

Tara Rice has twenty years experience working in the entertainment industry appearing in more than 30 national commercials, feature films and co-starred in TV shows such as House M.D., Injustice and Days of Our Lives. She also has over 12 years experience hosting and interviewing celebrities, music artist and athletes at award shows including the ESPY's and Grammy's.

In addition, Rice is a professional model who has appeared in advertising campaigns worldwide. One of her last print campaigns was with Sacoor clothing brand with Actor William Baldwin landing her on International billboards and Vogue Magazine. Her expertise as a runway model as helped her transition into producing fashion shows for top designers in Los Angeles. Rice has strutted the runways at LA Fashion Week and has traveled the world working with various designers. Rice enjoys teaching runway modeling and is excited to watch her students at Santa Clarita School of Performance Arts grow as Models.

In Jan. 2016, Rice launched West Coast Model Management. Rice enjoys mentoring young models and talent who are breaking into the entertainment industry. Rice has helped numerous models sign with top LA Model and Talent agencies as well as book modeling jobs through her connections in the modeling industry.

Tara Rice is the Director of the Miss California United States and Miss West Coast Pageant. Rice has 7 years experience as a Pageant Director and coach. From 2013 to 2018 she has produced 12 pageant productions. She has coached a handful of state and national Titleholders. Rice's passion for pageantry began when she won the title of Miss Teen California All American in 2000. After she placed as a Miss USA Teen Finalist she continued competing in pageants winning various titles through out California. For more information on her Pageants check out www.idreamofroyalty.com and www.misswestcoastpageant.com

Recently Tara Rice was awarded the 40 Under Forty Award by city of Santa Clarita, Junior Chamber International and Santa Clarita Magazine for her dedication as a leader in our community and philanthropy work.