

**FOR IMMEDIATE RELEASE**

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**Foundation for the Performing Arts Center set to increase reach  
Five new board and staff members bolster the dynamic organization, now in its  
30<sup>th</sup> year.**

SAN LUIS OBISPO, April 14, 2016 — The Foundation for the Performing Arts Center is pleased to announce the recent addition of four new members to its Board of Directors: Sharon Armstrong, Kathleen Choal, Noreen Martin and Honorary member Dr. Brendan “Ben” McAdams. Additionally, the Foundation welcomes Shannon McGee as its new Marketing and Communications Manager.

Sharon Armstrong, First Lady of Cal Poly, was an active member of the Foundation’s Encore campaign last year, serving on the planning committee for the Gala event in September; she and husband President Jeffrey Armstrong are also Foundation supporters at the Founders level. In addition to supporting President Armstrong as university ambassador and host, Armstrong currently serves as co-chair of the Campus Wellbeing Committee, a presiding member of the Student Affairs Advisory Council, and volunteers at French Hospital. About joining the Foundation’s Board, Armstrong says she is “thrilled, as Jeff and I are passionate supporters of the PAC, and all that it brings to our community. Board members, volunteers and friends of the PAC and the Foundation have done a phenomenal job, and I can’t wait to help.”

Kathleen Choal has been the President & General Manager of KSBY-TV/CW 5, itself a staunch supporter of the Foundation, since 2011. Kathleen has spent most of her career in the news world, most recently at a sister TV station in Tuscon, AZ, and earned her BA in Journalism at the University of Wisconsin-Eau Claire. She has served on the boards of several non-profit organizations in SLO, and will bring her media savvy to the Foundation through her new role on the Marketing Committee.

Noreen Martin is a longtime contributing resident of SLO County who has served as past board president of Visit San Luis Obispo County, as current Vice Chairperson for Visit California, and was instrumental in creating the first Countywide Tourism Marketing District, as well as helped establish the hugely successful Sunset “Savor the Central Coast” event. She is the CEO of Martin Resorts, a collection of premier hotels in SLO County from Shell Beach to Paso Robles, which also supports the Foundation. In addition to many other philanthropic roles and contributions, Martin also serves as an honorary chair of the Paso Robles Children’s Museum, which she initiated and founded. Martin explains her decision to serve the Foundation by saying “I’m pleased to give my time to a board whose mission is to provide and promote a center for the performing arts in San Luis Obispo County. Elevating the arts in our community develops well rounded families and individuals of every age.”

Dr. Brendan “Ben” McAdams, a notable contributor (Founder) to the Foundation and the PAC since its inception, joins the board in his newest capacity as an Honorary Board Member. McAdams most recently served as chair of the Encore campaign, during which he and his wife Kathryn “Pat” McAdams pledged a substantial legacy gift to the Foundation to permanently secure community access to the arts. McAdams said he is “looking forward to continuing to serve the Foundation in a meaningful way. There is still work to be done to keep the PAC running and ensure great art experiences for future generations in our community.”

New Marketing and Communications Manager Shannon McGee brings a decade of experience in marketing and communications for the Paso Robles wine industry to the Foundation. Since her start in February, McGee said she is “thrilled” with her new



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Joey Leslie

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Jim Eckford

Robert Haas

Brendan McAdams, Jr., M.D.

Clifton Swanson

Matt Trevisan

**Executive Director**

Heather Cochrane

position. "As a music lover and Cal Poly alum, I have had some truly notable experiences at the PAC. I am excited to be working for an organization whose mission is keeping the PAC accessible to our community, especially the youth, and creating inspiration for generations to come."

Reflecting on the new additions to the Foundation's board and staff, Executive Director Heather Cochrane said, "I am honored to be collaborating with such an amazing group of hard-working individuals dedicated to keeping the PAC accessible and extraordinary. Our new board and staff members bring even more depth and breadth to our organization, and I am grateful they have chosen to serve the Foundation by contributing their greatest assets: their time and energy. Their commitment to the PAC and all it does for our community is what keeps the Foundation thriving."

**About the Foundation for the Performing Arts Center**

Established in 1986, the Foundation provides and promotes an extraordinary and accessible center for the performing arts that elevates the arts in our community, in collaboration with our partners, California Polytechnic State University and the City of San Luis Obispo. For more information on the Foundation, its mission, values and programs, please visit: <http://fpacslo.org>

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