



REFERENCE PACKET FOR HELPING HEROES PRODUCTIONS & MICHELLE BART

MARK YOUR CALENDAR FOR

SUNDAY, **OCTOBER 8, 2006**
4:00 - 8:00 PM
CITRUS COLLEGE

A Taste of Autumn
A PASSPORT TO TEMECULA

The San Gabriel Valley's premier food & wine tasting event.

Tickets:
\$75 per person in advance • \$80 per person at the event

Presented by: Spaggi's • Brasserie Astuce • Picasso's Café, Bakery and Catering

Citrus College Foundation



I have known Michelle for the past 14 years. In 1997, when I was still serving as a Program Director for the Valley Branch, Arthritis Foundation (Southern CA), Michelle initiated an introductory meeting with me, inquiring how she, as a volunteer, could begin a support group for people with arthritis in her area. Over the next 2 years, arthritis programs and services increased by 300% in her region. Her work was recognized by the local medical center, and a full time position was created just for Michelle to continue the success of her outreach efforts as a community service through the hospital.

In subsequent years, Michelle continued to be actively engaged in her community, with a special focus on women and children's health and social service needs. Michelle possesses very strong networking skills, and this has served her well in fundraising and programming efforts.

Michelle is one of the most passionate and giving individuals that I know. She works tirelessly for the causes that she supports, and she gives 100% of her efforts to each activity she manages.

Please accept my highest recommendation for Michelle Bart. If you have any questions, please don't hesitate to contact me at: (626) 354-8707.

Sincerely,



Vickie Fung
Sr. VP of Public Health & Research



November 1, 2005

Dear Mike and the Foundation Board of Directors:

On behalf of Picasso's Cafe & Catering Company, I would like to take the time to thank Michelle Bart and her company for her tremendous efforts in making *A Taste of Autumn* a success for not only our company but the countless participants & guests that attended that evening.

Our entire staff, in particular myself, were extremely impressed with the attention to detail provided to each of the sponsors that evening. As a caterer, we know how frequently a simple detail, such as lighting, equipment etc get lost in the scurry to produce the final product. Michelle continually called our company to make sure we not only received the special tables and electrical necessary, she offered the same follow-up to all sponsors and made each one feel "special" to be there that night.

In the past, Picasso's has been asked to participate in this event (and others in the community with a similar flavor). However, until we met and worked with Michelle, this is the first time we indeed received the notoriety that was told to us we would attain. This was beyond "awesome". We know the importance of delivering what is "promised." Kudos to Citrus College for contracting Helping Heroes, great choice for the college, the community, and for us!

As a result of working with Michelle Bart, we have received numerous accolades about our participation that evening booked catering parties and feel honored to have a contact for the future that has tremendous professional resources in her back pocket.

We look forward to our continued association with Michelle Bart and recommend her services for anyone that is in need of creating a culinary masterpiece; a Mega- event with detail; or simple presentation with no detail left unseen.

Please accept this letter as our appreciation to a fine woman that know her work and as vote by us to sign on as a long-time business and personal reference.

Sincerely,
Maria L. DeRosa
General Mgr.



Marian Jones
Founder & Producing Artistic Director

I am the Founder and Producing Artistic Director of The Ivy Theatre here in Los Angeles. In 2006 I hired Michelle Bart and Helping Heroes Productions as our Marketing and Media Consultant. The first item on the agenda was to produce the 80th Birthday Party of the theatre's namesake, Ivy Bottini. This party was also being offered as the first major fundraiser for The Ivy Theatre.

The event took place at the Bel Age Hotel in West Hollywood and it was a major success. Not only did we raise \$30,000 but there were 500 people in attendance including city, state and county officials. The introduction of The Ivy Theatre to the community through this event was enormously successful. Michelle organized the event with dedication, professionalism, and much wisdom in the world of special events. I must say that Michelle was up against quite a few obstacles that were handed to her from the get go – she handled it all with grace and ease. The City of West Hollywood was a major player in the development of this event and the relationships that Michelle developed with the city government of West Hollywood will be lasting to The Ivy Theatre.

Michelle also created the Ivy Newsletter and developed the database. It is fair to say that Michelle has put us on the right track for success. Her commitment to The Ivy Theatre was far greater than I could have imagined. I would recommend Michelle and Helping Heroes Productions (in fact I have) to any organization that was seeking a marketing, special events company.

It is with pleasure and sincere appreciation that I can say “if you want a successful event – hire Michelle Bart and Helping Heroes Productions”.

Marian Jones
The Ivy Theatre



PUBLIC TESTIMONIALS

“Michelle is on top of things in her field. With knowledge of the media, fundraising, she is personable and trustworthy. I have found her to have the contacts necessary to get the job done. I used her service with our Theatre - the Renaissance Theatre Company and look to using her again. - **Ken Salzman - Artistic Director**”

“Having known Michelle for over 10 years, I have found that she is a very honest, hard working and conscientious person. Her word is her bond. She is a very caring person thinking of others first, before herself. We are friends as well as co-workers on numerous non-profit, charitable events and functions. When Michelle opened her business, "Helping Heroes", I didn't need to think twice when asked to be on her board of directors. I have watched Helping Heroes come full-circle and I am proud to endorse her for future projects!" - **Rona Lunde, Mktg and PR Director, Jan's Towing**

“Michelle assisted the Chamber in sending out event related press releases. We have had good results with her contacts at the various publications. Michelle is also known for her event planning skills. She has worked with many local organizations including the YWCA and Citrus College to enhance their major fundraising events.”
- **Lisa Baily, CEO Irwindale Chamber of Commerce**

“Michelle and Helping Heroes Productions have been a pleasure to work with. Michelle has been an asset in many projects in the community and at the Congresswoman's office and I would recommend Michelle in a second.”
Bryan Urias, Field Representative, Office of Congresswoman Hilda L. Solis

“Michelle, has always delivered on her word. When she says that she will get it done, it's done. I would not have any problems recommending Michelle to anyone!”
- **Rene Martinez, owner A-1 Event & Party Rentals**

"I have found Michelle a delight to work with. She is extremely capable of multi-tasking and is very thorough on her follow through on any project. She has been a great asset to our Irwindale community, most recently taking the lead in establishing our local Soroptimist club. Her can-do attitude makes her a valuable resource for any project she undertakes." - **Elaine Cullen, Eco. Dev. Manager, City of Irwindale**

"Michelle is a great fundraiser and community leader. She is a great asset to anything she puts her mind to and is a great person to know!"

**Terri N. White, fmr. Community Events Manager
Gay & Lesbian Alliance Against Defamation**

"For outstanding events with absolute attention to detail, contact Michelle. She and her organization, will plan, orchestrate and implement small to large events, raise money and get the people to attend. To make it even more special, her group helps non profits varying from small to large organizations..... a true sharing of her heart!"

Beverly. Cole, Owner, Cole Renwick

"I have thoroughly enjoyed working with Michelle on several occasions. I have never (literally) worked with anyone as prepared, detailed, professional and conscientious to the needs of her clients as Michelle. Her experience, knowledge, and skills are invaluable. I highly recommend Michelle and Helping Heroes Productions. You will not be disappointed... you'll be amazed!" - **Laura Cox, Owner, Lakehouse Media Studios**

"Since collaborating on many events and business related programs, our relationship with Michelle Bart and Helping Heroes Productions has come full circle. It's really a breath of fresh air to have a vision and watch it come alive; the drive and advocacy Michelle has for equality and building up this valley for economic growth, business, and family life is remarkable. She takes your plans and immediately puts them into action for the betterment of humanity and community." - **Joseph Escobedo, Business Manager Citibank-Covina**

"Michelle's persistence, negotiation skills, and marketing talents helped our St. Jude Children's Research Hospital South Florida Chapter raise thousands of dollars in an event she not only organized very well, but also created called *Helping Heroes' Celebrity Auction and Dinner*. Keeping expenses to a minimum and sponsorships high, the event definitely had the right person as project manager. Michelle's enthusiasm, energy, and eye for detail are some of her best assets and would benefit any organization's development and special event campaigns." **Annette Bradley, Regional Representative St. Jude Children's Research Hospital**

“Michelle’s creativity brings the littlest idea to life in a great way! Who else can have over a hundred people show up to ‘Jump for Hannah’ and raise money for a St. Bernard’s hip replacement. Anything with a cause Michelle believes in, she can sell. I have seen her raise five dollars to a million dollars; when she is driven by the organization nothing will stop her! Helping Heroes is an asset for any organization!”

Becky O'Brian, friend



“Michelle’s persistence, negotiation skills, and marketing talents helped our St. Jude Children’s Research Hospital South Florida Chapter raise thousands of dollars in an event she not only organized very well, but also created called *Helping Heroes’ Celebrity Auction and Dinner*. Keeping expenses to a minimum and sponsorships high, the event definitely had the right person as project manager. Michelle’s enthusiasm, energy, and eye for detail are some of her best assets and would benefit any organization’s development and special event campaigns.” **Annette Bradley, Regional Representative St. Jude Children’s Research Hospital**

“Michelle’s continued event production support for our events has without a doubt helped us to obtain our objectives. *Bowl for Kids Sake* and *A Taste of Fort Lauderdale* both benefited from Michelle’s expertise as she helped us with logistics, operations, and the volunteer headquarters. Michelle’s interest in helping children has certainly been a benefit to our organization and the children we serve.” **Johanna Fusco Executive Director Big Brothers Big Sisters of Broward**

“Michelle has proven to be an effective leader, community motivator, and a compassionate friend. I admire her diligence to meet people and her ability to share her visions. She has embraced the community of Glendora and the challenge of educating people regarding the needs of persons with arthritis. Michelle’s marketing, communication, and networking skills are important assets she brings to the table.” **Beth Busseau, Past, Human Services Supervisor, City of Glendora**

**More References on Volunteer & Contractual Work on
Michelle A. Bart and/or Helping Heroes Productions**

“I have the pleasure of working with many talented individuals as we assist the citizens of our hospital and community. It is a pleasure sharing the services Michelle has been able to provide to us as a volunteer. She is always willing to help when ever and where ever she can. Michelle has always been a professional, intelligent, caring, and dedicated volunteer who has clocked over 2500 hours during her time at Foothill and I highly recommend her to any organization!”

*Dawn Tomaszewski
Director Volunteer Services
Foothill Presbyterian Hospital*

“I don’t know what I would do without Michelle. She is extremely generous with her time, very committed to the American Cancer Society and produces high quality work. She understands well the long-term goals of the Society as well as how these goals translate into our work at the community level. She has served our organization for nearly five years, has held many leadership & elected positions, and has always demonstrated thoughtful and powerful leadership. She is truly passionate about helping others and ensuring that the work of the organization is effective and timely.”

*Julia A. Miele
Past, Director Community Services
American Cancer Society
East San Gabriel Valley Unit*

“I am pleased to have this opportunity to recommend Michelle Bart and the Helping Heroes; my son recently went missing and I was fortunate to have Michelle to help us! Our prayers were answered and my son was found safe but Michelle's advice and counseling were invaluable during our search. I believe that Michelle not only has the background and skills to be of great assistance to you but her compassion will be a comfort through this unimaginable of times.”

Tricia N.

Michelle Bart is an extremely talented event planner, media relations expert and community representative. As a Vice President of Fund Development on the Board of Directors for the Pasadena Foothills YWCA, I was quite impressed with the grandeur and media attention for the YWCA of San Gabriel Valley Woman of Achievement Awards for 2007. Michelle put exceptional details into the event and created a commemorative book together as an additional fundraiser for the event.

I served as the Regional Director for one of Silverado Senior Living's divisions. Michelle created a great deal of media attention for several special events at Silverado, ultimately resulting in tremendous community awareness. She adds a special touch of class for everything she organizes.

She listens to the needs of the organization, which results in a successful event. I highly recommend Michelle to any organization if you are interested in employing very experienced individual with a proven track record. Michelle is very connected in the community, which will allow for immediate success!

*Mary Winners, President
About Senior Solutions*

Groups and Associations Over the Years: Soroptimist International, Northwest Coalition Against Trafficking, National Center for Missing and Exploited Children, Los Angeles Women's Theatre Project, Democratic National Convention, Society of Professional Journalists, GLAAD, Human Rights Campaign, Irwindale Chamber of Commerce, National Center for Lesbian Rights, American Cancer Society, Foothill Arthritis Connection, Access to Seniors, Arthritis Foundation, Covina Chamber, Glendora Chamber of Commerce, Temecula Chamber of Commerce, AIDS Project Los Angeles, Citrus College, Big Brothers & Big Sisters, Hillary for President, and the United States Women's Chamber of Commerce.

Honors and Awards:

Volunteer of the Year, Arthritis Foundation 1996

Humanitarian of the Year, City of Glendora 1997

United States Congress' Community Service Award 1998

Ambassador of the Year, Glendora Chamber of Commerce 1998

Lifetime Award for Patient & Public Service, Arthritis Foundation 1999

Women of Achievement County of Los Angeles 2000

International Website Design Award – Bronze Award 2006

International Website Design Award - Silver Award 2007

Soroptimist International Public Awareness Federation Finalist 2007

Soroptimist International Website Award 2008

Soroptimist International Public Awareness Federation Finalist 2010

Public Speaking:

Access For Seniors	Azusa Senior Center
Glendora Rotary	Azusa/Glendora Soroptimist
Foothills Sunrise Rotary	La Verne/San Dimas Soroptimist
Covina Sunrise Rotary	Glendora Lions Club
Rotary of S. El Monte	Glendora Leo Club
Glendora Kiwanis	"S" Club Glendora High
Temple City High Twelve Club	Glendora Gardens
La Fetra Senior Center	Joslyn Senior Center
American Red Cross	American Cancer Society
Senior Care Network (Huntington Memorial)	Brighton Gardens, Marriott Hotels
FPH Auxiliary	East Valley Auxiliary
Women's Club of Irwindale	Breath Savers Group at CVHP
Cal State Fullerton (Ophthalmology College)	Citrus College Disabled Students
Glendora Unified School District	Glendora Coordinating Council
Meals on Wheels	Community Wellness Services

Soroptimist International DCR Conference – "The New Wave" – San Diego
Soroptimist International SIA Convention – Human Trafficking – San Francisco

Azusa Chamber of Commerce
Glendora Chamber of Commerce
Covina Chamber of Commerce
San Dimas Chamber of Commerce
Alhambra Chamber of Commerce
Irwindale Chamber of Commerce
Temecula Valley Chamber of Commerce
La Canada Flintridge Chamber of Commerce

Merck (Orange County)
Centocor (San Francisco)
Wyeth-Aryst (Pasadena)
Centocor (Glendora)
Enbrel
National Fibromyalgia Association "National Convention"

Freelance Writer: published in

Los Angeles Newspaper Group	Glendora Community Newspaper
San Gabriel Valley Tribune	Azusa Community Newspaper
SGV Examiner	Glendora Magazine
Highlander Papers	Not Born Yesterday Newspaper
Soap Opera Magazine (89)	Newslink
Southland Blues Magazine	Folk Works
Curve Magazine	Huffington Post

Print Contributions:

Southland Blues Magazine	“Texas is closer than you think...”
Glendora Community News	“Glendora has spoken, measure D a go”
Glendora Magazine	“Professor Not Letting Arthritis Slow her Down”
LA Times & Tribune	“My Helping Heroes”
Citrus College Clarion	“My Compliments to the Staff”
S.G.V. Examiner	“Coffeehouse Puts New Meaning to Super Bowl”

Music

Relay for Life 2000 CD Written and Performed by Eleni Kelakos
Co-Created & Marketing by Michelle Bart (*proceeds benefited American Cancer Society*)

Film

“Your American Teen” by Charles Gould and CTG Films
Film Producer and Public Relations Director - 2012

“Slip Away” by Michelle Bonilla and Soul Arts Productions
Film Producer/Sponsor - 2011

YWCA San Gabriel Valley’s Women of Achievement
Produced by Empire Productions ~ Directed by Michelle Bart - 2007

Radio

“Voices for Justice” on BTR 2009 – present

Helping Heroes
PRODUCTIONS
marketing ★ public relations

www.helpingheroes.com