

**Saturday, October 17**

1:00 - 1:30 pm     **Check-In**  
*Ambassador Foyer*

1:30 – 2:15 pm     **Welcome Remarks**  
*Ambassador 2*

Denny Reagan, President  
Kathy Evans, Executive Director

**I Think I'm Gonna Like It Here: 30-Second Success Stories**  
*Ambassador 2*

A NAMT tradition to start things off on a positive note and get to know your fellow attendees! A representative from each organization has 30 seconds to introduce him/herself and other staff members in attendance, and announce any successes or challenges from the past season.

2:15 - 3:00 pm     **Keynote Speaker: Ben Cameron**  
**Program Director for the Arts, Doris Duke Charitable Foundation**  
***New Imperatives for New Times: A Look at the Future of the Arts***  
*Ambassador 2*

In a world of ever-accelerating change, the live performing arts face special challenges. Join Ben Cameron for a look at the shifting national landscape for the arts and the special possibilities for the musical theatre field.

3:00 - 3:30 pm     **Networking Coffee & Dessert Break**  
Sponsored by The 5th Avenue Theatre  
*Ambassador Foyer*



3:30 - 4:15 pm     **Tomorrow: How Partnering with an Academic Institution Can Cut Your Costs and Help the Next Generation of Theatre Artists**  
*Ambassador 2*

Theatre companies and commercial producers are partnering with colleges and universities to develop new work, providing writers with an under-the-radar production or reading, and students with a professional experience. How do these relationships work? What's in it for each institution, and the writers? NAMT members will discuss two different models for these partnerships that have proven to be very successful.

Moderated by John Sparks (Academy for New Musical Theatre), with Henry Fonte (The Hartt School), Donna Lynn Hilton (Goodspeed Musicals), Heather Schmucker (American Musical Theatre Project at Northwestern University) and Tara Smith (Playing Pretend)

## AGENDA

*Westin New York at Times Square, 270 West 43<sup>rd</sup> Street, New York, NY*

4:15 - 4:30 pm

**Sponsorship Presentation: Travelzoo***Ambassador 2*

Travelzoo is a global Internet media company which publishes travel and entertainment offers from more than 1,000 advertisers from around the world. Travelzoo's deal experts review offers to find the best travel and entertainment deals and confirm their true value.

John Coppola, Business Development Manager and Jason Sheets, General Manager

4:30 - 5:15 pm

**Daddy Warbucks: Funding New Work***Ambassador 2*

Finding sponsors, donors and patrons of the arts willing to take a chance on unknown writers or titles. What are the benefits and expectations for the patron when there's no monetary return on the investment? How does a theatre build audience and donor relations to encourage giving?

Moderated by Mark Ramont (Ford's Theatre), with Keith Cromwell (Red Mountain Theatre Company), Robb Hunt (Village Theatre), Michael Jenkins (Dallas Summer Musicals), Joan Liman (Amas Musical Theatre and LimanAde Productions), Stacey Mindich (Stacey Mindich Productions), and others to be announced.

5:30 - 7:30 pm

**Networking Cocktail Party**

Sponsored by Samuel French and The Muny

*Glass House Tavern**252 West 47th Street (between Broadway and 8th Avenue)***Sunday, October 18**

9:15 - 9:45 am

**Continental Breakfast and Check-In**

Sponsored by Dallas Summer Musicals

*Ambassador Foyer*

9:45 - 10:45 am

**Not-So-Easy-Street: Institutional Health in a Downturn***Ambassador 3*

Small group discussion based on members' concerns and challenges about "the new normal." Raising contributed income, adapting to changes on a dime, tightening our belts without diluting our product, ticket pricing and attendance, and avoiding budget surprises. Share war stories and ideas in intimate groups of your peers, followed by reports from each section to all assembled.

Moderated by Richard Parison (Barrington Stage Company), with group leaders Elisabeth Challener (ZACH Theatre), Jim Mercer (Pittsburgh CLO), Kevin Moore (Arizona Theatre Company), Peter Rothstein (Theatre Latte Da) and Phil Santora (Theatreworks).

*It's A Hard-Knock Life: New Works in Tough Times*

## AGENDA

Westin New York at Times Square, 270 West 43<sup>d</sup> Street, New York, NY

10:45 - 11:15 am **Networking Coffee Break**  
*Ambassador Foyer*

11:15 am – 12 pm **Something Was Missing: Commercial Enhancement**  
*Ambassador 2*

Your show is ready to produce, but you need a theatre. Your theatre is ready for a show, but you can't afford to go it alone. A frank discussion of pros and cons of commercial enhancement from both sides. How do not-for-profits find enhancement, how do commercial producers find the right fit at a not-for-profit, and how do the relationships work once you're there? Our panelists will talk about their specific experiences with *Vanities*, *Spring Awakening* and more.

Moderated by Nancy Gibbs (321 Theatrical Management), with Don-Scott Cooper (Second Stage Theater), Sue Frost (Junkyard Dog Productions), Andrew Hamingson (The Public Theater and Atlantic Theater Company) and Tom Hulce.

12:00 - 12:45 pm **You Won't Be An Orphan For Long: Co-Productions**  
*Ambassador 2*

Co-productions can be a great way to share costs in tough times. But they can be logistically challenging as well. Who covers what? Are both parties a producer or is one presenting another's work? What happens if the show you agree to produce changes dramatically during its first engagement? NAMT members will discuss various models for co-productions, including *Daddy Long Legs* and *Memphis* (opening on Broadway this weekend).

Moderated by Rick Boynton (Chicago Shakespeare Theater), with Randy Adams (Junkyard Dog Productions), David Armstrong (The 5th Avenue Theatre), Christopher Ashley (La Jolla Playhouse; director of "Memphis"), Kent Nicholson (Playwrights Horizons), and Phil Santora (TheatreWorks).

12:45 - 1:00 pm **Sponsorship Presentation: SenovvA**  
*Ambassador 2*



What the heck is SenovvA? Find out about the company that is part of Broadway, off-Broadway, the Oscars, the Ellen show, the National High School Musical Theatre Awards, and shows up at California Summer Musicals, The 5th Avenue Theatre, Berkeley Rep and La Mirada. You have to see the video to believe it!

Arianna Knapp, VP Theatrical and Jon Kimbell, Producer

1:00 - 2:15 pm **Lunch**  
Sponsored by Broadway/LA and Goodspeed Musicals  
*Ambassador 3*



2:15 - 3:00 pm **New Deal: Partnering with Your Community to Build Success**  
*Ambassador 2*

Forming alliances and partnerships with community-based businesses and organizations for cross-promotional programs, corporate programs, community festivals and more! How can we use the resources already in the community to raise or save money and expand our audiences?  
(cont.)

It's A Hard-Knock Life: New Works in Tough Times

## AGENDA

*Westin New York at Times Square, 270 West 43<sup>d</sup> Street, New York, NY*

Moderated by Brett Bernardini (The Spirit of Broadway Theatre) and Kate Galvin (Walnut Street Theatre), with Ken Dingledine (Samuel French, Inc.), Thomas Morrissey (ReVision Theatre), Peter Rothstein (Theater Latté Da), and Steve Stettler (Weston Playhouse Theatre Company).

3:00 - 3:15 pm

**Sponsorship Presentation: TheaterMania**  
*Ambassador 2*



Using Technology to Drive Ticket Sales. Harness the power of web-based and digital technologies to reach a mass audience and increase your income.

Gretchen Shugart, CEO

3:30 - 4:15 pm



**21st Annual Festival of New Musicals Finalists**  
*Ambassador 2*

Get a sneak peek and the inside story on the selection process for the shows you'll be seeing over the next two days at the 21st Annual Festival for New Musicals, as well as the other musicals that made the Top 21.

With Branden Huldeen (NAMT New Works Director) and the Festival of New Musicals Committee.

4:15 - 5:15 pm



**Meet the Festival Writers**  
*Ambassador 2*

NAMT members' first chance to meet the 2009 Festival writers before any other Festival attendees.

Moderated by Victoria Bussert (Baldwin Wallace College) and Donna Lynn Hilton (Goodspeed Musicals), co-chairs of the Festival Committee.

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### End of Conference

7:00 pm

**Ordinary Days - Special NAMT Fundraising Performance**

*Roundabout Underground*

111 West 46th Street (btwn 6th & 7th Aves)

\*You may pick up your previously purchased tickets at the box office.  
(There are no more tickets available for this performance.)

*Underwriting support from Stacey Mindich.*

*Thank you for attending the 2009 NAMT Fall Conference.*

*Your feedback is very important to us! Please fill out the evaluation form online at*  
**[namt.org/conference-fall09-evaluation.aspx](http://namt.org/conference-fall09-evaluation.aspx)**  
*(you will receive an e-mail with this link at the conclusion of the Conference.)*

*It's A Hard-Knock Life: New Works in Tough Times*