

PRE-CONFERENCE · THURSDAY, APRIL 8

BOARD & COMMITTEE MEETINGS

**10:00a-
11:00a** **Budget & Finance
Committee Meeting**

**11:00a-
12:00p** **Membership
Committee Meeting**

**12:00p-
1:00p** **New Works
Panel Meeting**

**1:00p-
2:00p** **Commissions
Committee Meeting**

**1:00p-
2:00p** **Executive
Committee Meeting**

**2:00p-
3:00p** **Development
Committee Meeting**

**3:00p-
6:00p** **Board of Directors
Meeting**

**4:00p-
5:00p** **Spring Conference
Committee Meeting**

PRE-CONFERENCE ACTIVITIES

**4:00p-
6:00p** **Early Registration
Table Open**

**7:00p-
7:45p
8:00p** **Reception at the
Ahmanson Theatre
CINDERELLA**

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

SPECIAL EVENT

FRIDAY, APRIL 9

8:30a-9:45a **Registration & Continental Breakfast**
Sponsored By:
 Fullerton Civic Light Opera
 The Music Theatre of Southern California
 Musical Theatre West

9:00a-9:45a **New Member Orientation Session**

10:00a-10:30a **Opening Remarks**
 Helen Sneed
Executive & Artistic Director
 James K. Polese
President
 Martin Wiviott
Spring Conference Committee Chair

10:30a-11:00a **The Arts & Technology: Challenges & Success Stories**
 Dan Martin, *Conference Facilitator*

11:00a-11:30a **Digitally Re-Mastering Our Lives**
 Kate Peters
Data Into Action, Inc.

11:30a-11:35a **Announcements**
 Dan Martin, *Conference Facilitator*

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

12:00p-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 Mañana Musicals
 Columbia Artists Theatricals
 The Little Theatre On The Square
 Music Theatre of Wichita
 Sacramento Light Opera Association
 Theater League

1:15p-2:15p **THE LION KING: From Burbank to Broadway**
 Roger Allers & Irene Mecchi
Authors, THE LION KING

2:15p-2:30p **Direct Marketing and Musical Theatre**
 Mark Light
Victoria Theatre Association
 introducing:
 Grace M. Piku
Metro Direct, an MSGI Company
 Barbara Schwan
SD&A, an MSGI Company

2:30p-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 **Break**

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

PARTY!

5:00p-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.)

SATURDAY, APRIL 10

9:00a-
9:45a

**Continental Breakfast
At Dee Gee Entertainment's
Coronet Theatre**

(The Theatre is located right across the street from Hotel Sofitel, at 366 North La Cienega Boulevard. Please note that all Saturday morning events will take place at the Theatre.)

Hosted By:

Dee Gee Entertainment's
Coronet Theatre

2:15p-
2:25p

**Special Performance of Songs
from *Cashel Byron***

Presented By:

Lehman Engel Musical Theatre
Workshop

2:25p-
2:30p

**Featured Company Overview
Presentations**

Facilitated by Dan Martin

KEYNOTE
ADDRESS

10:00a-
11:15a

**Musical Theatre in
Cyberspace:
Technology Trends &
Possibilities**

Dr. Donald Marinelli
*Co-Director of the
Center for Entertainment
Technology at Carnegie
Mellon University*

2:30p-
2:40p

**Data Warehousing:
Imagine the
Possibilities**

Griff Duncan
Fullerton Civic Light Opera
introducing:

Douglas Simao
Randy Gianetti
Data Into Action, Inc.

2:40p-
2:50p

**BuyBroadway
Online, Inc.**

Michael A. Jenkins
Dallas Summer Musicals
introducing:

Toby Simkin
BuyBroadway Online, Inc.

2:50p-
3:00p

Eloi Media Group

Ruth Higgins
New Tuners Theatre
introducing:

Brian J. Post
Eloi Media Group

3:00p-
3:10p

ShowTrans

Martin Wiviott
*Los Angeles Civic Light
Opera*
introducing:

Susan Lee
ShowTrans

PRODUCTION TECHNOLOGY

11:30a-
12:30p

**What's Hot in
Production Technology**

Jim Alberghini
North Shore Music Theatre
introducing:
Susan C. Tesh
*General Manager
Vari-Lite, Inc.*

12:30p-
12:35p

Announcements

Dan Martin, *Conference Facilitator*

12:35p-
2:00p

**Lunch at the Famous
Jerry's Deli**

Jerry's Deli is located just down the block from Dee Gee Entertainment's Coronet Theatre at 8701 Beverly Boulevard

Sponsored By:

North Carolina Blumenthal
Performing Arts Center

With:

Actors' Equity Association

FEATURED COMPANIES

SATURDAY, APRIL 10

- 3:10p-3:15p** **Announcements**
 Dan Martin, *Conference Facilitator*
- 3:15p-3:30p** **Theatre Tours for Theatre People**
 Randy Adams
TheatreWorks
 introducing:
 Barry Tobias
Break Away Tours
- 3:30p-3:45p** **Break**
Sponsored By:
 Break Away Tours
- 3:45p-5:25p** **Featured Company Breakout Sessions**
- 5:25p-5:30p** **End of Day Wrap-Up**
 Dan Martin, *Conference Facilitator*
- 5:30p** **Dinner On Your Own**

MEMBER SPECIAL EVENTS

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

SUNDAY, APRIL 11

- 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**