



### **Opening Cocktails on Friday, 8/20**

From 7pm to 10pm, join us at Theater Wit for some drinks and food and meet your fellow attendees. Sponsored by Paczolt Insurance Group, god bless 'em.

### **Sessions on Saturday, 8/21**

*Saturday, 10am - 11am*

#### **Festivals on a Shoestring**

Why produce 2 plays a year when you can produce 30? A panel discussion on organizing festivals of all sizes.

*Panelists:* Tony Adams (Halycon Theater), Anthony Moseley (Collaboraction), Ann Filmer (16th St Theatre), Kerry Reid (Performink, etc), Stefan Brun (Prop Thtr), Henry Godinez (Goodman Theatre)

*Location:* Theater 1

#### **Running a Comedy Theatre**

A panel discussion on running small comedy theatres.

*Speakers:* Matt Barbera (The Playground Theater), Byron Hatfield (The Pub Theater), Mark Geary (Tight Five Productions), Steve Gadlin (Blewt Productions), Angie McMahon (Chemically Imbalanced Comedy)

*Location:* Theater 3

#### **Strategies for Achieving Gender Equity**

When you look at your company's past season line-ups of playwrights, directors, and designers, do you wonder why few female artists have been involved? Are you struggling to attract diverse talent? Panelists from companies of varying sizes and missions will discuss their strategies for recruiting and working with female artists. Speakers from Teatro Luna, Rivendell Theatre and more will provide practical tips. Bring your own ideas, as well as any problems with which you're currently struggling: a hands-on trouble-shooting and brainstorming session will follow the panel.

*Panelists:* Margo Gray (Prologue Theatre), Diane Herrera (Teatro Luna), Tara Mallen (Rivendell Theatre)

Saturday, 11am - 12pm

### **Connecting with the rest of our audience**

How do you start a conversation with the part of you audience that doesn't work in theater? How necessary is it to allow all of an audience to participate in a conversation? In addition, we will discuss not only how this problem effects theaters, but also outside forums about theater.

*Moderator:* Monica Reida (University of Illinois)

*Location:* Theater 3

### **The Second City Complex, and why we can't shake it.**

No one can deny that an informal campaign to label Chicago America's theater capital has been on the rise.

While Chris Jones, romantic out-of-town journalists, Mayor Daley and many prideful Chicago theater practitioners will disagree, this anti-intellectual movement is hagiography of a very dangerous form.

An argument against groupthink, lazy journalism and flabby Chicago corruption (which, like it or not, abounds in our theater scene), this presentation will please no one and start arguments.

*Presenter:* Christopher Piatt (The Paper Machete)

*Location:* Theater 1

Saturday, noon - 1pm

### **Lunch!**

*Location:* Lobby

Saturday, 1pm - 2pm

### **Living Your Mission**

How do we all keep connected to our mission statements? How do artists keep the mission statement front and center and use it as the compass to further the artistic growth of themselves and their audience?

*Presenter:* Martha Lavey (Steppenwolf Theatre)

*Location:* Theater 1

**"A Lawyer, An Accountant, and A Donor walk into a theatre...." -- Board Recruitment and Development**

A discussion of appropriate board recruitment strategies for emerging theatres. What are the challenges, needs, appropriate steps in board recruitment? How do you identify "good" potential board members; and how do you create the necessary relationship?

*Presenter:* Alan Salzenstein (DePaul University, former executive director at Court Theatre, Metropolis PAC, Apple Tree, Drury Lane, Pegasus, and others)

*Location:* Theater 3

**Theatre Advocacy 101**

Are the arts a frill, or essential to livable, vibrant communities? We think the latter, but many decision-makers don't. What can we do about that? Advocacy is central to the mission and success of any theatre or artist. We explain why and how in Theatre Advocacy 101. Learn why your voice matters; what to expect when you engage elected officials and other decision-makers; and action steps you can take right now.

*Presenters:* Scarlett Swerdlow and Joy Ra (Arts Alliance Illinois)

*Location:* Theater 2

*Saturday, 2pm - 3pm*

**Fundraising from Nothing**

How do you get your work funded? This session is for new and small/emerging theater companies or ensembles (budgets under \$100,000) looking to create or build a fundraising campaign. We will discuss the fundamentals of creating a fundraising program from the ground up through audience questions. We will offer suggestions to solving each other's problems, expose helpful resources, and hopefully dream up a few new ideas.

*Presenter:* Mercedes Rohlfs, Theater Wit

*Location:* Theater 1

**How about some Meat in the Well-Funded Stomach?**

Far too much time is spent on the marketing and administration of theater at the expense of creating unique experiences that have something to say to audiences and artists alike. Let's talk about the art and make it the first priority.

*Presenter:* Don Hall (WNEP Theatre)

*Location:* Theater 2

**Embracing volunteers**

How do you effectively use and mobilize your volunteer base? Marne Bariso from the Chicago History Museum leads a conversation on some strategies for deepening and developing this critical connection for arts organizations.

*Presenter:* Marne Bariso (Chicago History Museum)

*Location:* Theater 3

*Saturday, 3pm - 4pm*

**The Advantages - and Risks - of Collaboration**

There are plenty of good reasons to collaborate with another organization when creating a theatrical work. But there are plenty of risks to manage as well. In this presentation, we'll explore the benefits and challenges of various types of collaborations, including artistic, administrative, financial, contractual, and marketing.

*Presenter:* Kevin Mayes (Bailiwick Chicago)

*Location:* Theater 1

**The Working Comedy Artist**

There are two types of comedy artists, those that are happy performing part time for fun, and those whose only desire in life is to perform full time as their means of life. This presentation addresses the common factors that performers often ignore, but that are simply imperative to becoming a full-time artist. It stresses focus on community building and support.

*Presenter:* Byron Hatfield (Pub Theatre Company), which has a stable of 6 full-time and 30+ part-time paid actors.

*Location:* Theater 2

**Executive/Managing Director as a Career -- Skills, Training, Expertise**

A discussion of the skill set, training, and characteristics necessary for a "career" as a theatrical Exec/Managing Director, spanning multiple organizations. Insight and discussion on similarities and differences between organizations and their needs, how to be successful professionally as an Exec Director - creating an identity separate from the organizations one serves.

*Presenter:* Alan Salzenstein (DePaul University, former executive director at Court Theatre, Metropolis PAC, Apple Tree, Drury Lane, Pegasus, and others)

*Location:* Theater 3

Saturday 3pm - 4pm

*Coffee Break in the Lobby, chill time*

Saturday, 4pm - 5pm

### **Meetups**

We have an hour dedicated to getting folks of like minds together, from Artistic Directors to Dramaturgs to Executive/Managing Directors to playwrights, and so forth. Sign up for one of these sessions when you sign in and we'll find you a home.

6pm Saturday

### **Food and Drink at Joey's**

Join us at Joey's Brickhouse for yummy complimentary food and a cash bar. Hang out after a tuff day of absorbin' da knowledge.

### **Sessions on Sunday, 8/22**

Sunday, 10am - 11am

### **Embracing New Work**

Talking through the process from submission to commission to production of new work here in Chicago. ATC's Artistic Director PJ Paparelli will discuss different methods of developing new work. Since 2007, Paparelli has shepherded 7 world premieres or second productions at ATC from some of the country's leading playwrights including Greg Kotis and Mark Hollmann, Itamar Moses, Lisa Loomer, Kristoffer Diaz, and Members of the Tectonic Theatre Project.

*Presenter:* PJ Paparelli (American Theatre Company)

*Location:* Theater 1

### **Going Equity in Chicago**

Open and frank discussion about the facts surrounding working as an Equity theatre in Chicago. How and when a theatre should begin this process.

*Presenter:* Luther Goins (Actors' Equity Association)

*Location:* Theater 2

**Site-Specific and Environmental Theater**

Drawing on 25+ years of production, direction, play development and design for environmental and site-specific theater, Christopher Carter Sanderson will give an overview of the hot topics in this exciting area, inspiring spirited discussion on the principles that make it tick in Chicago. Mr. Sanderson, SDC, ASCAP, Dramatists Guild, is the founding artistic and producing director of Gorilla Rep (since 1992), author of "Gorilla Theatre" (Routledge 2003) and active theater advocate in the media.

*Presenter:* Christopher Carter Sanderson (Gorilla Repertory Theater Company, Inc.)

*Location:* Theater 3

*Sunday, 11a - 12p*

**Arts Education Confab**

A panel of arts education leaders will discuss top questions facing funders and organizations that already have or are considering implementing arts education programs. The panel will consist of Frank Baiocchi, a program officer at Polk Bros. Foundation, Nicole Losurdo, Education Director at The Auditorium Theatre, Merissa Shunk, Director of Education at Adventure Stage Chicago, and Amanda Farrar, Executive Director at Barrel of Monkeys. The session will cover questions from attendees and topics such as:

- 1) Why arts education and is it right for your organization?
- 2) What does effective arts education look like?
- 3) What resources exist to shape or advance arts education programs?

If you are an arts organization leader, educator, grant writer, funder, or arts education enthusiast, you will want to take part in this forum.

*Moderator:* Frank Baiocchi

*Location:* Theater 1

**What is the Cermak Creative Industries District?**

The Department of Cultural Affairs recently received a grant from the NEA to push forward with planning for the creation of a district entirely devoted to workspaces for the arts in all disciplines. Located at Cermak Road and the Chicago River just west of Chinatown, four historic warehouse buildings are tightly clustered together and mostly vacant. Hear all about the project and discuss how the theater community can play a role in it's future.

*Presenter:* Julie Burros (City of Chicago)

*Location:* Theater 2

**Empowering Ensembles**

A panel discussion about business and operational issues facing ensemble-based theatres. Topics may include: Artistic leadership, Staff leadership, Board involvement, Membership and Financial concerns.

*Panelists:* Gwendolyn Whiteside (American Blues Theatre), Luther Goins (Actors Equity), Jen Avery (Next Theatre, Strawdog Theatre)

*Location:* Theater 3

*Sunday, noon - 1pm*

**Lunch!**

*Location:* Lobby

*Sunday, 1pm - 2pm*

**I Live Here Too - Place and Space in Chicago**

Many Chicago theatres operate in a tradition of occupying spaces that are not technically theatres in neighborhoods that could be considered a little off the beaten path. In this discussion led by Chicago Fringe Festival founding member, Mikayla Brown, the group will cover how and why theatres come to choose their artistic homes. We hope to focus on helping each other create a conception of theatres as interacting with the day to day realities of the neighborhoods that they have settled in.

*Presenters:* Sarah Mikayla Brown (Chicago Fringe Festival), Madrid St Angelo (UrbanTheater Company)

*Location:* Theater 1

**So, you want a space?**

So, as the dust settles around our own construction, I'll talk about the numbers (both budgeted and real), the timeframes, city licensing requirements and what you need if you want to start building your own space. I'm a total expert on this for at least another 12 months before it all falls out of my brain, so come and ask me anything. I'll also be giving participants access to our entire project board, which includes budget figures, blueprints, problems met, etc.

I will also share the operating costs now that we have the space, so we can talk about what the long term commitment of owning a space really is.

Relive the drama! The horror! The thrilling beauracracy!

*Presenter:* Jeremy Wechsler (Theater Wit)

*Location:* Theater 2

*Sunday, 2pm - 3pm*

**Help Me Help You: DIY Press Relations**

Many small theaters don't have a dedicated publicist, and that doesn't have to be a liability. But press releases often seem to be an afterthought, which can lead to frustration for increasingly harried arts journalists. I'll share some thoughts from my point of view on how to help the press get the word out about your work.

*Presenter:* Kris Vire (Time Out Chicago)

*Location:* Theater 1

**If I knew then what I know now: how the theater business looks from above the day-to-day fray.**

Paul Botts (Donnelley Foundation) and Christy Uchida (The Boeing Company) worked for individual Chicago theater companies before taking positions where they work with and think about the field as a whole. Join them for a lively and frank conversation about what they'd do differently now and why, not only about fundraising but across the board. No question will be considered out of bounds, and the doors will be closed...

*Location:* Theater 3

**Theater Law 101**

This will be a presentation on legal issues facing theatres, including acquiring rights in content and labor issue, including unemployment insurance. **Due to the scope of the proposed content, this session will last two hours instead of one.**

Negotiating Theater Industry Contracts: The Ins and Outs from Acquiring Story Rights to Hiring Actors and Crew

Overview: Marci Rolnik

Story Rights: Jerry Glover (Brief description of copyright/chain of title followed by discussion of licensing and assignment—describe typical rights transfers—finding and approaching authors—negotiating the deal)

Joint Authorship: Alan Salzenstein (between writers or producers—explain from copyright perspective and explain need for written agreements and terms to negotiate)

Hiring Cast and Crew: Jeff Marks (Distinguish IC from employee—explain IDES issues and history—suggest contracting dos and don'ts)

Music Rights: Tom Leavens (Discuss composer contracts—licensing music, including issues creating adaptations—PRO considerations—joint authorship issues for musical plays)

*Location:* Theater 2

*Sunday, 3pm - 4pm*

**2amt: Thinking Outside the Black Box**

An introduction to 2amt, both the hashtag #2amt on Twitter and the 2amtheatre.com website, as well as the worldwide community that has sprung up around it. A particular focus here would be on cooperation and collaboration, the difference between the two, and how theatre companies in a city and around the world can benefit from each.

*Presenters:* David J. Loehr( Riverrun Theatre and 2amtheatre.com) and Nick Keenan (New Leaf Theatre)

*Location:* Theater 1

**Theater Law 101 -- continued from 2pm session, above**

*Location:* Theater 2

**Theatre is a Service**

Artistic Director of The House Theatre, Nathan Allen, will outline The House's effort to build an organization upon the artistic principles of Community, Catharsis, Story, Symbology, and Imagination.

*Presenter:* Nathan Allen (The House Theatre)

*Location:* Theater 3

*Sunday 4pm - 5pm*

***Coffee Break in the Lobby, chill time***

*Sunday, 4:30pm - 5:30pm*

**Meetups**

We have an hour dedicated to getting folks of like minds together, from Artistic Directors to Dramaturgs to Executive/Managing Directors to playwrights, and so forth. Sign up for one of these sessions when you sign in and we'll find you a home.

*Sunday, 5:30pm - 6:30pm*

**The Fool on the Hill: My Top Ten Opinions On The American Theatre**

Need more be said? In Roche's words, "How long I will talk depends on how long I will talk."

*Presenter:* Roche Schulfer (Goodman Theatre)

*Location:* Theater 1

**The Value (and Drawbacks) of Creating Disposable Theater**

With new plays and musicals being trapped so often in "workshop hell," with each word evaluated, re-evaluated, crafted, and re-crafted many times, what is the value of producing new work in an immediate and continual process? In the context of continuing theatrical events, or ongoing serial theater, the focus must by necessity be not on getting the work perfect, but getting it done. This can lead to an immediacy, timeliness, and visceral theatricality that is unique to this form. Join a discussion on the pros and cons of instant and nearly-instant theater.

*Presenter:* Jeffrey Bouthiette (Bare Boned Theatre)

*Location:* Theater 2

**Theatre and Video: Don't be Scared**

A short presentation on the growth of video and how theatre artists can take advantage of (and excel in) this medium. My part would start with a general overview of digital film and the breakout session would be the creation of shorts for parties involved to distribute over the web.

*Presenter:* Kyle Hammon (Strawdog)

*Location:* Theater 3

*Sunday, 6:30*

**Closing Party - Cooper's**

Join us across the street and wash the dust off with an amazing selection of beers. Complementary food, of course :)