

William Tisdale Joins Board of Directors of California Alliance for Arts Education

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July 29, 2013 (Los Angeles, CA) - Mark Slavkin, Board Chair of the California Alliance for Arts Education, announced today that William Tisdale has joined the Alliance Board of Directors. The California Alliance is a statewide arts education advocacy organization based in Pasadena and Sacramento.

"We are pleased to have William Tisdale join us in our efforts to advocate, preserve and enhance arts education for all CA students," comments Mark Slavkin. "He brings extensive leadership experience in business, marketing and the arts and shares our commitment to arts education and its vital role in our creative economy. We are excited to recruit new Board members from diverse business, arts related and cultural backgrounds."



William Tisdale is a native of Southern California with over 20 years' experience in business development and marketing with Fortune 500 corporations, like GTE, General Electric and IBM. He now runs his own consulting firm, WAT Associates, which provides marketing expertise related to change management, business development and marketing strategies to firms throughout North America.

Tisdale is also a longtime champion of arts education for underserved youth. He helped raise millions of dollars for young achievers' post-secondary education, conducted classroom workshops for Los Angeles Unified School District students and was a founding member of Children Of Destiny International (CODI), a production company. CODI produced a 13 episode animated children's series for television called "Grandma Jan & Dee-O-Gee."

The California Alliance for Arts Education is the leading statewide arts education advocacy organization dedicated to maintaining and enhancing arts education in our schools. The mission of the California Alliance is to promote, support and advocate for visual and performing arts education for preschool through post-secondary students in California schools.

For more information contact Sibyl O'Malley, Communications Director, at sibyl@artsed411.org or visit www.artsed411.org.