



Media Contact: Dawn Kellogg
Communications Manager
(585) 232-1366 ext. 3059
dkellogg@gevatheatre.org

FOR IMMEDIATE RELEASE

GEVA THEATRE CENTER ANNOUNCES NATIONAL SEARCH FIRM FOR NEW MANAGING DIRECTOR

Greg Weber to leave post at end of July

Rochester, NY. July 14, 2010 – Betsy Friedman, Chair of the Board of Trustees for Geva Theatre Center, and Mark Cuddy, Artistic Director and CEO, have announced that theatre executive search consultants Albert Hall & Associates have been hired to conduct a nationwide search for a managing director to partner with Cuddy as co-CEO. Current Managing Director Greg Weber will be leaving his post at the end of July. Mr. Weber announced his upcoming departure in January and has been assisting in the transition process with a team comprised of trustees and staff members. A search committee, chaired by trustee Sergio Esteban and composed of current trustees, has been working closely with Mr. Cuddy and Albert Hall & Associates.

Mr. Weber joined Geva Theatre Center in 2006 as Production Manager and he assumed the position of Managing Director in 2007. His tenure at Geva saw numerous visible changes including the relocation of the box office and restructuring of the lobby to increase accessibility and the comfort level of patrons; the investment in a new computer system and installation of a T1 line has increased Geva's internal efficiency and availability for events and televised meetings. Through his collaboration with members of TEDxRochester (Technology, Entertainment, Design), VisitRochester and TANYS (Theatre Association of New York State), Geva has become a venue for events such as the first-ever TEDxRochester Conference and the 2011 AACT Fest (American Association of Community Theatre). Following TheatreFest, a year-long celebration of community theatre in the Nextstage in 2007-2008 and presented by Geva and the Community Foundation, Mr. Weber was instrumental in founding TheatreROCS. Currently composed of over twenty local performing arts groups, Mr. Weber has served as president of the organization for the past year. In addition, he has served on the board of Mercury Opera and been a visible and active member of the arts community, assisting numerous organizations and charities in raising over \$700,000 over the past three years. His collaboration with Artistic Director Mark Cuddy on adopting a strategy of internal "belt-tightening" ensured that Geva was able to weather economic conditions without compromising artistic excellence.

Geva Theatre Center has retained the noted firm of Albert Hall & Associates to head a nationwide search for a new Managing Director. Principals Steve Albert and Tom Hall have been meeting with trustees and staff for the past two months to develop Geva's attractive job profile. Finalists are expected to visit Rochester in September. Albert Hall & Associates, with offices in California and Connecticut, is a full-service consulting and executive search firm providing support to many of America's most prestigious arts and entertainment companies, nonprofit organizations and allied agencies. Their team of professionals have decades of combined experience with such major institutions as Carnegie Hall; Center Theatre Group; the Getty; Disney Companies; the Old Globe Theatre; the Stratford Festival; Duke University; the Sydney Opera House; Goodman Theatre; Sea World, Inc.; the Guthrie Theatre and the San Francisco Opera, among many others.

**For further information please contact:
Dawn Kellogg, Communications Manager, (585) 232 1366 x 3059**

GEVA THEATRE CENTER

Geva Theatre Center is Rochester's leading professional theatre and the most attended regional theatre in New York State. Founded in 1972, Geva attracts over 170,000 patrons annually, including more than 16,000 students. The 552-seat Elaine P. Wilson Mainstage offers a wide variety of shows, from musicals to American and world classics.

The 180-seat Ron & Donna Fielding Nextstage is home to Geva's own series of cutting-edge drama, comedy and musical theatre; Geva Comedy Improv; Geva's New Play Reading Series and the Hornet's Nest - an innovative play-reading series facilitating community-wide discussion on controversial topics. The Nextstage also hosts visiting companies of both local and international renown.

Geva Theatre Center offers a wide variety of educational, outreach and literary programs, nurturing audiences and artists alike. Since 1995 the organization has been led by Artistic Director Mark Cuddy.

ENDS