



From the desk of Menander....

July 15, 2009

To whom it may concern:

Last March, as the Artistic/Executive Director, I was launching a new theatre company, *The Menander*, in L.A. The woman who was doing our PR moved out of town and I asked Dan to help. I had a lot on the line, barely knew him and didn't even know he did marketing.

He seemed upbeat and offered opinions not only about our press coverage, but also our posters, website, photos and ad spending. I liked most of his suggestions, incorporated them and opening weekend, we had representatives from Backstage Magazine, the L.A. Weekly, National Public Radio and the LA Times at our show. We ended up having a great run, sold most of our tickets and I'm proud that we launched with such a buzz.

With Dan Wiley and Lone Wolf, we not only got excellence in Marketing and PR, we got inspiration. Dan is the most positive motivator you could have on your team.

-Gina Torrecilla
Artistic Director, The Menander Theatre Company