

***Friday, November 15******Rainbow Room, 30 Rockefeller Plaza***

- 6:00 pm – 7:15 pm** Registration and Cocktail Reception, Radio City Suites, 64th floor
- 7:15 pm – 8:30 pm** Dinner, Pegasus Room, 64th floor
Welcome: Paula Tomei (Board President, TCG; Managing Director, South Coast Repertory) and Joan Channick (Deputy Director, TCG)
- 8:30 pm – 9:30 pm** **Remarks:** Ben Cameron (Executive Director, TCG)
Keynote Address: Dr. Richard Florida (author, *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life*; Professor of Regional Economic Development, Carnegie Mellon University)
- 9:30 pm – 10:00 pm** **Book Signing by Dr. Richard Florida**

Saturday, November 16***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
Strategic Planning
 Ronnie Brooks (Director, James P. Shannon Leadership Institute) and David Hawkanson (consultant)
- 11:00 am – 11:15 am** Coffee Break, Penthouse
- 11:15 am – 12:30 pm** Plenary, Penthouse
Artistic Director Panel Discussion
 Panel: Chris Coleman (Artistic Director, Portland Center Stage), Martha Lavey (Artistic Director, Steppenwolf Theatre Company) and Michael Wilson (Artistic Director, Hartford Stage Company)
 Moderated by David Hawkanson
- 12:30 pm – 1:30 pm** Lunch, Penthouse
- 1:30 pm – 2:00 pm** Remarks by Kate Levin, Commissioner for the Department of Cultural Affairs, New York City
- 2:00 pm – 3:30 pm** Plenary Session, Penthouse
Branding
 Neill Archer Roan, (Director, The Roan Group)
- 3:30 pm – 4:00 pm** Refreshment Break, Penthouse
- 4:00 pm – 5:30 pm** Breakout Sessions, American Airlines Theatre/New 42nd Street Studios
- 1. Board Motivation and Chairing a Board (New 42nd St. Studios, Studio 3A)**
 Moderated by Judith O. Rubin (Board Chair, Playwrights Horizons; Chair, National Council for the American Theatre), Charles Dillingham (Managing Director, Mark Taper Forum) and Martin Massman (Trustee, Mark Taper Forum; Member, National Council for the American Theatre)
 - 2. Effective Use of Boards' Time and Talents (New 42nd St. Studios, Studio 3B)**
 Moderated by David Jobin (Managing Director, City Theatre Company) and Paul Nicholson (Executive Director, Oregon Shakespeare Festival)
 - 3. Employment of Artistic and Managing Leaders: Contracts and Review Process (Nabisco Lounge)**
 Moderated by Harry H. Weintraub (General Counsel, League of Resident Theatres)
 - 4. Understanding Community Attitudes About the Performing Arts: The Performing Arts Research Coalition (Lower Lounge)**
 Moderated by Joan Channick (Deputy Director, TCG)
 - 5. Web Opportunities: Streaming Culture® Presentation (Penthouse)**
 Streaming media previews are not just for movie sites — how using streaming media can sell more tickets
 Presented by Daniel Arthurs (Founder/CEO, Streaming Culture), Stephen Brier, David Noll and Alberta Arthurs.

Sunday, 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, American Airlines Theatre, Penthouse (5th floor)**

9:00 am – 10:30 am **Breakout Sessions, American Airlines Theatre/New 42nd Street Studios**

1. *Capital and Endowment Campaigns (Penthouse)*

Moderated by Susan Trapnell (Managing Director, Guthrie Theater)

2. *Recruiting and Evaluating Board Members (New 42nd St. Studios, Studio 3A)*

Moderated by Tim Shields (Managing Director, Milwaukee Repertory Theater), Susan Lueger (Board President, Milwaukee Repertory Theater), Judy Hansen (Trustee, Milwaukee Repertory Theater; Member, National Council for the American Theatre), Jack Kraushaar (Trustee and Executive Committee Member, Geva Theatre; Member, National Council for the American Theatre), and Nancy Roche (Trustee, Center Stage; Member, National Council for the American Theatre)

3. *The Relationship between Budget and Aspiration (Lower Lounge)*

Moderated by Roche Schulfer (Executive Director, Goodman Theatre)

4. *Motivating People to Make the Ask (Nabisco Lounge)*

Moderated by Susan Medak (Managing Director, Berkeley Repertory Theatre)

10:30 am – 11:00 am **Coffee Break, Penthouse**

11:00 am – 12:00 pm **Plenary, Penthouse**

Turning the Institution Around

Todd Haimes (Artistic Director, Roundabout Theatre Company)

12:00 pm – 12:15 pm **Closing Remarks, Penthouse**

Ben Cameron (Executive Director, TCG)
