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For immediate release:

Rob Tocalino Hired as Director of Marketing for the Mondavi Center

August 13, 2009; Davis, California—The **Robert and Margrit Mondavi Center for the Performing Arts**, UC Davis has announced the hiring of **Rob Tocalino** to serve as the **Director of Marketing** for the Mondavi Center. Tocalino, who begins the new position August 17, will be responsible for marketing, publications, advertising, and public relations for the Center. Don Roth, Executive Director of the Mondavi Center, commented that “Rob stood out from an excellent field of candidates, as having the experience, expertise, and passion for the arts, and that made him the very best fit to join our team.”

A graduate of the University of San Francisco, Tocalino most recently served as Associate Director of Marketing and Communications for SFJAZZ, a nationally renowned presenter of musical and educational events relating to jazz. At SFJAZZ, Tocalino was responsible for all written and editorial communications; managing a major audience development and research project; oversight of advertising budget; analysis of ticket sales revenue; creation of sales plans; and implementation of seasonal advertising campaigns.

Prior to his work at SFJAZZ, Tocalino worked as Managing Director for the Lake Tahoe Shakespeare Festival; Communications Manager for the Reno-Sparks Convention & Visitors Authority; and as an account coordinator for LongHaymesCarrLintas. Tocalino also has an extensive background in writing, including serving as associate editor for *Bookmarks* magazine; writing features for *Reno* magazine; and three years as a theater, literary, and arts writer for the *Reno News & Review* and the *Reno Gazette-Journal*.

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