
CAREER SUMMARY

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MENTOR - TECHNOLOGIST

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☐ - PROVIDING DECADES OF QUALITY SERVICE -

WORDSMITHING & VISUAL DYNAMICS: PUBLIC RELATIONS - MARKETING - DISTANCE LEARNING - BROADCAST - INTERNET

Overview of Demonstrated Knowledge, Practical Skills & Abilities:

SPECIFIC COMPETENCIES: **MEDIA CONSULTANT**, cost & marketing analyst; conceptualizer: speech, script and copywriter/editor, television producer, production manager, camera director; journalist/videographer; off-line editor; on-line director; **EDUCATOR & WEB INFORMATION ARCHITECT:** Internet site design, Webmaster-content marketing: financial, scientific, non-profit & direct response (DRTV). **COMPUTER TECHNICIAN / SYSTEMS ENGINEER**

- **ELECTRONIC MEDIA EXPERTISE:** **WEB:** State-of-the-art computer programs: FrontPage, DreamWeaver, Photoshop, AfterFX, Premiere, Communicator; MSOffice, WordPerfect; System Networking Skills; Language Ontology & DOS. **COMPUTER SYSTEMS:** Extensive experience in field network installation hardware repairs like motherboards, power supplies as well as upgrades on Mac & PC's, laptops and printers: Dell, Compaq, IBM, ACER, etc.; WiFi systems netting; Remote diagnostics: Win2000 & 2003 server, XP, Vista.
- **PROFICIENT IN THE PRINCIPLES AND PRACTICES OF MARKETING** inclusive of: Marketing plans; budgeting; **RESEARCH:** Focus groups, target audience identification, psychographics; **APPLICATION:** Motivational triggers, subliminal messaging, wrap-around projects - *American Marketing Association Gold Peak Award Recipient* –
- **ADEPT IN PUBLIC RELATIONS APPLICATIONS:** Strategic communication planning for crisis prevention/crisis management; public education and persuasion; press briefings; administration of sensitive situations. I can interpret complicated processes and present complex ideas in a useful & comprehensible manner.
- **TV/VIDEO PRODUCTION TECHNIQUES:** Project financial & logistical parameter assessment; radio/tv/Internet production script writing, storyboarding; producing and directing live/on-tape documentaries, educational & distance learning programs; *hands-on operation* of state-of-the-art studio and electronic field equipment (EFP), camera & beauty lighting setup, onboard/outboard video/sound recorders.

SOCIAL APTITUDES: I have the ability to attain customer & employer goals without creating exasperation while coordinating multiple complex projects involving diverse professional disciplines and eclectic personality groups; counsel client and supervisors, then follow directives; facilitate communication to maintain harmonious relationships among managers, assigned personnel, existing and prospective clients, appointed officials and the news media.

MANAGEMENT PHILOSOPHY: Be flexible; synergize; maximize *all* human creative, financial and technical resources; exemplify high professional and ethical standards; lead through example; motivate and communicate humanistically; empower your co-workers and encourage objectivity: *I believe that anything is possible.*

- Administered simultaneous projects while coordinating and directing 100 creative and technical craftspeople; average production budgets: six and low seven figures. Past Clients Include:

AMEX, Corporation
Barrows Neurological Inst.
Crosspoint Digital Post
Chilton Publications
Greyhound Corporation
KTLA-TV (Los Angeles)
Motorola (Govt. Electronic Div.)
Rotorway Helicopter Co.
South Dakota Public TV

Arizona Heart Institute
Bell Laboratories
Cable West International
China National Gold Corp.
Hawthorne Advertising
Hill & Knowlton
Nightingale/Conant
Solar Energy Research Inst.
Time/Life Video

Arizona Public Service Co.
Black & Decker
Challenger International
City & County of Denver
Keebler Co.
Milburn Sterling
Ramada Inns, Inc.
U.S. Department of Energy
Vipont Industries (Colgate)

REGULATIONS & COMPLIANCE: Federal Securities Com. (SEC), Trade Com. (FTC), Communications Com. (FCC).

EDUCATION: Regis University, Denver; **M.A.:** Communications: New Media (Honors, 1999); Master's Project: *Humanizing Technology: Computer Assisted Visual Learning Techniques Using Hypertext (HTML)*; Regis University, Denver; **B.A.:** Mass Communications/Marketing (Summa Cum Laude, 1997).

PROFESSIONAL GOALS: 1) Humanize Technology. 2) Mastering Technology Convergence.

MILESTONES

- 1975 - Lecturer, instructor of advanced multimedia applications: **Arizona State University English Department**.
- Co-developed *self-actualization program* to build migrant children's self-esteem: **Phoenix Public Schools**.
 - Engineering consultant on world's premiere interactive video link: **Bell Laboratory's "Picture-Phone"**.
 - Devised the use of video cameras in medical procedures: **Ariz. Heart & Barrows Neurological Institutes**.
 - Fashioned production standards for *nuclear safety training* programs: **Nuclear Regulatory Commission**.
 - Designed & implemented *executive/employee training* programs & systems: **Greyhound & Ramada Inns**.
 - Created the first *Video Prospectus* to be approved by **Securities Exchange Commission: Hill & Knowlton**.
 - Video program exhibitor, by invitation: **"World Tour for Peace & Understanding"** (USSR & Europe).
 - Initiated/hosted a Chinese executive delegation to negotiate trade with **Colorado Governor** & business leaders.
 - Mastered technique of *multiple language film adaptations* (four foreign languages): **Challenger International**.
 - Nominee: **Colo. Governor's Award for Excellence in Media Arts** (produced nine-hour literary series, *Expressions*).
 - Recipient: American Marketing Association's **"Gold Peak Award"**: Best Colorado Marketer of 1989.
 - Inductee: **Marquis, Who's Who in Entertainment, Who's Who in Advertising & Marketing**.
 - Inductee: **International Achievement Leaders**, Cambridge, England (Communications).
 - Fellowship: **International Biographical Association** (Communications).
 - Producer/writer of Direct Response TV programming: **Black & Decker, Time/Life, Nightingale-Conant**.
 - Writer/concept creator of premier retail **Video Catalogue: (Western Lifestyles) Crosspoint Digital Post**.
 - Media/marketing Consultant for startup corporations; DRTV writer: **American Automobile Assn**.
 - Computer & Software Consultant: Denver - Founded BeyondTechnology.net.
 - Architect of **BeyondTechnology®** applications for mass communications; **Development of 3-D TV processes**.
 - **Alzheimer's**: 3-D Web site design w/international search engine: <http://members.aol.com/harevision>
 - Technical advisor: **City & County of Denver Offices of Television Services**.
 - Scholarship: **Colorado Scholars** - State of Colorado; **Rothenberg Scholarship** - Regis University.
 - B.A. Degree: Mass Communications/Marketing.
 - Media Masters Degree studies: **New Media Communications**; Research Paper: **Computer Assisted Visual Learning Techniques Using Hypertext (HTML)**. Degree awarded 1999: M.A. Language/Communication
 - Educator, Computer Consultant; developed **Portal Launcher** & HTML version of **United States Constitution**.
 - Masters Degree studies: **New Media Communications**; Research Paper: **Computer Assisted Visual Learning Techniques Using Hypertext (HTML)**. Degree awarded 1999: M.A. Language/Communication
 - Educator, Computer Consultant; developed **Portal Launcher** & HTML version of **United States Constitution**.
 - Scriptwriter/concept creator of documentary for the **Denver Mayor's Art & Film Commission**.
- 2001 - Founded BeyondTech, LLC, In-Home Repair/Computer Management. Remote Control Diagnostics.
- 2008 - Nearing 1,000 Happy Clients

CIVIC ACTIVISM:

ADVISOR: (1985-90) Denver Chamber of Commerce' Task Forces: Educational and International. Colorado Film-TV Commission, Governor's International Trade Office, State of Colorado Office of Economic Development, City & County of Denver: Offices of Cultural Affairs & Television Services, Public Library, Cable Board, and Community Access Television; (1990-95) Denver Career Service: Executive Assessment.

MEMBER: (1984-89) Accrediting Commission-National Association of Trade & Technical Schools; (1975-91) American Film Institute, (1985-95) International Television Association, Colorado Film & Video Association; Internet Chamber of Commerce (1997-present)

VOLUNTEER: (1985-present) Wilderness on Wheels, PBS Television Telethons.

PUBLIC SPEAKER: *Kids at Risk, Visioning Strategies & Tactics, Communicating Internationally, Crisis Mgmt.*

PERSONAL INTERESTS: The family; working with disadvantaged youths to find and develop their skills; healing the earth; creating international understanding by using motion pictures; writing allegorical manuscripts for children, fishing and painting on large canvas.