

# ***Wagner Society of Dallas***

invites you to a program by  
General Director and CEO **Keith Cerny** of The Dallas Opera

Title of the presentation:  
**Wagner and Bayreuth: The ultimate musical “brands”**

Fresh from his trip to the 100th Wagner festival in Bayreuth, General Director and CEO Keith Cerny will present his perspective on the Wagner and Bayreuth “brands,” and what artistic, financial and operational lessons American companies can learn from the Festspiel’s success.

Gloria and Bob Rege at 3940 Purdue, Dallas, Texas 75225  
will host the event

Monday, November 7, 7:00 p.m.

Wine, hors d’oeuvres \$20, members \$25, non members

**RSVP:** Roger Carroll 214/827-7352

