

Block Publishing Bios

Cheryl Block, MA, Author and Publisher

Cheryl is a credentialed teacher with a Master's degree and twelve years' experience in special education as a teacher and learning therapist. For the past decade, she worked for The Critical Thinking Company as editor, Vice President, and Director of Book Production. She combined her educational background with her love of writing to develop, edit, and write numerous educational books and software with an emphasis on critical thinking, including *Mind Building Reading*, *Think Analogies*, *Can You Find Me*, *Reading Detective*, and *Editor in Chief*, to name a few. Cheryl now hopes to share her love of nature and enthusiasm for education with *The Rainbow Web*, the first book with software in the series *Webs to Whales Nature Tales*. As her company grows, she plans to add carefully selected new products and authors to her product line.

Gene Takeshita, Illustrator

Gene Takeshita began his design career with The Office of Charles and Ray Eames, and subsequently worked in other interdisciplinary design firms in Southern and Northern California. His experiences included history museum exhibition design, graphic and furniture design, illustration, and art direction.

For the past 20 years, he has been a freelance designer and illustrator. His work continues to be interdisciplinary and has expanded into: cultural and natural history exhibition design; editorial and biological illustration; logo and identity design; consumer product design; and creative and art direction. Clients have included The Monterey Bay Aquarium, The Huntington Library, the Oakland Museum, The African-American Museum and Library at Oakland, the Society of California Pioneers, the Monterey Bay Aquarium Research Institute, the Japanese American National Museum, The Monterey Bay Sanctuary, Sunset Magazine, and Sea Studios.

One of his areas of continuing special interest is storytelling, as well as interpreting and illustrating the natural world.

Jeff Reynolds, Ph.D., Multimedia Producer

Dr. Jeff Reynolds' extensive science background allows him to be extremely effective at designing interactive content and directing its production. Jeff has developed a range of interactives, from interactive databases used to track humpback whale behavior in Alaska to interactives that let you "be a bass" in an Ozark stream. He has developed programs on both the Apple Macintosh and IBM PC platforms in a number of different authoring systems including Hypercard, Metacard, Supercard, Plus, and Toolbook. He has worked on a number of novel interactive input and output systems, including passive, integrated transponder tags (radio tags), bar codes, touch screens, multiple device controller systems, digital video, digital audio, and animation..

Jeff has designed/developed interactive exhibits for the Monterey Bay Aquarium, the St. Louis Zoo, the Museum of Technology (San Jose, CA), Kaiser Permanente, the California African American Museum, the National Aquarium, the Florida Aquarium, the Mount St. Helens Visitor Center, Allensworth California State Park, and U.S. Department of Agriculture. He has designed and produced critically acclaimed CD ROMs for the National Science Foundation (*Earth Explorer* published by Apple Computer), Jean-Michel Cousteau (*Cities Under the Sea: Coral Reefs* published by Enteractive), and Kaiser Permanente (*My Body, My Choice, My Future, Shoulder Motion, and How Best to Treat Your Scar*). Jeff has also developed digital data collection and management systems for his humpback whale cooperative feeding behavior research in southeast Alaska. He has also designed content structures and web interfaces for non-profit and educational organizations like LandWatch Monterey County, Sea Studios Foundation, Audubon's Seafood Guide, Monterey Bay National Marine Sanctuary, and Ocean Futures/Jean Michel Cousteau's Finding Nemo Coral Reef Fun.

Jeff has six years experience as a research biologist, fifteen years experience as a multimedia and exhibit designer, programmer, and producer, and five years experience in exhibit research. He received his doctorate in molecular biology from the University of California at Berkeley and his bachelor of science in biochemistry/biology/genetics with honors from the University of California at Davis.

Lisa Strong-Aufhauser, Narrator & Audio Engineer

Lisa Strong-Aufhauser is a writer/producer, cinematographer, lighting tech, sound recordist, and editor. She owns and operates Strong Mountain Productions, a small digital audio-video production company specializing in nature, science and history for museum exhibits, multimedia, promotional DVDs, and the web. Video projects include work for National Geographic's Crittercam, the Petersburg Marine Mammal Center, the Yosemite Association, the Pacific Grove Museum of Natural History, and the Exploratorium. She holds BAs in environmental biology and environmental studies from UC Santa Barbara, and a graduate degree in science communication from UC Santa Cruz. Lisa is also a nationally published magazine writer and still photographer, and a naturalist with many years of experience teaching photography, natural history, and outdoor skills in Yosemite, Sequoia and SE Alaska.