



THEATRE COMMUNICATIONS GROUP INC. · 355 LEXINGTON AVENUE, NEW YORK, NY 10017 PHONE (212) 697-5230 · FAX 983-4847 · WWW.TCG.ORG

Friday, November 16

Tavern on The Green, Central Park West

6:00 pm – 7:30 pm **Registration**

6:00 pm – 7:15 pm **Cocktail Reception**

7:15 pm – 9:00 pm **Dinner**

9:00 pm – 10:00 pm **Welcome:** Paula Tomei (Board President, TCG; Managing Director, South Coast Repertory)

Remarks: Ben Cameron (Executive Director, TCG)

Introduction: David Herskovits (Artistic Director, Target Margin Theater)

Keynote Address: Malcolm Gladwell (author, *The Tipping Point*; staff writer, *The New Yorker*)

Saturday, November 17

American Airlines Theatre, 227 West 42nd St.
New 42nd Street Studios, 229 West 42nd St.

8:30 am – 9:00 am **Continental Breakfast and Late Registration, American Airlines Theatre, Penthouse (5th floor)**

9:00 am – 11:00 am **Plenary Session, Penthouse**

Optimizing Board Structures for Effective Performance

George Thorn (Co-director, ARTS Action Research)

11:00 am – 11:30 am **Coffee Break, Penthouse**

11:30 am – 12:30 pm **Plenary, Penthouse**

Joint Session with the League of American Theatres and Producers

Welcome and Remarks: Ben Cameron (Executive Director, TCG) and Jed Bernstein (President, League of American Theatres and Producers)

Panel: Dean Gladden (Managing Director, The Cleveland Play House), Lynn Moffat (Managing Director, New York Theatre Workshop), Gina Vernaci (Director of Programming, Playhouse Square Center) and Bill Conner (President, Clear Channel Entertainment/Broadway in Boston)

Moderated by Barry Grove (Executive Producer, Manhattan Theatre Club)

12:30 pm – 12:45 pm **Remarks by Senator Hillary Clinton, Penthouse**

12:45 pm – 1:30 pm **Lunch, Penthouse**

1:30 pm – 2:30 pm **Plenary Session, Penthouse**

Communication: Strengthening the Relationship Between the Board and Staff

Panel: Nancy Roche (Trustee, Center Stage), Paula Tomei (Managing Director, South Coast Repertory) and Jerry Whiddon (Producing Artistic Director, Round House Theatre)

Moderated by Ben Cameron (Executive Director, TCG)

2:30 pm – 2:45 pm **Break**

2:45 pm – 4:00 pm **Breakout Sessions, American Airlines Theatre/New 42nd Street Studios**

1. Board Evaluation of Artistic and Managing Leaders, New 42nd Street Studios, Studio 3B
Moderated by Catherine Irwin (Managing Director, Contemporary American Theater Festival)

2. Board Motivation: How to Keep Boards Engaged and Energized, New 42nd Street Studios, Studio 3A
Moderated by Ted Rogers (Chairman, Theatre for a New Audience)

3. How to Effectively Chair a Board/Effective Board Committees, Penthouse right
Moderated by Liz Fillo (Trustee, McCarter Theatre Center)

4. Recruiting New Board Members, Penthouse left
Moderated by Eve Alvord (Trustee, Seattle Children's Theatre)

Saturday, November 17 (continued)

American Airlines Theatre, 227 West 42nd St.

4:00 pm – 4:15 pm

Refreshment Break

4:15 pm – 5:30 pm

Plenary, Penthouse

Board's Role Vis-à-Vis the Art, the Needs of Theatre Artists

Panel: Ellen McLaughlin (playwright), Neil Patel (scenic designer) and Seret Scott (director)

Moderated by David Saint (Artistic Director, George Street Playhouse)

Sunday, November 18

American Airlines Theatre, 227 West 42nd St.

New 42nd Street Studios, 229 West 42nd St.

8:30 am – 9:00 am

Continental Breakfast, American Airlines Theatre, Penthouse (5th floor)

9:00 am – 10:30 am

Breakout Sessions, American Airlines Theatre/New 42nd Street Studios

1. Endowment and Other Long-Term Financial Stabilization Strategies, New 42nd Street Studios, Studio 3B

Moderated by Elaine and Martin Weinberg, (Trustees, South Coast Repertory)

2. Long-Range Planning/Strategic Planning/Scenario Planning, New 42nd Street Studios, Studio 3A

Moderated by Benjamin Moore (Managing Director, Seattle Repertory Theatre)

3. Theatre Economics 101, American Airlines Theatre, Nabisco Lounge (6th floor)

Moderated by Michael Ross (Managing Director, Long Wharf Theatre)

4. Turning the Institution Around, American Airlines Theatre, Penthouse (5th floor)

Moderated by Todd Haimen (Artistic Director, Roundabout Theatre Company)

10:30 am – 11:00 am

Coffee Break, Penthouse

11:00 am – 12:15 pm

Plenary, Penthouse

Closing the Deal: Motivating People to Make the Ask

Introduction: Grace Grillet (Managing Director, The People's Light & Theatre Company)

Willard (Bill) G. Rouse III (Trustee, The People's Light & Theatre Company)

12:15 pm – 12:30 pm

Wrap-up Session, Penthouse

Moderated by Jaan Whitehead (Trustee, The SITI Company)

Closing Remarks

Ben Cameron (Executive Director, TCG)
