businesses with integrated employee benefit programs and unparalleled customer service since 1982. She designs insurance and benefit plans that are tailored to fit the needs of the people involved, whether they are large corporations or small businesses. To do this, she draws upon the expertise of her staff, as well as specialized companies and professionals in the insurance industry who provide products and services that match the needs of her clients. Plus, her vocal acting skills are an untapped resource that OR&CO is looking forward to utilizing in new and diverse manners. In fact, it was her locally-produced radio commercials (broadcast here in Sonoma County, CA) that first attracted the attention of the OR&CO team. Who sez that radio advertising doesn't work? Not us!

In her own words:

"As a young child I always read. Reading allowed me to travel all over the world with so many interesting people. And, reading also enhanced my entire educational opportunity. When I became a mother, I read to my children from the time they were too young to read - until they read with me. These times we spent together with books enhanced their educational as well as life experiences. Showing children the pleasure and value of reading is one of the most rewarding things we can do for them. It is my pleasure to join in on the Ocean Rudee Adventure."

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Stacey Schuett
Illustrator
& Graphic Designer

It is hard to describe the artistic and conceptual drawing skills of **Stacey Schuett** in just a few words. Suffice it to say that the fortunes of OR&CO took a big upturn when she began putting pencil to paper in order to 'sculpt' Ocean Rudee & Company into visual reality. As a published author, illustrator and graphic designer she is well known in the national and international children's book publishing arenas. There are worlds upon worlds yet to be explored within the life and times of Ocean Rudee & Company. With Stacey's clearly focused visions and ideas - supported by her exceptional skills and artistic talents - those worlds will surely become a joy and a pleasure for children and young families to experience.

In her own words:

"When I was small, a good book often seemed more real to me than real life. The imaginary world it created was almost tangible; I believed in the characters living there and loved (or hated!) them fiercely and very personally. In my favorite books, the illustrations made worlds that were unknown to me seem rich and true; I loved the way pictures sent little visual messages and said what wasn't said with words. Reading and listening to stories fired up my imagination like nothing else. I hope for every child to have the chance to be stirred by good stories, and have the pleasure of discovering new imaginary worlds through books. That's what Ocean Rudee and his friends are about--and that's why I'm pleased to be part of creating the world they inhabit while bringing children's books to life."



Susan Yost-Filgate
Product Design
& Brand Development
Consultant

Susan Yost-Filgate brings to 'The Visuals' a diverse and award winning background which includes her work as an: author, educator, book designer, brand/merchandise developer, graphic art coordinator and publisher. She and her husband, Leonard Filgate, are the co-creators and author/illustrators of the Rip Squeak® series of children's books. This literary property has been built into a successful art, book publishing and licensing company - Rip Squeak, Inc. OR&CO's current plans are to work with Susan on a consultative basis in the areas of product design, educational and consumer publishing and brand development.

In her own words:

"When I first learned about the Ocean Rudee project I was intrigued. As I have grown to know Paul Ennis and understand his vision, I have been more than impressed. As both a parent and an author of children's' books, I have had the opportunity to read my own and other stories aloud to children. It always amazes me how the spoken word can both calm and capture a child's imagination and turn them from wiggly, squirmy creatures into awestruck captives. Ocean Rudee & Company has the power to do that over and over, thus enriching and inspiring children long into the future. I am honored to be aboard on such a worthwhile voyage."

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Julianna Thibodeaux
Writer/Editor
& Publishing Consultant

Julianna Thibodeaux has been a part of the Ocean Rudee team since early 2003. Her strongest interests, professionally and creatively, are in the writing and publishing arenas. Yet-to-be-created OR&CO 'Imagination Travel Club' online newsletters, 'Imagination Travel Kits' and classroom-based curriculum materials will likely be subject to her editorial and creative input. Julianna's mid-western roots and value systems infuse her work with clarity, brilliance and substance - all good reasons for her continued membership on the Ocean Rudee team.

In her own words:

"As the mother of three children, from a toddler to a teenager, I have been blessed with the joys of reading aloud for many years, sharing my own childhood favorite books and discovering new ones with the girls. Books have been the one constant in a busy and at times chaotic household. They provide a place of refuge on bad days and a mode of celebration on good days. In our house - for both kids and parents - a bedtime story is a prerequisite to a good night's sleep. And, nothing compares to the joy I have felt watching my children begin to read to themselves, aloft in the world of their own imaginations. Ocean Rudee & Company represents all of this and more; that's why I'm honored to be a part of the team."



Dirk Leatherman
Scriptwriter
Voice Talent Actor

Dirk Leatherman received a BA in Theatre Arts from Loyola Marymount University, and started working for a professional resident theatre the season after his graduation. He has toured shows nationally and internationally. Dirk has performed in more than 2500 live shows in more than 100 productions for more than a half a million people. Dirk made his network television debut in 2009 on the NBC series Trauma playing a wounded executive in the 'Bad Day At Work' episode. What does this much acting and theatrical experience mean for Ocean Rudee & Company? Only time will tell... and quite honestly we're having a hard time waiting already. Welcome aboard Mr. Leatherman!

In his own words:

"The most dangerous place for me to be is near a bookstore. Bookstores draw me in like a magnet, and I can spend hours browsing the shelves before making a purchase. In fact, my home has more books than I have shelf space to put them on. As a child, I spent a lot of time exploring the worlds where books and my imagination could take me. One of the most valuable gifts we can give our children is helping them expand their imaginations through the words and pictures in books."

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Rick St. Charles
Chief Scriptwriter
& "Gus Logan"

Rick St. Charles is one of the original Ocean Rudee team members. Rick's re-engagement with Ocean Rudee & Company as the ever affable, truck farmer philosopher, best friend of Ocean Rudee - Gus Logan - is eagerly anticipated by turnips, potatoes, cornfields and broccoli patches far and wide. Plus, he's a marvelous scriptwriter whose early-stage Ocean Rudee handle was 'Idea Generator' because the number of 'ideas' he consistently came up with was truly something to behold (and his ability to allow the editing process to 'happen' to some of those ideas was a comfort indeed). When Rick's mind is applied to the creative activities planned for the Ocean Rudee team - the sky is truly endangered as a limit.

In his own words:

"When I was a child, my family was so poor that some nights all we had to eat for dinner were our books. Being teachers, my parents insisted that we read each page before devouring it. This instilled in me such an appetite for stories that when offered the opportunity to join the Ocean Rudee team, I hungrily jumped at it. It has been a most fulfilling experience."



Jane Hill
"Barnacle Babs"

In a continuation, reprise, re-birth, or whatever it's best to call it - **Jane Hill** is back on-board as the 'salty yet seaworthy' and 'lovable full of laughter' Barnacle Babs. Jane's talents have been honed through many years in the theatrical world as a voice talent, actress, producer, writer, teacher, consultant and director. She's also, most affectionately, referred to as the 'Dial-a-Dialect Lady'. Her training and background in understanding the nuances of language, speech, voice and inflection are exactly why she's once again a part of the Ocean Rudee & Company players.

In her own words:

"I was a geeky kid who grew up in a house across the street from the library. It was a converted Victorian with a second story tower, complete with circular window seat. It was there I spent many hours, developing my love for reading, my excursion into fantasy land (which has led to a life in the arts) and my appreciation for independent learning. In the difficult days ahead for our society, there is no greater gift we can give children (and adults, too!) than a love of reading. That's why I'm part of Ocean Rudee - and why I've just become a teacher/volunteer for my county's Literacy Project."

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Perry Anne Norton
"Aileen MacDonald"

Perry Anne Norton has been described by others as: "...hugely effective, ...impeccably produced, ...inspired, ...playful and professional, ...a reliable partner who delivers fantastic results." Need anyone say more? In her 25+ years in the voice-over and professional audio business her goal has simply been to do the best she could - and she has. The Ocean Rudee & Company Players gladly welcome her diverse skills, dulcet tones, impeccable ethics, vibrancy and spirit to our team. Aileen MacDonald has never sounded so much like herself - since the day Perry first put her heart and soul into Aileen's voice and character. Bravo!

In her own words:

"I have always been an audio-centric person more than a visual one. Music was my first love, and it still informs how I approach words, cadence, rhythm and pitch. My acting background allows me to become others I could never otherwise be. As a book lover for as long as I can remember, ensemble audio work of the kind that Ocean Rudee & Company offers is the best job anyone can have when you've got a team that's dedicated to educating, engaging the imagination, and having fun at the same time. I look forward to capturing the ears and minds of adults and kids alike for years to come."



Hoyt Smith
"The Voice of Officialness"

The Voice of Officialness' opens and closes every OR&CO program. In addition, the VOO is the voice of the company on all promos, PSA's, commercial announcements and the like. This important role on the Ocean Rudee team is currently filled by a talented and exceptionally warm human being - **Mr. Hoyt Smith**. Hoyt's day job (and thank goodness he has one) is to serve as the morning announcer on KDFC-FM radio in San Francisco. He was recently voted the Bay Area's favorite radio host in a San Francisco magazine readers poll. For a guy who's playing classical music and talking about weather and traffic 6-days a week this award is a testimony to 'who' Hoyt is - as well as what Hoyt does. The VOO is a primary cog in the Ocean Rudee wheel and to-date Hoyt continues to keep it rolling along in fine fashion.

In his own words:

"I can still see the images formed during book readings from some great teachers of mine many, many years ago. The magic of a well told story is so powerful and memorable. I am proud to be a member of the Ocean Rudee team."

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Laila Berzins
Ocean Rudee
& Company Players

Laila Berzins began at the tender young age of 7 to prepare herself for working as a part of the Ocean Rudee & Company team (well not really, but that is when she first started to allow the many voices inside her head and heart to be shared with friends and family in the outside world). Today, her ability to speak and sing in well-accented phrases, become little boys, little girls, grandmothers, henchmen, growling dogs and perhaps most importantly - parrots (can you say, "Hello, Chaco?") has landed her within striking distance of her one long-term goal in life: To work in the character/animation and children's programming industry as a voice-over actress. It's hard to say who's happier - she or 'The Voices'. But, it's easy to comprehend how her having oodles of fun when she works is going to translate into the OR&CO team being that much stronger, smarter, professional, reliable and accomplished.

In her own words:

"I am thrilled to be a part of Ocean Rudee & Company. From a young age, I have had a wild imagination, a strong spark of creativity and a desire to become involved in projects that will inspire and educate children and their families. What is most important to me is that we never lose that child-like innocence and sense of wonder we develop in youth...that feeling of awe we get from exploring our world and stopping to see all of the gifts life provides. We must continue to create environments that will foster creative growth and endless possibilities. Kids have the innate ability to tell it like it is, because they tend to see the world without prejudice or political bias. In essence, they see what the world is meant to be. Storytelling is an amazing way to accomplish this. We may grow older, but we can still keep the magic inside."



Patty Allen
Ocean Rudee
& Company Players

If there is one thing that **Patty Allen** brings to OR&CO it is versatility. No, maybe it would be better to say that she is quite energetic. No, maybe warm, friendly and smooth would be better. No, maybe the fact that she is a multi-faceted, well informed, classically trained singer would be better to say. No, let's just say this: Once the 'OR&CO Players' are into the marketplace - Patty's voice-over work will help set the standards by which all others will need to be measured. And, truth to tell, no more needs to be said than that, when one tries to describe the voice-over skills of this young, dynamic artist.

In her own words:

"I have always loved the magic of literature. Whether it is exploring a desert planet in Frank Herbert's SciFi Classic Dune, joining in the Adventures of Harry Potter or enjoying one of Shakespeare's Comedies - there are few activities I enjoy more than reading. I was lucky enough to grow up in a house full of books and surrounded by teachers who instilled me with a love of learning and reading. I am so excited to participate in the Ocean Rudee crew!"

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Garry Bryan
Ocean Rudee
& Company Players

Garry Bryan is another of the 'Ocean Rudee Originals' - a unique and loosely organized group of men and women who've been crazy-in-love with this concept and these ideals for decades. His voice talent, writing and acting skills would put almost anyone to shame - that is if they could stop laughing long enough after one of his exquisite oratorical journeys into the netherworlds of his marvelous mind and imagination - to feel anything even remotely resembling 'shame'. Truth to tell, the only shame is the fact that more folks have not been able to appreciate and experience Garry's brilliance, big heart and morphological voice talents. Which is where OR&CO comes back into the picture... As soon as it can be accomplished Garry will be getting more exposure than even he might be comfortable with. (Now, while that might be a disturbing image for some folks to imagine - trust us - you'll get over it... as soon as you can stop laughing.)

In his own words:

"I worked with Ocean Rudee and Company from 1980 to 1983 as a character voice actor and scriptwriter. It was an exciting project since it was breaking new ground within the children's media world. OR&CO's continued focus on encouraging reading aloud is something that the audience - parents and children - can take away from the show and practice together at home. If even one family embraces the thrill of reading for enjoyment our efforts will all be worthwhile."



Karuna Gerstein
Ocean Rudee
& Company Players

Karuna Gerstein provides the Ocean Rudee team a multitude of skills and experience. In addition to her voice talent acting abilities she is an Interfaith Minister who celebrates the richness of the worlds' major faith traditions and the connections between them. Her focus, like that of OR&CO, is on what connects people to each other rather than what separates them. Her life and work interweaves the most important messages of: compassion, love, tolerance, generosity, faith, honor and joy. Whether it be tackling a particularly challenging vocal interpretation or facilitating the unfoldment of the OR&CO platform of visions, beliefs and ideals - her role is expected to gain in importance as OR&CO evolves.

In her own words:

"I believe stories open our imaginations, and in our imaginings we are ripe to what is possible and to the wisdom residing in our shared dreams. Children's stories especially offer the chance to open our hearts to what unites us all. Listening to these stories gives us another occasion to embrace our dreams and to become more connected to our deepest, truest selves, and to the deepest and the truest in each other as a community. Ocean Rudee & Company's dreaming truly brings minds, hearts and spirits together in a beautiful world of imagination and hope. It gives all of us another chance to create a better self, a more hopeful family, a more connected community and a more peaceful world. I am honored and humbled to be a part of this amazing project."

Appendix D – OR and CO Business Plan – Year 1 to 5

The Management and Creative Teams of Ocean Rudee and Company



Pat Christenson
Ocean Rudee
& Company Players

Pat Christenson brings a boatload of enthusiasm, a big belt voice and a history of singing to Presidents (not that one...) to Ocean Rudee & Company. She first caught the performing bug at an early age. Her life these days in the Bay Area world of theatrics includes appearances with: 42nd Street Moon, Willows Theatre, Custom Made Theatre and American Musical Theatre of San Jose, among others. The Ocean Rudee team expects to put her diversified talents to good use in a number of different ways - that is if she can fit us into her busy schedule!

[In her own words:](#)

"Books have been a huge part of my life as far back as I can remember. One of my elementary school teachers read aloud for the last half-hour of each day. She chose a variety of books and I learned to read outside my "comfort zone" (mostly fairy tales at that point). My favorite school assignments were writing and dramatizing stories. I met my husband when we worked together in a bookstore (a job I took mainly to get the discount). I love reading to the children in my family and I've found that doing character voices is the quickest way to a little one's heart. Ocean Rudee & Company will provide me with the opportunity to give children a magical, imaginative adventure in reading. Thank you for inviting me into OR&CO's world."



Shanin S. Jones
Ocean Rudee
& Company Players

As a member of the Ocean Rudee team, **Shanin Sharmeon Jones**, will serve in a wide ranging number of roles. She is a performing and session vocalist, percussionist and songwriter with over 100 album and recording credits. She is also a character voice actress and copywriter who's been in broadcasting for more than 20 years. Shanin's participation in thousands of recording sessions have honed her skills and expertise to a fine, fine point. The 'OR&CO Players' will have their collective work cut out for them in matching pace with Shanin's professionalism.

[In her own words:](#)

"As a young child I loved to read and write short stories and songs. As a Voice Actor and a Mother, I loved to read to my son at night and use my skills to bring the stories to life for him. Sometimes he would ask me to read the same story again and again and giggle with delight at my silly voices. Consequently, he loved words and letters and was writing at 3 and reading before Kindergarten. During elementary school, I volunteered in his classrooms and the children loved my storytelling. I am delighted to be a part of the Ocean Rudee team and I look forward to inspiring other young children to love reading as much as we do."

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Sandi Kaufman
Ocean Rudee
& Company Players

Sandi Kaufman brings to the Ocean Rudee team a wealth of enthusiasm, energy and talent. She was born and raised in San Francisco. Her grandfather and father were musicians and music teachers who instilled in Sandi a great appreciation for music, theater and the arts. She enjoys many sports and has been a life long San Francisco Giants baseball fan. Sonoma County has been her home for many years. Her 'day job' in the healthcare industry gives her great pleasure - knowing that she's helping people directly with their healthcare needs. The addition of her voice to the Ocean Rudee repertoire has been a joy and a pleasure to experience.

In her own words:

"Reading is very important. When my children were small I would always read to them. Then they started to read to me. We would pretend to be the characters in the books. Since then, they still enjoy reading and understand the value in it."



Ilse Wolf
Ocean Rudee
& Company Players

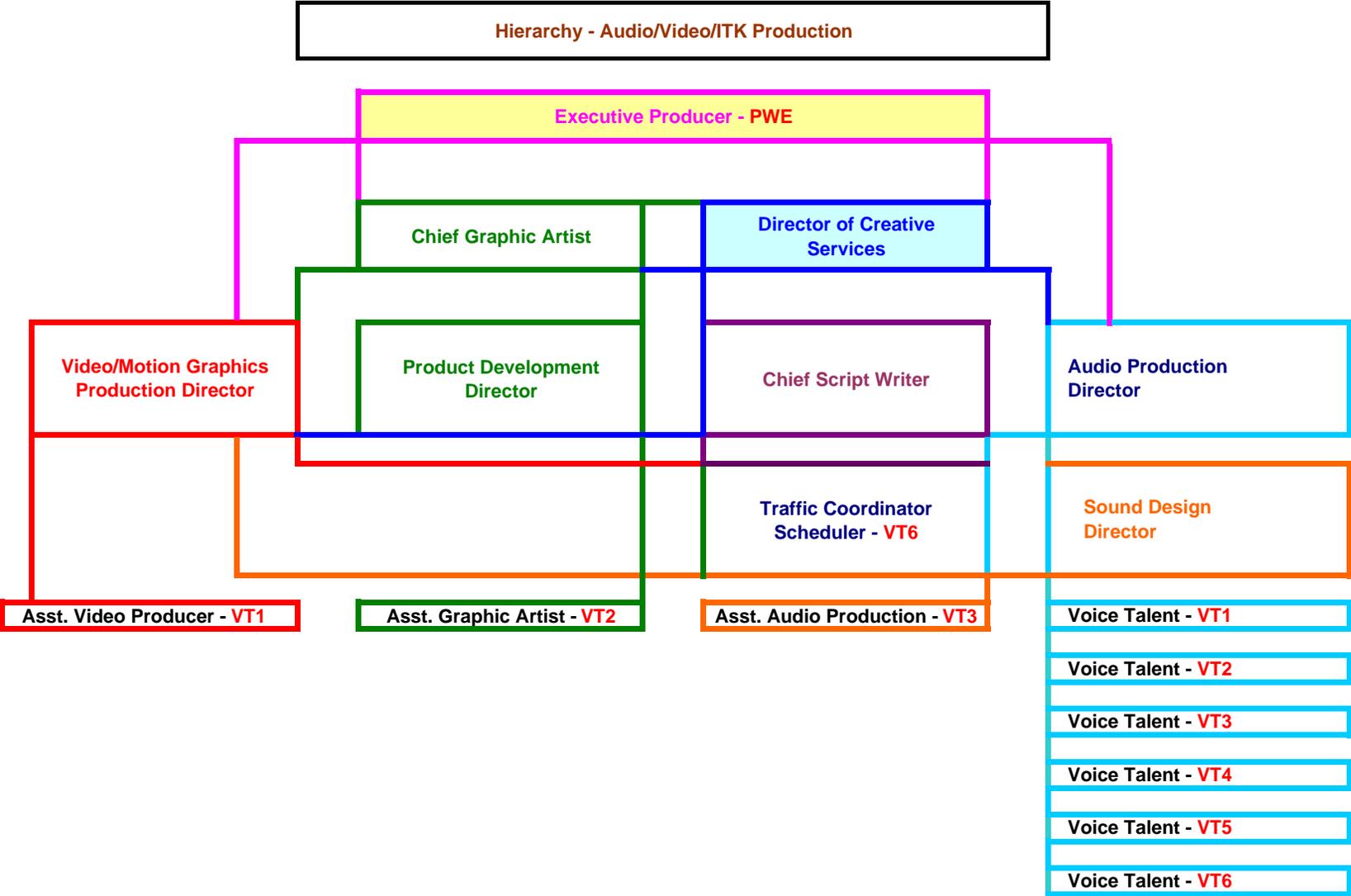
Ilse Wolf has been acting, reading and writing since an early age. Born and raised in central Germany, she pursued a rigorous classical education in her native homeland. Ilse has worked as a model in the fashion industry, as an actress in the theatrical world and as an educator in both Europe and the United States. She is bi-lingual in English and German, speaks some French, a little Spanish, and a few words here and there in a variety of languages. The Ocean Rudee & Company Players welcome Ilse's international flavor on-board with a great sense of excitement and expectation. There are those roles and those characters that only an actress of Ilse's background and qualifications can illuminate so brightly - and she will.

In her own words:

"Books were my escape from a difficult and dark childhood in a house filled with anger and violence in post-war Germany. Opening a book was opening the vision of other worlds for me. I could ride across the Wild West, I could cross the Sahara, I could cross time and space at will. By the time I was a teenager, I had read every book in the local library and my hunger for reading has never lessened. My three sons grew up with reading every night before bed. The nights when we all curled up to read "Goodnight Moon", and later "The Hobbit", made our sense of family far stronger than it might otherwise have been. Because of my conviction that children need reading and storytelling in order to grow and to expand, I initiated and built a 'Great Books' reading and discussion program in my sons' grammar school. Often the most involved kids, during the circle discussions of the stories they had read at home, were those who didn't do all that well in school or socially. Yet, the readings, and the conversations we began in the classroom, definitely caught their imaginations and interest. I want this wonder for all children, and that is my reason for being so enthusiastic about OR&CO. I want my yet unborn grandchildren to have Ocean Rudee as their companion."

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