



Wells Fargo Center for the Arts
Enrich. Educate. Entertain.

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Arts Center Hires New Director of Development

Robin Seltzer to grow contributed revenue in support of non-profit mission to enrich, educate, entertain

Santa Rosa, Ca. (January 7, 2009) – Robin Seltzer, formerly with the Exploratorium in San Francisco, has been named the new Director of Development for Wells Fargo Center for the Arts in Santa Rosa. Seltzer comes to the Arts Center with more than 20 years of experience in fund development. She most recently served as Deputy Director of Development for the Exploratorium, where she worked for nearly 10 years. Prior to the Exploratorium, Seltzer worked with several vital organizations including San Francisco Museum of Modern Art, the University of California, Los Angeles, San Francisco Jazz Festival, and Friends of Recreation & Parks.

As the new Director of Development, Seltzer is a member of the Arts Center's senior leadership team, and her work is integral to the future success of the Center and its long-term vision. She is responsible for the design, management, and execution of fundraising strategies to grow contributed income from private and public sources. Working with the Arts Center's board of directors and staff, her primary focus is to increase the support of individuals and foundations.

"We are pleased to welcome Robin Seltzer to the Arts Center and to Sonoma County," says Rick Nowlin, Executive Director. "Robin joins us at a time when growing the Center's contributed revenue is crucial. Over the past decade we have been increasingly successful in engaging our community through ticket sales and corporate sponsorship. Now, our greatest challenge—and opportunity—is to broaden and deepen the commitment from individuals within our community. This is essential to ensure the stability and long-term financial health of the organization."

Owned and operated by the Luther Burbank Memorial Foundation, the non-profit Wells Fargo Center for the Arts relies on charitable contributions to achieve its mission to enrich, educate, and entertain the North Bay community. With revenue from ticket sales covering only half of the Center operating costs, it is only with donations that the Center is able to bring world-class performances to the North Bay, provide education programs for students and teachers, and create a vibrant Sonoma County home for arts and culture.

About Wells Fargo Center for the Arts

A non-profit community arts center, Wells Fargo Center for the Arts is home to world-class performances, nationally recognized education programs, contemporary sculpture, and many popular events. The Arts Center is located in the heart of the Sonoma wine country and ranked among California's top performing arts presenters. Together with its resident performing arts companies, the Center presents more than 100 performances each year in music, dance, theater, renowned speakers, and comedy; and education programs serving 30,000 children and adults annually. Owned and operated by the Luther Burbank Memorial Foundation, the Center relies on charitable community donations to achieve its mission – to enrich, educate, and entertain.

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