



42nd National Conference and Theatre Tour
July 15-18, 2018 ✦ Austin, TX

TOOLS & TECHNIQUES: 3rd Segment

Tuesday, July 17, 2018

9:00 AM - 10:15 AM and 10:45 AM – 12:00 PM

(All six sessions will be repeated after a 30-minute break.)

Last Update: 7/5/18

At the Sheraton Austin Hotel at the Capitol

See presenter biographies following session descriptions

Ask a Millennial!

Organizations spend a lot of time talking about Millennials. Now you can talk directly to them. Following a presentation by Xennial Nick Begley, this session opens up into a lively, interactive discussion with a group of today's most elusive and sought-after generation of live entertainment consumers. Attendees will hear from and speak to avid Millennial live event enthusiasts. Panelists will delve into topics including how to entice them to your theatre, the types of advertisements that resonate, social media promotions, offers they love, memberships versus unique subscription packages, how to turn them into lifelong supporters and more.

Presenter: **Nick Begley**, *moderator*, Senior Marketing Manager, AudienceView, Toronto, ON; **Safiatou Soumana** and **Jordania Nelson**, Digital Marketing Specialist, Envision Creative, Austin, TX

Thinking Outside of 'The Box:' Engaging with the Community Beyond the Walls of your Venue

For today's performing arts and entertainment facilities, being (and remaining) a vital part of the community often means providing a broad range of arts, cultural, entertainment, and civic opportunities and services that extend beyond the walls of the venue itself. For historic theatre organizations, primarily associated with their physical building, this may not always be top of mind; however, changing customer behavior, increased competition, and changing community stakeholder expectations make it important to think about taking on a more engaged leadership role in the community in order to remain successful. Panelists will share recent unique programs they have offered in their communities and, through facilitated discussion, attendees will be able to share ideas, challenges, and success stories. Participants will take away strategies for engaging in programming, outreach, partnerships, and community leadership beyond the building to help their organizations play an even more relevant and active role in the community, to better compete in the market for patrons and philanthropic dollars, and to better provide public value.

Presenters: **Danielle Boyke**, *Facilitator*, Senior Project Manager, AMS Planning & Research, Southport, CT; **Molly Fortune**, Executive Director, Newberry Opera House, Newberry, SC; **Dan Sheehan**, Operations Director, Proctors, Universal Preservation Hall, and theRep, Schenectady, NY; and **Roy Blackwood**, Executive Director, Southeastern Louisiana University / Columbia Theatre, Hammond, LA



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Demystifying Memberships: Revealing Secrets to Managing a Successful Membership Program

In today's competitive cinema environment, it's critical that theatre operators understand their patrons and develop opportunities for patrons to connect with the theatre on a deeper level. But how do successful theatres do it? We've surveyed ten highly successful theatre membership managers across North America and discovered the secrets to starting, marketing, and managing an effective membership program that goes beyond just maintaining a database. What are the key ingredients to developing a membership that makes sense to your patrons? Should donor opportunities and memberships be separate or one in the same? What role does having benefits embedded in your membership play when it comes to patrons considering joining your membership? What marketing techniques should your theatre practice to ensure new members are harvested and existing members are staying engaged?

Presenters: **Shane E. Burkett**, Director, Strategic Marketing, Agile Ticketing Solutions, Hermitage, TN;
Additional presenters TBA (e.g., theatre marketing managers)

Breaking Barriers: Diversity in Arts Leadership and Programming

In the world of arts administration, it is important to be inclusive and diverse in all materials because our mission often revolves around opening the arts and culture up to everyone. This is often easier to do when the people that are making the programming are also diverse. Statistically speaking, this is not the case for nonprofits in the nation. This presentation will not only highlight this problem, it will guide the audience in how we can work to improve these numbers to better include people of color in our boards and staff. This will be done with information gathered from multiple reputable sources, as well as examining a case study of an organization that is already putting these measures into place.

Presenters: **Donald Mason**, Executive Director, Lyric Theatre, Lexington, KY; **Tony Sias**, CEO, Karamu House, Inc., Cleveland, OH; and **Latarika Young**, Board Member, Lyric Theatre, Lexington, KY

Impact and Equity: Historic Theatres and Two Collective Impact Initiative Models

Historic theatres have the opportunity to play a role in increasing equitable access to the arts and assuring all students benefit from creative learning. Collective Impact is the commitment of a group of participating organizations from different sectors to a common agenda for solving a specific social problem. Learn how the Count Basie Theatre in Red Bank, NJ and the Paramount Theatre in Austin are taking lead roles in their regions to provide creative learning opportunities and working to address inequities in access as a community through Collective Impact Initiatives. This session will provide useful information for a broad range of people, from those interested in joining a collective impact arts education initiative, to education teams from your venue, to participants with more experience implementing collective impact initiatives. Presenters will provide participants with an overview of the value of collective impact, how to implement models of each collective impact initiative, and lessons learned during the formation, design, implementation and sustainability phases. Attendees will learn strategies for building infrastructure and commitment in the community and strategies for implementing at scale, plus receive outcome data on school, teacher and student impact.



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Presenters: **Samantha Giustiniani**, Director of Education & Outreach, Count Basie Theatre, Red Bank, NJ; **Jennifer Luck**, Education & Outreach Director, Paramount & Stateside Theatres, Austin, TX; and **Dr. Brent Hasty**, Executive Director, MINDPOP, Austin, TX

How to Manage Your Theatre's Risk

Regardless of what stage your theatre is in, vacant building or fully operational, we will discuss the various risks a theatre faces, and the insurance needed to maintain proper coverage.

Presenters: **Brian Phoebus**, Executive Vice President, and **Kevin Sullivan**, Client Executive, MDP Programs/ National Trust Insurance Services, Baltimore, MD

Presenter Biographies

Nick Begley joined the AudienceView team back in 2010 as the Senior Marketing Manager and has worn many marketing hats in his 7+ years. Previously, Nick worked with organizations including Neulion, XOS Technologies, MVP Sports Clubs, Orlando Magic, Orlando Seals and the NY / NJ MetroStars. He holds a BA in public relations from Mount Saint Mary College and a dual master's degree (MBA and Masters' of Sport Business Management) from the University of Central Florida. Nick is frequently enlisted as an expert speaker on emerging marketing trends at industry conferences, including LHAT and INTIX. He is also recognized as the guy with the viral candy bar resume.

Professor C. **Roy Blackwood**, the senior faculty member in the department of Fine and Performing Arts, currently serves Southeastern Louisiana University as Executive Director of the Columbia Theatre for the Performing Arts and Fanfare. Roy chaired the university's Visual Arts Department from 1984-2001, and until 2010, directed the Cultural Resource Management curriculum that he co-founded in 1985. An accomplished sculptor who has exhibited nationally and internationally and received numerous grants, including an NEA grant, Blackwood was the first recipient of Southeastern's President's Award for Excellence in Artistic Activity. In 1985 he co-founded "Fanfare," Southeastern's fall festival of the arts, sciences, and humanities. Among his many honors, he was elected a Fellow of the Royal Society for the Arts, and, as a result, he and his wife were presented to the Queen of England and Duke of Edinburgh at a Buckingham Palace garden party in 2004. Service and Distinctions: Distinguished Member of the Honor Society of Phi Kappa Phi, Chapter President; Board member and Director of Fellowships from 1998-2011; President of the National Council of Art Administrators; Executive vice-president of the Hammond Cultural Foundation; Vice President for Program for the Istrouma Area Council, BSA; BSA design team, National Youth Leadership Training; BSA writing team, National Advanced Youth Leadership Experience; Silver Beaver Award for Outstanding Council Volunteer and Eagle Scout Advisor; Director of Louisiana Presenter's Network and board of LA Partnership for the Arts; Co-founded the Gulf States



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Presenter's Network; Grants panelist for the NEA and Performing Arts Exchange/SouthArts. Education: BA Fort Hays University, Fine Arts, Sculpture/Art History, 1970, 1991 Alumnae of the Year; MFA University of Colorado, Boulder, CO, 1972. Outstanding Master of Fine Arts Graduate in 1972. Roy has completed 41 years of service at Southeastern and continues to lecture on the Art of Ancient Cultures.

Danielle Boyke has been with national arts and cultural management consulting firm AMS Planning & Research since June 2012, where she has worked on a number of high-profile strategic planning and facilities planning projects, including operating plans for proposed performing arts centers in Beaverton, OR, Sarasota, FL, Edmonton, ON, and St. Tammany Parish, LA, as well as planned capital facilities projects at the Santa Cruz Civic Auditorium and the Kentucky Center. Danielle has an M.B.A. from the Bolz Center for Arts Administration at the University of Wisconsin School of Business and a B.S. in Theatre Production from Bradley University. Prior to joining AMS, Danielle was a project assistant at The Wisconsin Union, serving as Outreach Coordinator for the historic Wisconsin Union Theater and Assistant Music Program Advisor for its three music venues. Danielle has an extensive theatre production background and previously worked as a professional stage manager based in Chicago.

Shane E. Burkett is Director of Strategic Marketing at Agile Ticketing Solutions. He has been providing marketing ideas to small and medium-sized organizations, including historic theatres, for nearly a decade. His passion for theatre and cinema goes far beyond the box-office operations and into the heart of the patron; understanding the patron's desire to connect with the stories and be a part of the inspiration that is theatre. His professional background in learning and development, legal and compliance along with a terrific sense of humor provides workshop participants with an enjoyable way to absorb a variety of subject matter.

Molly Fortune, Executive Director at the Newberry Opera House in Newberry, South Carolina, strongly believes that historic buildings are key to the economic development and revitalization of America's downtowns. The Opera House is a leader in events not produced on their stage. They hosted NASA and a three-day STEAM camp leading up to the total eclipse on August 21, 2017. This event brought over 25,000 people to downtown and another 50,000 to the county. The Opera House helped Newberry be a NASA Designated City and was the only place in the path of totality to have an Astronaut call the eclipse. Previously, Molly was the Director of Restoration and Operations at the Fox Theatre in Atlanta, the only in-house theatre restoration department in the country. She was involved in the development of the Fox Theatre Institute, an outreach and consulting division. Molly received her BFA in Interior Design from Converse College and an MFA in Historic Preservation from the Savannah College of Art and Design, Summa Cum Laude with Distinction.

Samantha Giustiniani is the Director of Education & Outreach for Count Basie Theatre. Before being at the Basie, Samantha was a Training Director for an enrichment company where she taught and developed early childhood curricula in theatre, music, and dance. After working as a teaching artist at the Basie for many years Samantha moved into an arts administration role at the historic theatre. There she manages educational outreach programs and partnerships for the theatre throughout the community and state, including the theatre's John F. Kennedy Center's Partners in Education team, and mindALIGNED, a collective impact initiative that spans two counties in New



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Jersey. Samantha holds a BFA in Theatre Performance and a MA in Shakespeare and Theatre and continues to act and direct throughout the region.

Dr. Brent Hasty is the Executive Director of MINDPOP, a solutions-based organization dedicated to expanding creative learning in classrooms, schools and communities. Under his leadership, MINDPOP manages Austin's Creative Learning Initiative; develops creative learning professional development models and resources; researches issues of impact and access to the arts and creative learning; and consults with leaders across the country to develop sustainable creative learning systems in communities dedicated to access and equity in the arts and creative learning.

Jennifer Luck is the Education & Outreach Director at the Historic Paramount & Stateside Theatres in Austin, Texas. She moved to Austin in 2008 after spending three years in Los Angeles with P.L.A.Y., the Education Department at Center Theatre Group (The Ahmanson, Mark Taper Forum & Kirk Douglas Theatre). Prior to her time in L.A. and Austin, she worked with Phoenix Theatre, Arizona Jewish Theatre Company, The Herberger Theatre Center, Biz Kids NYC, and The Children's Museum of Manhattan. In 2009 she was named a Don and Elizabeth Doyle Fellow by the American Alliance for Theatre and Education (AATE), recognized for her artistic ability in the area of Theatre for Youth. Not only is she an educator/administrator, but she is also an accomplished singer and composer. She holds a BA in Theatre from Arizona State University and an MFA in Drama and Theatre for Youth and Communities from the University of Texas at Austin.

Donald Mason is the Executive Director of the Lyric Theatre and Cultural Arts Center in Lexington, KY. Tasked with directing the historic African American venue into a leading regional arts center, Donald has become an advocate for diversity, inclusion and equity in the Central Kentucky region and beyond. Donald serves on the LexArts Board, Picnic with the Pops Commission, Business Volunteers for the Arts, EMERGE Conference Steering committee and the Projects committee for Leadership Lexington Alumni. He holds a B.S. in Management and Ethics from Asbury University and is an MBA candidate at Southern New Hampshire University, holding a master's certificate and Modern Musician specialization from Berklee College of Music.

As an Arizona native, **Jordania Nelson** thrives on three things: captivating novels, a constant craving to learn, and a radiating tan. With degrees from Northern Arizona University and a plethora of experience in Public Relations, Sales, and Marketing, Jordania's combination of her compelling expertise and one-of-a-kind outlook contributes a different breed of credibility and enthusiasm to the team. When she's not researching the latest digital trends or reaching above-and-beyond to achieve unprecedented results, you can find her at the latest trend-spot in town, out on the lake enjoying a cold one, or watching another episode of "How I Met Your Mother" for the ten-billionth time.

Brian Phoebus, Vice President of Maury, Donnelly & Parr, Inc. (MDP), was essential in the creation of National Trust Insurance Services (NTIS), an MDP-administered program specifically designed to offer insurance solutions to historic property owners and preservation organizations. He previously worked as an underwriter for historic homes and for the properties owned by the National Trust for Historic Preservation. He saw the need for a more robust program, which he ultimately created and pitched to MDP to become the administrator in 2004. Brian has almost 20 years of



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experience in the insurance industry and has collaborated with LHAT since 2005. He embraces the idea of preserving historic America through accurate valuations of historic properties and ample protection of those properties through proper insurance coverage. He understands and preaches the importance of maintaining the Main Streets, Historic Theatres, and other Non-Profit organizations that work to preserve the historic districts and promote pride of their hometowns. He appreciates the work that NTHP, National Main Street Center and many other allied organizations, like LHAT, do and continues to encourage others to find the value in them as well. Prior to joining MDP/NTIS in October 2002, Brian worked for Chubb Insurance Group for seven years. At Chubb, he was the underwriter for historic homes and all the properties owned by the National Trust for Historic Preservation.

Dan Sheehan graduated from the State University of New York at Fredonia with a BS in Sound Recording Technology. He worked in the recording field in NYC until the end of 1990 and moved into live audio with a summer job at Saratoga Performing Arts Center. He began working at Proctors as an audio engineer in 1991 and became Proctors' Production Manager in 1995. In 2003 Proctors hired Philip Morris and planning began for a \$40 million expansion. In 2005 Dan became Proctors' Operations Director and, at end of that year, the new expanded stagehouse was opened. Since that time, Proctors has opened several other venues at the Schenectady campus, as well as taking on Capital Repertory Theatre in downtown Albany and Universal Preservation Hall in Saratoga. Upcoming projects include moving theRep into a new space, a \$9 million renovation of an old 1860's bakery into a 330-seat theatre, and a \$10 million renovation of Universal Preservation Hall (an 1860's Methodist Church) into a 700-concert venue.

Safiatou Soumana is with Envision Creative in Austin, Texas.

Kevin Sullivan joined MDP in 2014 as a Client Executive in our National Trust Insurance Services program. On the NTIS team, Kevin oversees the retail (client-direct) service team and works on new business for all retail accounts. Prior to MDP Kevin was a Client Executive in the Real Estate Practice Group at RCM&D. Growing up in Baltimore, Kevin attended Boys Latin School followed by Denison University. He earned an MBA from the University of Baltimore and is a Certified Insurance Counselor (CIC).