



## **TEXAS MUSIC PROJECT** **Spokesperson Biographies**

### **Bruce Orr**

#### **Co-founder and Executive Director, Texas Music Project Founder, Social Marketing Resource Center**

Bruce Orr is the founder of the Social Marketing Resource Center (SMRC), a non-profit organization, and co-founder and executive director for the Texas Music Project, the statewide initiative lead by SMRC and committed to strengthening and restoring music education in Texas schools. In addition to the Texas Music Project, Orr is the president of Management Values, a marketing and business consulting company he founded in 2001. Among his clients are VTV: Varsity Television, Gilley's Dallas, the Noah Project and others. Prior to starting his own business, Orr was the president and chief operating officer of Dallas-based Vectrix, a full-service eBusiness consulting firm, and previously served as the president and chief executive officer of Tracy-Locke, a \$400 million marketing services and advertising agency based in Dallas. Orr also recently served as board president of the Dallas Center for Contemporary Art, and is an associate board member of the SMU Cox School of Business, Leadership Dallas graduate, and a member of several other community organizations.

### **Michael Clay**

#### **Co-founder and Executive Producer, Texas Music Project**

In addition to his role as co-founder and executive producer for the Texas Music Project, Michael Clay has more than 20 years of experience as a songwriter, producer and musician, and has successfully published works in film, records and commercial jingles, including the film, *Simpatico*, the CD release, *Hot Rhythm and Cool Blues*, and the music for the Texas Commission on the Arts campaign, *Art is for Everyone*. Clay also has an extensive background in organizing and producing national conferences, special events and trade shows for Fortune 500 companies, including Fox Family, Warner Bros, Cardservice International and Harley Davidson Dealers. As a former *Artist in Resident* for the city of Dallas, Clay has a clear understanding of how valuable music programs are to the development of children.

## **TEXAS MUSIC PROJECT SPOKESPERSON BIOGRAPHIES/Page 2**

### **Ricardo Hernandez**

#### **Executive Director, Texas Commission on the Arts**

Ricardo Hernandez currently is the executive director of the Texas Commission on the Arts. Prior to his role as executive director, Ricardo served as the assistant and deputy director for the commission from 1988-2002, during which time he was responsible for the overall operations of the program division of the agency. In addition to his work on the commission, Hernandez is a founding member and chairman of the Association of American Cultures, a national organization based in Yuma, Arizona, which serves the needs of culturally diverse organizations in the United States. Hernandez holds a bachelor of fine arts from the University of Texas at El Paso in ceramics with a minor in sculpture. He also is an alumnus of the Sangamon State University's Art Institute. Today, Hernandez remains a practicing artist. He has served on numerous panels and participates in many programs for the National Endowment for the Arts and continues to participate in the activities of other state and regional arts organizations throughout the United States.

### **Robert Floyd**

#### **Executive Director, Texas Music Educators Association**

Robert Floyd currently serves as executive director of the Texas Music Educators Association (TMEA) where he is responsible for managing the association and producing the annual clinic/convention, which hosts more than 21,000 attendees each year. In addition, he lobbies the Texas Legislature and State Board of Education to promote and preserve fine arts in the public schools of Texas. Prior to moving to Austin in June of 1993, he was elected to the board of directors for the Texas Society of Association Executives and served as a member and resident conductor of the board of directors for the Dallas Wind Symphony. Before his work with the TMEA, Floyd taught instrumental music in the Richardson Independent School District for 25 years. While teaching, Floyd received the *Ross Perot Award* for "Teaching Excellence," and served as the high school representative on the National Band Association Board. In 1986 Floyd was one of eight band directors in the United States elected to membership in the American Bandmasters Association. In 1992, he was one of 10 band directors in the United States named to the *Legion of Honor* by the John Philip Sousa Foundation, a non-profit foundation dedicated to the promotion of international understanding through the medium of band music.

**James Clarke**

**Executive Director, Texas Coalition for Quality Arts Education**

In his current role as executive director for the Texas Coalition for Quality Arts Education, James Clarke is responsible for more than 35 Texas arts and education organizations. Clarke also serves as the art consultant for Warner Brothers Publications' new music series: "Music Expression, Band Expressions, Orchestra Expressions and Jazz Expressions." Before joining the coalition, Clarke served as national consultant for Barrett-Kendall Publishing Ltd., and is a nationally acclaimed speaker on the arts and education. He is the former president of the National Art Education Association and Texas Art Education Association, and national director for supervision and administration of the National Art Education Association. He was the recipient of the *National Art Education Association Marion Quinn Dix Award* for Outstanding Leadership on the state and national levels, the *National Art Education Association Supervision and Administration Art Educator of the Year*, *Texas Art Educator of the Year Award*, and the *National Art Education Association, Western Region, Art Educator of the Year Award*. Clarke earned a bachelor of arts degree in studio art and art education from Houston Baptist University, and a master's degree in education and supervision certification from the University of Houston.