

**Saturday, October 25**



8:30 - 10:30 am

**Check-In and Continental Breakfast**

*Convene*

810 Seventh Avenue (corner of 53rd Street)

23rd Floor

Breakfast will be served until 10:30; you may bring food and drink with you into the Rockefeller Room.

*Breakfast in Rockefeller Lounge*

*Sponsored by Theatre Under the Stars and Disney Theatrical Group*

9:00 - 9:15 am

**Welcome Remarks**

*Rockefeller Room*

9:15 - 10:15 am

**Keynote Speaker: Jason Robert Brown**

Rockefeller Room

Jason Robert Brown is the ultimate multi-hyphenate – an equally skilled composer, lyricist, conductor, arranger, orchestrator, director and performer – best known for his dazzling scores to several of the most renowned musicals of his generation, including *The Last Five Years* (coming to the screen this February), his debut song cycle *Songs for a New World* (NAMT Festival 1997), the seminal *Parade*, for which he won the 1999 Tony Award for Best Score. Last season on Broadway, *The Bridges of Madison County* played to great acclaim, and his *Honeymoon in Vegas* opens this fall.

Jason will speak about his work, making a living as a writer, how developing new musicals has changed from *Songs for a New World* to *Honeymoon in Vegas*, adapting films and being adapted to film, and more!

10:15 - 10:45 am

**Networking Coffee Break**

*Rockefeller Lounge*

10:45 am - 11:45 pm **Where is the Musical Going?**  
*Rockefeller Room*

What does the future of musical theatre look like? How is the art form evolving? How is the business changing? What do audiences want in 2014, and what might they want in 2024 and 2054? An all-star panel of writers, critics and producers will discuss their visions – and hopes and dreams – for the future.

*Moderated by Dana Harrel (Disney Imagineering Creative Entertainment), with Michael Friedman (Fortress of Solitude, Bloody Bloody Andrew Jackson), Kyle Jarrow (Hostage Song, Festival 2009), Lisa Kron (Fun Home), Amy Rogers Schwartzreich (Pace New Musicals) and Barbara Whitman (Barbara Whitman Productions).*

11:45 am - 1:00 pm **Diversity: Challenges and Opportunities**  
*Rockefeller Room*

Do our staffs and our work reflect the makeup of our audiences and communities? How can we welcome and include new voices in the conversation? How can theatres respond when existing audiences push back against material that challenges them, or when outreach to new audiences meets resistance? What programs and programming have been successful? How can we do more? Should we?

*Moderated by Ray Hogg (Rainbow Stage). With Christine Toy Johnson (Actor/Writer, Asian American Performers Action Coalition), Dafina McMillan (TCG), Dave Steakley (ZACH Theatre and Aaron Thielen (The Marriott Theatre).*

1:00 - 2:30 pm **Lunch and Annual Membership Meeting**  
*Empire Room*  
*Sponsored by Music Theatre International and Marriott Theatre in Lincolnshire*

2:30 - 3:15 pm **Breakout Sessions**  
Today's breakout sessions offer a chance to revisit some topics from recent conferences for those who might have missed them or have new questions. Or, if you're an expert, please come to a session to share your own success stories!

<b>Getting Started With New Works</b>	<i>Dakota North</i>
<b>Commercial Enhancement for Non-Profit Theatres</b>	<i>Empire</i>
<b>Co-Productions</b>	<i>Dakota South</i>
<b>Free Networking Time</b>	<i>Beacon Lounge</i>

3:30 - 4:30 pm

### **How Non-Writers Permanently Shape New Musicals**

*Rockefeller Room*

What role do directors, choreographers, arrangers, music directors and other members of the creative team play in shaping a new musical? How do those elements define the language of a piece (not just the words)? What happens when a show has a continued life apart from the first production – do dance vocabulary and design elements remain a part of that language? And how can all involved protect themselves and their work?

*Moderated by Branden Huldeen (NAMT), with Beth Bickers (Abrams Artists Agency), Marsha Brooks (Brooks & Distler), Jennifer Caprio (Costume Designer) and Michael Rubinoff (Canadian Music Theatre Project at Sheridan College).*

4:30 - 5:30 pm

### **Managing Expectations**

*Rockefeller Room*

Everyone involved in producing a new musical has expectations about how it should go, from theatres to writers to critics to audiences. How do you manage everyone's hopes and dreams? What can writers expect you to provide? How should critics treat a new musical in development? What role do audiences play in the process?

*Moderated by Aaron Thielen (The Marriott Theatre), with Isaac Butler (HowlRound, Parabasis), Jesse Green (New York Magazine/Vulture.com), Andrew Levine (The York Theatre Company), John Simpkins (Sharon Playhouse).*

5:30 - 7:30 pm

### **Networking Cocktail Party**

*Glass House Tavern*

*252 West 47th Street (between Broadway and 8th Avenue)*

*Sponsored by Samuel French, Inc. and Pittsburgh CLO*

### Sunday, October 26

9:00 - 10:30 am

#### **Continental Breakfast**

*Convene*

810 Seventh Avenue (corner of 53rd Street)  
23rd Floor

*Breakfast in Rockefeller Lounge*

*Sponsored by Barbara Whitman Productions*

9:30 - 10:15 am

#### **Identifying, Nurturing and Developing the Next Generation**

*Rockefeller Room*

Where are the new arts managers coming from? How can we mentor and support this next generation, and how can they invigorate our theatres?

*Moderated by Kate Galvin (11th Hour Theatre Company), with Ryan Bogner (RKO Stage Productions), Seena Hodges (Theater Latté Da), Tim Kashani (Showbiz U) and Patrick Pearson (Ford's Theatre).*

10:15 - 11:15 am

#### **New Approaches To Classic Musicals**

*Rockefeller Room*

Case studies of successful productions that have advanced the form while staying true to its roots. We'll hear from the teams behind Fiasco Theatre's *Into the Woods* (seen at The Old Globe and McCarter Theatre, and coming soon to NYC's Roundabout Theatre Company) and Dallas Theater Center's re-imagined *Les Misérables*.

*With Jessie Austrian, Noah Brody and Ben Steinfeld (Fiasco Theatre); Mara Isaacs (Octopus Theatricals); Kevin Moriarty (Dallas Theater Center); and Liesl Tommy (Director).*

11:30 am - 12:15 pm

#### **Who Directs the Artistic Director?**

*Rockefeller Room*

How do artistic directors stay fresh and impassioned over the long haul? How do they keep themselves challenged? Can burnout be avoided? When, if ever, is it time to move on? NAMT members with a variety of backgrounds and time in their jobs will discuss these issues and how they've addressed them.

*Moderated by Kevin Moriarty (Dallas Theater Center), with Michael Baron (Lyric Theatre of Oklahoma), Curt Dale Clark (Maine State Music Theatre), Mark Hoebee (Paper Mill Playhouse) and Paige Price (Theatre Aspen).*

- 12:15 - 1:45 pm      **Lunch and Post-Festival Collaboration Meeting**  
*Empire Room*  
*Sponsored by Theatrical Rights Worldwide and The Hollywood Pantages*
- 1:45 - 2:30 pm      **Budget Affinity Breakout Sessions**  
Concurrent breakout sessions for theatres of similar sizes to discuss issues that affect them.
- |  |                     |
|--|---------------------|
| <b>Annual Operating budgets under \$1M</b> | <i>Rockefeller</i>  |
| <b>\$1M – under \$3M</b>                   | <i>Empire</i>       |
| <b>\$3M – under \$10M</b>                  | <i>Dakota North</i> |
| <b>\$10M+</b>                              | <i>Dakota South</i> |
- 2:45 - 3:45 pm      **Securing Our Theatres' Futures** *Rockefeller Room*
- Best practices for succession planning, and looking ahead to how the next generation does business and creates art. What trends will carry us forward into the 2020s and beyond?
- Moderated by Sharon Maroney (The Broadway Rose Theatre Company). With Mark Fleischer (Pittsburgh CLO), Brian Kurtas (Walnut Street Theatre), Michael Philip O'Brien (11th Hour Theatre Company) and Phil Santora (TheatreWorks Silicon Valley).*
- 3:45 - 4:30 pm      **Wrap-Up and Closing Remarks**  
*Rockefeller Room*

*Thank you for attending the 2014 NAMT Fall Conference.*

*Your feedback is very important to us! Please fill out the evaluation form online at  
[namt.org/conference-fall14-evaluation.aspx](http://namt.org/conference-fall14-evaluation.aspx)  
(you will receive an email with this link at the conclusion of the conference).*

*Submit your evaluation by 10 AM ET on Tuesday, October 28 for a chance to win a copy of  
**American Musicals: The Complete Books & Lyrics of Sixteen Broadway Classics!***

#### **EDUCATIONAL RESOURCES COMMITTEE**

Phil Santora, TheatreWorks (CA), *Chair*  
Kathy Evans (NY)  
Michael Robertson, Lark Play Development Center (NY)  
Mark Fleischer, Pittsburgh CLO (PA)

#### **2014 FALL CONFERENCE COMMITTEE**

Kevin Moriarty, Dallas Theater Center (TX), *Chair*  
Kate Galvin, 11th Hour Theatre Company (PA)  
Ray Hogg, Rainbow Stage (Manitoba)  
Sharon Maroney, The Broadway Rose Theatre (OR)  
Ann-Carol Pence, Aurora Theatre (GA)  
Aaron Thielen, The Marriott Theatre (IL)