Thank you for making the dream come true!

Board of Directors, Executive Committee as of June 30, 2010

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Mike Sutter, First Vice Chair
Gerarde Moret, Treasurer – Gerarde Moret, CPA
Kevin McCullough, Secretary – Spaulding McCullough & Tansil, LLP
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Honore Comfort, Chair Appointee – Sonoma County Vintners

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David Clancy, The David Clancy Group, LLC
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Bruce DeCrona, Exchange Bank
Michael Feeney, Rogers & Young Insurance Services
Mary Liberator, Usher Corps Representative
Margie Mejia, Lytton Rancheria, Lytton Band of Pomo Indians
Dr. Kurt Mitchler, Mitchler Dental Care
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Roger Nulton, Fireman’s Fund Insurance Company
Ernesto Olivares, Santa Rosa City Council Member
Gary Rosenberg, Sonoma Lavender
Greg Steele, Immediate Past Chair, Enphase Energy
Sherry Swayne, Bennett Valley Ranch LLC
John Whiting, Moss Adams
Don Wolff, Press Democrat

GRAND FOUNDERS

The Ernest L. & Ruth W. Finley Foundation
Mrs. Elizabeth J. Richardson
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Evert & Ruth Person
Ralph & Lois Stone
Henry & Madelyne Trione

STAFF as of June 30, 2010

Administration
Richard Nowlin, Executive Director
Sarah Gevirtz, Director of Human Resources & Organization Development
Candice Day, Executive Administrator
Maggie Wager, Receptionist & Administrative Assistant

Programming
Anita Wieglesworth, Director
Crissy Hall, Entertainment Programs Manager
Tracy Sawyer, Arts & Outreach Manager
Melanie Snook, Education & Family Manager
Jessica Petroni, Assistant

Business Partnerships & Community Rentals
Peggy Mulhall, Director
Shekeyna Black, Manager
Tena Hanford, Coordinator
Audrey Rosado, Assistant

Development
Robin Seltzer, Director
Michelle Derham, Grants Manager
Diana Hodgins, Manager

Marketing & Communications
Kelly Gonzales, Director
John Cain, Associate Director
Kristi Buffo, Public Relations Manager
Suzanne Wright, Senior Graphic Designer & Webmaster
Cherie Colombo, Coordinator

Box Office
Bruce Brashares, Manager
Jennifer Castillo, Lead Sales Associate
Xochitl Alvarez, Sales Associate
Charmaine Collier, Sales Associate
Joni Davis, Sales Associate
Erin Noland, Sales Associate
Stephen Servente, Sales Associate

Finance
Kathie Leader/Donna Norrell, Director
Dolores Otten, Manager
Evelyn Rice, Accounting Assistant
Lisa Tamayo, Accounts Payable Specialist

Operations
Marc Hagenlocher, Director
Jeremy French, Production Manager
John Morrison, Maintenance Manager
La Reva Myles, Events Manager
Gene Soldani, IT Manager
Michael Blavet, Events Supervisor
Betsy Bues, Events Supervisor
Peter Ostrom, Production Supervisor
Jolie Baskett, Events Crew Chief
Kyle Collins, Events Crew Chief
Don Morrison, Events Crew Chief
Julian Ramos, Events Crew Chief
Daniel Ansald, Event Aide
David Badella, Event Technician
Jon Byers, Event Aide
Louis Callas, Event Technician
Steve Guerrero, Maintenance Worker
Sean Kears, Event Aide
Victoria Kemp, Hospitality
Naomi Kimmelman, Event Aide
Drew Neely, Event Aide
Arturo Ramos, Skilled Maintenance Worker
Angelina Sales, Event Aide
Micael Tewolde, Custodian
Brennan Westerson, Event Aide
Andrew Widen, Event Aide
Dear Friends,

Much like last year, the 2009-10 Season was full of challenges, change, and success. Even though we all hoped this past year would bring better economic times, the recession continued and all of us at the Center had to work doubly hard to maximize revenues and reduce expenses. To that end, I have to say I am very proud of the Center’s staff, board and volunteers. In spite of over $500,000 in reduced revenues from leases and ticket sales, everyone worked together to slash expenses by nearly that much, helping us to maintain our operating position. We couldn’t have met these challenges, increased our fundraising, and moved the organization forward without generous support from you—our contributing members and sponsors. Thank you for your continued support and belief in our mission: To enrich, educate, and entertain our community!

The following pages highlight our accomplishments in the 2009-10 Season. You’ll see that despite the challenging economy, we reached over 130,000 patrons with our arts, entertainment, family, and school programs; placed over 300 instruments in the hands of disadvantaged students and classrooms; expanded our programs to increase the number of patrons reached through our pre- and post-performance discussions; and continued our nationally recognized Education Through the Arts programs, reaching over 32,000 students and teachers in our five-county region.

In addition, the 2009-10 season marked the third year of our first-ever three-year strategic plan. So we have dedicated space in this annual report to reviewing the major accomplishments of the past three years in our four Strategic Directions:

• To build organizational excellence
• To expand and diversify programming, cultivate current and new audiences, and enhance the patron experience
• To raise community awareness to generate engagement and support
• To create a sustainable physical and operational model to support future growth

Key accomplishments in these areas include:

1) Significantly reorganizing several departments for better efficiency and improved service to our patrons;
2) Creating a week-long summer music camp for youth, an intensive workshop for teachers and pre-performance classroom visits to teach theater etiquette and enhance arts education;
3) Expanding our outreach to the Latino community with the advent of a community-based Latino Advisory Council, bilingual signage around campus, and the addition of annual cultural events, such as the Posada Navideña;
4) Expanding messaging about the Center in print and online; and redesigning our website to showcase all we do at the Center; and
5) Improving access in our parking lots and sidewalks, upgrading outdoor lighting, installing security cameras, remodeling our downstairs restrooms, and providing monitors in the lobby with video feed from select shows.

All of this work and more featured in the following pages was undertaken to better serve you, our patrons and community members.

While these accomplishments are many, they are not nearly as visible as the recent renovation of the Lytton Rancheria Grand Lobby. We began the process in the last fiscal year with the men’s restroom and finished the lobby in September—and I must say it looks spectacular! I would like to extend special thanks to the Lytton Rancheria, Lytton Band of Pomo Indians for funding this project, and to Director of Operations Marc Hagenlocher and his staff for all their hard work to ensure that the lobby was finished in time and on budget.

With the challenges of the current economy, we know that people are making careful decisions about how to spend their dollars. Your support has not gone unnoticed; it is much appreciated and reflects the value of the Center and of the arts to everyone in our community. Once again, thank you for your continued generosity.

Joan Moyer Schwing
Board Chair
2008-09 and 2009-10
2009-2010 Highlights

Performances, Programs & Events

- Presented 111 arts, family, entertainment, and school performances to over 130,000 patrons
- Hosted six pre-show and three post-show discussions, with a 30% increase in attendance from 2008-09
- Presented nine artists for the first time at the Center: Sheryl Crow, Andy Williams, Huey Lewis and the News, Rodney Carrington, Ana Gabriel, David Archuleta, Billy Currington, David Spade, and Barenaked Ladies
- Presented 29 School Shows that served nearly 32,000 teachers and students from 198 schools in our five-county radius
- Provided nearly 12,000 students (37% of the total served) with low-to-no cost tickets to our School Shows
- Visited 72 classrooms—a 63% increase from the previous season—and prepared over 1,600 students for their trips to the theater with our Set the Stage docents program
- Served 389 students—from 11 schools in Sonoma and Marin Counties—through 45 artist classroom visits with our Artists in the School program
- Celebrated our fifth year working with Missoula Children’s Theater to provide a free community theater residency for children and young adults
- Placed 273 instruments with individual students in 43 schools in Sonoma, Marin, and Lake counties; and provided 75 additional instruments to classrooms through our Music for Schools program
- Displayed the artwork of 142 students from five schools—ranging from kindergarten through 12th grade—in four student exhibitions
- Served 118 teachers from 55 schools and educational organizations in Lake, Marin, Mendocino, Napa, and Sonoma counties through our Professional Development program; and provided over 1,360 hours of teacher training
- Partnered with The Dance Center, Ballet Califi  a, and Santa Rosa Junior College to provide three dance master classes with Joe Goode Performance Group, Martha Graham Dance Company, and Complexions Contemporary Ballet for 145 high school and college students
- Debuted a new summer outreach program, New Song Music Camp, with 24 children participating in the first year
- Hosted over 1,000 community events and performances, including the resident companies Santa Rosa Symphony, Roustabout Theater, American Philharmonic-Sonoma County, and Santa Rosa Concert Association; and served as home to resident partners Santa Rosa Christian School and New Vintage Church
Financial & Organizational Stewardship

- Increased funds raised from individuals and foundations for educational offerings by 43%
- Raised over $140,000 for the Center’s programs—including education and outreach—at the 7th annual Art of Dessert gala held in honor of Marcia and Gary Nelson
- Received a $50,000 first-time gift from the Valis Fund of Community Foundation Sonoma County, which allowed us to issue—and succeed in raising—a 1:1 challenge match from individuals
- Received our largest grant to date from the National Endowment for the Arts: a one-time $50,000 stimulus grant to support education programs
- Received additional support from: Amaturo Family Foundation, Autodesk, Community Foundation Sonoma County, The William and Flora Hewlett Foundation, Oakmont Kiwanis Club, Welfare League, and The Western States Arts Federation
- Welcomed Solar Works as a new Corporate Alliance Partner
- Entered into a new wine partnership with Rodney Strong Vineyards
- Debuted, for the first time in the Center’s history, a new sparkling wine partnership with J Vineyard and Winery
- Expanded our partnership with Lagunitas Brewing Company to include Mesa Beverage Company
- Formed a seven-year grand lobby naming partnership with Lytton Rancheria
- Reached a record $1 million of revenue from facility room, space, and venue rentals
- Earned a positive opinion and clear findings from Pisenti & Brinker, LLP on 2009-10 financial audit
Patron Experience

- Through the generous support of the Luther Burbank Memorial Foundation Guild, upgraded our non-integrated ticketing and fundraising programs into the nation’s leading arts-designed and fully-integrated customer relationship software, Tessitura

- Installed a new facility directory kiosk at the North Entrance

- Remodeled the grand lobby men’s restroom

- Seismically reinforced ceilings above theater stage and grand lobby

- Installed low-flow fixtures in all Center restrooms

- Installed video feeds to all main building rooms

- Began major renovation of the Lytton Rancheria Grand Lobby in June for completion in early September
2009-2010 Statement of Unrestricted Operating Activities

Total Operating Revenue $ 8,478,855

Source of Revenue

- Programming: 59%
- Contributions: 24%
- Rentals/LT Leases: 16%
- Other: 1%

Use of Funds

- Program Services: 77%
- Fundraising: 17%
- General & Administrative: 6%
- Other: 1%

Total Operating Expenses $9,283,976*
*Includes $694,576 in non-cash depreciation expense

Luther Burbank Memorial Foundation
dba Wells Fargo Center for the Arts

Statements of Financial Position

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<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td>Assets</td>
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<td>Cash and cash equivalents</td>
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<td>Liabilities and net assets</td>
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<tr>
<td>Current liabilities</td>
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<td>Accounts payable and accrued expenses</td>
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<td>Total liabilities and net assets</td>
<td>$ 15,084,614</td>
<td>$ 14,628,292</td>
</tr>
</tbody>
</table>
Major Accomplishments FYE2007 - FYE2010

SD1—Build Organizational Excellence
(Human Resources & Organization Development)

- Created long-term vision for the Center, including a more extensive commitment to education through the arts, expansion of arts and entertainment programming, and improvement to the facilities; and developed organizational excellence framework to support a culture of confidence, adventure, excellence and success.

- Increased efficiencies, maximized resources, and clarified accountabilities through structural changes, including: 1) combination of facilities and operations departments into one internal-service unit with oversight for maintenance, IT, production and events; 2) separation of corporate gifts from individual, foundation, special events and government gifts (development), and combination of corporate giving with rentals into new Business Partnerships and Community Rentals department; 3) separation of marketing from programming to create support for all internal departments and raise awareness of the Center’s many community-based services and activities; and 4) combination of entertainment and arts and education into one integrated programming department.

- Strengthened governance and volunteerism through: 1) formation of a board governance and nominating committee to formalize expectations and guidelines, define roles and responsibilities, provide comprehensive orientations, assure leadership planning, measure board effectiveness, and provide diverse and supportive board members to meet the requirements of the long-range vision and strategic plan; 2) formation of an honorary board to retain the active continuing involvement of past board members and/or donors who have established a record of outstanding service or contribution to the Foundation, and whose leadership in cultural life and high qualities of character and personal reputation bring honor to the Center; and 3) establishment of a Volunteer Advisory Committee to provide guidance, feedback and support to the volunteers; to serve as a vehicle for collaborative idea sharing; and to make recommendations on the volunteers’ structure, roles and responsibilities, and accountabilities.

- Established format for reaching alignment around, communication about, and evaluation of annual organizational goals in support of the Center’s strategic plan and four strategic directions.

- Completed benchmarking with other performing arts centers in key operational areas—including fundraising, programming, box office, human resources, box office and patron services, education, marketing, rentals, board governance, and volunteers—to inform decision making and establish a baseline for measuring success.
SD2—Expand & Diversify Programming, Cultivate Current & New Audiences, & Enhance the Patron Experience
(Programming and Patron Services)

- Created new education and outreach programs, including New Song Music Camp, the Summer Intensive professional development program for teachers, and Set The Stage pre-performance classroom visits; and grew education and family audiences from 25,000 to nearly 32,000 (28% increase).

- Increased arts programming—including dance, theater, world-music, symphonic pops, and campus art—from 20 performances in FYE07 to 27 performances in FYE10; introduced pre- and post-performance enrichment events to support these programs, grew the number of events from five in FYE08 to nine in FYE10, and grew attendance from approximately 600 patrons in the first year to nearly 1,300 patrons last season; and created a flexible subscription package (Create Your Own Series) for these programs in FYE09 to increase repeat attendance, with 372 series tickets sold in the first year.

- Instituted administration of fifteen+ post-performance surveys each season, with an average participation rate of 25%, across a variety of arts and entertainment genres, to: 1) measure patron perceptions of and satisfaction with marketing, ticket purchasing and price, parking, concessions, interactions with the volunteers, pre- and post-performance discussions, quality of the performance, affect of the performance (intrinsic value), and audience demographics; 2) create a prioritized plan for patron experience improvements; and 3) establish a baseline by which to measure success of changes and upgrades.

- Expanded Latino outreach efforts to introduce bilingual campus signage; to increase popular performances; to establish and grow an annual holiday event, Posada Navideña; to introduce a new Mexican Independence celebration, Fiesta de Independencia; and to increase community use of the facility, such as the annual California Human Development (CHD) End of Harvest Fiesta and the recent concert promoter rental event featuring a popular Latina singer.
Developed organization’s marketing style manual and editorial standards document; created and aligned around first positioning statement, to serve as foundation for all messaging for the Center; and outlined framework for Center’s brand identity.

Developed expanded organizational messaging to bring awareness to all aspects of the institution, including history, vision, education through the arts, community use of the facility, funding needs and opportunities, volunteers, and resident companies—in addition to arts and entertainment performances.

Disseminated expanded messaging through current and new channels, including the 25th anniversary newspaper insert, pre-show announcements, box office ticket-insert brochure, patron program book, annual report, the “waterfall” fundraising project, box office and lobby video monitors, website, and the Press Democrat and North Bay Business Journal.

Redesigned and upgraded website from a limited-focus tool used primarily to promote Center-presented ticketed events to a dynamic site promoting all activities at the Center, including: 1) Center-presented, resident companies, and rental performances; 2) education and outreach programs, along with educator support materials; 3) membership, volunteerism, and Art of Dessert; 4) facility rental availability, both as a performance space and special event location; 5) resident partners, including performance and non-performance; and 6) campus art, both professional and student.

Launched new e-mail outreach initiative, featuring monthly e-newsletter with information on memberships, volunteers, resident companies’ shows, and other community events at the Center, in addition to information about Center-presented performances; doubled patron e-mail list from 15,000 to over 30,000; and introduced and increased use of social media outreach, such as Facebook.

Increased combined corporate gifts, program advertising revenues, and rental income through new Business Partnerships and Community Rentals Department by 28%—from $1.8 to $2.3 million (nearly $500,000).

Increased combined giving from individuals, foundations, government grants and special events to a record $833,000.
SD4—Create Sustainable Physical and Operational Model to Support Future Growth
(Finance and Operations)

- Improved organization-wide understating of Center’s fiscal state through greater transparency and development of new reports, including normalized history of operations since FYE02, monthly year-to-date margin reports, year-to-year margin reports, analysis of dollars raised in support of arts and education programs, and a forward-looking cash flow forecast.

- Contracted with theater consultant to conduct a needs assessment for new and/or improved performing arts facilities to serve the local and regional market; based on his findings, consultant and a team of architects and engineers developed several design options; based on construction cost estimates for new theaters—along with convenience of and history at current site—board, senior leadership team, and volunteer representation aligned behind remaining at Center’s current location and exploring retrofit options; theater architects developed preliminary concept drawing of $75 million dollar retrofit project; contracted with fundraising consultant to determine organization’s readiness and ability to conduct capital campaign; based on consultants recommendations—including need to increase number of annual donors and increase fundraising from 18% to 30% of operating budget—board, senior leadership team and volunteer representation agreed to focus energies on creating a successful annual fundraising program with “capital-campaign-readiness-success-criteria,” including:
  - Annual members/donors increase by 50% (current: ~1900)
  - Marketing mindshare (cultivate, stewardship, repeat “re-ups”, re-market)
  - Honorary Board established
  - Meeting or exceeding deficit elimination plan
  - Board giving from $140K to $250K ($7500 per person to $10,000 per person)
  - Campaign leadership established
  - Clear fundraising plan
  - Key donors established (1-3 people at $5M each)

- Due to economic challenges, limited expense growth to total of 2% (approximately $200,000) of total operating budget from FYE07 to FYE10.

- Upgraded non-integrated ticketing and fundraising programs into the nation’s leading arts-designed and fully-integrated customer relationship software, Tessitura.

- Improved facility through: 1) retrofitting parking lots and paths of travel for ADA accessibility; 2) re-surfacing and re-stripping parking lots, and adding extra parking lot lights and refurbishing existing fixtures; 3) installing video security cameras throughout campus; 4) refurbishing and seismically retrofitting north and south entrance canopies; 5) installing 300 kilowatt standby generator with auto-switch equipment; 6) upgrading existing and installing new facility directional signage; 7) retrofitting Merlo Theater men’s and ladies’ restrooms for ADA accessibility; 8) expanding and remodeling of grand lobby ladies’ restroom; 9) fully remodeling grand lobby men’s restroom; 10) seismically reinforcing ceilings above theater and grand lobby; 10) installing low-flow fixtures in all Center restrooms; 11) improving rigging, lighting and stage masking in the Ruth Finley Person Theater; 12) installing video messaging monitors in the box office and grand lobby; 13) installing video feeds to all main building rooms; and 14) completing major $550,000 renovation of grand lobby.
Wells Fargo Center for the Arts gratefully acknowledges the generous contributions of the following donors whose gifts were received from July 1, 2009 through June 30, 2010

**$100,000 or more**
Luther Burbank Memorial Foundation
Lyton Rancheria-Lyton
Band of Pomo Indians
Rodney Strong Vineyards
Wells Fargo Bank

**$50,000 - $99,999**
County of Sontoma, Advertising Fund
Freeman Lexus-Toyota
National Endowment for the Arts
Nelson Family of Companies-Nelsonjobs.com
Pisenti and Brinker LLP, CPAs and Advisors
Solar Works
Valis Fund of Community Foundation
Sonoma County
Vantreo insurance Brokers
The William and Flora Hewlett Foundation
World of Carpet One Floor and Home/The Carston Family

**$25,000 - $49,999**
Amaturo Family Foundation, Inc.
Pacific Gas and Electric Company
Schulz Donor Advised Fund of Community Foundation
Sonoma County
Target Corporation

**$10,000 - $24,999**
Exchange Bank
Fireman’s Fund Insurance Company
J Vineyards and Winery
Margie Mejia
Mesa Beverage/Logatius Brewing Company
Joan and Mack Schwing
Daniel T. Steele Jr.
Daniel T. Steele III
Mike and Jessica Sutton
Mr. and Mrs. Henry F. Trione

**$5,000 - $9,999**
American Ag Credit/Terry Lindley
Patsy O. Daniels
Jack and Linda Gardner
Mike and Deborah Hatfield
Katie Mejia
Greg Morgan
Rick Nowlin and Don Strand
Gary and Rebecca Rosenberg
James and Elese Rundel
Larry and Tracy Stidham
Iva Swayne
Sherry and Pete Swayne
Wilhelm Wurst
Vadsaz Family Foundation

**$2,500 - $4,999**
Beyers/Costin PC/Chirs and Hillary Costin
Tracy and James Chin
Walter and Kathryn Clark
Bruce DeCrona
William and Lori DenBeste
Emlots Communications Group
Michael Feeney
Betty E. Freeman
Fruth Family Foundation
Suzan and Phil Hannah
Jack and Kathy Howard
Kevin and Cathy McCullough
Sharon Mejia
Michael P. Merrill and Maureen McDaniel Merrill
Gerarde Moret and Edith Albert Moret
Gary and Marcia Nelson
Roger and Katherine Nulton
C. William and Mary Louise Reinking
Jacqueline and Bob Scheibell
Carol J. Steele
Greg and Patricia Steele
Alice Thomas
John and Laura Whiting
Herb Williams

**$1,500 - $2,499**
Leslie and Frank Abena III
Robert and Nancy Aita/Aita and Associates
Insurance Marketing
Lindsay and Kirsten Austin
John and Terri Bailone
Chuck Bartley
Darryl Bellach
Jim and Joann Berger
Jim and Amber Bliocca
Brad and Corine Bollinger
Doris M. Brinson
Sara and Dixon Browder
Burgess Lumber
John and Martha Buzza
Mr. and Mrs. Jeffrey Civian
Brooke Clyde
Lisa and Elsa Clyde-Garcia
Honore Comfort and Chris Fitzgerald
Dino and Maria D’Argenzio Familia
Stephen D. Davis DDS
Veronica E. De Cicco
Susan Delmanowski
Rosemary and Dusty Destruehl
Randy and Shelley Destruehl
Greg Dexter
Michael and Mary Ann Di Matteo
Dr. Reed and Nancy Ferrick
Rod and Darla Ferronato
James and Margaret Foley
Bernie and Judy Friedman
Susan and William Friedman
G.C. Micro Corp/Belinda Guadarrama
Halls Executive Gifts
and Awards/Sarah Abramson
Bill and Marilyn Henderson
Holm Industries/Richard Holm
Schuyler and Shelly Jeffries
Dr. David Kaufman and Mrs. Cathleen Kaufman
Katrina Killefer
Anthony Kinnear and Robert Norton
Allan Kuerbis and Suzanne Lovell
Timothy LaBadie
John Mackie and Kate Ecker
Chris and Mark Martindill
Patrick and Bea Msweeney
Michael and Carol Menendez
Kevin and Lorinda Miller Family
Shirley Milligan
Kurt Mitchler, D.D.S.
Katie and Denny Murphy
Gary and Kathy Negri
Michael and Kathleen Chiappari
Northern Electric, Inc.
Daniel Ocampo
Office Furniture World
Ernesto and Rita Olivas
Nancy and Steven H. Oliver
Scott and Sandra Ormerod
Jolene Patterson and Robert Mezzanato
Jeff Peke and Laura Draper
Christopher and Carrie Pino
Debbie and Andrew Ralke
Steven and Theressa Read
Redwood Moving & Storage/Robert P. Fraser
Joseph and Pixie Romano
Bradley Rosenberger and Christo Brockway
Santa Rosa Shoes-Jerry and Anne Brigiel
J. David Sembleda/CrossCheck, Inc.
Linda L. Simon
Bert and Nancy Steele
Jeffrey and Lesa Taylor
David Trezise and Alison Reynolds
Dennis and Bonnie Verity
Shirley and Bill Ward
Michelle Ward
Dr. and Mrs. Charles K. Wear
James West
Harley Williams and Madeleine Kleiner
Pat and John Withers
Don and Bobbi Wolff
Wright Contracting Inc.
Gordon Zlot
Western States Arts Federation
Anonymous (2)

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