

# OREGON BALLET THEATRE

CHRISTOPHER STOWELL / ARTISTIC DIRECTOR

FOR IMMEDIATE RELEASE  
July 1, 2010

MEDIA CONTACT  
Erik Jones  
503.227.0977  
erik.jones@obt.org

## ROMA PEYSER NAMED NEW OREGON BALLET SENIOR DEVELOPMENT OFFICER

---

**Portland, Ore...** Today, as Oregon Ballet Theatre begins its new fiscal year, Executive Director **Diane Syrcle** announced that she has hired respected Portland fundraiser **Roma Peyser** as the company's new Senior Development Officer.

Peyser joins OBT following a 20-year relationship with **Cascade AIDS Project**, where she served first as a volunteer and board member before becoming Special Events Manager in 2003, and subsequently Community & Donor Relations Manager in 2006 and Director of Development in 2008. During her tenure with CAP, Peyser raised more than \$12 million while increasing corporate involvement with the organization by 80% and growing special events revenue by 45%. As Director of Development she managed a budget of \$1.5 million and oversaw all aspects of fundraising, marketing and public relations.

Prior to her employment with CAP, Peyser held the position of Program Manager at **Temple Beth Israel** and, previous to that, was a Product Line Manager with **NIKE**. She has a Bachelor of Science in Psychology from California State University at Fullerton, has completed coursework at Portland State University's Institute of Nonprofit Management and is in the final certification process to become a Certified Fund Raising Executive (CFRE).

Peyser is Syrcle's first hire since assuming administrative leadership of OBT in May of this year. "I am pleased to welcome Roma to the OBT Development Team," said Syrcle. "She joins us at a perfect time as Oregon Ballet Theatre capitalizes on the energy of our financial turnaround. She will work directly with me to deepen partnerships in the community while renewing and strengthening relationships with our donors and subscribers. Her positivity, passion for ballet, boundless energy and experience are a welcome addition to the OBT family."

"Roma is a terrific addition to OBT's development department and to the organization as a whole," added OBT Board Chair **Melissa G. Peterman**. "She is respected in the community for her years of successful fundraising and donor relations experience. In addition, she already knows OBT well as a longtime subscriber and parent of a School of OBT student, so she will be able to jump right in."

Peyser will begin working immediately at OBT. Of her new position, she said, "Ballet has been an important part of my life since childhood and I am so thrilled and proud to join this stellar organization. I have tremendous admiration for [Artistic Director] **Christopher**

**Stowell's** leadership and direction, the Company and the School of Oregon Ballet Theatre. I look forward to working with a world-class organization and hugely dedicated staff."

Founded in 1989, **OREGON BALLET THEATRE** is a not-for-profit, professional ballet company, with a school, based in Portland, Oregon. On July 1, 2003, **Christopher Stowell** became **OREGON BALLET THEATRE's** artistic director and **Damara Bennett** joined OBT as school director. **OREGON BALLET THEATRE** offers the highest quality ballet, in a repertoire of classic and contemporary work, to the people of Oregon, the Pacific Northwest and the United States.

###