



Contact Information:

The Lynda Fairly Carpinteria Arts Center

Linda Rosso, Executive Director

805.684.7789 ext. 1 linda@CarpinteriaArtsCenter.org

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THE LYNDA FAIRLY CARPINTERIA ARTS CENTER ANNOUNCES NEW OUTREACH DIRECTOR

The Lynda Fairly Carpinteria Arts Center is pleased to announce the newest addition to the organization, local Carpinterian, Joyce Donaldson. Joyce's senior management role, as Outreach Director, will direct the corporate relationships, membership programs, and marketing outreach activities. Joyce will also oversee all major events sponsored by the Arts Center and coordinate collaborative programs and events with community businesses and nonprofit organizations. "We are excited and energized to have someone of Joyce's caliber join our ranks, as her extensive nonprofit background and professional skills honed over the last twenty years are a perfect fit for the Arts Center" said Linda Rosso, Executive Director.

Joyce brings a wealth of knowledge and expertise which will help expand the Arts Center's community footprint. With eighteen years of Chamber of Commerce leadership background, and the former President and CEO of the Carpinteria Valley Chamber of Commerce, Joyce is eager to immerse herself into the new role. "I am thrilled to bring my passion for blending culture and commerce to further enhance the solid foundation that the current leadership team has built and in the past 6 years of living, working and playing in Carpinteria, I have been in awe of the positive impact the Arts Center has provided and look forward to helping them achieve their future goals and aspirations," said Joyce.

Joyce's professional background, education, and skill set will dovetail nicely with the Art Center's mission of inspiring creativity and inclusion by connecting with the community through the arts. Prior experience included managing events such as the internationally renowned Southwest Arts Festival while serving as President/CEO of the Indio Chamber; and her creative team was awarded an American Advertising Award (ADDY) for five consecutive years. In addition, her successful experience with grants is a tremendous asset to the Arts Center. Joyce secured the Cool City grant from the Governor's Office to enhance the arts and culture scene in the historic village of Romeo, Michigan where she served as Executive Director of the Greater Romeo Chamber for seven years. Under Joyce's leadership, all Carpinterians remember the annual Community Awards Gala and the Culinary Crawl events. "Joyce needs no introduction to the community and becoming a part of the leadership team will only hasten the expansion of the Arts Center's offerings further out into the community" said Alan Koch, Board Chair.

Joyce has been an Arts Center Honorary Board Member for two years and is a member of various non-profit organizations including the Carpinteria Women's Club, Compassionate Care of Carpinteria, and California Women in Agriculture-Carpinteria. She will assume her new position at the Arts Center on January 3, 2022.

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805.684.7789 • PO Box 597 • Carpinteria, CA 93014 • CarpinteriaArtsCenter.org • Tax ID# 77-0578720