



Theatre Communications Group  
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## 2009 FALL FORUM ON GOVERNANCE

*Opportunity Knocks:*

*Proactive Leadership in a "Wait and See" World*

November 6–8, 2009

New York City

# AGENDA

### Friday, November 6: *Bryant Park Grill, 25 West 40<sup>th</sup> Street (between 5<sup>th</sup> & 6<sup>th</sup> Avenues)*

6:00 pm–7:00 pm	Registration and Cocktail Reception (Tent)
7:00 pm–8:00 pm	<p><b>Welcome and Opening Remarks (Dining Room)</b>  <b>Douglas Brown</b> (Trustee, Steppenwolf Theatre Company; Trustee, TCG), <b>Judith O. Rubin</b> (Chair, Playwrights Horizons; Chair, National Council for the American Theatre), <b>Teresa Eyring</b> (Executive Director, TCG)  <b>Presentation</b>  <b>Suzan-Lori Parks</b> (Pulitzer Prize-winning playwright)</p>
8:00 pm–9:30 pm	Dinner

### Saturday, November 7: *The Desmond Tutu Center, 180 Tenth Avenue (between 20<sup>th</sup> & 21<sup>st</sup> Streets)*

8:30 am–9:00 am	Continental Breakfast, Late Registration (Refectory)
9:00 am–9:30 am	<p><b>Welcome and Opening Remarks (Refectory)</b>  <b>Teresa Eyring</b> (Executive Director, TCG)</p>
9:30 am–10:30 am	<p><b>Plenary Session (Refectory)</b>  <b>Unlearning 101</b>  Mark Twain once wrote, "It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so." Are we getting ourselves into trouble because we're holding onto ideas that "just ain't so?" Can we strengthen our work, our audiences' connection to it and the place of the theatre field as a whole by trying to un-learn some of our old traditions and practices? Participants will be led through an exploration of these ideas, as we look to take advantage of this opportunity to examine what is and is not working in our field—and why. Presentation by <b>Jack Uldrich</b> (author, futurist and change expert)</p>
10:30 am–10:45 am	Coffee Break (Refectory)
10:45 am–11:45 am	<p><b>Breakout Sessions</b>  <b>Unlearning 101</b></p> <ul style="list-style-type: none"> <li>▪ <b>Group A: (Refectory)</b> Moderated by <b>Rachel Kraft</b> (Executive Director, Lookingglass Theatre Company; Trustee, TCG)</li> <li>▪ <b>Group B: (Rusack Room)</b> Moderated by <b>Roche Schulfer</b> (Executive Director, The Goodman Theatre; Trustee, TCG)</li> <li>▪ <b>Group C: (Pre-Function Room)</b> Moderated by <b>Mark Valdez</b> (National Coordinator, Network of Ensemble Theatres; Trustee, TCG)</li> <li>▪ <b>Group D: (Matthews Room)</b> Moderated by <b>Megan Wanlass Szalla</b> (Managing Director, SITI Company; Trustee, TCG)</li> </ul>
11:45 am–12:15 pm	<p><b>Plenary Session (Refectory)</b>  <b>Unlearning 101 (continued)</b></p>
12:15 pm–1:15 pm	Lunch (Refectory)
1:15 pm–2:15 pm	<p><b>Plenary Session (Refectory)</b>  <b>Out With the Old: Three Organizations Tackle Assumptions Head On</b>  A panel discussion with three theatres that are challenging some standard beliefs around new plays, the relationship between audience, artist and organization and the motivation for conversation between theatres and communities. <b>Marge Betley</b> (Literary Manager/Resident Dramaturg, Geva Theatre Center), <b>Gabriella Calicchio</b> (Managing Director, The Children's Theatre Company), <b>Moisés Kaufman</b> (Artistic Director, Tectonic Theater Project); moderated by <b>Susan Booth</b> (Artistic Director, Alliance Theatre; Trustee, TCG)</p>
2:15 pm–2:30 pm	Coffee Break (Refectory)

2:30 pm–3:45 pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>▪ <b>The Value Opportunity (Refectory):</b> Independent Sector presents some surprising findings about the message of the not-for-profit community and gives us an opportunity to reframe that approach. Presentation by <b>Bill Wright</b> (Director of Communications and Marketing, Independent Sector)</li> <li>▪ <b>The Service Opportunity (Rusack Room):</b> What are the methods that theatres are using to interest the younger generations in board service and how are they integrated into the full board? Are the expectations on the part of the young board member, the theatre and other standing board members or the theatre itself any different? <b>Jennifer Bielstein</b> (Managing Director, Actors Theatre of Louisville), <b>Jeffrey Herrmann</b> (Managing Director, Woolly Mammoth Theatre Company), <b>Lico Whitfield</b> (Executive Assistant and Liaison to the Young Executive Board, True Colors Theatre Company)</li> <li>▪ <b>The Green Opportunity (Matthews Room):</b> The environmental movement has grown exponentially in the last few years, with concern about reducing our negative impact on the environment reaching into nearly every sector. This session presents both a call to action and an opportunity to make some changes in the way we operate, the way we relate to our community and environment and the way we talk about our work. <b>Charlie Deull</b> (Executive Vice President, Clark Transfer; Co-Chair, Broadway Green Alliance), <b>Seth Greenleaf</b> (Partner, GFour Productions), <b>Susan Medak</b> (Managing Director, Berkeley Repertory Theatre), <b>Seema Sueko</b> (Artistic Director, Mo`olelo Performing Arts Company)</li> </ul>
3:45 pm–4:00 pm	<b>Coffee Break (Refectory)</b>
4:00 pm–5:00 pm	<b>Plenary Session (Refectory)</b> <b>Rocco Landesman</b> (Chairman, The National Endowment for the Arts)

**Sunday, November 8: *The Desmond Tutu Center, 180 Tenth Avenue (between 20<sup>th</sup> & 21<sup>st</sup> Streets)***

8:30 am–9:00 am	<b>Continental Breakfast (Refectory)</b>
9:00 am–10:30 am	<b>Plenary Session (Refectory)</b> <b>Leadership in Troubled Financial Times: What Your Board Can Do Now</b> In order to help ensure that their organizations remain viable, boards need financial acumen, strategic thinking and strong communication skills; they must also stay up to date, entertaining new ideas and different perspectives. This dynamic workshop addresses the critical activities that your board can undertake now as your organization faces the financial crisis. The session will also remind board members about the importance of leadership and the link between good governance and effective, well-run organizations. Presentation by <b>David Styers</b> (Senior Governance Consultant, BoardSource)
10:30 am–11:00 am	<b>Coffee Break (Refectory)</b>
11:00 am–12:15 pm	<b>Plenary Session (Refectory)</b> <b>Steering Through Turbulent Times: Managing Today's Crisis, Part Two</b> How well have theatres weathered the economic crisis? After over a year in crisis mode, with many saying that the worst is still yet to come, have theatres risen to the challenge? And how are today's solutions preparing for what looms ahead? During Part One of this evocative conversation, held at last year's Fall Forum on Governance, participants discussed how they were dealing with the economic crisis in its early stages. A year later, how is the field doing and what changes have we made in order to continue our work? What's the next step? How long can we live in "crisis mode" and what can we learn from each other as we approach 2010? <b>Debbie Chinn</b> (Managing Director, CENTERSTAGE), <b>Dean Gladden</b> (Managing Director, Alley Theatre), <b>Andrew Hamingson</b> (Executive Director, Public Theater; Trustee, TCG), <b>Bonnie Metzgar</b> (Artistic Director, About Face Theatre); moderated by <b>Jim Steinberg</b> (Trustee, The Public Theater, Denver Center for the Performing Arts; Member, National Council for the American Theatre)
12:15 pm–12:30 pm	<b>Closing Remarks (Refectory)</b> <b>Molly Smith</b> (Artistic Director, Arena Stage; Trustee, TCG) <b>Teresa Eyring</b> (Executive Director, TCG)