

Paul Anthony Steward

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Education

Executive Doctorate of Business Administration, Saint Mary's College of California (in progress) <i>doctoral theory in Management, Organizational Behavior, Tribal Governance</i>	Oct 2020-est. Sep 2025
Master of Business Administration, Sonoma State University <i>extra studies in Wine Business and International Business</i>	Aug 2015-Dec 2017
Bachelor of Business Administration, Sonoma State University <i>concentration of Marketing; extra studies in Music</i>	Aug 2010-May 2012
Associates Degree in Business Administration, Santa Rosa Junior College <i>extra studies in Music</i>	Jan 2004-May 2010
High School Diploma, Montgomery High School, Santa Rosa CA <i>Football team-Fullback, Wrestling Team, Track & Field-Shotput and Discus, Jazz Band</i>	Aug 1999-June 2003

Skills

Marketing	Social Media Mgmt/SNS	Public Speaking	Pomo Tribal Representative
Sales	Product Development	Singing	Native American History
Administration	Presentation	Guitar	Indian Gaming
Personnel Management	Storytelling	Music Production	Barista
Customer/Client Relations	Operations	Music Copyright	Sandwich Artisan
Data Analysis	Travel Coordinating	Song Writing	Planning
Accounting	Blockchain Tech	Teaching	Coaching
Editing	Digital Currency	Lecturing	Development

Languages

English – Native level
Japanese – Conversation level (JLPT N4/N5)
Vietnamese – Few casual words
South Eastern Pomo – Few casual words

Cultural Experience

*Native American - enrolled member of the Pomo tribe, Elem Indian Colony, Clearlake Oaks CA. Raised on Sulphur Bank Rancheria. Cultural and Round House experience.
*Travels and stays in Vietnam with local family.
*Lived and worked in Tokyo with local friends.

Current Work

Lecturer/Professor

American Indian Studies Dept. San Francisco State University; San Francisco, CA; August 2019 to current

- I teach the class Survey of Native California, and Perspectives of Native California Indians. These are history and culture courses of Native American peoples of the California region. I write and prepare lesson plans and assignments for the entire semester. I administer assignments and tests, record grades, and report performance to the students as well as teach them and coach them to learn and improve. I take care of administrative duties such as faculty meetings, reports, filings, and continual observation for new material or new methods of which to teach the lessons.

- **Interim Cultural Liaison to the NAGPRA Program (October 2019 – December 2019)**

- **Academic Senate Member at Large (Fall 2020 – Spring 2023)**

- **Facilitator; SFSU Center for Equity and Excellence in Teaching and Learning (CEETL) Winter 2021 Justice, Equity, Diversity, and Inclusion Pedagogies for Inclusive Excellence (JEDI PIE)**

- **Faculty Advisor; American Indigenous Business Leaders SFSU Chapter**

C.E.O., Manager, Singer, Guitarist, Band Leader

2XG Records: Twice As Good (performing and recording musical act), Paul Steward (performing and recording artist), Santa Rosa, CA; May 2003 to current

- I manage the careers of two music acts; myself as a solo artist (Paul Steward) and the band I perform in with my father known as Twice As Good. We founded our band in 2003, we are one of the most popular Native American musical artists from Northern California. NorBay Music Award – R&B Band of the Year 2016. Indian Summer Music Award – Blues 2013. Native American Music Award - Blues Album of the Year 2010. West Coast Blues Hall of Fame – New Blues Band of the Year 2010. In 2019 we were chronicled in the Native American Almanac as famed musicians. In 2021 I released my debut single and began a solo artist project, following up a year later with an album and undertaking an international tour. I do the sales and marketing, distribution and publishing, royalty reporting, booking shows, songwriting, music production, record releases, website management, social media management, band personnel management, accounting, and finance.

Lecturer/Professor

Native American Studies Dept. Sonoma State University; Rohnert Park, CA; January 2016 to current

- I manage classes of up to 40 students, administer homework and tests, record grades and attendance, and lecture. I teach courses in Local and National Native American history, culture, government, and perspectives. I report to the department chair and the college dean.

Other Experience

Community Service Staff (CSS)

PG&E Community Resource Centers by Southwest Strategies; Santa Rosa, CA; August 2020 to November 2020

- During the wildfire and power shut-off season in California, I would work on-call for the PG&E's consulting partner Southwest Strategies to operate a community resource center around the PG&E service territory wherever there was a power shutdown. I would greet guests and offer them snacks, cell phone charging portable batteries, and information regarding the outages. The sites also provided WiFi and a generator for guests to charge devices while staying on sight.

Assistant Manager

My Friend Joe Coffee; Santa Rosa, CA; December 2019 to May 2020

- I assisted the manager of a local coffee and bagel shop. I would take orders and cashier, make bagel sandwiches and coffee drinks, prepare ingredients, clean the store and wash dishes, greet and entertain customers, shop for ingredients and supplies, monitor and analyze product demand, recruiting, hiring, firing, and coaching the staff.

Marketing Staff

Bexam Global LLC / Early Works Co. LTD.; Chuo-ku, Tokyo, Japan; November 2018 to January 2019

- English marketing and promotions for a start-up technology company in the blockchain sector. I worked on developing the Social Network Services presence and followership; also I did contacting and presentations to potential investors and venture capital organizations.

Native English Teacher

Yaruki Switch Group; WinBe English School; Tashima-ku, Tokyo, Japan; July 2018 to August 2018

- English speaking and listening teacher for a private franchise English language school in Tokyo. Students age 3 to 15. I would teach with company materials and textbooks but could be innovative in my lesson plans. Using songs, stories, flashcards, books, and conversation with repetition, I developed the students' memory and comprehension of the English language.

Evaluation Associate

California Consortium for Urban Indian Health; San Francisco, CA; May 2018 to July 2018

- Grant administration and evaluation of client processes for a non-profit advocacy organization that serves California urban Indian (Native American) Health clinics. They are an advocacy organization for their clients to the government. They assist in administering grants with their clients and as well they carry-out their own grant projects. Data analysis and assessment. Information document production. Planning. Communication and coordination.

Consultant/Production Supervisor

Digital Music Corp./Voodoo Lab, Santa Rosa; June 2017-January 2018

- As a business consultant to the CEO: I planned and enacted solutions in HR for staffing and hiring, I analyzed and planned solutions for production flow, and I planned marketing solutions. As a production supervisor I led a team of workers to complete projects of production needs in coordination with the sales department. I also did time measurements of their work speed to analyze for production rate estimation and timing coordination. I also trained like a production team member and silk-screened metal covers of the products, I packaged product and stocked it for order-fulfillment, I tested products in their electronic functionality, and I assisted administration in accounting reporting and entry.

Marketing Assistant (part-time, project based)

Digital Prints & Imaging (company), Santa Rosa; June 2012-July 2013; October 2018 to current

- under the direction of the Owner and President, I developed and implemented advertising and promotions, as well as assisted in sales and cold-calling. We would also review production operations, product offerings, pricing, service delivery procedures, and customers' perception of placement and promotion. I have also performed new employee searching, recruiting, and interviewing. I wrote the company's new and current Injury and Illness Prevention Program (IIPP) as required by California law.

Advanced Sales Representative

Vector Marketing / Cutco Cutlery, Rohnert Park; July 2008-September 2008

- I got formal training for the company sales certificate and I was taught how to do kitchen knife sales demonstrations. Then I went out through network and referral marketing to sell kitchen knives. I achieved to "Grand Days" which are sales of \$1,000 or more.

Retail Representative

Crossmark, Santa Rosa, CA; May 2008-July 2008

- Greeting clients. Setting up plan-o-grams. Stocking shelves. Removing expired product. Preparing displays. Delivering goods.

Customer Service Associate

Sears & Roebuck Department Store, Santa Rosa, CA; July 2007-December 2007

- I did product restocking and shelving from the back-room. I ordered out-of-stock items. I assisted customers. I set up plan-o-grams.

Community Outreach Representative

Pacific Gas & Electric, C.A.R.E. Program, San Francisco; July-August 2003, February-May 2004

- under the guidance of the Community Relations Manager and the CARE Program Director, I developed promotions to increase enrollment of PG&E customers of Native American heritage who were previously found to be under-represented in the program. I increased enrollment from 1 per month to 100 per month and gave the company insight into reaching the community.

Tribal Leadership Apprentice (under my father Richard Steward)

Elem Indian Colony Tribal Representative

- since I was 8 years old I had gone with my dad to attend Native American business conferences such as IHS meetings, BIA meetings, CRIHB meetings, and more. My dad has served as Tribal Administrator of our tribe, Elem Indian Colony, and has been elected to the Secretary/Treasurer position several times. He was the second Director of Lake County Tribal Health Consortium back in the 70's. He later was appointed to the Board of Directors several times; was also elected to the Board of Sonoma County Indian Health Project, and Ya-Ka-Ama Indian Education Center. Under his teachings I learned a lot about the tribal governance systems, government to government relationships, sovereignty, and tribal politics.

Notable Achievements

*Nominated for the 2022 Native American Music Awards; Blues Album of the Year; for "Double Down" by Twice As Good. May 2022.

*Featured Performer at the Native Contemporary Arts Festival "When I See Red" by the Crocker Art Museum, Sacramento CA, October 2019.

*Chronicled in the "Native American Almanac: More Than 50,000 Years of the Cultures and Histories of Indigenous Peoples" by Y. Dennis, A. Hirschfelder, S. Flynn, April 2016.

*Winner of the 2016 North Bay Music Awards by the North Bay Bohemian newspaper, Blues/R&B Band category, August 2016.

- *Semi-Finalist in the 32nd annual International Blues Challenge, Memphis TN, January 2016.
- *Nominated for the 14th Independent Music Awards, Blues Album category, for CD "That's All I Need", Clifton NJ, March 2015.
- *Featured on SiriusXM-BB King's Bluesville station, album "That's All I Need", September 2014.
- *Winner of the Silicon Valley Blues Society Band Challenge, San Jose CA, November 2014.
- *Headlining Band at the Living Earth Festival by the National Museum of the American Indian, Washington DC, July 2014.
- *Featured at the National Museum of the American Indian "Native Sounds Downtown" Concert Series, New York City NY, July 2014.
- *Featured article in the Press Democrat, TimeOut section (Arts & Entertainment), Santa Rosa CA, March 7th, 2014.
- *Winner of the Blues Category at the 10th Annual Indian Summer Music Awards, CD "Back To Clearlake Oaks", Milwaukee WI, September 2013.
- *Great CD Review in Living Blues Magazine for album "Back To Clearlake Oaks", USA, December 2012.
- *Headlining Band at the Scottsdale Culinary Festival, Scottsdale AZ, April 2012.
- *Headlining Band at the Miccosukee Resort & Gaming American Indian Day Festival, Miami FL, September 2011.
- *Featured article in the San Francisco Chronicle Datebook (Arts & Entertainment), San Francisco CA, January 9th, 2011.
- *Winners of the "Best Blues Recording" Award, 2010, the Native American Music Awards, album "If That's All Right With You", Niagara Falls NY, November 2010.
- *Winners of the Last Band Standing Competition at Pala Casino Resort, Oceanside CA, October 2010.
- *Awarded the "Best New Blues Band" Award by the West Coast Blues Hall of Fame, Oakland CA, March 2010.
- *Showcased band in the River Rock Casino T.V. commercial, Northern California, September 2009.
- *Featured Showcase Entertainment for the Global Gaming Expo in Las Vegas NV, November 2008.
- *KBSC-TV Recorded Concert Broadcasts, live at Everett's Bar & Club, Crescent City CA, June 2008.
- *Nominated for an "Outstanding Musical Achievement" award by First Americans in the Arts, Beverly Hills CA, March 2008.
- *On the cover of "News From Native California" magazine, Fall 2007 issue, Berkeley CA, October 2007.
- *Winner of the "Battle of the Bands" at Coyote Valley Casino, Redwood Valley CA, November 2004.

Published

- "World Champion" album by Paul Steward, 2XG Records, BMI September 2022
- "Double Down" album by Twice As Good, BMI December 2020
- "Walkin'" single by Twice As Good, BMI September 2020
- "Let's Fall in Love" single by Twice As Good, BMI June 2020
- "Don't Give up on Love" single by Twice As Good, BMI May 2020
- "That's All I Need" album by Twice As Good; BMI 8/2014, Nominated for Blues Album of the Year 2015 Independent Music Awards
- "Back to Clearlake Oaks" album by Twice As Good; BMI October 2012, Blues Song of the Year 2013 Indian Summer Music Awards
- "Collector's Edition" album by Twice As Good; July 2011
- "If That's All Right With You" album by Twice As Good; BMI November 2009, Blues Album of the Year 2010 Nammys
- "Live at Pala Casino 2007" album by Twice As Good, October 2007
- "Cover to Cover" album by Twice As Good, February 2006
- "2XG" album by Twice As Good, BMI February 2005

Professional References

- Dr. Greg Sarris – Chairman of Graton Rancheria; gsarris@gratonrancheria.com
- Scott Mason – Manager and Lead Agent of Mason Entertainment; scott@masonentertainment.com
- Joel Newell – Owner and President of Digital Prints & Imaging; joel@dpicopy.com
- Dr. Joanne Barker – Professor, American Indian Studies, San Francisco State University; jmbarker@sfsu.edu
- Dr. Robert Girling – retired Professor of Business at Sonoma State University; girling@sonoma.edu