

**NCAA
HOOPS**
FULL COVERAGE • IN SPORTS



**'PETER PAN'
OVERTAKES A
FAMILY'S LIFE**
A PHOTO ESSAY • IN LIVING

MORE THAN
\$50
IN COUPONS
INSIDE

ROCHESTER

Democrat and Chronicle

UNDAY, MARCH 14, 2010

DemocratandChronicle.com

\$1.50 NEWSSTAND

ON THE LADDER

Varied career path leads to Geva

LEAH STACY

After high school, Jersey City native Jennifer Caton moved to New York City and attended the Laboratory Institute of Merchandising to study fashion. By 1991, she had finished college and was working contract jobs in the city.

When the fashion world didn't fulfill her, Caton decided to follow her longtime love of theater and become an actress. She soon had work in soap operas, stage productions and independent films. In 1998, she left New York to be a programming coordinator for ABC in Miami. She worked in broadcasting until 2001.

By then Caton was living in San Francisco and spent the next eight years as an executive assistant for a real estate developer. After marrying and following her husband to Rochester, Caton landed a job with Geva Theatre Center as donor relations/special events coordinator, where she has been for six months.

What do you do?

I help the development staff with cultivation of patrons, donors and

Jennifer Galvez Caton

Donor Relations/
Special Events
Coordinator for
Geva Theatre Center.

Age: 39.

Residence:
Pittsford.

Family: Husband, Kevin.

Education: Associate's degree in fashion merchandising/business management from the Laboratory Institute of Merchandising, intensive programs taken at the American Conservatory Theatre in San Francisco and Stella Adler Conservatory in New York City.

special events designed to enhance Geva Theatre Center's community connection. I (also) coordinate with the marketing staff to execute successful recognition and fundraising events for patrons and donors.

What kinds of challenges does your industry face?

We need to be sure that donors



Caton

realize their money doesn't just go to the play they are helping to sponsor, but (also) to the long-term fueling of arts in education and throughout the community.

What's been your biggest career hurdle?

The adjustment from one coast to another and not having family and friends in the area was quite difficult, but I am in a field which catapults me into meeting new people and (building) not only professional relationships, but lasting personal ones.

What advice have you gotten in the past that has helped guide your career?

Life has many twists and turns, and you never know where you will wind up.

What is your ultimate career/life goal?

To surround myself with intelligent, knowledgeable and fun people in theater/arts and never stop learning. ☺

Stacy is a freelance writer in Rochester.