



STOCKTON PERFORMING ARTS LECTURE SERIES

Noted Producer, Marketing Maven and Theatre Pundit Howard Sherman at Dante Hall Oct. 17

For Immediate Release

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Galloway Township, NJ - Across the country, the arts have proven their ability to serve as an engine for bringing new life and new visitors to urban areas, while improving the quality of life for local residents. As that process takes hold in Atlantic City, arts consultant and commentator **Howard Sherman** will explore the marketing and branding challenges and opportunities for any community newly committed to putting arts creativity at the forefront of its priorities and its image. Sherman's lecture starts at 5 p.m. on **Thursday, Oct. 17** at Dante Hall, 14 N. Mississippi Ave. in Atlantic City.

Tickets are free but must be reserved by calling the Stockton Performing Arts Box Office at (609) 652-9000. The Box Office is open Monday through Friday from 9 a.m. to 3 p.m. and 90 minutes before the performance.

Howard Sherman was executive director of the American Theatre Wing from 2003 to 2011. During that time, his varied responsibilities included serving as executive producer and occasional moderator of the television program "Working in the Theatre," creating and hosting

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the audio program “Downstage Center,” incorporating SpringboardNYC, the Theatre InternGroup and The Jonathan Larson Grants into ATW’s programming, leading ATW’s utilization of the web and social media, conceiving the book “The Play That Changed My Life” and serving on the Tony Awards Management and Administration Committees. In addition, he was instrumental in the development of ATW’s National Theatre Company Grants program and secured the organization’s first-ever funding from The Shubert Foundation, the National Endowment for the Arts and the New York State Council on the Arts.

Immediately prior to joining ATW, he spent three years as executive director of the Eugene O’Neill Theater Center in Waterford CT, overseeing the center’s educational and developmental programs, shepherding more than \$1 million worth of physical plant upgrades and re-branding The O’Neill through a coordinated communications initiative. Works developed during his tenure include August Wilson’s “Gem of the Ocean”, Lee Blessing’s “Thief River” and the musical “Avenue Q.” Sherman was managing director of Geva Theater in Rochester, NY (1998-2000), where he completed a \$6 million capital campaign and opened the company’s 135-seat Nextstage. He was the first general manager of Goodspeed Musicals (1994-1998), working on 24 new and classic musicals, including the U.S. premiere of Alan Ayckbourn and Andrew Lloyd Webber’s “By Jeeves.”

In addition to consulting for arts organizations on management and communications, he is currently a monthly columnist for The Stage in London, and has contributed articles to American Theatre Magazine, The New York Times, The Wall Street Journal’s “Speakeasy” blog, the Los Angeles Times’ “Culture Monster” blog, The Guardian’s “Guardian Culture Professionals” site, and HowlRound, the journal of the Center for Theatre Commons. Many of his blog essays from this site are cross-posted to The Huffington Post.

For a high resolution promotional photo, please click [here](#) and click the yellow box in the upper right-hand corner marked “High Resolution Image.”

For patrons with special needs, the **Stockton Performing Arts Center** offers wheelchair accessible seating, large type programs, and listening assistive devices. Please identify any needs you may have when making a reservation.

The **Stockton Performing Arts Center**, the Jersey Shore’s Center for the Arts, is located on the campus of The Richard Stockton College of New Jersey, on Vera King Farris Drive, just off Jim Leeds Road in Galloway Township. Just 12 miles west of Atlantic City, the center is easily accessible from the Garden State Parkway and the Atlantic City Expressway.

This program is made possible in part by funds from the New Jersey State Council on the Arts/Department of State, a partner agency of the National Endowment for the Arts and by funds from the National Endowment for the Arts.

STOCKTON PAC

RICHARD STOCKTON COLLEGE
PERFORMING ARTS CENTER

The Richard Stockton College Performing Arts Center is located in the M-Wing of the college's main campus at 101 Vera King Farris Drive, Galloway, NJ 08205-9441
Box Office: 609-652-9000

Located in the heart of the historic "Duck Town" neighborhood of Atlantic City, Dante Hall was originally built in 1926 by St. Michael's Catholic Church. Dante Hall served the community of the neighborhood as a church hall, school gymnasium and community theater until it closed in 1988. In October 2003, Dante Hall reopened after a complete renovation, funded solely by the Casino Reinvestment Development Authority (CRDA). In 2011, The Richard Stockton College acquired the venue, allowing it to continue serving Atlantic City and surrounding communities as a home for the performing arts. By providing quality programming and performances to local communities, Stockton College and Dante Hall Theater aim to strengthen New Jersey's efforts in restoring Atlantic City as a cultural and family destination.



DANTE HALL
T H E A T E R
STOCKTON COLLEGE

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