



PLEASANTON  
CULTURAL  
ARTS  
FOUNDATION

FIREHOUSE ARTS CENTER TIMES

MAY 2010

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Firehouse Arts Center Opening Night Gala  
Friday, September 17, 2010  
[- tickets available now!](#)

Help Launch A Part of Pleasanton's  
History.

Join us for Opening Night Gala, the debut event of the new Firehouse Arts Center in downtown Pleasanton, on Friday, September 17, 2010, beginning at 6:00 pm. This elegant celebration includes an exciting sampling of the arts, and features live performances in the theater and throughout the center. Enjoy fine wines and a moveable feast as you tour the theater, art gallery, classrooms and the inviting outdoor spaces. The evening culminates with the inaugural lighting of the Firehouse Arts Center sign and the stunning glass marquees. This is a once-in-the-lifetime-of-our-community event, not to be missed!



For more information, or to purchase tickets, go to [www.pleasantonartsfoundation.org](http://www.pleasantonartsfoundation.org) or call us at (925) 846-1007.

Two new members join the Pleasanton Cultural Arts

Foundation  
Community Advisory Board

PCAF President, Bill Butler, is pleased to announce two additions to our Community Advisory Board, supporting the Firehouse Arts Center Capital Campaign:

Jeff Bergmann is the Vice President in charge of world-wide tax at NetApp, Inc. with headquarters in Sunnyvale which supplies enterprise storage and data management software and hardware products and services to customers around the world. Prior to joining NetApp, Jeff was a Senior Vice-President of tax and finance administration at VeriSign and before that was a partner at KPMG. Jeff received his BSC degree from Santa Clara University and an MBA from Golden Gate University. Jeff and his wife Kris live in Pleasanton with their three children and their dog Sammy.

"I am truly excited to be a part of the Firehouse Arts Center and the continued development of downtown Pleasanton. With a wife who is the lead singer of the local band, Batch 22, and a daughter is an aspiring actress, this facility will not only directly support the artistic side of my family, but the community for many years to come."



Michael Scarpelli is the Senior Vice President and Chief Financial Officer at Data Domain, a company acquired by EMC Corporation in July of 2009. Prior to joining Data Domain, Mike served as Executive Vice President and Chief Financial Officer for Lexar Media, Inc., a flash memory manufacturer acquired by Micron Technology, Inc. in 2006. He also held senior positions at HPL Technologies, Inc., including Senior Vice President and Chief Financial Officer. Mr. Scarpelli began his career at PricewaterhouseCoopers LLP. Mr. Scarpelli holds a B.A. in Economics from the University of Western Ontario. Mike and his family reside in Pleasanton.



"As a father of a young family in Pleasanton, I see the Firehouse Arts Center not only as a jewel for our downtown, but a place where the opportunities for young people to enjoy and actively participate in the arts will enhance their education."

### Bocce ball tournament benefits the Firehouse Arts Center

Steve Gilmour and Jeff Richards co-hosted a bocce ball tournament, benefiting the Firehouse Arts Center, on April 7th at the Ruby Hill Golf Club. Participants enjoyed an evening of bocce as a warm-up for

the upcoming bocce season, while learning more about the Firehouse Arts Center. Eight teams battled fiercely for the title and in the end, the Paesano's emerged victorious! The players on the winning team (pictured) included Tom Carlson, Mark Sweeney, Kile Morgan, Tom Albanese and Bill Gates.



What's coming to the Firehouse Arts Center?

Rob Vogt of the City of Pleasanton, notes that the goal of the Firehouse Arts Center programming is to offer high quality performances that will not only draw people to the theater, but will bring them downtown to eat and shop, enhancing the economic vitality of our downtown. The City intends to offer programming at least five nights per week, from Wednesdays through Sundays. Rob is currently identifying potential artists and securing dates. Some of the ideas currently being developed include a jazz series; a classic series with soloists and small ensembles; a cabaret series featuring Broadway show tunes as well as popular music from the past, such as Sinatra or Billy Holiday; comedic theater; a film series; and more.

The City will be exploring partnering opportunities with local restaurants, caterers and wineries to expand on the patrons' experiences with an offering of hors d'oeuvres, desserts and wine to enjoy while at the theater. The idea is to create an atmosphere that draws people in to relax, have a great time and enjoy a high quality show. In addition to regular theater seating in rows, the theater has the flexibility to offer traditional cabaret-type seating with tables and chairs as well as contemporary cabaret with a small snack-shelf between the seats in rows.

Young people will have many opportunities to perform in the facility through opportunities offered by the Civic Arts Stage Company; the Creatures of Impulse teen improv group; a children's film festival; and other teen showcase events. Younger children will also enjoy the continuing SaturYAY series, a children's art festival and more.

Stay tuned for more exciting news about the offerings at the Firehouse Arts Center!

Time is running out to get your Firehouse Arts Center Commemorative Bricks



Don't miss out on the opportunity to support this wonderful project. Purchase an inscribed brick that will be permanently installed on the outdoor courtyard at the new Firehouse Arts Center in downtown Pleasanton. This gift will be a lasting reminder of your love and commitment to the arts and our community.

Bricks are \$150 and are in limited supply. Act now as the bricks will be installed shortly. Don't miss out on this once in a lifetime opportunity. Brick purchases are fully tax-deductible.

[Click here](#) to order your brick online or download an order form.

### Save Your Seat!

For \$500, the "Save Your Seat" campaign will provide you with permanent visibility in the theater of the Firehouse Arts Center, opening in September 2010. Seat donors will be listed on a plaque in the theater, for all to see, as they enjoy outstanding live theater, music, comedy and dance performances as well as lectures and films. This state-of-the-art flexible theater offers 240 seats, in a variety of configurations. Your gift is fully tax-deductible and will be used towards the completion of our building fund.



[Click here](#) to reserve your seat online or download an order form.

"Creatures of Impulse" on the Road to Chicago  
- Your support is needed!



The City of Pleasanton's teen improv troupe, Creatures of Impulse, has been invited to perform in the Teen Comedy Festival in Chicago on May 16th. In addition to performing their long-form improv, Tri-Valley High, an improvised teen soap opera, Creatures of Impulse will attend performance workshops taught by Second City, the improv and sketch comedy school that

spawned the talents of notables such as Tina Fey, Steve Carell and Steven Colbert.

For more information on Creatures of Impulse, their trip to Chicago, and how you can help with the effort, Call Mark Duncanson with the City of Pleasanton at 925-931-3433 or [mduncanson@ci.pleasanton.ca.us](mailto:mduncanson@ci.pleasanton.ca.us).