

# Stage Door

NJPAC MEMBER BULLETIN  
SPRING 2010 ISSUE 7

## Member Highlight

### Chester Greenleaf

He didn't win the million dollars ...  
... but he has a heart of gold!

Chester (Chet) Greenleaf may have missed the \$16,000 pop music question on ABC's "Who Wants to Be a Millionaire," but as he laughingly said later; the \$1,000 check he walked away with was "not too bad for 10, 15 minutes of work!"

As a Gold Member for the past eleven years, Chet Greenleaf and his wife, Doris, have been devoted partners of the Arts Center since it first opened its doors.

A native of Ridgewood, New Jersey, Chet Greenleaf taught history, social studies, and geography in an Allendale high school for thirty-two years. But Chet was no ordinary teacher. To help his students better connect with the material, he would dress up as the famous historical characters they were studying.

Chet fondly remembers the time

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Peter H. Hansen

### NJPAC Celebrates Peter H. Hansen, CFRE

NJPAC has garnered national attention over the past thirteen years for its inclusive programming, audience diversity, outstanding arts education programs, and the catalytic role it has played in returning nightlife and economic activity to New Jersey's largest city.

But it wasn't always this way.

In the early 1990s, there were a lot of naysayers, people who said that building the dream of a world-class performing arts center in Newark was just that—a dream.

Peter Hansen disagreed. As the Vice President of Development

for NJPAC, Hansen directs all the fundraising strategies and initiatives for the department. In June, he successfully concluded *The Campaign for NJPAC*—a comprehensive \$180 million effort to help secure NJPAC's permanence—exceeding the goal by \$2.7 million.

But when Hansen first started working at NJPAC in 1992, the landscape was much different. The Arts Center was little more than a bare bones staff subletting temporary office space in Newark.

"The key to getting NJPAC off the ground was early votes of confidence by individuals and corporations in suburban New Jersey," says Hansen, reflecting back on those times. "We were fortunate to receive generous gifts from donors such as AT&T, Ray Chambers, and Allen & Joan Bildner. Others soon followed their lead. Our very first members in 1996 also contributed to building NJPAC by voicing their faith in our vision."

The development team raised over \$187 million to build NJPAC and create its annual giving program—a program that now accounts for \$11 million in annual donations and Memberships from across the State.

*Continued on page 4*

Dear Friends,

As we usher in the second half of our 2009–2010 season we at NJPAC extend our deepest gratitude to all of our members. We are fortunate to be the recipient of your generosity, especially during these challenging times.

It is because of your unwavering commitment to NJPAC that we have been able to touch so many lives and make such a profound difference in our City and State. With your help, we have presented thousands of world-class performances to diverse audiences, provided

Arts Education for nearly one million young people, and reveled with the residents of Newark and beyond at our many community events.

We are currently in the middle of a great season (our 13th!) with many exciting performances still on the horizon. Alvin Ailey returns to Prudential Hall from May 7th to the 9th. And we welcome back Gustavo Dudamel in his first NJPAC engagement with the Los Angeles Philharmonic on May 21st.

It is your membership support that allows us to present these

exciting artists in a premier cultural setting like NJPAC. I hope that we see you often for this season and next enjoying the world-class programming that your wonderful generosity is helping to sustain.

Thank you for your support!

Sincerely,



Peter H. Hansen

*Vice President, Development*

## Honor Roll of New Members

NJPAC would like to thank the following new Members who joined between August 1, 2009 and February 1, 2010. We are happy to welcome you to the Membership family!

### Contributor

Marilyn Agresta  
Ingrid Armstrong  
Henry Ayer  
Assemblyman Joseph Azzolina  
Diane R. Blackin  
Steven Boykewich  
Joann M. Breslin  
Elizabeth Brzek  
Tina Caggia  
Pantelis Cakiades  
Juan Cancel  
Robert Carman  
Marlyn Chapman  
Amabel Clement  
Susan Coke  
Clara Cortes and William Chrusciel  
John Davis  
Bob Dodd  
Norman Driscoll  
Gloria Y. Duff  
Peter Eisenbarth  
Charlotte Fallon  
William Faulls  
Laura Feinberg  
Elia Fernandez  
Shary Galloway  
John Genitempo  
Gerald Govan  
Jane Gowen  
Harriet Grose  
Constance Haddad  
Joan Heinrichs  
Gail Holiday  
Patricia Hopper  
Suzanne and Craig Hurring  
Teresa Husbands  
Fatara Hutchins  
Ifeoma Iwelumo  
Donna L. Jackson  
Lillian Jackson  
Anne and Russell Johnson  
Eileen Jones  
Annabella Jordan  
Peggy and Ed Kabakow  
Kathy Kohlman  
Paul and Helen Craig Lappe

Marguerite Lee  
Karyn and David Leit  
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Valerie and Kevin Ryan  
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Thomas D. Seifert  
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Kathy Siso  
William Smallwood  
Edward Stern  
Susan Sullivan  
Trina P. Sutherland  
Chuck Tarantino  
Dean Vittetoe  
Hallie Volz-Geritano and James Geritano  
P. Lorraine Voorhees  
Marion and Howard Wahler  
Margaret and Harold Weil  
Debbie Wilkenson  
Drs. Hal N. Wolkoff and Brigitte Wolkoff  
Janet and Herbert Zuckerman

### Silver

Robert Addressi  
Barbara J. Alper and Edmond C. Fursa  
Mr. and Mrs. Robert M. Amo  
Marisa Arezzi  
Laverne Ball  
Joy and Robert Bell  
Thomas R. Bertone  
Kathleen and Paul Blinn  
Theresa Bocchino  
Rudolph Bostick  
Nancy Boucher  
Marvin Bowser  
Lakhram and Vijayashree Brijmohan  
Bridgette Brown  
Sharon E. Burton Turner  
Donald Carson and Ellen Tiedeken  
Wendy Chapman  
Portia Chinnery  
Patricia Coffey  
Monica Cohn  
Colin Copeland  
Elizabeth Cotter  
Alicia and William Cotton  
Barbara Craig  
Dr. Shirley Cresci  
Mrs. Lisa Czolacz  
Cassandea Daniels  
Yvonne Douglas  
Deatrah DuBose  
June Entzminger  
William Epps  
Markeze Exum  
Diane Farley  
Andie and Richard Fazio  
Eleanor Forbes  
Ross Fox  
Gail Friedberg  
Beth Gardiner  
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Carl Greenberg, Esq.  
Arthur M. Gullestad

Susan Guttmann  
Mr. and Mrs. Dolph H. Haug  
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Jodi Hirsh  
Gregory Hlubik  
Mr. and Mrs. Martin Hoff  
Ann Holbert  
Steven Horn and Daniel Zanella  
Jerome M. Horowitz, D.D.S.  
Barbara Housel  
Irene Hunt  
Robert Jackson  
Sheila Jackson  
Dr. Thomy D. Joyner  
Diana Kelly  
Thomas Kelly  
Mary Kelman  
Carol and Charles Kimmel  
Mr. and Mrs. Jefferson W. Kirby  
Brenda Kirkland  
William Kuhns  
Connie La Torre  
Diane and Rocco Labella  
Chris Latsos  
Susan Lechtman  
Leslie and Peter Levine  
Joyce and Ronald Levy  
Shirley Lewis  
Wendy Lin-Cook  
Teresa Linefsky  
Sandra and Michael Lombardo  
Mary Ann and George Lutz  
Maureen Mack  
Edward Martine  
Oscar McCloud  
William J. McKnight  
Edward McMahan  
Charles McRae  
Alexander Merced  
Langston Miles  
Angela Moulton  
Alice Nelson  
Grace Page  
Jeannine Podesta  
Dory Rachel  
Marie and Wilbur Rath

Karen E. Ridley  
Carolyn Ring  
Phil Rogacki  
Frederick Rohdieck  
Estelle L. Rondello  
Tracy Salmon  
Mr. and Mrs. Harlan E. Schackner  
Michele Schlosberg  
John and Jeanne M. Scott  
Martha Seidler  
Marshall Sigall  
Allen J. Simonson  
Mr. and Mrs. Allan Solomon  
Stephen Spiegel  
Herb Steiner  
Annette Stoudy and Howard McGinn  
John Suszynski  
Dr. Maria I. Sutton  
Blanche Taliaferro  
Harvey Tanenbaum  
Susan Timmins  
Lisa and William Torpey  
Gregory Tyson  
Bruce Wallace  
Charles Warren  
Ellen Warren  
Elliott Herman Watson  
Barbara Weir  
Allen B. Weisse, M.D.  
Martha and Philip White  
Walkyria Wintermute

### Gold

Comedia de Bergen  
Andrea G. Gellert  
Barratt H. Jaruzelski  
Marcea Jones  
Nancy Lindgren  
Dr. Marta Meyers  
Lisa and Daniel Peterson  
Mr. Jay R. Post, Jr., CFP  
Leonor Rodriguez  
Karen Stutzer-Treimel  
Renita and John Weber

**Copper**  
George Bean

# The Campaign for NJPAC

## NJPAC Exceeds \$180 Million Goal

As of June 30, the official end of *The Campaign for NJPAC*, the Arts Center not only reached, but exceeded its \$180 million goal. A total of \$182.7 million was raised!

“The success of *The Campaign for NJPAC* is just the latest evidence that a shared vision has changed a city and a state, touched lives, and made a profound difference,” said Lawrence P. Goldman, NJPAC’s President and CEO. “We are deeply grateful to all those who participated, many longtime friends, some at historic levels. Their boundless generosity, especially in difficult economic times, continues to inspire us to do better and dream bigger.”

*The Campaign* topped its \$180 million goal with a \$2.6 million gift from Leon and Toby Cooperman, who had previously helped create the world’s only endowed Kwanzaa Festival and Marketplace, an annual celebration at NJPAC.

“I have spent my career looking for good investments,” said Cooperman, President of Omega Advisors and a member of the NJPAC Board of Directors. “The reason NJPAC is worth supporting is that in addition to being innovative and inclusive in its programming and commitment to Newark, the Arts Center’s board and management have been responsible stewards of the institution’s fiscal health. The people of New Jersey and the region will benefit long into the future because of the



success of *The Campaign for NJPAC*.”

But what does reaching this \$180 million goal really mean for NJPAC?

First, it has allowed the Arts Center to establish an endowment that will begin to secure its permanence. Secondly, it established a capital fund that will keep the building in “like new” condition and replace worn or obsolete equipment. Finally, *The Campaign* has enabled NJPAC to establish a reserve fund—an achievement which has permitted the Arts Center to weather the economic climate with a minimum of dislocation.

“It is the ongoing friendship and generosity from our donors and members that has made this outstanding achievement possible,” Goldman said. “Because of their support, NJPAC is secure going forward and in a position to better serve our community as New Jersey’s ‘Town Square’. Please stay involved with NJPAC and continue to help us preserve what we have lovingly built. We still have many dreams for the future.”

## The Muse Society— Use Your Will to Change the Future

Do you hesitate to give to your favorite causes because you are concerned about needing your assets in the future for you or your family? A gift in your will, called a bequest, could be the right option for you. Bequests allow you to have an impact on the future without parting with any of your assets today. Plus, your generosity will continue long after you’re gone. There are two special features of a bequest:

### 1. It gives you some flexibility.

A bequest lets you balance your philanthropic goals with your concerns about your future. Because you’re not actually parting with assets today, you don’t need to worry that you might later need those assets to live on. Plus, you can change your mind at any time.

### 2. It lets you be sensible in your commitment.

Your gift can be made as a percentage of your estate, allowing you to benefit your favorite causes and loved ones in relative proportion.

### How to Make a Gift in Your Will

Decide what amount or percentage you want to give. Work with your estate planning attorney to update your existing estate plan with a codicil or to begin developing your estate plan. Notify us of your intention, if you would like (we will honor your preferences regarding anonymity) so we can thank you for your future gift and keep you informed of our ongoing activities.

If you would like additional information about using your will to give to NJPAC, please contact Mary Beth Cadmus at 973-297-5821 or [mcadmus@njpac.org](mailto:mcadmus@njpac.org).

## Peter Hansen *(continued from page 1)*

“We also received tireless support from *The Star-Ledger*,” Hansen adds. “They really helped us tell our story and breathe life into the vision of a world-class performing arts center in downtown Newark.”

It was this story that inspired New Jerseyans to invest in NJPAC and share in its vision to be an Arts Center for all residents of the State, to revitalize Newark, to enrich and inspire children and families through arts education, and to bring different communities together.

“The people of New Jersey really wanted a world-class arts center in Newark,” Hansen exclaims. “They were not only rooting for us, but also for the ongoing revitalization of the City, and for the success of our arts education program, the fourth largest in the nation.”

Hansen is now in his second tour as Vice President of Development at NJPAC. He initially worked at the Arts

Center from 1992 to 2002. Prior to embarking on his journey to build a world-class arts center, he served as Director of Development and Marketing for the Dance Theatre of Harlem and Director of Special Projects for the U.S. Fund for UNICEF. After leaving NJPAC in 2002, he was Assistant Vice President of Development at Bowdoin College in Brunswick, Maine and then Director of External Affairs for The Nelson-Atkins Museum of Art in Kansas City, Missouri. He returned “home” to NJPAC in January 2007.

Hansen loves working at NJPAC because no two days are ever alike. One evening he might take a corporate sponsor to a performance in Prudential Hall. The following day, he could visit a donor in their office, or have lunch at someone’s home for a more personal visit.

“We make it our priority to stay very close to our supporters,” Hansen explains. “Customer service is in our DNA. We are always striving for excellence

and to enhance our donor’s experience with the Arts Center. We want our supporters to say that NJPAC treats them better than any other institution.”

Perhaps this is why NJPAC’s support has remained strong even in the face of a difficult economy.

“People in our State have been severely affected by these challenging times,” Hansen admits. “But the faith and dedication we continue to receive from our donors and members has been overwhelming!”

He concludes, “Everything NJPAC has accomplished has only been possible because our donors, members and patrons recognize both the importance of the performing arts in our community and the Arts Center’s impact in Newark and across the State. Their commitment to the Arts Center, as well as their continuing generosity, means the world to us.”

## Chester Greenleaf *(continued from page 1)*

he walked into class wearing a Richard Nixon costume complete with suit and rubber mask. Another time, he strolled through the hallways ringing a bell dressed as Benjamin Franklin.

Needless to say, Chet Greenleaf is a man that enjoys creativity and entertainment. And for these reasons, he enjoys NJPAC.

“I always see the Boston Pops when they perform at NJPAC during the winter holidays,” Chet enthuses. “But this spring I’m also looking forward to seeing Pilobolus and Art Garfunkel! It is the variety of programming that really makes NJPAC special to me.”

But the question remains: What would Chet Greenleaf have done if he won the

million dollars?

“I would have started a college fund for my grandchildren,” he says without hesitation. “And then donated the rest to charity.”

Now *that’s* a heart of gold.

Thank you Chet—and all our dedicated Members—without you, we wouldn’t be here!

# Arts Academy

## Ignite Creativity by Learning the Arts!



Ambrose Liu

NJPAC's Arts Academy is a school-based residency program that is offered to schools in Newark and throughout New Jersey. Through this residency program, students increase their self-confidence, creativity, critical thinking and character development. The program also benefits the classroom teachers; they receive development credits with the New Jersey State

Department of Education and a Workshop where they can learn how to integrate arts activities into their regular lessons.

With the help and support of our dedicated Members the lives of thousands of children will continue to be enriched by the performing arts through programs like the Arts Academy. Thank you for your generous commitment to NJPAC and Arts Education.

## An Educator's Experience

*NJPAC's Arts Academy has enabled our school to provide a program that otherwise we would be unable to do. The 9th grade focused on improvisation, which supported our social skills curriculum and the 10th grade was involved in playwriting, which supported our literature and writing curriculum. The students thoroughly enjoyed their weekly Arts Academy classes and looked forward to their next. We would like to thank NJPAC and its staff for being such an important part of our program and for providing this incredible opportunity for our students.*

—Eric Caparulo,  
Director, Craig Upper School



Ambrose Liu

## NJPAC to Host Poetry Festival

Newark is justly proud of its long history as the cultural and entertainment center of the Garden State.

We are pleased to announce that next fall NJPAC and Newark's

Downtown Arts District have been selected to host the 2010 Geraldine R. Dodge Poetry Festival! The largest poetry event in North America will be taking place in the largest city in

New Jersey: Newark!

The festival's evening programs will be held in NJPAC where interludes of music and storytelling will underscore the spirit of community.

# Upcoming Events

- April 4**  
Lang Lang with the Schleswig Holstein Festival Orchestra
- April 9**  
Classic Albums Live: The Beatles *White Album*
- April 17**  
Live Broadcast of *A Prairie Home Companion* with Garrison Keillor
- April 17-18**  
*Butterfly: The Story of a Life Cycle (FamilyTime)*
- April 30**  
Johnny Mathis with orchestra
- May 6**  
Legacies and Legends: Judith Jamison Lecture

- May 7-May 10**  
Alvin Ailey® American Dance Theater
- May 21**  
Los Angeles Philharmonic, Gustavo Dudamel, *conductor*
- May 22**  
*First Stop on the A-Train—NJ Tap Ensemble (FamilyTime)*
- June 1-6**  
*Legally Blonde—The Musical*
- June 25**  
New York Philharmonic, Alan Gilbert, *conductor*

Please check your mailbox for information on our 2010–2011 season, featuring performances by...

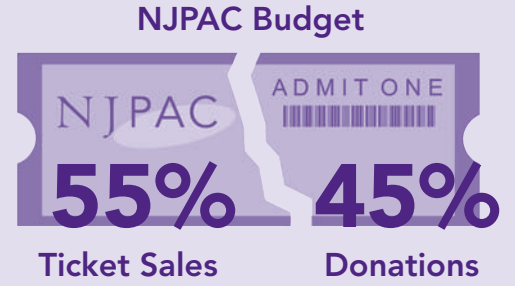
- Boston Symphony Orchestra
- Yo-Yo Ma
- Cleveland Orchestra
- *Madama Butterfly* with Opera NJ & NJSO

For a full season listing please visit [www.njpac.org](http://www.njpac.org).

## What is the difference between a Subscriber and a Member?

Subscribers are patrons that purchase tickets to a series of NJPAC performances.

Members are patrons that provide philanthropic support through a **charitable contribution** to the Arts Center. Charitable contributions from our Members help sustain our arts education programs, nurture local artists, support the continuing revitalization of Newark and provide the critical resources necessary to keep our facilities in “like new” condition.



**Your support makes a difference!**

## Spring Member Bulletin

John Sample  
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Becky Gulsvig as Elle Woods and Frankie as Bruiser from *Legally Blonde The—Musical*  
June 1-6

Photo: Joan Marcus



New Jersey Performing Arts Center  
One Center Street  
Newark, NJ 07102

