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Team San Jose, Nederlander Concerts welcome local San Jose Civic team

Three industry veterans come to Downtown to make Civic shine

San Jose, CA (May 14, 2009) – Team San Jose and Nederlander Concerts welcome three new team members focused on attracting top touring artists and events to the San Jose Civic Auditorium for music fans throughout San Jose and the Bay Area. The two organizations announced a partnership at the San Jose Civic Auditorium in February 2009.

“We are extremely excited to have all three of these talented team members aboard with us at the San Jose Civic Auditorium,” said Dan Fenton, CEO Team San Jose. “We look forward to great success with the best artists performing in Downtown San Jose.”



John Cuilla, General Manager at the San Jose Civic Auditorium, has extensive experience in the music and entertainment industry which includes being General Manager and Operations Director with Smirnoff Music Centre in Dallas from 2004 to 2007 and most recently, the General Manager at Lucky Strike Lanes in Los Angeles. Cuilla was also Marketing Director for Universal Concerts at Cleveland’s Blossom Music Center beginning in 1995 followed by a post as Artist Manager at CMI Artist Management in 1997.



Max McAndrew has joined the San Jose Civic team as the Director of Talent, responsible for producing and programming events. Prior to joining the team in San Jose, McAndrew was a talent buyer and event producer for House of Blues/Live Nation at House of Blues in Las Vegas. During his tenure with House of Blues, McAndrew produced hundreds of shows including numerous sold out events with high profile artists such as Prince, Justin Timberlake, the Killers, Chris Cornell and five consecutive nights with Dave Chappelle.



Jennifer Cooke is the Director of Marketing, working on marketing, advertising and promoting events for the San Jose Civic Auditorium. Born and raised in California, Cooke has worked with Clear Channel and, most recently, the ORACLE Arena and Oakland/Alameda County Coliseum, where she was the Director of Marketing. While at Clear Channel San Jose, Cooke managed an account list of over 200 agency and direct accounts and consistently ranked number one in new business generation and Web site revenue for KSJO, KUFY and KCNL.

“With Team San Jose, we have installed this veteran team of industry professionals locally to ensure that the Civic is consistently booked, and operated in a first class manner, to attract top headline entertainment and fans of all ages to this iconic venue. This team along with the \$13 million of planned renovations for the facility will make it a ‘must play’ for stars in every genre,” said Adam Friedman, CEO of Nederlander Concerts.

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The San Jose Civic Auditorium, a 3,000-seat venue, will be revitalized as a premier Downtown entertainment destination and will be a must-play venue for artists touring throughout the West Coast. Under Mayor Chuck Reed and San Jose City Council's leadership, a \$13 million renovation of the venue, has begun, including planning for a \$1 million dollar sound and video package. A state-of-the-art lighting system, seating upgrades, additional restrooms and new concessions are some of the key improvements that will significantly enhance the fan experience. The San Jose Civic Auditorium will be open during renovations.

Many popular entertainers and notable public figures have appeared at the venue creating memorable historic events since the San Jose Civic Auditorium opened in 1934. Legendary artists such as Duke Ellington, Buddy Holly, The Grateful Dead, The Who, Bob Dylan, Barbra Streisand, Cream and the Rolling Stones have graced the venue's stage. Recent events at the venue include Taste of Chaos and Celtic Woman with Freestyle Explosion with Stevie B, Expose, Lisa Lisa, Cover Girls, Shannon and Debbie Deb coming on July 24 and Sesame Street Live: Elmo's Green Thumb on June 12-14 .

Event and ticket information can be found at www.sanjosecivic.com. The San Jose Civic Auditorium is located in Downtown San Jose at 135 West San Carlos St, San Jose, CA 95113.



Headquartered in Los Angeles, Nederlander Concerts promotes and produces a wide range of quality live entertainment across the Western United States. This boutique event promotion firm exclusively operates and programs the most coveted and awarded small to mid-size venues including the Greek Theatre and the Pantages Theatre in Los Angeles, the Santa Barbara Bowl, the Grove of Anaheim, and the San Jose Civic Auditorium. In addition, the company promotes events at third party arenas, theatres and clubs in markets throughout California, Arizona and Colorado



Team San Jose, Inc. is a management company for the San Jose Convention Center and multiple theaters in Downtown San Jose including the Civic Auditorium. Team San Jose is a unique service model working in partnership with local hoteliers, organized labor, the arts and business community to provide a one team approach to customer service.

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