

John Keppler

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In my 35 years, I have owned and operated five of my own business ventures, two of which I still operate today, and have a long lasting record of being employed. I've never been unemployed, or left to rely on others to get by. My history shows my interest in helping others, having the motivation to listen and to go out of my way to give back to what I've been given in life. I was introduced to the art of marketing/promotions at age eighteen, where I was already striving to represent any product or company I worked with. Currently through my photography business, I utilize my photos and the athletes I work with, to help today's magazines in their promotion of today, and tomorrow's top professional athletes. Through that I'm also able to showcase to the less privileged how any one person can become professional in their own ways, if they strive to follow their dreams.

SUMMARY OF QUALIFICATIONS

- Extensive Project Management Experience
 - Organized Self-Starter
- Self Motivating and Providing Extreme Motivation To Others
 - Skilled At Working Out Challenges and Problem Solving
 - Extensive Promotional Experience

PREVIOUS JOB EXPERIENCE / WORK EXPERIENCE

Promotional Experience

- Entice – Current Band Manager
- SpacePilot – Current Band Manager
- Adam Knox, Tony Adams, Tommy Witt, Troy Mothershead – Current Athlete Mgr.
 - Local Motion Hawaii – Marketing/ Promotions/ Team Manager
 - The Stingrays Surf Band - Band Manager
 - Life's A Beach/ Bad Boy Club - Asst. Team Manager
 - Countless Athlete's That I've Helped Promote Over The Years...

(Rob Machado, Timmy Curran, The Malloy Brothers, Ben Bourgeois, Fred Patacchia, Jason Shibata, etc...)

Adolescent Counseling

- YMCA Oz San Diego - April 2003 - June 2003
- New Haven Group Homes - January 1993 - November 1995
- Circle Of Friends Group Homes - November 1995 - May 1996
 - YMCA Oz North Coast - November 1995 - May 1996
- Making A Difference Group Homes - December 1995 - September 1996

Food Service/ Food Service Asst. Management

- Round Table Pizza Restaurant (San Jose, Ca. and Encinitas, Ca.)
- Black Angus Steak House Restaurant (San Jose, Ca., and Oceanside, Ca.)

CURRENT WORK

Keppler Photo 8/99 - PRESENT
San Clemente, California

I have been a sports photographer since high school, focusing mostly on surfing, but

branching slowly into other areas like wake boarding, snow boarding, skate boarding and motocross. My passion for the camera was evident since I was roughly ten years old, and I am amazed with the opportunities I've fallen into by creating my own photography business. I currently travel about four to six months of each year, shooting various events and locations with the surfers I see as being the best of today and tomorrow. My photography experience, mixed with my counseling experiences has enabled me to be able to have long lasting working relationships with most of today's future surfing professionals, allowing me to not only take their photos and help promote them, but to also mentor and assist them as they grow into the athlete's they so dream of becoming. I currently work with every surfing publication there is here in the U.S., which includes Transworld Surf, Surfing, Surfer, ESM, Surf News, and Happy Mag. Through my past experience at Wave Action Magazine, I am able to assist these magazines with predetermined editorial, or if given the opportunity, to travel abroad and create not only the photos for a specific story, but the editorial content as well.

John Keppler Management 9/01 - PRESENT
San Clemente, California

During my days as a magazine editor, I came across a group of local kids who played instrumental surf music. The company I worked with had hired them to play a show for one of our industry functions. These guys were "rock-n-roll," and after getting to know the band, soon after their next show they asked me to help them with their bands promotions, where in time I finally becoming their manager. The relationship I built with them was based solely off trust, and honor. As with most of the younger athletes that I work with, at a young age, and being put into a spotlight and in dealing with a public who's pushy, picky and desiring, the guys in this band felt that comfort cushion having me there to protect them, in guiding them and motivating them. In the years that I've become that band's manager, I have also taken on the roll of manager to six other individual athletes, and a few other bands (over time). My ability to manage any band or athlete, is based off a "team" effort, which when established, works well because it allows everyone involved to help make the decisions that are necessary for everybody involved, their future and their well being.

Local Motion Hawaii 10/99 - 4/00
San Clemente, California

I had outlined a complete marketing/ promotional plan to best introduce a surfing movement here on the mainland, to the head people at Local Motion Hawaii, and was hired on the spot to conduct such a program. We were granted a trial basis and a sufficient amount of budget to get my plan instated and then if the program was successful, the budget would reflect from any progress made by my efforts. Local Motion decided to transplant their national sales director to the mainland and he would oversee the budget and my actions, and this would become a team effort. From the day the plan was initiated the national sales director happened to ween off my budget, little by little, to anyone or any shop that he felt would help promote shop sales, not a national campaign. Much of my budget was gone by the time I was able to start negotiating with national level team riders and after my first six months with Local Motion was up, the plan was shot and I resigned, due to the fact that the plan I had derived prior to being hired was unable to be fulfilled, I did not want my name associated with the fallout of the plan going array.

ExtremeSports.com 4/00 - 6/01
San Clemente, California

Given the title, photojournalist, I fulfill many of Extreamesports.com's surf related articles and photo opportunities. I have on occasion been asked and have fulfilled story lines that include wake boarding, snow boarding and motocross. My time at Extreamesports.com was very beneficial in helping me to branch into other areas of extreme sports. I have been given the freedom to travel, to handle job assignments on my own, and to meet editorial deadlines.

Wave Action Surf Magazine 1/96 - 8/99
San Clemente, California

Executive Editor, Wave Action Magazine, San Clemente, California. My duties included much of the creative planning and editorial that included monthly features, interviews, and story features. The job was to fill a publication of 100 pages or more on a monthly basis, and working closely

with the Managing Editor and Publisher in fulfilling deadline dates and printing schedules. I also coordinated working with various photographers and contributing writers to complete editorial and features from our immediate region. The magazine had international distribution and print count was over 60,000. While I was in reign of the magazine we were planned out three months in advance and on a usual basis were typically working on ten to twenty features at a time. I also worked as the Associate Editor to our sister publications, Pit Bodyboard Magazine and Plow Snowboarding Magazine. My job description was much the same with both of these, just to a more minor degree.

Waves Magazine 4/92 – 1/96
Carlsbad, California

Owner / Publisher, Waves Magazine, Carlsbad, California. I took over the publication in 1992 and built the magazine to be one of the top four surfing publications within the surfing industry, at that time. At the same time I increased sales over 400%. My responsibilities included all advertisement sales, all magazine and advertisement production, all the financial accounting and invoicing, the overall planning and creating of each issue, the promotions to gain support and to hype the magazine's name and each upcoming issue, all the editorial writing including all the main features, interviews, and columns the were featured each issue, and much of the photographic aspects. As a small operation it was my duty to complete most of the office aspects as well as the business aspects of running that business. I oversaw ten to fifteen individuals who performed miscellaneous tasks such as delivery, material pick ups, etc... I shut down Waves Magazine to take a job with World Ocean Media.

EDUCATION

Palomar Community College
San Marcos, California.

General Education courses with emphasis on English, journalism, and psychology

Leland High School H.S. Degree
San Jose, California 1989

REFERENCES

- **STEVE CLARK (Billabong USA) - (949) 753-7222**
- **MARK KOZAI (Surfer Magazine) – (949) 496-5922**
- **ROB SHELTON (Carlsbad Police/ Friend) - (760) 931-2100**
- **TERRY SENATE (Surfboard Shaper) - (949) 361-1740**
- **GLEN QUARANTANA (Restaurant Owner/ Friend) – (760) 724-2670**
- **MIKE FRY (Former Wave Action Publisher) - (609) 484-0988**
- **NICK SCHAUMAN (Police Lt.) - (772) 231-2451**
- **ROD LAVERDE (Round Table Pizza) - (760) 753-8308**