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FOR IMMEDIATE RELEASE

January 2020

## Transcendence Theatre Company welcomes Alain Piallat to the Board of Directors

SONOMA, CA - Transcendence Theatre Company, the professional North Bay theater company known for its award-winning "Broadway Under the Stars in Jack London State Historic Park" seasonal musical performances and community involvement, has recently welcomed Alain Piallat of Sonoma to its Board of Directors.

Piallat is a consultant to the Hotel Industry specializing in Asset Management and Hotel Development in France and in the United States. Prior to retiring, he was President of Marriott Hotels of Canada and Senior Vice President of Marriott Lodging in the Midwestern part of the US. In these capacities, he was responsible for the management of some 350 hotels under different brand names. He guided the development of Revenue, Sales & Marketing strategies required to maximize sales and profits in these various businesses.

During his career Piallat served as Chairman of the San Francisco Convention & Visitors Bureau. He was on the Board of Directors of Junior Achievement International, served as a member of the Board of Directors for the Hotel School of Management at Michigan State University and was member of the Advisory Board of the School of Hospitality at Guelph University in Ontario, Canada.

"Alain has meaningfully impacted Transcendence's success this last year through his involvement with our Advisory Council, including helping us to significantly improve the pre-show experience for our VIP guests," says Susan Hoeffel, Transcendence Theatre Company's Board Chairman. "We are delighted for Alain to play an even bigger role in Transcendence's future as we broaden the independence, diversity and business experience of our board of directors with his involvement."

Piallat joins Transcendence Theatre Company board members Susan Hoeffel, Chairman and Secretary; Amy Miller, President; Andrew Koenigsberg, Director; Carol Nast, Director; Stephan Stubbins, Director; and Brad Surosky, Director.

For more information about Transcendence Theatre Company visit the website at [BestNightEver.org](http://BestNightEver.org)

**More about Transcendence Theatre Company:** Based in Sonoma County, California, Transcendence Theatre Company is an award-winning, nonprofit arts organization comprised of artists with professional experience from Broadway, film and television. The company's headliners have included Sutton Foster and Megan Hilty. Featured performers have appeared in Broadway productions including "Hamilton," "The Book of Mormon," "Mamma Mia," "Les Misérables," "Chicago," "La Cage Aux Folles," "Gypsy," "Hairspray," "Follies," "42nd Street," "White Christmas," "Mary Poppins" and "Wicked." Transcendence Theatre Company specializes in producing high caliber Broadway concerts in distinctive Sonoma County locations - from its primary home within the majestic open-air ruins of the historic winery in Jack London State Historic Park to other remarkable and stunning settings throughout wine country and the community. Since its inception in 2011, Transcendence Theatre Company productions have been experienced by over 200,000 patrons and raised over \$515,000 for Jack London State Historic Park.