



Appraisal Credentials

REBECCA APODACA, ASA

President/CEO/ Accredited Senior Appraiser/ Authenticator/ Restorer of Musical Instruments-

Brass, Fretted, International, Orchestral, Printed, Percussion, Woodwind

Education

2007: Appraisal Studies of Fine & Decorative Arts Certificate. The University of California, Irvine, CA

1977: Musical Instrument Repair Technician Certificate, Orange Coast College, Costa Mesa, CA.

1974: Undergraduate degree, with Honors, Music Major, Cabrillo College, Santa Cruz, CA.

Additional Training and Skills

Pre-formal training started in 1960 in a family of musicians who worked on guitars. Personal training in repair from Bernardo Rico (BC Rich Guitars) Doc Kauffman (Fender/Rickenbacker.)

National Association of Professional Band Instrument Repair Technician Seminars (NAPBIRT) Attended 9 specialty classes.

International Association of Music Merchants (NAMM) University Classes. Attended over 50 classes in Marketing, Sales, Management, Fund-raising, Advertising, and Customer Service.

Speak, read and write English and basic Spanish. Ability to read some French, Italian, Latin, German, and Dutch including familiarity with musical terms in these languages.

Employment

1978 - present: President/ CEO/ Appraiser/ Authenticator/Restorer of Musical Instruments. Founded A & D Music Incorporated. 35 years marketing, selling, repairing, restoring, renting and appraising of brass, international, fretted, orchestral, percussion, vintage and woodwind musical instruments.

1996 - present: Musical Instrument Appraiser, 18 years as part of duties at A & D Music



A & D Music
23016 Lake Forest Dr. A-398
Laguna Hills, CA 92653
www.admusic.net admusic@cox.net
(949) 768-7110

2008-2013 Freelance writer for music products industry. Monthly Column in *Music & Sound Retailer Magazine*, *Appraisal Scene Investigation* 21 issues, *Shine a Light* 13 issues as well as occasional stock articles. www.msretailer.com

2000: Musical Instrument Conservator, Museum of Making Music, Carlsbad, CA. Technical preparation of 400 instruments for display and exhibition as a contracted position. Continue to provide technician and consultation services on an as-needed basis.

2002- 2003: Music Coordinator, Flamenco Artist, Daniello De Laurentiis and his group Luna Loka, including performances for the Homeland Security Conference of 27 State Governors. St. Regis Hotel Dana Point, CA and World Series Party, Hilton Hotel Anaheim, CA.

1977 - 78: String/Brass/Woodwind /Percussion Technician, Los Angeles Unified School District. Performed musical instrument repair services for the world's largest instrument repair facility. Part of a team that maintained 30,000 instruments.

APPRAISALS

1996 - present: Apodaca has been appraising musical instruments for 18 years and has developed and maintained an extensive reference library of over 500 books, periodicals and videos. She belongs to various user groups via the Internet, including Sotheby's and Christie's auction houses. These appraisals have been used for Estate Settlement, Insurance coverage, loss/claim, Non-cash Charitable Contribution. Apodaca initiated and completed the requirements to create the American Society of Appraisers first Musical Instrument Category in December 2011.

Appraisal Classes

The level one through four classes PP201 for Personal Property Valuation.	
ART HIS X400, X400.1, X400.2, X400.3, MGMT X404.2	
Tool kits for Fakes, Frauds & Reproductions Class, UCI	ART HIS
X404.21	
Insurance, Appraisers and the Law, UCI	MGMT
X404	
The IRS Symposium	2007 &
2008	
Expert Witness Class, Expert Witness Seminar	2007 ASA
Conv.	
Chicano Art Seminar, Classic Cars Seminar	2007
ASA Conv.	
Business Machinery and Technology	2008 C.E.
Sharpening your Report Writing	2010 C.E.
Sharpening your Appraisal Tools	2010 C.E.

- Restitution of Art Looted or Otherwise Displaced During Wartime: 2011 C.E.
 Uniform Standards of Professional Appraisal Practice 2008, 2012
- C.E. Everything You Were Never Taught About Litigation Appraisal 2012
- C.E. The Appraiser in Litigation: Skills in Expert Testimony and Discovery 2013
- C.E.

Large/Important Appraisal Assignments

Composer, Irving Berlin's transposing piano - Non-Cash Contribution- Dept. of the Interior

Grammy Rock artists 419 rock band instrument collections for insurance coverage/ touring

Musical instrument of musician in the Library of Congress Washington D.C. Second Solidbody Electric Guitar recorded in History.(Bigsby 1948)

Authentication and Appraisal of 1951 Fender Telecaster Electric Guitar

300 pieces of printed music dating from 1825 -1978 included translation in German, English, French, Italian, Polish and Russian for court ordered Estate Settlement.

31 Musical Instruments and Accessories for music store, Bankruptcy Court, Liquidation

LITIGATION AND ARBITRATION

Apodaca has been successful in helping to settle cases prior to the expense of a costly court trial

(2014) Court Case (Plaintiff) for Dissolution of Marriage included \$100,000 Guitar collection

(2013) Court Case (Defendant) on \$600,000 on losses on guitar and Rock Band type instruments

(2013) Court Case (Defendant) on \$110,000 on losses on guitar collection fire

(2012) Court Case (Defendant) for \$100,000 in losses on instruments involved in San Diego Fire (2009) Court Case (Plaintiff) for \$40,000 total damages on cello for major Airline

PROFESSIONAL ORGANIZATIONS

American Society of Appraisers (ASA)

International Association of Music Products (NAMM)

SEAK Expert Witness

American Musical Instrument Society (AMIS)

American Music Conference (AMC)

National Association of Professional Band Instrument Technicians (NAPBIRT)

Orange Coast College Advisory Committee, Musical Instrument Repair, 1975-1976

First member of Guitar Foundation of America (GFA)

Women International Music Network (WiMN)

HONORS/AWARDS

2013: Nominated for "She Rocks" award for Women International Music Network *WiMN*.

2005: Nominated for Hispanic Woman of the Year, *Hispanic Business Magazine*.

2005: Milestone Achievement 25th Anniversary Award from NAMM's President, Joe Lamond.

1991: Recognized by *Entrepreneur Magazine* as one of the top five home-based businesses.

Lectures

"Schalmei -Musical Adaptations to Historical and Social Change" American Musical Instrument Society Conference 2011, Musical Instrument Museum, Phoenix, Arizona

Selected Client List

ABC Movie "Stranger on my Land", Los Angeles, CA	NBC Television Orchestra, Burbank, CA
Aliso Viejo Symphony, Aliso Viejo, CA	Oakley Sunglasses, Foothill Ranch, CA
Allen, R.C. (guitar maker) El Monte, CA	Orange County Performing Arts Center,
American Music Conference, Carlsbad, CA	Pacific Symphony
Santa Ana, CA	
Christie's Auction House, NY, NY	Ralph Loren L'Oreal, NY, NY
The Musical Instrument Museum, Phoenix, AZ	Skirball Museum, Los Angeles
L.A. Times, Los Angeles, CA	Museum of Making Music,
Carlsbad, CA	

Instrument Restorations of Americana Folk and International instruments have included:

Americana 1920's Mando-Banjoes, Banjos, Banjo-Ukuleles, Banjolin, Ukelin, Ukele
American 1864 Martin Parlour guitar, Bolivian Charangos, Chinese Flutes, Sihou, Hru
Czechoslovakian Tamboritza, English Lyon & Healy Harps 150 years old - 300 years old,

German Zithers, Grecian Bouzoukis, Japanese Biwas, Lebanese Ouds, Mesopotamia
Guzles,

Mexican Vihuelas, Requintos & Guitarrons, Russian Balalaikas.

Published Articles, written by Rebecca Apodaca

"R.C. Allen Passes 1934-2014" Vintage Guitar Magazine Vol. 28 No.08 June 2014

"*The U.N. of Musical Instruments*" The Music & Sound Retailer Magazine Vol. 29 no. 7-July, 16, 2012

"*Shine a Light*" The Music & Sound Retailer Magazine Vol. 29 no. 1-January 15, 2012 January 15, 2013. 13 articles

"Cindalee Hall, President of RIC International" The Music & Sound Retailer Magazine Vol. 28 No. 8

"*MIM is the Word*" The Music & Sound Retailer Magazine, Vol. 27 No.6 June 15, 2010

"*Appraisal Scene Investigation*", The Music & Sound Retailer Magazine, Vol. 27 No.4 - April 15, 2010 - to December 15, 2011 21 monthly articles.

My Time at Summer NAMM, The Music & Sound Retailer Magazine, Vol. 25 No. 8, August 15, 2008

Visual-Radio-Television, Print and M.C. Artist Experience

2013: Radio Personality - KX93.5 Laguna Beach, CA -Co-host Lagunapalooza Fantasy Concert©

2007: Creator of Musical Instrument Artworks ©, assemblage sculptures made from instruments and found items. Exhibition, "Musical Re-arrangements" at Pure Color Gallery, Laguna Beach, CA.

2003: Mistress of Ceremonies of Laguna Beach Blues and Jazz Concert

2002: PSA for *Sesame Street Musicworks*, Australian Television

1990: Good Morning L.A. - Interview subject

1989: Dimension Cable TV Interview subject

Apodaca has been the interview subject of over 25 articles regarding her and her business including the *Los Angeles Times*, *Entrepreneur Magazine*, *University of California Extension Newsletter*, *Laguna News-Post*, *The Register Newspaper*, *Music & Sound Retailer Magazine*, *Sunset Magazine*, *The Saddleback Valley News*, *American Society of Appraisers National Newsletter*, *The ASA Los Angeles Chapter Newsletter*, *Technicom National Association of Professional Band Instrument Technicians*.