

SPRING CONFERENCE 2004  
IS HOSTED BY

Village Theatre



**ONE FOR THE MONEY, TWO FOR THE SHOW:  
MAXIMIZING MARKETING & DEVELOPMENT**

**Conference Agenda**

*Fairmont Olympic Hotel*

411 University St.

Seattle, WA 98101

Phone: 206-621-1700

Fax: 206-682-9633

*Events take place at the Fairmont Olympic Hotel unless otherwise noted.*

**FRIDAY, APRIL 30**

2:00pm – 3:15pm

**Conference Kick-Off**

Spanish Ballroom

*Kathy Evans*, Executive Director, National Alliance for Musical Theatre  
*Sue Frost*, President, Board of Directors, National Alliance for Musical Theatre

Introduction of Featured Speaker:

*Marilynn Sheldon*, Managing Director, The 5th Avenue Musical Theatre Company

Featured Speaker:

*Dale Smith*, The Boeing Company

The Boeing Company is one of the largest corporate supporters of the arts in the Pacific Northwest. Dale Smith, who manages Boeing's support for arts and culture in the Puget Sound region, will talk about the value that Boeing has realized from their contributions, how organizations can promote corporate investment, and the future of corporate support for the arts.

3:15pm - 3:30pm

**Sponsor Presentation**

Spanish Ballroom

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NATIONAL ALLIANCE  
for MUSICAL THEATRE

3:45pm – 5:15pm

**Getting to Know You:  
Networking Sessions**

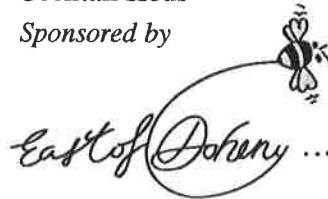
In meet-and-greet networking sessions, visit with colleagues you know, and make new contacts. Share what's happening in your theatre, and identify marketing and development success stories and challenges. Marketing and development staff will meet as one group. Executive Level attendees will meet in a separate group.

5:30pm – 6:30pm

**Cocktail Hour**

Spanish Foyer

*Sponsored by*



8:00pm

**Yankee Doodle Dandy!**

The 5th Avenue Theatre  
1308 5th Avenue

The life and times of legendary showman George M. Cohan explode onstage in this sensational world premiere production. Set against the colorful backdrop of "Old Broadway," it's the show-biz saga of the brash, colorful, cocky, charismatic and uncompromising character who almost single-handedly invented the Broadway musical.

**SATURDAY, MAY 1**

9:30am – 10:15am

**Business and Art - Strange Bedfellows**

Spanish Ballroom

Introduction of Featured Speaker:

*Robb Hunt*, Executive Producer, Village Theatre

Featured Speaker:

*Lanie McMullin*, Executive Director, City of Everett

10:15am – 11:00am

**Community Foundations:  
Fueling Growth of the Arts – Then and Now**

Spanish Ballroom

Seattle and the West Coast have an established, vibrant and dynamic arts scene. This panel will examine changes in arts funding since the dot com collapse, along with different – and unusual – ways of gathering funds, and distributing them to not-for-profit arts organizations.

Panelists will include:

*Gordon Hamilton*, Executive Director, PONCHO

*Dwight Gee*, Vice President of Community Affairs, ArtsFund

*Irwin L. Treiger*, Chair, Board of Trustees, The Seattle Foundation

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NATIONAL ALLIANCE  
for MUSICAL THEATRE

11:00am – 11:30am

**Coffee Break**

*Sponsored by*



Spanish Foyer

11:30am – 12:15pm

**Maximizing Your Marketing and Development Efforts**

Spanish Ballroom

Featured Speaker:

*Patricia Martin*, LitLamp Communications Group, Inc.

Whether you're running an organization or working in the trenches, this session will help you to think differently. Patricia, a renowned expert on marketing, fundraising, and corporate sponsorship, will illustrate the challenges, and the benefits, of having these two important departments working together.

12:15pm – 12:30pm

**Sponsor Presentation**



12:45pm – 2:00pm

**Lunch Time**

Sazerac  
1101 4th Avenue

2:15pm – 3:30pm

**Afternoon Sessions** (*Choose from the following*)

**Sponsorship Boot Camp (Part I)**

Patricia Martin will lead the marketing and development directors through her fascinating Boot Camp, where they will take away specific strategies for pitching corporate sponsors.

**Managing Boards**

What are your challenges in managing a Board? This session will provide Executive Level attendees an opportunity to learn from each other, share strategies, and create solutions for managing these relationships.

3:30pm – 4:00pm

**Coffee Break**

Spanish Foyer

4:00pm – 5:30pm

**Afternoon Sessions**

**Sponsorship Boot Camp (Part II)**

Patricia Martin continues her Boot Camp with the Marketing and Development attendees.

**Partners for Projects**

Inform fellow NAMT members about your upcoming projects, and look for potential partners.

**SUNDAY, MAY 2**

10:30am – 12:15pm

**Brunch**  
*Sponsored by McCoy Rigby Entertainment*

Spanish Ballroom



**Annual Membership Meeting**

NAMT is growing bigger and better every year! Get the scoop on what's new and what's next for NAMT. Join fellow NAMT members for this annual update, while enjoying a relaxed Sunday Brunch.

12:30pm – 2:00pm

**Member-Led Sessions**

Assembly Row

Join your colleagues to discuss topics that are of interest to you. Topics will be announced during the conference.

2:00pm

**END OF CONFERENCE**

2:30pm - 4:00pm

**Post-Conference Roundtable**

Assembly Row

Still have more to talk about? Want more time to catch up with people you met? Several rooms are reserved to allow unstructured time for people who still have business to do with their colleagues.