



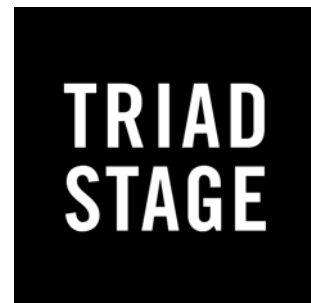
Presents the 2009

Producing Theatre Gathering

UNC School of the Arts, Design and Production
Winston-Salem, NC

August 5-7, 2009

Leading Sponsors



Supporting Sponsor



This project was supported by the North Carolina Arts Council with funding from the state of North Carolina and the National Endowment for the Arts, which believes that a great nation deserves great art.

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NCTC Producing Theatre Gathering Chair - Robert Wildman

Special Thanks: Chancellor John Mauceri, Dean Joe Tilford, Brent LaFever, Captain Eric Boyce and the UNCSA Campus Police, Erika Webster and the staff of ARAMARK, Dave and Siobhan Olson, Matt Jones and the School of Filmmaking, our presenters and the entire faculty, staff, and administration of the University of North Carolina School of the Arts and the School of Design and Production.

Leading Sponsors

**UNC School of the Arts - School of Design and Production
North Carolina Arts Council
Triad Stage**

Supporting Sponsor

North Carolina Blumenthal Performing Arts Center

Upcoming Events:

- **October 15:** Free Night of Theatre
- **October 30 & 31:** Regional High School Play Festival
- **November 6 & 7:** Regional High School Play Festival
- **November 19-21:** Fall Gathering at Greensboro College (State High School Play Festival, SETC Screening Auditions, Unified College/University Auditions and Fair)
- **March 20, 2010:** Middle School Play Festival

2009 Producing Theatre Gathering Agenda

WEDNESDAY, AUGUST 5

6:00pm

Dinner Event - Hosted by Dave and Siobhan Olson

UNCSA faculty member Dave Olson and his wife, Siobhan (a board member of the Arts Council of Winston-Salem), invite us to enjoy a cook-out at their home. Dress casually and take this opportunity to socialize, network, and have fun!

THURSDAY, AUGUST 6

9:00am

Registration, Coffee and Networking

10:00am

Introductions and Welcome - NCTC Board and UNCSA Leadership

Room 1

10:30am

Creative Curriculum – Emily Nettnin Earle

Room 1

Attendees will learn practical techniques about how to effectively take state educational standards and create fun, hands-on, technologically innovative curriculum for elementary, middle and high school students and how to communicate with teachers to form partnerships. The session will conclude with an opportunity for attendees to experience curriculum writing in a group format and attendees will receive examples of written curriculum, study guides and activities to take with them.

Emily Nettnin Earle has worked as a professional puppeteer for Disney, taught middle school drama in Brandon, Florida and directed several youth and community productions in the Tampa Bay area. Emily is a graduate of the MFA Performing Arts Management program at the UNC School of the Arts, where she returns each year to teach an Arts and Education course. Emily has worked in the Marketing and Development arena for local arts organizations (including NCTC).

10:30am

HR Strategies for Navigating through Turbulent Times – Peggy Joines

Room 3

Peggy Joines recently retired from her position as Senior Vice President of Human Resources for Wachovia in Winston-Salem. She is an avid supporter of the arts and has served as the chair of the board of the Arts Council of Winston-Salem and Forsyth County. Each of Peggy's sessions will be limited to 20 participants and will focus on how to effectively manage through the personal and professional impacts resulting from our industry's changing landscape.

12:00pm

Lunchtime Socials - Breakouts by Location

Rooms TBA

With the hustle and bustle of every day, do you ever feel like you see your local peers more at statewide events than in your own community? Take this opportunity to reconnect with your theatrical neighbors in your own community and share your successes and struggles.

1:00pm
Room 1

Moving Donors into Major Giving – Dale Nettin

Attendees at this workshop will learn how to determine what a major gift is in your organization; how to build relationships with donors and determine who can be moved into a major gift category (moves management); and how to use your staff and board to help determine major givers. The presentation will also discuss how to keep your donors interested in your organization and how to get a “yes” in the current economic world of “no”.

Dale Nettin is the Assistant Vice President for Advancement at the Lutheran School of Theology in Chicago. As an A.V.P for Advancement, Dale is LSTC’s major gift officer working with LSTC Alumni and friends located in Iowa and the southeastern United States. Even though he claims no artistic abilities, he and his wife, Melody, have two grown and VERY artistic daughters and he has long been an arts patron both in Florida and in North Carolina.

1:00pm
Meet in Lobby

UNC School of the Arts Campus Tour

School of Design and Production Dean Joe Tilford will give participants a unique tour of the campus’ seven performance spaces and more than 70,000 square feet of shop space.

2:30pm
Room 1

FULL GROUP SESSION – Partnership to Policy: Win-Win Strategies Secretary Linda Carlisle and Arts NC Executive Director Karen Wells

North Carolina Secretary of Cultural Resources Linda Carlisle will begin this session and conversation about building and maintaining relationships with supporters and policy makers. Arts NC Executive Director Karen Wells will focus on advocating to the fullest of your legal limit and professional responsibility.

4:00pm
Room 1

New Media: Quick Fire Review – Shane Hudson

New to New Media? Do you want to get started, but don't know where to begin? Get the introduction you've been waiting for! Shane D. Hudson, Assistant Director of Development at PlayMakers Repertory Company and blogger at TheatreNorthCarolina.com, will cut through the clutter and give you a straightforward introduction to New Media. His 2008 gathering session drew rave reviews and he is back – first with this recap/basic session – and then with a more in-depth session on Friday.

4:00pm
Room 3

Idea Exchange: Board Development and Success Facilitated by Ron Law

Theatre Charlotte Executive Director and NCTC Board Chair Ron Law leads this roundtable discussion. Be prepared to share what is working for you, challenges you are facing, and new ideas.

6:00pm

Dinner Event – Film Village BB&T Lobby

Please join us for dinner and drinks at UNC’s Film Village. The NCTC Board of Directors hopes that you will take this time to chat with them - to share your ideas about NCTC’s programming and services.



FRIDAY, AUGUST 7

9:00am

Registration, Coffee and Networking

9:30am

Room 3

HR Strategies for Navigating through Turbulent Times – Peggy Joines

Peggy Joines recently retired from her position as Senior Vice President of Human Resources for Wachovia in Winston-Salem. She is an avid supporter of the arts and has served as the chair of the board of the Arts Council of Winston-Salem and Forsyth County. Each of Peggy's sessions will be limited to 20 participants and will focus on how to effectively manage through the personal and professional impacts resulting from our industry's changing landscape.

9:30am

Room 1

Idea Exchange: Pricing, Discounts, Special Offers

Facilitated by Charlie Flynn-Mclver

NC Stage Artistic Director and NCTC Board Member Charlie Flynn-Mclver leads this roundtable discussion. Be prepared to share what is working for you, challenges you are facing, and new ideas.

9:30-12:30pm

Sign-up in Lobby

Consultation Sign-Up: Emily Nettnin Earle and Dale Nettnin

During this time, participants may sign-up for one-on-one consultations with presenters, for conversations directly related to your company.

11:00am

Room 1

Community Engagement Using Facebook and Twitter – Shane Hudson

Twitter and Facebook are all the rage, but what really works and what really doesn't? This session will focus on specific tips, tricks and tools for making your online presence top-notch. Learn how to "share", "tweet" and "fan" your way to increased participation and greater community engagement. This session is open to all, novices and pros alike, and will cover everything from setting up sending your first tweet to creating custom Facebook tabs!

Shane Hudson is the Assistant Director of Development at PlayMakers Repertory Company and blogger at TheatreNorthCarolina.com. Shane has previously served as general manager and marketing director for Blue Man Group Boston, theater manager for the historic Charles Playhouse and executive director of StageSource - the Alliance of Theater Artists and Producers. He also served on the StageSource board of directors and founded GhostLight Media Inc.

11:00am

Room 2

Negotiation: Skill or Art? – Dave Olson

Negotiation, in its many forms, can comprise a significant portion of an arts administrator's day. From banking and lease agreements, to employment agreements and artist contracts, negotiation is a skill that can be studied and, with practice, developed. This session will introduce participants to the fundamental tools of win-win negotiations including positions, interests, frames, anchors, walk-away points and alternatives to an agreement. We will review a framework that will help you prepare for, and realize a favorable outcome for both parties to the agreement.

Dave Olson is a licensed CPA and a member of the Performing Arts Management Faculty at the UNC School of the Arts. He serves on the board of the Little Theatre of Winston-Salem and the Winston-Salem Symphony.

- 12:30pm**
Rooms TBA
- Lunchtime Socials - Breakouts by Job Title**
Join a group of peers to discuss issues specific to your position. Many participants wear multiple hats and will be grouped together to discuss that issue as well!
- 1:00-3:30pm**
Sign-up in Lobby
- Consultation Sign-Up: Shane Hudson and Dave Olson**
During this time, participants may sign-up for one-on-one consultations with presenters for conversations directly related to your company.
- 2:00pm**
Room 1
- Producing New Work – Preston Lane, Brannon Wiles and Rich Whittington**
Panelists Preston Lane (Artistic Director of Triad Stage) and Brannon Wiles (Commercial Producer/General Manager/NCTC Board Member) will share their experiences with the creation of new works, for both commercial and non-profit production. Triad Stage Managing Director Rich Whittington will facilitate the conversation between the group and our panel.
- 2:00pm**
Room 3
- Idea Exchange: Development Success Stories**
Facilitated by Dale Bartlett
Flat Rock Playhouse Managing Director Dale Bartlett leads this roundtable discussion. Be prepared to share what is working for you, challenges you are facing, and new ideas.
- 3:30pm**
Rooms TBA
- Group Breakout Session by Budget Size**
Participants will be divided into groups by company budget size to discuss a variety of issues. A leader will be selected by each group to report back to the full group at the closing session. Topics will be distributed to each group, and answers will be recorded and brought back to the larger group for discussion.
- 4:30pm**
Room 1
- Idea Exchange: Putting It Together**
Facilitated by Angie Hays
In this session, each of the group leaders (from the budget breakout sessions above) will report to the full group. We will use this time to reflect and to make plans for collaboration and future conferences. NCTC Executive Director will offer her closing remarks and facilitate this final conversation.

Directions (from UNCSA Campus):

I-40: Turn right on to Ehle Drive from the commuter parking lot. Go through UNCSA gate and continue on to the traffic circle. Take a right on the second spoke of the circle which is Waughtown Street. Continue on Waughtown. At traffic light, turn right on Vargrave Street. Continue on Vargrave until you come to the next traffic light which is Sprague Street. Make a left on Sprague and take a right on to the US 52 South entrance ramp. Get on to US 52 South and the next exit will be for I-40W towards Statesville. The exit after that will be for I-40E towards Greensboro.

Wingate Hotel: Turn left on to Ehle Drive from the commuter parking lot. Go through UNCSA gate and make a left on to Waughtown Street. At light, make a right on to Main Street. Go through traffic circle and take second spoke which is Old Salem Road. Stay on Old Salem Road and when you go downtown it will become Main Street again. The Wingate is located on Main Street near 5th Street.

NTBF Performances Venues:

Performance Place (Thrust Theatre and Catawba Theatre): Go out the Design and Production building and walk down Ehle Drive to the circle. Performance Place is on the right of the circle and both theatres are located inside. **RJR Black Box Theatre:** Go out the Design and Production building and walk next door to the Pierce Building. RJR Black Box is located inside. **Stevens Center:** Turn left on to Ehle Drive from the commuter parking lot. Go through UNCSA gate and make a left on to Waughtown Street. At light, make a right on to Main Street. Go through traffic circle and take second spoke which is Old Salem Road. Stay on Old Salem Road and when you go downtown it will become Main Street again. Turn left on to 4th Street. The Stevens Center is on the corner of 4th and Marshall Streets.

National Black Theatre Festival

Schedule Highlights for August 5-7, 2009

THROUGH THE NIGHT

Presented by Daniel Beaty Productions, Inc. (New York, NY)

Six interconnected black men ages 10-60 aspire, dream, conform, deny and eventually discover self-love to venture out of darkness. Written and performed by Daniel Beaty.

Wednesday at 3pm and 8pm, Salem College Shirley Recital Hall - \$37

NORA COLE'S VOICES OF THE SPIRITS IN MY SOUL

Presented by RACCA's Seaport Salon (New York, NY)

Race women, great and small, foreign and family, come to life. Witness history, touch, heal and change hearts. Created and performed by Nora Cole.

Performed with

DAR HE: THE LYNCHING OF EMMETT TILL

Presented by Mike Wiley Productions (Apex, NC)

In 1955, white men murdered 14-yr. old Emmett Till for whistling at a Mississippi white woman. The incident and ultimate southern judicial cover-up added fuel to the U.S. civil rights movement. Written and performed by Mike Wiley. *Larry Leon Hamlin Solo Performance Series*

Wednesday at 3pm and 8pm, Wake Forest Ring Theatre - \$37

DON'T BOTHER ME, I CAN'T COPE

Presented by North Carolina Black Repertory Company (Winston-Salem, NC)

A high energy musical weaving through segments of the African American experience. Spoken word, jazz, blues and gospel are infused with cultural wisdom and humor as the oppressed arise victoriously.

Written by Micki Grant.

Wednesday at 8pm, UNCSA Stevens Center - \$42

MAD AT MILES: A Black Woman's Guide to Truth

Presented by North Carolina A&T State University (Greensboro, NC)

Follow three women as they evolve from abusive relationships into a life of their creation shaped by strength, peace and their own voice. Written by Pearl Cleage.

Thursday at 8pm, UNCSA RJR Black Box - \$25

DON'T BOTHER ME, I CAN'T COPE

Presented by North Carolina Black Repertory Co. (Winston-Salem, NC)

A high energy musical weaving through segments of the African American experience. Spoken word, jazz, blues and gospel are infused with cultural wisdom and humor as the oppressed arise victoriously. Written by Mikki Grant.

Thursday at 8pm, UNCSA Stevens Center - \$42

IN THE CONTINUUM

Presented by St Louis Black Repertory Company (St. Louis, MO)

An African American teen girl and a Zimbabwe newsreader are worlds apart but united by the diagnosis of HIV. Breaking their suffocating isolation propels them into new vibrant realities. Written by Nikkole Salter and Danai Gurira.

Thursday and Friday at 8pm, UNCSA Performance Place Thrust Theatre - \$37

ASCENSION

Presented by Robinson Williams Productions (Yonkers, NY)

Ruth and Jacob are deeply in love. But their dreams are soiled by a rape, a secret, a birth, a murder. This mystery is tangled with obsession, possession and the freedom to love. Written by Cynthia G. Robinson.

Thursday and Friday at 8pm, UNCSA Performance Place Catawba Arena Theatre - \$37

Continued on back cover

HALLEY'S COMET

Presented by The Halley's Comet Foundation (Califon, NJ)

An 87-yr.-old man chronicles his life through world wars, youthful miss-steps, nuclear bombs and fast food by way of Halley's Comet. Written and performed by John Amos. *Celebrity Performance*

Friday at 8pm, UNCSA Stevens Center - \$42

THE RESURRECTION OF ALICE

Presented by Perri Tales Productions (New York, NY)

15-yr.-old Alice must marry a grandfatherly man. A lifetime later, she discovers her voice, love and a new birth. Written and performed by Perri Gaffney.

Performed with

The Shaneequa Chronicles: The Making of a Black Woman

Presented by Blackberry Productions (New York, NY)

Shaneequa journeys from womb to womanhood searching for her identity, self image and political voice. An Obie Award winning, intimate, funny and daring look into the heart and soul of an African American woman coming of age in urban America. Written and performed by Stephanie Berry.

Friday at 8pm, UNCSA RJR Black Box - \$37

For the complete show schedule, visit www.nbtf.org.



**305 West Fourth Street, Winston-Salem, NC 27101
336.722.2585 x107**

www.nctc.org

The mission of NCTC is to improve and enhance the environment for quality theatre in North Carolina through service, leadership, and advocacy.

Est. 1970

NCTC is a non-profit organization and appreciates tax-deductible donations.