



# Lyric at the Birch

## **BIRCH NORTH PARK THEATRE ANNOUNCES NEW LEADERSHIP**

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**SAN DIEGO, CA — Joe Altbaum made new Executive Director of Birch North Park Theatre.**

Lyric at the Birch recently named Joe Altbaum as Executive Director of the historic Birch North Park Theatre. Earlier, Altbaum held the position of Theatre Manager after replacing prior manager, Stacie Shelby. In his new role, Altbaum will be responsible for the overall entertainment offerings and daily operations of the building venue.

This announcement comes in tandem with news that General Director Leon Natker and Artistic Director J. Sherwood “Jack” Montgomery would not be returning to their previous positions as the management of the Lyric at the Birch theater company. Natker’s tenure as General Director included overseeing the event booking and operations of the building venue.

Roberto Cueva, MD and President of the Board of Directors stated, “We are moving forward in a bold, new direction with how the theatre operates. As such, we needed less performance company and artistic direction and more venue management. Mr. Altbaum’s past successes in the live entertainment industry were a perfect match for where we wanted to evolve our operations.” Earlier this month, Cueva announced the cancellation of the balance of the Lyric at the Birch season.

Alex Tiscareno, Secretary of the Board of Directors, added that “feedback from patrons and the general public towards the recent changes for Lyric at the Birch and Birch North Park Theatre is proving to be quite positive.” Tiscareno went on to say: “While we are thrilled about the new path for the theater, we will always remember the enormous contribution made by Leon Natker and Jack Montgomery for nurturing us from a small, local theater company based at the Casa del Prado Theater in Balboa Park to an internationally recognized entertainment organization. This theatre would not have been the impetus for the economic renaissance and subsequent cornerstone of the North Park community were it not for the vision of those gentlemen. Their involvement and support in our journey cannot possibly be overestimated.”

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“Information on the reformatted entertainment offerings will be forthcoming from Birch North Park Theatre. We are finalizing details for entertainment events that appeal to a wide range of audience tastes” according to Tiscareno.

*For more information on the company, please call the Lyric office, (619) 231-5714. For tickets to non-Lyric at the Birch produced events, call the Box Office at (619) 239-8836.*

**[www.lyricoperasandiego.org](http://www.lyricoperasandiego.org)**

**[www.birchnorthparktheatre.net](http://www.birchnorthparktheatre.net)**

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