

NEWSLETTER of the National Alliance Of Musical Theatre Producers

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DATES TO REMEMBER

- February 26 Deadline for submissions for the National Alliance Writers Project
February 26 Deadline for returning NAMTP's 1993 Membership Survey
March 15-17 Harmony workshop presentations of LETTER TO MY LOVE
April 2-5 Spring Conference and Annual Membership Meeting in San Diego
Sept. 10-13 Fall Conference and Festival of First Stage Musicals in New York

SPRING CONFERENCE AND ANNUAL MEMBERSHIP MEETING

APRIL 2 - 5, 1993

HOTEL DEL CORONADO, SAN DIEGO

The Spring Conference and Annual Membership Meeting of the National Alliance of Musical Theatre Producers will be held Friday, April 2 through Monday, April 5 at the Hotel Del Coronado, across the bay from downtown San Diego. Here is a preliminary outline of conference events:

Friday, April 2	11:00 AM - 3:00 PM 3:15 PM - 5:15 PM 5:30 PM - 7:00 PM 8:00 PM	Board of Directors Meeting Harmony Committee Meeting Reception for All Conference Attendees Performance of PHANTOM at San Diego Civic Light Opera
Saturday, April 3	Morning Afternoon	Networking Session Conference Session Conference Sessions
Sunday, April 4	Morning Afternoon	Conference Sessions Annual Membership Meeting and Election of Board Members
Monday, April 5	Morning	Board of Directors Meeting

Passover begins at sundown on Monday, April 5. All conference attendees who are not needed for the Board meeting on Monday morning will be free as of 5:30 PM on Sunday.

The Conference Sessions will include:

Demonstration of the Orchestral Optimization System

This is an economical new system, developed by Brett Somer, to produce a live (no tapes or sequencers) realization of a musical's full orchestration, utilizing one or two keyboards.

Survival and Progress in Challenging Times

A panel of arts managers will discuss strategies for institutions to cope with adverse circumstances. Topics to be discussed will include: how, when and where to cut expenses; maintaining constructive relationships with your Board, artists, staff, funders, audience and community; special marketing needs; maximizing existing resources; the search for new sources of income; crisis management and new solutions to old problems.

Marketing Gimmicks That Work

This will be an opportunity for members to share their latest traditional and non-traditional promotional ideas that have achieved success.

Copyright Issues of Stage Direction and Choreography

How do directors and choreographers protect their creations? How is this affecting the licensing of musicals and royalty payments?

Town Meeting

Two or three issues affecting Alliance members and the musical theatre field will be discussed in a town meeting format. You may suggest a topic on the enclosed Conference Registration Form. At the first conference session, members will vote on which topics will be discussed. This town meeting will replace our traditional roundtable discussions.

Tomas Hernandez, Director of the National Endowment for the Arts' Opera-Musical Theater program, will be attending. He has offered to hold private meetings with individual members. If you wish to schedule an appointment, please check the Conference Registration Form.

We are holding a block of half price tickets for San Diego Civic Light Opera's production of the Yeston/Kopit PHANTOM on Friday, April 2. PHANTOM will be playing at the historic Spreckels Theatre, a small, European style house in downtown San Diego. Please order your tickets on the enclosed pink Conference Registration Form, and include your payment of \$15 per ticket with your conference registration fee. This block of tickets will be available to Alliance members until Friday, March 26.

Other productions playing in the San Diego area during the conference (with box office numbers in parentheses) include: SONG OF SINGAPORE at the Theatre in Old Town (688-2494); FALSETTOS at the Old Globe (239-2255); THE PEARL FISHERS at San Diego Opera (236-6510); NUNSENSE at the Lawrence Welk Theatre in Escondido (749-3448); THE DYBBUK at San Diego Repertory Theatre (253-8025); and GHOSTS at the Old Globe (239-2255).

The Conference Registration Fee is \$285 for the first person attending from your organization, and \$235 for each additional attendee. This fee includes attendance at all conference sessions, the reception on Friday afternoon, continental breakfasts on Saturday and Sunday, and luncheons on Saturday and Sunday. Please indicate on the Conference Registration Form whether you plan to attend the reception and luncheons. No registrations can be accepted after Friday, March 26. Please fill out and return the enclosed pink Conference Registration Form at your earliest convenience.

The conference will be held at the Hotel Del Coronado, a National Historic Landmark and one of the world's largest wooden structures. This Victorian oceanfront resort is on the island of Coronado, across the bay from downtown San Diego. For hotel reservations, call 1-800-468-3533 no later than Tuesday, March 2 to guarantee your room with a credit card. Identify yourself as a member of the National Alliance of Musical Theatre Producers to take advantage of our group rate of \$164 (single or double) plus tax. If you wish to check into the hotel before Friday, April 2, you will be put on a waiting list, and the hotel will notify you as rooms become available. You will notice that the reservation deadline is only a few weeks away. The Del Coronado is usually full at this time of year, so you are urged to make your reservations as soon as possible.

We are providing an alternate hotel for those traveling on a limited budget. The nearby Glorietta Bay Inn is offering single/double rates of \$79 (garden room), \$89 (room with patio or balcony) and \$99 (room with bay view), all plus tax. Guarantee your reservation with a credit card by calling 1-800-283-9383 no later than Monday, March 15. You must identify yourself as a member of the National Alliance of Musical Theatre Producers. There are several other hotels within walking distance of the Del Coronado with lower room rates. Call the NAMTP office for details.

Upon receipt of your registration, you will be sent further information about local transportation, parking, car rentals, etc. Call the Alliance office with any inquiries.

1993 MEMBERSHIP SURVEY

For those who have not yet returned the 1993 Membership Survey, enclosed is another copy of the yellow form. Please be sure to return completed information to the NAMTP office by deadline Friday, February 26. Fax's are acceptable and welcomed: (212) 582-8730. We must hear from you by the deadline in order to prepare our updated **DIRECTORY OF MEMBER ORGANIZATIONS** in time for the April conference. Call Jim or Joe if you have any questions regarding the form.

STRATEGIC PLANNING FOR THE ALLIANCE

Last September, the Alliance Board of Directors conducted a retreat to begin a new strategic planning process. The Board is moving forward with this new Plan, and a first draft will be distributed to the membership next month. Members will be encouraged to review this draft and offer their comments at the April conference in San Diego.