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## **Raue welcomes new team members**

**Date:** August 6, 2010 **Section:** Blogs

**Raue Center** for the Arts has added three new staff members in recent months. Amy Malpica is **Raue Center** for the Arts' first director of marketing.

Malpica previously worked with Young & Rubicam in Chicago, and brings with her a long history of marketing, advertising and communications experience, according to a press release from officials of the **Raue Center** for the Arts in downtown Crystal Lake.

Malpica's experience includes developing innovative ways to differentiate a brand while maintaining a consistent message through all marketing facets, and developing and executing marketing plans based on the current marketplace.

The addition of this position is one of several significant investments that **Raue Center** has made in its future. Also joining the team is Rhienna Kujawa as the director of development. She replaces Christin Kruse, who took over as vice president of funding for Pioneer **Center** for Human Resources in June.

Before accepting the position with **Raue Center**, Kujawa worked with Family Health Partnership Clinic as an event coordinator. While there, she increased participation and funding of the Care 4 Breast Cancer 5k Walk/Run by more than 30 percent, the press release said. She will be tasked with expanding the depth of **Raue Center**'s community involvement and fundraising initiatives.

Melissa Thomfohrda will round out the trio as marketing and development manager, offering support to both departments. It's a natural transition for **Raue Center** as Thomfohrda served as the assistant to both departments before taking on this role.

“During difficult economic times, you have to get your best game face

on and tackle the obstacles ahead of you," said Richard Kuranda, executive director of the **Raue**. "I firmly believe that **Raue Center** has made great strides over the past year and we hope to build on the recent success with the addition of these three new staff members."

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