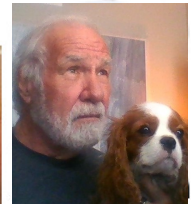




"Chuck" Foster



UP CLOSE AND PERSONAL

Discounting yearbook accolades by student peers for producing "California's best 60's high school beach and surfing parties," a few early but noteworthy successes include: the Tri-Am and Junior-Am Motocross Series ... The Pig Bowl ("Cop vs. Crook") and Pride Bowl ("Cop vs. Cop") charity football games ... Budweiser-Natural Light Salad Toss-Off ... Burt Reynolds Celebrity Polo Classic ... Budweiser Toboggan Olympics ... and Operation: Dogtag -- the national media tour to "Thank and Welcome Home" America's troops serving in the Middle East war in Kuwait.

Foster's TV and radio experience started with his innovative "Simon Says" audience warm-up routine at KTLA/Golden West Broadcasting. After that, Foster went on to create, produce and direct televised events such as: *The National Chili Society Championship Chili Cook-off* (NBC) ... the *World Championship Mechanical Bull Buck-Off* (NBC) ... *Celebrity Winter Games* (NBC) ... *King of the Hill Triathlon* (ESPN) ... the first winner-take-all \$1,000,000 payoff in sports history: *Super Run 1* (ESPN) and *Super Run II* (ABC Sports)... and in partnership with two-time Olympic Decathlon Champion, Bob Mathias, Foster created and produced *Earth Games '88* (Disney Channel) – an international Olympic-type games (with a "Participation IS Victory" format) for kids 12 years of age and under ...

YET TO FINISH is my post-retirement commitment to help an acclaimed nurse and her Operation Scrubs, Inc. nonprofit accomplish what people keep telling her is "impossible" i.e., getting a billion+ people to post a nurse-thanking message on THE NURSES WALL™ during 2023's National Nurses Week - a virtual gift allowing a globally appreciative public to perpetually say "thank you" to the world's 27+ million unsung hero nurses that takes only a few minutes and costs nothing to participate.

This acclaimed nurse is Pamela Jane Nye. Born in Cedar Rapids, Iowa. At age five, Pam's policeman father died and she was raised by a strict mother who insisted Iowa was Pam's life-long destiny, e.g., an Iowa husband, a stay-at-home husband-supportive wife, and child-raising mother. Pam, however, either cheated or renegotiated her agreement with Destiny because after she married and supported her husband's college education, and raised her college-bound son, she left Iowa with her \$1,500 savings and what items would fit in her Mazda. And with no job offer or place to live, drove 1,930 miles to Fresno, California, talked her way into Cal-State University/Dominguez Hills, got a part-time job, a place to live, graduated with a Nursing Degree, received a scholarship for her Master's Degree from Univ of California/San Francisco, worked at Stanford Medical Center, Cedars-Sinai/Los Angeles, and retired in 2019 from UCLA Medical Center as a Clinical Nurse Specialist, systemwide nurse education provider, stroke coordinator, and continues to teach as an Associate Professor at UCLA School of Nursing.

Pam's also the founder/CEO of Operation Scrubs, Inc., [<https://operationscrubs.org>] a 501(c)(3) nonprofit created to provide innovative tuition-free continuing nurse education, advance nursing education scholarships for working nurses, and positive nurse image advocacy worldwide. She's also a featured speaker at Health Conferences and Public health-related events.

SEMINAR/LECTURE TOPICS AND CONSULTING EXPERTISE

- Backpack University (*Provides information you can actually use for business and life challenges*)
- Words and concepts to help you fail ...
- Creativity: *Risks and Rewards*
- Life's Strongest Need ...
- The Most Worthless of Any Human Invention ...
- *Insegrivology*

Predictable responses to media and lecture interview questions include:

- **Least enjoyable business experience?** *It's a toss-up between the challenges of managing an "impossible" Mayoral candidate's campaign (yes, my candidate won); also serving as location manager for a really, really, really low-budget horror film.*
- **Most irritating situation?** *Being told that a new or unique idea 'can't be done' or worse -- the challenge is 'impossible!'*
- **Most rewarding situation?** *Besides the satisfaction I get when I can help make the the "impossible" possible ... my greatest reward, however, comes when I'm given the opportunity to do something that actually makes a difference!*
- **About mistakes?** *Mistakes are an unfortunate necessity for acquiring wisdom, but they don't define who you are. I believe they explain how you became what you are today.*
- **Thoughts about trying?** *Yoda in Star Wars said it best. " Do or do not. There is no try."*
- **Most valuable gift you have given and received?** *Time!*
- **Any secret to getting a show on national television?** *A formula? Yes; A secret? No! First, (and most important) is getting an audience with the person having actual decision-making authority; Second, be able to quickly and concisely explain how your proffered program is unique and innovative, yet has predictability for success; Third, demonstrate how this can engage, keep or build a viewing audience; Fourth, show you have the knowledge and ability to make happen what you're promising; and Fifth, don't exaggerate - represent less than you know you can deliver because, when you don't, you'll discover two things: 1) The most worthless of any human invention is the excuse, and 2) Credibility is like virtue – once you lose it you'll never get it back!*
- **Who gets credit for your success history?** *For creativity, planning and persistence, It's Walt Disney. My introduction to television came from comedian/producer Larry Hovis. Producing events for network TV happened thanks to NBC President Chet Simmons and NBC's (Real People) producer George Schlatter. The "yes" by ESPN President Bill Grimes and ABC News/Sports President Rooney Arledge allowed Super Run-America's Race to happen - twice, which branded me as a "go-to-person" for complex, multi-location and seemingly 'impossible' event logistics. Disneyland President, Jack Lindquist's willingness to host my Earth Games event led to successful business relationships with Mexico, Soviet Union and The White House. Las Vegas News Bureau Chief Don Payne introduced me to hotel/casino owners and marketing executives and they mentored me in Las Vegas survival skills. The most credit-deserving, however, is my grandmother who was the epitome of faith, inspired me to believe in myself, have passion for what I do, respect others and keep a positive, optimistic and determined attitude during the toughest of times.*
- **Your response when told, "Rome wasn't built in a day?"** *"That's true, but I and my team weren't running that job either!*
- **Best everyday advice?** *Be happy and tell your face, then live each day as it will be your last because one day, it will be!*
- **Your best personal or business reference?** *(See next page)*

- Your best personal or business reference?

It came from Roone Arledge, then President of ABC News and Sports:

American Broadcasting Company Telephone 212 887-7777

Roone Arledge, President

ABC News
ABC Sports

July 18, 1986

Introducing Chuck Foster

To whom it may concern,

ABC Sports recently celebrated its Twenty-Fifth Anniversary with Chuck Foster being someone whose innovative events and quality television productions were a significant part of these First Twenty-Five Years.

Most memorable was Chuck's SUPER RUN-AMERICA'S RACE. This was a 10k run series for "amateur runners only" ending with the sports' first \$1-million winner-take-all grand prize. Significant was Chuck's representation that qualifying events were to be staged in all 50 states, on the same date, and at the exact same time.

Although Chuck had a proven track record for creating and producing unique and often trend-setting events, the logistical challenges associated with simultaneously staging these 50 qualifying events was an admitted concern. But once again Chuck delivered as promised and SUPER RUN-AMERICA'S RACE was seen "live" worldwide on ABC's Wide World of Sports.

In a business where exaggeration and broken promises tend to be expected, I have found Chuck to be a person of integrity and someone who does exactly as he represents. He also delivers a quality product and is well respected by his broadcast industry peers.

Should you have any questions about Chuck Foster, please don't hesitate to give me a call.

Regards,



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ABC Sports 1330 Avenue of the Americas New York, New York 10019