
BARBARA BOWERS

320 William Street
Key West, FL 33040

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WHAT I WANT

To be reappointed to the Historic Architectural Review Commission

WHAT I'M DOING

In 1988 I moved to Key West and bought an apartment building in 1993. This is also my home, where a 2006 renovation of the property was awarded a 2007 Historic Florida Keys Foundation Certificate of Excellence. I own and operate these apartments, plus, ArtSmart Books, Inc, a company that publishes the books I write, as well as select others. My small businesses claim the lion's share of my time, but I'm still committed to the original rationale that brought me to the Florida Keys: The need to be involved in an intimate community, where the quality of life counts for every person, plant and animal. Decisions made by the Key West Historic Architectural Review Commission immensely affect this quality of life.

Locally, I write a feature story every week for the Key West Citizen about houses and architecture, I host a daily radio talk show about real estate and related property issues and I freelance for national magazines and newspapers.

WHAT I'VE DONE

My business and educational skills are broad. They include everything from executive management and business ownership to teaching and writing. Feature articles have appeared in magazines that range in scope from *Audubon* to *Alaska Business Journal*; in newspapers such as the *Miami Herald* and *New York Newsday*. I have traveled on assignment for the likes of *Conde Nast Traveler*, *Caribbean Travel & Life*, and in 2002, an essay I wrote about Fort Jefferson in the Dry Tortugas won *National Geographic Traveler's* "Place of a Lifetime" essay contest. Some of my articles have featured photographs I have taken because, these days, photography is my primary art (see www.bbowers.com). However, I have taught, written about and practiced most art forms since the 1970s, when I was a teacher in the St. Louis County school system. Some specifics follow:

--Create, produce and host Keys Reality Check for Keys Radio Group. It's a live, one-hour-long talk show that addresses community issues; 2009 to present.

--Board member for Impromptu Classical Concert of Key West; appointed marketing chairman 2011.

-- Appointed as alternate to Key West's Historic Architectural Review Commission March 2006; became a permanent member February 2007; reappointed to serve until Feb. 2010. Chairman, 2008-2010.

-- Chaired the Robert Frost Poetry Festival in Key West 2003-2005; fund-raised and developed grants that turned it into an international event in 2004; was on the board of directors of its sponsor, the Key West Heritage House Museum from 2001-2006; president, 05 and 06.

--Created start-up marketing program for Colombian Emeralds International's new store in Key West. In two years my plan helped take it to a five million dollar business, at which time I retired the consulting position to a full-time marketing manager in 2000.

-- Consulted with business executives, hospital administrators, physicians and marketing staffs of corporations and not-for-profit organizations. Developed long-term business plans; established sales incentives and accountability; evaluated performances of marketing directors and advised CEOs of market trends.

-- Directed the advertising effort for the nation's largest pharmacy franchise business at the corporate level, for its new franchise solicitation, and for its then 600+ individual franchises. This included writing and developing print and electronic advertising.

-- Supervised a three-person advertising staff and eight-person public relations staff.

-- Conducted marketing seminars and advertising workshops for doctors and businessmen

-- Managed client accounts for one of St. Louis' largest public relations firms; handled as many as five accounts at one time, which made up 1/3 of the agency's gross revenue.

-- Wrote newsletters and client by-lined articles for select trade journals; arranged feature stories, personal interviews and television and radio broadcast appearances.

-- Directed public relations effort for the NBC-TV affiliate in St. Louis. Acted as liaison with other media; executed special events; conceived and developed cross-promotionals with media and related businesses. Arranged interviews and speaking engagements for TV personalities. Created and executed all of the station's corporate community service programs; conceived, wrote and produced all public service campaigns.

-- Taught elementary and high school art for the Webster Groves school district in St. Louis County. After moving to Key West, I substitute taught in Monroe County's schools, and served as an adjunct professor of art appreciation at St. Leo University.

-- Was nominated for the 1991 edition of Marquis' *Who's Who in Emerging American Leaders*; appeared in its 26th edition (1989) of *Who's Who in American Industry and Finance*; and in the 1975 edition of *Who's Who in Missouri Education*.

EMPLOYMENT HISTORY:

Professional artist...1972 to present

Free lance writer...1980 to present (At one time or another,
I have written for every publication in the Keys)

Author...1997 to present:

The Secret of Salt, flying fish press, 2005, 2007

Cats I've Known, ArtSmart Books, 2004

Mango Summers, KW Author's Co-op, 2002

The Young Artist's Coloring Book, ArtSmart, 2000

Once Upon An Island, KW Author's Co-op, 1997

Owner and President, ArtSmart Books, Inc
Key West, FL...2000 to present

Radio Talk Show Host and Producer, Keys Reality Check
Key West, FL...May, 2009 to present

Marketing Consultant, Colombian Emeralds International
Key West, FL...January 1998 to January 2000

Adjunct professor of art history at St. Leo University's
branch in Key West...1996 to 1998. Substitute teacher in
the Florida Keys public schools...1996-1998

Weekly travel columnist, the *Alton Telegraph*
Alton, Illinois...1991 to 1996

Owner and president, In-House Marketing Consultants
St. Louis, MO...1985 to 1989

Consultant and regional vice president of marketing
Community Psychiatric Centers, Santa Ana, CA...1985

Account Executive, Tretter-Gorman Public Relations
St. Louis, MO...1984

Public Relations Manager, KSDK-TV
St. Louis, MO...1983

Advertising Director, Medicine Shoppe International

St. Louis, MO...1980-1983

Administrative Assistant to President, BHN Advertising
St. Louis, MO...1979 and 1980

Teacher, elementary and high school art
Webster Groves School District, St. Louis, MO...1971-78

EDUCATIONAL HISTORY: Masters in Education
Area of emphasis, Social and Behavioral Sciences
Webster University, St. Louis, MO...1976

B.A. Art History
St. Louis University, St. Louis, MO...1972
Graduated Cum Laude

Personal References furnished upon request