

San Francisco  
**JEWISH**  
Film Festival

Dear Friend,

I'm very excited to announce that we have hired Lexi Leban to be our new Executive Director. She will begin her employment at the Festival on November 7, 2011.

We chose Lexi from a large pool of applicants from around the world. I want to thank the members of the search committee: fellow board members Amanda Berger, Sandee Blechman, Gale Mondry, Janet Schneider and Dan Wohlfeiler; KC Price, Executive Director of Frameline, the San Francisco International LGBT Film Festival; and Debbie Findling, Deputy Director for the Richard and Rhoda Goldman Fund.

A longtime member of the Bay Area film community, Lexi has worked in all aspects of film, from production to distribution. She's also worked with numerous film festivals, including the Mill Valley Film Festival, the San Francisco International Film Festival, and the Global Social Change Film Festival in Bali.

Lexi is currently Academic Director of the Digital Filmmaking & Video Production Program at the Art Institute of California, where she built the department from its inception. She's taught interactive media and prepared a whole new generation of filmmakers for careers in today's rapidly changing environment. Her most recent feature documentary, *Girl Trouble*, which follows young girls in San Francisco's juvenile justice system, aired on PBS's acclaimed series *Independent Lens* in January of 2006, and won Best Bay Area Documentary at the San Francisco International Film Festival. To see clips, visit <http://www.newday.com/films/GirlTrouble.html>.

Besides a commitment to our mission, Lexi brings a commitment to first-class programming about Jewish life and issues of importance to our diverse community. We are particularly excited to have someone who has her breadth of experience working with young filmmakers and new media, which will be absolutely vital in keeping us meaningful and relevant to new generations.

Lexi's been coming to the festival for more than ten years, but we're still eager to have her meet as many of you as soon as possible. Once you do, I am confident that you will share the board and staff's excitement about Lexi and the future of the SFJFF under her leadership.

Warm regards,



Dana Doron

President, SFJFF Board of Directors