### BOARD & COMMITTEE MEETINGS

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>10:00a</td>
<td>Budget &amp; Finance</td>
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<tr>
<td>11:00a</td>
<td>Committee Meeting</td>
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<tr>
<td>11:00a</td>
<td>Membership</td>
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<tr>
<td>12:00p</td>
<td>Committee Meeting</td>
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<tr>
<td>12:00p</td>
<td>New Works</td>
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<tr>
<td>1:00p</td>
<td>Panel Meeting</td>
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<tr>
<td>1:00p</td>
<td>Commissions</td>
</tr>
<tr>
<td>2:00p</td>
<td>Committee Meeting</td>
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<tr>
<td>1:00p</td>
<td>Executive</td>
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<tr>
<td>2:00p</td>
<td>Committee Meeting</td>
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<tr>
<td>2:00p</td>
<td>Development</td>
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<tr>
<td>3:00p</td>
<td>Committee Meeting</td>
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<tr>
<td>3:00p</td>
<td>Board of Directors</td>
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<tr>
<td>6:00p</td>
<td>Meeting</td>
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<tr>
<td>4:00p</td>
<td>Spring Conference</td>
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<tr>
<td>5:00p</td>
<td>Committee Meeting</td>
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</tbody>
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### PRE-CONFERENCE ACTIVITIES

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:00p</td>
<td>Early Registration</td>
</tr>
<tr>
<td>6:00p</td>
<td>Table Open</td>
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<tr>
<td>7:00p</td>
<td>Reception at the</td>
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<tr>
<td>7:45p</td>
<td>Ahmanson Theatre</td>
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<tr>
<td>8:00p</td>
<td>CINDERELLA</td>
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</table>

Gordon Davidson, Charles Dillingham, and Douglas Baker of Center Theatre Group and Matthew Bourne and Katharine Doré of Adventures in Motion Pictures are pleased to invite members of the Alliance to be their guests for Matthew Bourne's production of Prokofiev's CINDERELLA.

In a bold re-creation of one of the world's best-loved stories, Matthew Bourne, creator of the recent Ahmanson and Broadway hit SWAN LAKE, transforms CINDERELLA from a fairy tale to a dance event of true romance. Set against the backdrop of the German bombing of London during World War II, this CINDERELLA retold transcends the dysfunctions of family life and the horrors of war. As master storyteller, Bourne takes Prokofiev's 1945 score and creates the endearing fantasy of a young girl, her evil stepmother and rival siblings, a guardian angel, and the whirlwind romance of falling in love with a heroic RAF pilot.

Sponsored By:

**CENTER THEATRE GROUP**

MARK TAPER FORUM / AHManson THEATRE
AT THE MUSIC CENTER OF LOS ANGELES COUNTY
FRIDAY, APRIL 9

8:30a-  Registration & Continental Breakfast
9:45a

Sponsored By:
Fullerton Civic Light Opera
The Music Theatre of Southern California
Musical Theatre West

1:15p-  THE LION KING: From Burbank to Broadway
2:15p

THE LION KING:
From Burbank to Broadway
Roger Allers & Irene Mecchi
Authors, THE LION KING

2:15p-  Direct Marketing and Musical Theatre
2:30p

Direct Marketing and Musical Theatre
Mark Light
Victoria Theatre Association
introducing:
Grace M. Piku
Metro Direct, an MSGI Company
Barbara Swain
SD&A, an MSGI Company

2:30p-  Announcements
2:35p

Announcements
Dan Martin, Conference Facilitator

2:35p-  Buses Depart the Wilshire Theatre for West Hollywood Highlights Tour

3:30p-  Buses Arrive at Hotel Sofitel
3:30p

Buses Arrive at Hotel Sofitel
Break

4:30p-  Buses Depart Hotel Sofitel for Hollywood Hills Party

10:00a-  Opening Remarks
10:30a

Opening Remarks
Helen Sneed
Executive & Artistic Director
James K. Polese
President
Martin Wiviott
Spring Conference Committee Chair

11:00a-  The Arts & Technology: Challenges & Success Stories

11:00a-  Digitally Re-Mastering Our Lives

11:30a-  Announcements
11:35a

Announcements
Dan Martin, Conference Facilitator

11:55a-  Buses Depart Hotel Sofitel for the Wilshire Theatre

12:00p-  Lunch at the Wilshire Theatre
1:15p

Lunch at the Wilshire Theatre

Sponsored By:
American Musical Theatre of San Jose
The Nederlander Organization
Pittsburgh Civic Light Opera

With Table Hosts:
Casa Manana Musicals
Columbia Artists Theatricals
The Little Theatre On The Square
Music Theatre of Wichita
Sacramento Light Opera Association
Theater League

5:00p-  Hollywood Hills Party
7:00p

Hollywood Hills Party
Hollywood welcomes the Alliance at this elegant party, hosted by director/producer John Bowab at his home:
7655 Curson Terrace
Los Angeles, CA 90046

Sponsored by:
McCoy Rigby Entertainment and
Metro Direct, an MSGI Company
SD&A, an MSGI Company

With:
American Musical Theatre of San Jose
The Nederlander Organization
Pittsburgh Civic Light Opera

7:00p  Buses Depart Hollywood Hills Party for Hotel Sofitel
(Evening activities on your own.)
### Keynote Address

**10:00a to 11:15a**
**Musical Theatre in Cyberspace: Technology Trends & Possibilities**
- Dr. Donald Marinelli
- Co-Director of the Center for Entertainment Technology at Carnegie Mellon University

### Featured Companies

**2:30p to 2:40p**
**Data Warehousing: Imagine the Possibilities**
- Griff Duncan
  - Fullerton Civic Light Opera Introducing:
- Douglas Simao
  - Randy Gianetti
  - Data Into Action, Inc.

**2:40p to 2:50p**
**BuyBroadway Online, Inc.**
- Michael A. Jenkins
  - Dallas Summer Musicals Introducing:
- Toby Simkin
  - BuyBroadway Online, Inc.

**2:50p to 3:00p**
**Eloi Media Group**
- Ruth Higgins
  - New Tuners Theatre Introducing:
- Brian J. Post
  - Eloi Media Group

**3:00p to 3:10p**
**ShowTrans**
- Martin Wiviott
  - Los Angeles Civic Light Opera Introducing:
- Susan Lee
  - ShowTrans
<table>
<thead>
<tr>
<th>SATURDAY, APRIL 10</th>
<th>SUNDAY, APRIL 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:10p-3:15p</td>
<td>Announcements</td>
</tr>
<tr>
<td>3:15p-3:30p</td>
<td>Theatre Tours for Theatre People</td>
</tr>
<tr>
<td>3:30p-3:45p</td>
<td>Break</td>
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<tr>
<td>3:45p-5:25p</td>
<td>Featured Company Breakout Sessions</td>
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<tr>
<td>5:25p-5:30p</td>
<td>End of Day Wrap-Up</td>
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<td>5:30p</td>
<td>Dinner On Your Own</td>
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9:00a-9:45a Continental Breakfast With The NEA
The National Endowment for the Arts: A Report and Application Information

Presented By:
Gigi Bolt, Director Theater and Musical Theater
Eleanor Denegre, Theater and Musical Theater Specialist

Sponsored By:
Cabrillo Music Theatre
Diablo Light Opera Company
42nd Street Moon
Producers Network
Woodminster Summer Musicals

10:00a-10:05a Announcements
Dan Martin, Conference Facilitator

10:05a-10:20a The Set Company
Paul Iannaccone
Santa Barbara Civic Light Opera
introducing:
Brad Setzer, Director
The Set Company

10:20a-11:20a Networking Session/
Member Open Forum

11:20a-11:35a Break

Sponsored By:
The Set Company

11:35a-12:55p Membership Business Meeting

12:55p-1:00p Closing Remarks

1:00p Conference Adjourns

Los Angeles area members invite conference participants to attend special events on Saturday evening. Choices include:

7:30p The Annual Gathering of Friends
The Lehman Engel Musical Theatre Workshop
335 North Brand Blvd.
Glendale, CA 91203
Hosted By:
The Lehman Engel Musical Theatre Workshop

8:00p ALWAYS, PATSY CLINE
Hosted By:
McCoy Rigby Entertainment

8:00p CABARET
Hosted By:
The Nederlander Organization