



MEDIA RELEASE

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Community Leaders spur an arts explosion in Poway!

The Poway Center for the Performing Arts Foundation (POW!) is proud to announce its 2008/2009 officers. **Ginger Larson**, of Winton Larson, LLC will serve as President of the Board. **Liza Pille**, of Citi-Smith Barney, is the Immediate Past President. Retired banker **Steve Riddle** will serve as Treasurer, and long-time board member **Peggy Stewart**, who used to over see the Center in her role as Director of Community Services for the City of Poway, will serve as Secretary.

The new slate of officers was approved at the June 26th meeting of the Board of Directors, and the leadership team stepped into their new roles on July 1, 2008. Goals for the coming year include increasing the Foundation's support base and visibility, examining how electronic culture can aid in ticket sales and expanding the Foundation's 'Arts in Education' program.

When Ginger Larson joined the Board in 2003, the Foundation's balance sheet totaled approximately \$557,000 in assets. By mid 2008, due in large measure to her leadership as Chair of the Governance Committee and a key member of the Institutional Advancement Committee and Special Events Committee, Foundation assets now total approximately \$1,177,000 which represents a one hundred percent increase since Ginger arrived on the scene. Since May, 2006 Ginger has helped Vice President for Advancement, Craig Brown helm a Major Gifts Campaign. The goal of the campaign was to raise \$350,000 in new funds by December 31, 2008. \$288,000 has been raised to date leaving \$62,000 yet to be raised.

In response to the question of where the Foundation might be headed in the next two years, Ginger sums it up in very few words – “more and better!” According to Ginger, “We’re made great progress because of the quality and enthusiasm of our volunteer leadership. The PCPAF Foundation Board of Directors, is comprised of high profile community leaders who, like the members of our Business Advisory Council bring their experience, expertise, generosity and connections to their role as advocates for the Foundation in the community. The Foundation performance season is now so distinctive and professional that the National Endowment for the Arts and the National Dance Fund recently offered us substantial grants on an *invitation only* basis.” Ginger also takes pride in the fact that the Foundation recently received a grant of \$25,000 from the Parker Foundation that has enabled Marc E. Davis to join the organization as an Arts in Education as of July 1st. Mr. Davis is a founder of the Poway Center for the Performing Arts and its Foundation. who successfully led the award winning Poway High School band program for years. According to Ginger, “Marc’s professional involvement will help us maximize the impact of our substantial endowment for arts education made possible by Betsy Dam and her parents, Elizabeth and Ted Schmidt.”

In the near-term, Ginger looks forward to the Foundation’s presentation of Kris Kristofferson on October 18th – a show which is approaching capacity. Says Ginger, “the word is finally getting out that North County residents need not travel far for top quality performances.”



Photo: Patrick Duffy, Grins2Go

Ginger Larson
President

Real estate attorney Ginger Larson is a devoted wife, mother and community volunteer. On top of being a founding partner of Winton & Larson, LLP, a successful real estate law firm in Rancho Bernardo, Ginger is a leading volunteer for the Poway Center for the Performing Arts Foundation and the San Diego North Chamber of Commerce. Ginger recently was elected to the Board of the San Diego North Chamber of Commerce, which named Ginger its “Committee Member of the Year” in 2006 and its “Committee Chair of the Year” in 2007. She chaired SDNCC’s annual State of the Community luncheon for three successive years and served on its Economic Development Committee.

Ginger is as passionate about her real estate practice as she is her community involvement. She is knowledgeable in all areas of real property matters, and is known as a “deal maker,” not a “deal breaker.” Ginger focuses her practice on commercial and residential real estate and business transactions and litigation for individuals and entities. She represents owners of real property; serves as counsel for parties to large loan transactions; represents lenders and borrowers; advises business entities; and represents contractors and owners in construction disputes. She has been involved in numerous multi-million dollar real estate matters.

Ginger holds a JD from the University of Wyoming College of Law and a BS in business administration from Colorado State University. She is proud to be affiliated with the Poway Center for the Performing Arts Foundation and looks forward to many good years. She and her husband, Greg, live with their three children on their avocado grove in the San Marcos area.



Liza Pille

Immediate Past President

Liza Pille has spent the past 25 years building wealth for her clients. “My career has been in wealth management — first on Wall Street and then here in San Diego County,” she says. Currently VP/Wealth Management in Rancho Bernardo’s Smith Barney/Citigroup office, Liza describes herself as “a classic Large Cap Value Equity manager, with expertise in managing municipal bond portfolios, insurance and lending.” “My clients need private wealth management services. I am their private banker, so I manage their cash flow and lending needs as well as their investments for providing income and/or growth. I also help them with their estate planning through insurance, annuities and gifting strategies and work closely with several local charitable foundations. I help my clients grow and protect family wealth so that it can be passed on to future generations and continue to benefit the communities in

which these families live.”

A 1980 graduate of Hobart & William Smith College, she and son Max are avid western pleasure riders. She also has been actively involved in writing, reading and publishing poetry for 30 years, having spent ten years running a Poetry/Performing artist series in Hoboken, NJ.

Liza, Max and other son Alex moved to San Diego in December, 1997. Since her arrival she has enjoyed giving back to the community at every turn, and puts an exhausting amount of energy into her efforts. Besides being President of our Foundation, her hard work has benefited the Rancho Bernardo Community Foundation, the San Diego North Chamber of Commerce, Conservative Order of Good Government, Professional Executive Women of the Ranch, Rancho Bernardo Community Presbyterian Church and the Hobart & William Smith Alumnae Association.



Steve Riddle

Treasurer

As head of our finance committee, Steve Riddle knows the PCPAF inside and out...and likes what he sees. “This is a quality organization at every level,” he says. “Henry Korn has done a phenomenal job of putting us onto a stable economic footing, improving the performances and strengthening our overall image.”

As Vice-President and manager of Rancho Bernardo’s branch of San Diego National Bank, Steve is regularly exposed to the nonprofit community and understands how such organizations are supposed to work. And with 35 years in the southern California banking world, Steve knows quality when he sees it. “I like the Foundation’s ability to consistently generate positive returns on investments of funds and personnel,” he says, adding “Considering the time and effort that goes into

selecting and producing every show, and the high quality of the facility itself, the public's high opinion of the center makes perfect sense."

Steve has always been active in local civic and community organizations. In addition to his four years on the Board of the PCPA Foundation, he's been an officer or board member of the Rotary Club of La Jolla, the La Jolla YMCA, Promote La Jolla, the Planned District Ordinance of La Jolla, the Rancho Bernardo Chamber of Commerce, the RB Town Center Merchants Association, Silver Saddle Ranch Homeowners Association of Poway and the Green Valley Civic Association of Poway. He also is active in the San Diego North Chamber of Commerce, the Rancho Bernardo Business Association, Bernardo Town Center Property Owners Association, the Conservative Order for Good Government, Rancho Bernardo Rotary and is President of the Rancho Bernardo Community Foundation.

Raised in Fullerton, Steve and his wife, Kathy, have lived in Poway since 1977.



Peggy Stewart
Secretary

We had a chance to learn up-close about Peggy Stewart's style and work ethic during the five years she managed the PCPA for the City of Poway. Her longtime love of theater and the arts, along with the strong established relationships with the board members, made her the clear choice for our foundation's board.

Always looking for new challenges, Peggy is also the recently-appointed Executive Director of The Centre for Organization Effectiveness, a leadership institute providing organization development consulting services and leadership development academies to public sector and nonprofit organizations.

Drawing upon her 30-year background in state and local government and her six years of service on their Board of Directors, Peggy's selection to lead The Centre at a critical juncture in their growth and development was a logical step. Peggy also has a long history of management consulting work for nonprofits, local government and for-profit organizations. Her financial analysis, cash flow and budgeting expertise merge nicely with her unique abilities to evaluate the long-term impact of decisions. These are all skills being put to good use on the PCPA Foundation's finance committee.

Armed with a BA (Cum Laude) from the University of Washington and a Mediation Credential from the San Diego Mediation Center, Peggy brings a lot to our table. She was named Public Administrator of the Year by the Alaska chapter of the American Society of Public Administrators. She also was named Woman of Distinction by the Rancho Bernardo chapter of Soroptimist International and Poway Soroptimist of the Year on two occasions. She is a co-founder of the Soroptimist's transitional housing program for victims of domestic violence, and has worked in the program's fundraising, coordination and partnership development. Peggy and her husband Tom have been living in Poway since 1991.

Since 1991, the POW! Foundation has presented the Professional Performance Season – an eclectic line up of top notch concerts, theater and family programs, at the City-owned Poway Center for the Performing Arts. The Foundation selects artists like Judy Collins and Leo Kottke, Kris Kristofferson and Louie Perez and David Hidalgo of Los Lobos for its annual series with the objective presenting intelligent entertainment for the entire community. Past performers have included Michael York, Leahy, the Smothers Brothers, Ben Vereen, Dave Mason Band, John Mayall and the Bluesbreakers, the San Diego Symphony Orchestra, Tim Robbin's "Actors Gang" theatre troupe, John Amos, John Astin, Roger McGuinn of the Byrds, Tommy Makem, Peter Yarrow and numerous others.

Tickets for the 2008/2009 season are on sale now at the Poway Center Box Office (15498 Espola Road, Poway), online at www.powayarts.org or by calling the Box Office at 858.748.0505.

The 2008-2009 Professional Performance Season is made possible by City of Poway, Suzanne and Mike Kropf, San Diego National Bank, Jane & Tim McCarthy, Betsy Dam Fund for Arts in Education, Theodore & Elizabeth Schmidt Foundation, McCarthy-Goldsmith Theatre Fund, National Endowment for the Arts, AEG Live, National Dance Project of the New England Foundation for the Arts, Ford Foundation, Andrew W. Mellon Foundation, JP Morgan Chase Foundation, The Parker Foundation, MetLife Foundation, County of San Diego, Sempra Energy, Penny & Harold Dokmo, Pentair Electronic Packaging Foundation, Mandell Weiss Charitable Trust, Samuel I & John Henry Fox Foundation, Pratt Memorial Fund, Sosin-Stratton Pettit Foundation, Carol and Bill Stensrud Family Foundation, Rancho Financial, Winton Larson LLP, Wells Fargo Foundation, Replica, Grins 2 Go, KSDS Jazz88, North County Times, ER Management, US Bank, CITI-Smith Barney, Marriott Courtyard and Anonymous.