



THE CRUCIBLE

Inspiring Creativity in Everyone

T: 510.444.0919

F: 510.444.0918

FOR IMMEDIATE RELEASE

The Crucible Expands Its Board, Furthers Its Mission

New Members Dedicated To Making The Industrial Arts Accessible In Oakland

November 7, 2018 - OAKLAND, CA - The Crucible is pleased to welcome three new members to our Board of Directors – Alexander Zwissler, Amanda Lacau Noguera, and Annie Campbell Washington. These active community leaders will bring their expertise and passion for the arts to The Crucible’s Board, providing strategic direction and oversight to The Crucible’s operations and working to actively advance our mission.

“Together, our new Board members bring great expertise in civic activism, nonprofit management, education, and fundraising,” says Board President, Warren Breslau. “All have demonstrated a deep personal commitment to The Crucible and its mission, and as we plan for our 20th anniversary in 2019, we know that Annie, Alex, and Amanda will strengthen our leadership and our capacity to serve the Oakland and Bay Area creative community.”

During Washington’s twelve-year career as a public servant in Oakland, she has held a variety of leadership roles, including Vice Mayor and Councilmember for the City of Oakland, Chief of Staff to Mayor Jerry Brown, Chief of Staff to Mayor Jean Quan, Assistant to three City Administrators, Chief of Staff to the Fire Chief and Budget and Policy Analyst.

Annie holds a Master of Public Policy degree from the Goldman School of Public Policy at the University of California, Berkeley and serves as the school’s Assistant Dean & Executive Director for the Master of Public Affairs Program. She is excited to join The Crucible’s Board of Directors and use her expertise in the public sector to help The Crucible deepen its community engagement.

Zwissler has been a member of The Crucible's Advisory Council since 2011, and served as The Crucible's Interim Executive Director from May 2017 – July 2018. During his time on staff, Zwissler found the Crucible community to be a uniquely committed,

passionate, and creative group – inspiring him to continue and deepen his commitment to the organization.

“After spending more time at The Crucible, I found myself delightfully moved by the incredible commitment people have to this institution. It is remarkable,” Zwissler says. “I am excited to continue working to further The Crucible’s mission as a member of their Board.”

Currently, Zwissler is the Principal of Einstellung Labs, a consultancy working at the intersection of the nonprofit and for-profit sectors. Prior, Zwissler was the Executive Director/CEO of Chabot Space & Science Center in Oakland from 2007 – 2015, where he led the Center’s fundraising efforts, raising over \$25,000,000 through the cultivation and stewardship of new individual, corporate, and foundation support.

After decades of working as a successful, dynamic sales professional – most recently as the Director of Western Region Sales for Raytheon BBN Technologies – Noguera wanted to put her skills to work helping others, bolstering the arts, and supporting Oakland, her long-time city of residence.

“Art and its expression have the power to heal, comfort, and grow both the artist and the community,” Noguera says. “The Crucible takes a passionate, hands-on approach to cultivating both. I am honored to join the Board of Directors and contribute to the growth and impact of this amazing Bay Area resource.”

Before her work with Raytheon BBN Technologies, Amanda was with Antenna Software, a mobile enterprise technology start-up, where she built the Western Region Customer Base from scratch, constructing infrastructure, processes, and alliances.

About The Crucible

The Crucible is a 501(c)3 nonprofit arts education organization that fosters a collaboration of arts, industry, and community. Through hands-on training in the fine and industrial arts, The Crucible promotes creative exploration and expression, reuse of materials, and innovative design. As an accessible arts venue for the Bay Area, The Crucible is a catalyst for individual growth and vibrant community connections. Known for one-of-a-kind industrial arts education programs, The Crucible is also highly regarded for its innovative performances and events.

TheCrucible.org

###

Contact:

Marketing & Communications at The Crucible

(510) 444-0919 x141

communications@thecrucible.org