

UNICORN · COLONIAL · PLAYHOUSE
BERKSHIRE
THEATRE GROUP

Press Contacts:

Amy Moorby

Director of Communications
(413) 448-8084 x15
amy@berkshiretheatre.org

Becky Brighenti

Director of Marketing & Public Relations
(413) 448-8084 x11
becky@berkshiretheatregroup.org

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**Berkshire Theatre Group Welcomes
Two New Trustees to its Board**

Pittsfield, MA — Berkshire Theatre Group (BTG) and Artistic Director, CEO Kate Maguire are pleased to welcome two new members to its Board of Trustees: **Alisa Lessing** and **Sarah Eustis**. Both bring deep professional experience and a strong commitment to the arts and community leadership.

Alisa Lessing is an arts advocate and theatre lover who divides her time between New York City and Hillsdale, NY. Lessing is also the board chair of Ars Nova Theater, a non-profit theatre in NYC dedicated to developing new and emerging artists in theatre, comedy and music, and is a member of the board of directors of the Colorectal Cancer Alliance, a non-profit organization dedicated to ending colorectal cancer.

Professionally, Lessing is currently a strategic advisor to Markup AI, an AI-native Content Guardian Agent that helps organizations use automated content governance. Lessing recently stepped back from a distinguished 30-year career as a regulatory lawyer for global investment and asset management firms including BlackRock, Goldman Sachs and Bear Stearns.

Sarah Eustis, who hails from a family with a long-standing legacy in the Berkshires, is the Chief Executive Officer of Main Street Hospitality, a Stockbridge-based company that owns and operates unique independent hotels across the United States, including the historic Red Lion Inn in Stockbridge, a landmark closely connected to the local community. Her grandmother,

Jane Fitzpatrick, was a longtime supporter and leader of Berkshire Theatre Group, a testament to the family's enduring commitment to the arts.

Prior to launching Main Street Hospitality, Eustis spent decades in senior leadership roles with global apparel companies including Polo Ralph Lauren, Gap Inc., Limited Brands and Etam in France, where she led brand repositioning, market expansion and operational growth initiatives. In 2012, Eustis returned to the Berkshires to lead the third generation of her family's hospitality business, guiding its transition to new leadership while strengthening its commitment to thoughtful, community-centered operations.

Eustis has also been active in nonprofit and cultural organizations, serving as an advisor to the Boston Symphony Orchestra and as a board member of Jacob's Pillow Dance Festival, Hancock Shaker Village and The Indian Mountain School. She currently serves on the advisory board of the UMass Isenberg School of Management Hospitality and Tourism Management program and is a member of the Young Presidents Organization, New England Gold Chapter.

"We are thrilled to welcome Alisa and Sarah to the Berkshire Theatre Group Board of Trustees," said Kate Maguire. "Both bring exceptional leadership experience and a deep appreciation for the arts and community. Their perspectives and expertise will be invaluable as we continue to grow our programming and advance important initiatives such as the restoration of the historic Stockbridge Playhouse."

Berkshire Theatre Group's Board of Trustees plays a vital role in supporting the organization's mission to bring world-class theatre, music and entertainment to the Berkshires while nurturing artists and serving the region through educational and community programs.

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About Berkshire Theatre Group

The Colonial Theatre, founded in 1903, and Berkshire Theatre Festival, founded in 1928, are two of the oldest cultural organizations in the Berkshires. In 2010, under the leadership of Artistic Director and CEO Kate Maguire, the two organizations merged to form Berkshire Theatre Group (BTG).

Berkshire Theatre Group's mission is to support wide-ranging artistic exploration and acclaimed performances in theatre, dance, music and entertainment. Each year, BTG produces and presents performances to over 68,000 attendees and, through its Education Program, serves over 10,000 Berkshire County school children annually. BTG is proud to offer the only approved curriculum-based theatre educational programming of its kind in the region, integrating the arts directly into classroom learning and enriching students' academic and creative development.

In July 2020, Berkshire Theatre Group was the first company in the United States to earn approval from Actors' Equity Association to produce a musical (*Godspell*) in the wake of the

COVID-19 pandemic.

In 2028, Berkshire Theatre Group will celebrate 100 years of theatre.