

FOCUS 20/20: Your Theatre, Your Town 33rd Annual Conference and Theatre Tour Cleveland, Ohio July 15-18, 2009



Last updated 7/1/09; subject to change.

TOOLS AND TECHNIQUES

Panel discussions, hands-on workshops, case study presentations and presentations of research from the field will be offered on a variety of topics related to best practices and emerging trends during a segment each day of the conference. All sessions will be repeated following a short refreshment break, so you can attend twice as many sessions this year.

This page contains session topics, descriptions, speakers and room assignments as they become available. Speaker bios (in alphabetical order) follow the list of topics and descriptions.

Session III

Friday, July 17, 2009

9:45-11:00 AM and 11:15-12:30 PM

Wyndham Hotel Meeting Rooms, 3rd Level

Booking Broadway

Historic theatre venues with small stages and limited dressing rooms, fly space and backstage access present unique challenges for touring productions, but have the same need for top-notch artistic product as larger venues. How can major producers of road shows help? Learn from a panel of seasoned pros, producers of more than 100 Broadway shows, about guarantees, splits, riders and just how many trucks will really fit into your space.

***Presenters:** Deborah Smith, Newberry Opera House, Newberry, SC; Gary McAvay, Columbia Artists Theatricals/Musical Theatre Associates, New York, NY*

Rust Belt to Artist Belt

The emergence of economic models based on ideas, innovation and creativity -- the creative economy -- has begun to transform older industrial cities into creative workforce centers. Join Tom Schorgl, president and CEO of the Community Partnership for Arts and Culture, in discussion of an important study examining challenges in rust belt cities and outlining prospects that mutually benefit artists and community leaders when they join forces.

***Presenter:** Tom Schorgl, Community Partnership for Arts and Culture, Cleveland, OH*

Non-Profit Board Responsibilities: New IRS Form 990

With the introduction of the new Form 990, the IRS has expressed a strong interest in the way non-profit organizations are governed. Are your board members embracing the new Form 990 as an opportunity to improve their governance effectiveness and transparency and achieve greater accountability? This session will highlight significant changes, impacts that these can have on governance of your non-profit organization and what we might expect in the future.

***Presenter:** Darlene Smolik, Plymouth Soundings, LLC, Loudon, TN*

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Expanding Capacity through Collaboration: Cleveland's Joint Marketing Project

Stretching resources through collaboration is especially important during tough economic times. Yet collaborations can be difficult to manage. Learn about Cleveland's Collaborative Marketing Database, an effort coordinated by the Community Partnership for Arts and Culture to help Cleveland-based arts and cultural organizations achieve greater return on their direct marketing efforts. From an overview of the project to tips for managing collaborations, you'll hear first hand how this project is changing the way arts and cultural organizations in Cleveland do business.

Presenter: *Megan Van Voorhis, Community Partnership for Arts and Culture, Cleveland, OH*

The Historic Theatre Advantage – Converting Ticket Buyers to Theatre Donors

Austin has recently realized its dream to build a big new performing arts center. But, more and more ticket buyers are coming to the 1,284-seat, historic Paramount Theatre with its cramped lobby and compromised stage. Donors have grown from 20% to 67% of subscribers? How have they done it?

Presenter: *Ken Stein, Austin Theatre Alliance (Paramount Theatre), Austin, TX*

SPEAKER BIOS (in alphabetical order)

GARY MCAVAY

President

Columbia Artists Theatricals (CAT)

Mr. McAvay has represented numerous national tours including *Annie, Cats, Chicago, Chita Rivera: The Dancer's Life, Copenhagen, Dirty Rotten Scoundrels, Elaine Stritch At Liberty, Evita, Grease, Jesus Christ Superstar, Joseph and the Amazing Technicolor Dreamcoat, Master Class, Ragtime, STOMP, and Tap Dogs*. His co-producing credits include *Bring in 'Da Noise, Bring In 'Da Funk* starring Savion Glover, *Sunset Boulevard* starring Petula Clark, *Fascinating Rhythm*, the Royal National Theatre production of *Carousel, Jelly's Last Jamb, Born Yesterday, The King and I, Starlight Express*, and on the West End, *Gone with the Wind* directed by Treavor Nunn. Mr. McAvay holds a BFA from Denison University and an MFA from Brooklyn College. He is a member of the National Alliance for Musical Theatre and the Broadway League, and is a recipient of the Broadway League's Lifetime Achievement in Touring Broadway Award. This season he will also be representing *Blue Man Group* and Twyla Tharp's new dance musical *Come Fly With Me*.

THOMAS B. SCHORGL

President and CEO

Community Partnership for Arts and Culture, Cleveland, OH

Thomas B. Schorgl is president and CEO of the Community Partnership for Arts & Culture (CPAC) located in Cleveland, OH. Schorgl manages the organization's work to strengthen Northeast Ohio's regional arts and culture sector through public and private partnerships.

CPAC is a nonprofit arts and culture service organization with three core competency service areas in public policy, business development, and research. CPAC works with county and municipal governments to encourage public policy that is responsive to the needs of the arts and culture sector, while improving the community as a whole. The organization provides business training to individual artists and business assessment and diagnostic services to small-to mid-sized nonprofit arts and cultural organizations. CPAC's research efforts are devoted to understanding the multiple values and impact of the arts and

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culture sector on the region's economy, education and community development through analysis of economic trends and market studies.

Prior to developing and managing CPAC, Schorgl was president of Culture Works from January 1994 to June 1997. There he designed and managed the formation of Culture Works through a merger of two arts and cultural institutions: a united arts funding organization and a local arts agency located in Dayton, OH. Schorgl led the Indiana Arts Commission (IAC) as its executive director for a decade beginning in August 1983. Schorgl began his professional arts administration career as curator and then executive director of South Bend Regional Art Museum. He holds BFA and MA degrees from the University of Iowa and an MFA from Miami University in Ohio.

DEBORAH SMITH

Executive Director
Newberry Opera House, Newberry, SC

The Executive Director of the Newberry Opera House Foundation, Deborah Smith manages the facility and works extensively with the economic development of the region. Prior to Newberry, Smith was Arts Coordinator for, Middlebury College, in Vermont, where she was responsible for the construction and management of the new 20 million dollar facility with 3 performance spaces plus museum, library and restaurant, as well as classrooms and teaching spaces.

She was the founding General Manager of the Stamford Center for the Arts, in Stamford CT, where she directed the day to day activities of arts complex with 3.5 million dollar annual budget, overseeing the construction of one new building including an 800 seat theater, a 200 seat black box and a radio/television facility. She assisted in the renovation of the Shubert Performing Arts Center in New Haven, Connecticut as the Assistant to Director. Smith has also served as an arts consultant in Alaska, Connecticut, Texas and throughout the country. She began her arts experiences as the Concert Manager/Administrative Assistant at the Yale School of Music, where she managed Sprague Hall, and over 1,000 student and professional concerts and events a year. She has lectured on Arts administration in various institutions including the Yale School of Music, and most recently Clemson University.

As a producer, she has worked on Broadway productions and produced plays and events for the American Shakespeare Festival at the University of Connecticut, The American Place, NYC, and at the Edinborough Festival. She completed Fred Vogel's course for producers and has worked on projects with him. She has served as a panelist for the National Endowment, the South Carolina Arts Commission, South Carolina Department of Tourism, the Vermont Arts Commission and Connecticut Commission on the Arts, and on many boards in Connecticut, New York, Vermont and now South Carolina.

She was educated at Elmira College and pursued graduate degrees at the University of Connecticut and the University of Vienna, Austria. As a member of the Society for Women Geographers, she travels and writes extensively.

DARLENE SMOLIK

President
Plymouth Soundings, LLC, Loudon, TN

Darlene (Dee) Smolik works with clients that want to benefit from equity in State and Federal Tax Credits for historic rehabilitation projects. She provides financial coordination services throughout the financing process, project completion and subsequent operations startup. Dee worked as project coordinator and owner's representative on Tennessee Theatre in Knoxville, a \$30 million rehabilitation project that achieved almost \$7 million of additional equity. Subsequent projects include the Adler Theatre in Davenport, the Fox Theater in Spokane, Proctor's Theatre, Stanley Theatre, Clemens Center and Hudson Opera House in New York State and the Colony/Hippodrome in Ohio. A frequent presenter at

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LHAT's annual conference, Dee has also served as a presenter for LHAT's *Financing Historic Theatre Rehabilitation Projects* seminars. Currently, Dee serves on the League's Board and is a member of the Finance and Education Committees.

KEN STEIN

Executive Director, Austin Theatre Alliance, Austin, TX

Ken Stein has worked with several non-profits over the past 20 years. He began his career in the for-profit sector with Humana Inc. where he spent 5 years as a marketing and public relations professional. Since entering the non-profit arena, Stein has raised over \$50 million for local, regional, and national non-profit organizations including PBS, Planned Parenthood and the American Cancer Society. During his career Stein has worked with several distinguished individuals including Vice President Al Gore, President Jimmy Carter, Ambassador Andrew Young, Senator Sam Nunn and Billy Payne who was Head of the Atlanta Committee for the Olympic Games.

His accomplishments with special events and on-line fundraising have been featured in *The Chronicle of Philanthropy*, *The NonProfit Times*, *InternetWeek.com*, *Business Week Online* and *Direct Marketing News*. Currently Mr. Stein is the Executive Director for the Austin Theatre Alliance which manages the Paramount Theatre, Austin's oldest performing arts center, as well as the State Theatre Company.

MEGAN L. VAN VOORHIS

Vice President

Community Partnership for Arts and Culture, Cleveland, OH

Megan Van Voorhis joined CPAC full-time in 2003 and was promoted to Vice President in 2007. During her tenure, Ms. Van Voorhis has conducted and managed research projects in the areas of arts and cultural economic impact, cultural tourism, local public sector funding of arts and culture and marketing. She has been active in the organization's public policy efforts including serving as Chair of the Lake County Visitors Bureau Arts and Culture Fund adjudication panel and assisting with the development and implementation of Cuyahoga County's Arts and Culture As Economic Development Grants program and the newly formed Cuyahoga Arts and Culture. She co-created the Artist as an Entrepreneur Institute and has been instrumental in licensing the program to other cities in the United States. Ms. Van Voorhis is an adjunct faculty member in the Arts Management program at Baldwin Wallace College. She holds a Bachelor of Fine Arts in dance from The Ohio State University and a Master of Business Administration from Case Western Reserve University.