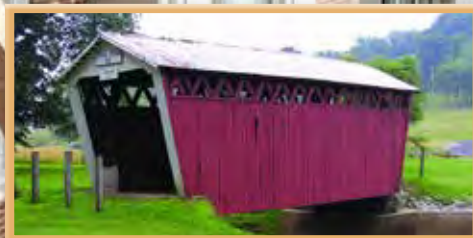


# Pennsylvania presenters



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**JUNE 5-7, 2013**

Indiana University of Pennsylvania

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**tgallant@mcmarts.com**

# SCHEDULE AT A GLANCE

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*This schedule is subject to change. Changes will be communicated through email updates, announcements at events, and Twitter (@paartscnf).*

<i>Time</i>	<i>Event</i>	<i>Location</i>
<b>Wednesday, June 5</b>		
12 noon-4:00 p.m.	Resource Room Open	Cogswell Room 121
12 noon-2:00 p.m.	Full Registration	Cogswell Room 116
1:00-3:30 p.m.	Pre-Conference on Social Media	Cogswell Room 126
3:00-5:00 p.m.	Full Registration	Holiday Inn
4:15-5:00 p.m.	Express Registration	Artists Hand Gallery, Philadelphia St.
4:30-5:30 p.m.	New Colleagues Reception	Artists Hand Gallery, Philadelphia St.
5:15-7:15 p.m.	Express Registration	Jimmy Stewart Museum, Philadelphia St.
5:30-7:30 p.m.	Opening Reception	Jimmy Stewart Museum, Philadelphia St.
7:30-9:00 p.m.	Express Registration	Fisher Auditorium, IUP Campus
8:00-10:30 p.m.	Juried Showcases Part 1	Fisher Auditorium, IUP Campus
11:00-?	Late Night	Holiday Inn Lounge
<b>Thursday, June 6</b>		
8:00-9:30 a.m.	Full Registration	Holiday Inn
8:30-9:30 a.m.	Breakfast with Mario Garcia Durham	Holiday Inn Ballroom
9:30-10:30 a.m.	Plenary: The Value of Block Booking	Holiday Inn Ballroom
10:00 a.m.-5:00 p.m.	Resource Room Open	Cogswell Room 121
10:00 a.m.-12:00 p.m.	Full Registration	Cogswell Room 116
11:00-12:00 p.m.	Workshop: Artist/Manager/Presenter	Cogswell Room 201
	Workshop: Educational Outreach: Songwriting	Cogswell Room 203
	Workshop: Changing World of Ticketing	Cogswell Room 301
12:15-1:30 p.m.	Keynote Lunch with John Astin	Blue Room, Sutton Hall (1st Floor)
1:45-4:15 p.m.	Juried Showcases Part 2	Gorell Recital Hall, Sutton Hall (2nd Floor)
5:45-7:30 p.m.	Dinearounds	Sign up by 1:45 today at registration or lunch
7:30-8:30 p.m.	Express Registration	Fisher Auditorium, IUP Campus
8:00-10:30 p.m.	Juried Showcases Part 3	Fisher Auditorium, IUP Campus
11:00-?	Late Night	Holiday Inn Lounge
<b>Friday, June 7</b>		
7:30-12:00 p.m.	Full Registration	Cogswell Room 116
7:30 a.m.-1:30 p.m.	Resource Room Open	Cogswell Room 121
8:00-9:15 a.m.	Hot Breakfast	Cogswell Room 121
9:30-10:40 a.m.	Workshop: Advocacy and Issues in the Arts	Cogswell Room 201
	Workshop: Showcasing Tips	Cogswell Room 203
	Workshop: New Media PR	Cogswell Room 301
10:50-11:50 a.m.	Workshop: Hands-on Hospitality	Cogswell Room 201
	Workshop: Lights, Sound, Curtain Up!	Cogswell Room 203
12:00-1:15 p.m.	Closing Lunch	Cogswell Room 121
	Annual Business Meeting and Funders Update	
	Annual Service Award	
Full Registration	Check in, nametags, bags, and folders	
Express Registration	Check in and nametags only. Please pick up your bag and folder when full registration is open.	





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# SHUTTLE SCHEDULE

<i>Time</i>	<i>Loop and Stops</i>	<i>Every...</i>
<b>Wednesday, June 5</b>		
12:00-1:30 p.m.	Holiday Inn, Campus	10-12 minutes
1:30-4:00 p.m.	Holiday Inn, Campus	15-20 minutes
4:00-5:45 p.m.	Holiday Inn, Campus, Downtown	10-12 minutes
5:45-7:00 p.m.	Holiday Inn, Downtown	10-12 minutes
7:00-7:45 p.m.	Holiday Inn, Campus, Downtown	10-12 minutes
7:45-10:00 p.m.	Holiday Inn, Campus	15-20 minutes
10:00-11:30 p.m.	Holiday Inn, Campus	10-12 minutes
11:30 p.m.	Last shuttle to Holiday Inn	
<b>Thursday, June 6</b>		
10:15-11:30 a.m.	Holiday Inn, Campus	10-12 minutes
11:30 a.m.-1:00 p.m.	Holiday Inn, Campus	15-20 minutes
1:00-5:30 p.m.	Holiday Inn, Campus	10-12 minutes
5:30-6:00 p.m.	Holiday Inn, Downtown	10-12 minutes
6:00-7:00 p.m.	Holiday Inn, Campus, Downtown	15-20 minutes
7:00-7:45 p.m.	Holiday Inn, Campus, Downtown	10-12 minutes
7:45-10:00 p.m.	Holiday Inn, Campus	15-20 minutes
10:00-11:30 p.m.	Holiday Inn, Campus	10-12 minutes
11:30 p.m.	Last shuttle to Holiday Inn	
<b>Friday, June 7</b>		
7:30-8:30 a.m.	Holiday Inn, Campus	10-12 minutes
8:30 a.m.-1:00 p.m.	Holiday Inn, Campus	15-20 minutes
1:00-2:00 p.m.	Holiday Inn, Campus	10-12 minutes
2:00 p.m.	Last shuttle to Holiday Inn	

# SHUTTLE INFORMATION

We plan to have two school buses from Smith Bus Co. running at all times as needed and as per the schedule listed. Here are the loops and the stops:

- Holiday Inn: Front parking lot
- Campus: Washington Street parking lot at the intersection of Washington St., 11th St., and Oakland Ave. This is immediately across the street from Fisher Auditorium/ Performing Arts Center and Cogswell Hall. Close by is also the Blue Room and Gorell Recital Hall located in John Sutton Hall.
- Downtown: On Wednesday evening, the bus will pick up and discharge at the Jimmy Stewart Museum (Opening Night Reception), which is one block from the Artists Hand Gallery (New Colleagues Reception). On Thursday night for the Dine-Arounds, the bus will stop on 6th St. just off the corner of Philadelphia St. (the main “drag”) and 8th St. just off the corner of Philadelphia Street.

# PARKING

Parking during the conference is free on campus since classes are not in session at the time. However, parking may be limited, especially during work hours. If you chose to drive, we recommend allowing extra time to make sure you find a spot.

You may park in any space on campus other than handicapped (without the proper government-issued permit) or 24-hour reserved spots. Please make special note that the parking garage on Grant Street will be closed due to annual maintenance and that the area marked on Grant Street on the conference map is not owned by the university but by the Borough of Indiana. So, meters would need to be fed on that street, but not anywhere else on campus.

Downtown parking meters are checked through 7:00 p.m. weekdays. Feeding those meters is highly advised as they regularly check the meters.

Parking at the Holiday Inn is, of course, free. But a word of caution: there is quite a dip if you come out of the parking lot onto Indian Springs Road (the smaller street on the south side of the Holiday Inn property). Take it slow or at an angle just to be safe so as not to scrape the front of your car.

# REGISTRATION

Due to the variety of venues and locations for this conference, it will be difficult to transport all the registration materials around town. Therefore, we are doing both a full registration and express registration. Any questions, please ask one of the conference organizers.

**Full Registration:** Check in, nametags, bags, and folders.

**Express Registration:** Check in and nametags only. Please pick up your bag and folder when full registration is open.

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*NY TIMES*

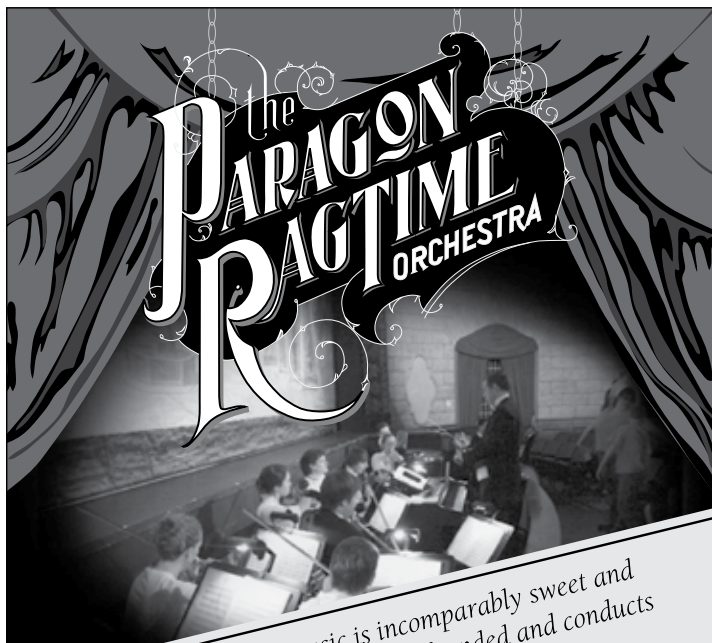
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# FULL CONFERENCE SCHEDULE

## WEDNESDAY

**12:00-4:00 p.m.**

Resource Room Open, Cogswell Room 121

**12:00-4:00 p.m.**

Full Registration, Cogswell Room 116

**1:00-3:30 p.m.**

**Pre-Conference Workshop: Google Analytics and Social Media, Cogswell Room 126**

*Melanie Querry and Andreas Beck of Beyond Spots and Dots*

Learn from Google AdWords certified experts how Google Analytics reporting and social media can help grow your business. Both Querry and Beck bring a new look and angle to the work of social media marketing and advertising placement, including experience promoting various arts venues in western Pennsylvania.

**4:15-5:00 p.m.**

Express Registration, Artists Hand Gallery, Philadelphia St.

**4:30-5:30 p.m.**

**New Colleagues Reception, Artists Hand Gallery, Philadelphia St.**

*Sponsored by NAPAMA and River City Artists Management*

**5:15-7:15 p.m.**

Express Registration, Jimmy Stewart Museum, Philadelphia St.

**5:30-7:30 p.m.**

Opening Reception, Jimmy Stewart Museum, Philadelphia St.

**7:30-9:00 p.m.**

Express Registration, Fisher Auditorium, IUP Campus

**8:00-10:30 p.m.**

**Juried Showcases Part 1, Fisher Auditorium, IUP Campus. See pages 13-14**

**11:00-?**

Late Night on Your Dime, Holiday Inn Lounge

## THURSDAY

**8:00-10:00 a.m.**

Express Registration, Holiday Inn

**8:30-9:30 a.m.**

**Breakfast with Mario Garcia Durham, Holiday Inn Ballroom**

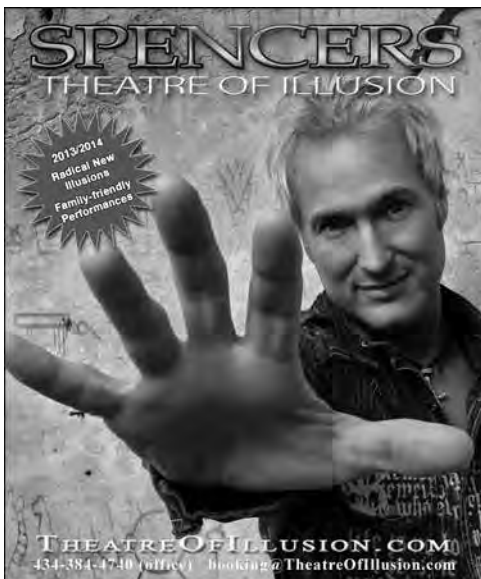
*Sponsored by Baylin Artists Management*

**9:30-10:30 a.m.**

**Plenary: The Value of Block Booking, Holiday Inn Ballroom**

*Andy Cassano, Zoellner Arts Center at Lehigh University; Jennifer Morris, Siegel Artist Management; and Cathleen Stephen, Miller Center for the Arts at Reading Area Community College*

Our panelists will discuss the concept of block booking, what it is, and why it is so important to artists, agents and presenters, how to do it and when, the resources available to you for help, along with creative ideas and practical details including budgeting, communication and timelines.





**10:00 a.m.-5:00 p.m.**

Resource Room Open, Cogswell Room 121

**10:00 a.m.-1:00 p.m.**

Full Registration, Cogswell Room 116

**11:00 a.m.-12:00 p.m.**

**Workshops Part 1**

**Artist/Manager/Presenter Relationships 101, Cogswell Room 201**

*Marc Baylin, Baylin Artists Management; and Laura Kendall, The Ware Center at Millersville University*

Explore the very necessary working relationships that put artists on stage. A discussion of how managers, artists, and presenters interact effectively beyond the “sell/buy” relationship and how to establish trust and develop connections that are mutually beneficial.

**Educational Outreach Demo: Songwriting Workshop for Young Audiences—De-mystifying the Creative Process, Cogswell Room 203**

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For more than 15 years, Trout Fishing in America has conducted songwriting workshops in schools and libraries with amazing results. Operating on the idea that you learn by doing, they demonstrate how to dive right into a hands-on co-writing session, with our conference attendees serving as the students who provide the topic and the ideas. See firsthand how students would have fun while developing language and organizational skills, creativity, and cooperation. A song is born in under 60 minutes.

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**The Changing World of Ticketing: Key Trends That Matter. Cogswell Room 301**

*Nathan Anderson of Patron Technology; Dottie Hunter of Vendini; and moderated by Teresa Baughman from The Palace Theatre*

This panel will reflect on the latest options that venues and presenters can offer their patrons and what patrons have come to expect when purchasing tickets. As mobile and social technologies continue to become more integrated into daily life, a multitude of new channels for patron engagement are being introduced. With so many choices and a shifting playing field for patron engagement, it's critical for arts organizations to clearly define a strategy for that engagement. What is the ideal patron experience we strive to deliver? How can we stay true to this vision at each touch point with patrons and potential patrons? In this talk, we will discuss key considerations for defining and executing your vision for delivering an exceptional patron experience from first engagement, to your event, and beyond.

**12:15-1:30 p.m.**

**Keynote Lunch with John Astin, Blue Room, Sutton Hall (1st Floor)**

**1:45-4:15 p.m.**

**Juried Showcases Part 2, Gorell Recital Hall, Sutton Hall (2nd Floor). See Pages 13-14.**

**5:45-7:30 p.m.**

**Dinearounds**

Sign up by 1:45 today at registration or lunch. Meet in the Holiday Inn lobby unless otherwise instructed by your host.

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**7:30-8:30 p.m.**

Express Registration. Fisher Auditorium, IUP Campus

**8:00-10:30 p.m.**

**Juried Showcases Part 3, Fisher Auditorium, IUP Campus. See Pages 13-14**

**11:00-?**

**Late Night on Your Dime, Holiday Inn Lounge**

**FRIDAY**

**7:30 a.m.-12:00 p.m.**

Full Registration, Cogswell Room 116

**7:30 a.m.-1:30 p.m.**

Resource Room Open, Cogswell Room 121

**8:00-9:15 a.m.**

**Hot Breakfast, Cogswell Room 121**

*Sponsored by The Roots Agency*

**9:30-10:40 a.m.**

**Workshops Part 2**

**Advocacy, Legislative, and Policy Issues in the Arts, Cogswell Room 201**

*Brandon Gryde, Dance/USA and OPERA America; and Rebecca Catelinet, Pennsylvania Rural Arts Alliance*

Public support for the arts is only one issue that impacts presenting organizations. Panelists will provide an overview of the local and national issues – from basic advocacy ideas to nonprofit tax policy and immigration. We will offer tips on how organizations can be effective advocates within their communities and beyond.

**Showcasing Tips, Cogswell Room 203**

*Larry Kosson, The Roots Agency*

Interested in showcasing that leads to bookings? Can't decide between juried and independent showcasing? Larry Kosson and The Roots Agency have been producing showcases for over ten years, and their artists have been selected for dozens of juried showcases at regional and state performing arts conferences. Join this informative session that will include discussions about when, where, and how to showcase.

**New Media PR for Presenters, Venues, and Artists, Cogswell Room 301**

*Jaimé Campbell Morton, Artspromo*

This workshop focuses on educating venues, musicians & promoters on how to best utilize social media and other online tools. We cover best practices, how-to topics, budgets and strategy. How do you efficiently maintain your social media as a

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promoter or venue? How do you partner with the musicians and PR teams involved in your bookings? How do you leverage social media to grow your fan base? What is location marketing? Please come by the workshop with your questions- there will be a discussion session at the end.

**10:50-11:50 a.m.**

**Workshops Part 3**

**Hands-on Hospitality or No Brown M & M's!, Cogswell Room 201**

*Sean Casey of CMI Entertainment and Larry Stock of Butler County Community College*

This session will include a discussion on issues surrounding hospitality riders, catering, accommodations, transportation and all things related to making your guest artist's life as easy as possible without making you and your staff miserable. We'll take some time to share ideas from other presenters and talk about creative solutions to difficult requests from the presenter's and the artist's perspectives.

**Lights, Sound, Curtain Up! The Newest in Stage Technology, Cogswell Room 203**

*Chris Ubinger of CRU Designs and Mike Feight of Feight Audio*

Stage lighting technology has progressed significantly in the past few years implementing LED technology, video elements, and networking to help us create a new dimension in lighting design and system integration. These technologies not only let us push the envelope with awe-inspiring effects, but also provide energy savings for your venue.

**12:00-1:15 p.m.**

**Closing Lunch, Cogswell Room 121**

This lunch will include the annual Business Meeting as well as funding updates by Michelle Grove from the Mid Atlantic Arts Foundation and Philip Horn from the Pennsylvania Council on the Arts. The meeting agenda will include updates from colleague consortium groups and SouthArts. The finale of our lunch will be the presentation of the annual Service Award.

*Sponsored by Rile and Gallant Artists*

**RESOURCE ROOM**

**Room 121 Cogswell**

Throughout the conference come relax, look through artists materials, and chat with your colleagues.

**REGISTRATION**

Due to the variety of venues and locations for this conference, it will be difficult to transport all the registration materials around town. Therefore, we are doing both a full registration and express registration. Any questions, please ask one of the conference organizers.

**Full Registration:** Check in, nametags, bags, and folders.

**Express Registration:** Check in and nametags only. Please pick up your bag and folder when full registration is open.



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June 6, 2013  
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## KEYNOTE SPEAKER

# JOHN ASTIN

Born John Allen Astin in Baltimore, he grew up a voracious reader and intellectual, attending nearby Washington and Jefferson College and Baltimore's Johns Hopkins University, where he majored in mathematics. A part in the university's senior play cemented his desire to act, and in 1952, Astin attended the University of Minnesota to pursue graduate work in drama, where he appeared in 40 plays in and around campus.

Astin's first New York gig was a role in an off-Broadway production of *The Threepenny Opera*, followed by a role in Charles Laughton's *Major Barbara*. Blessed with an elastic voice that never failed to sound bemused, he found work doing voices for animated commercials. Astin went on to receive supporting roles in *Studio One in Hollywood*, *The Twilight Zone*, and *77 Sunset Strip*. He made his motion picture debut with a tiny role in the forgotten B-drama *The Pusher* in 1960. In 1961, Astin earned a small but memorable role as a dance chaperone in the Oscar-winning *West Side Story* and a bit part in *That Touch of Mink* with Cary Grant and Doris Day.

A year later, Astin was teamed with Marty Ingels on the blue-collar sitcom *I'm Dickens, He's Fenster*. Despite the show's cancellation, Astin had gained notice as a reliable comic and was cast as the macabre but passionate patriarch on *The Addams Family*. His pop-eyed, relentlessly cheery demeanor as Gomez instantly launched Astin to stardom.

Running from 1964 to 1966, Astin would reprise his role on numerous occasions in the decades following the show's cancellation, including the TV movie *Halloween* with the *New Addams Family* and the voice of Gomez in the animated *Addams Family*, which earned him a Daytime Emmy nomination in 1992. In 1998, Astin played Grandpapa Addams in a pair of episodes for the syndicated *New Addams Family*.

The iconic role of Gomez Addams established Astin's career as a pop personality, and he began touring the country in theatrical productions. It was during this time that Astin's marriage to Suzanne Hahn ended, he married actress Patty Duke, and raised her son, Sean Astin, who would later become a successful actor in his own right.

John Astin's many other credits include a brief stint as the Riddler on *Batman* and as the title character arch-villain in *Evil*

Roy Slade. He also found work in 1974's *Skyway to Death* and as the dad in the original version of *Freaky Friday*. In the 1980s, he landed recurring roles in both *Murder, She Wrote* and the sitcom *Night Court*. Astin maintained a busy schedule, appearing in *National Lampoon's European Vacation*, *Teen Wolf Two*, *Gremlins 2: The New Batch*, and *Return of the Killer Tomatoes!* He went on to make two more "Killer Tomatoes" movies in the '90s, appeared on the TV shows *Mad About You* and *The Adventures of Brisco County Jr.*, and earned favorable reviews for his appearance in *The Frighteners*.

As a director, Astin's talents have been seen in *Prelude* (1968), a comic short for which he received an Oscar nomination for Best Live Action Short; *Wacky Taxi*, in which he also starred; *Operation Petticoat*, in which he played a submarine commander accompanied by a crew of nurses; and several episodes of Rod Serling's *Night Gallery* and *Just Our Luck*.

His most recent project, *An Evening With John Astin: Gomez, Poe, and the Usual Suspects*, offers an eclectic evening of excerpts from well-known works by Edgar Allen Poe, F. Scott Fitzgerald, William Shakespeare, Kurt Weill, Thomas Wolfe, e.e. cummings, Ezra Pound, and others combined with anecdotes and film clips from *The Addams Family*.

John Astin serves as a visiting professor and director of theater arts and studies at Johns Hopkins University, where he works out of the "Old Barn," former home of Theater Hopkins, an acclaimed community theater company.

## SPECIAL GUEST

# MARIO GARCIA DURHAM

Mario Garcia Durham serves as president and CEO of the Association of Performing Arts Presenters. Prior to his leadership role with APAP, Durham was posted at the National Endowment for the Arts where he served as director of Artist Communities and Presenting from 2004–2011. At the NEA, Durham contributed to programs such as An Evening of Poetry, hosted by President and Mrs. Obama, and the NEA Opera Honors. He inaugurated the NEA's Artist Communities granting program and was the initiator of Live from Your Neighborhood, a groundbreaking study of the impact of outdoor arts festivals in the U.S.

After holding numerous management positions and serving as artistic director at the Yerba Buena Center for the Arts in the 1990s, he founded Yerba Buena Arts and Events in 2000, the producing organization of the annual Yerba Buena Gardens Festival. The outdoor event offers more than 100 free performances by the San Francisco Opera, the San Francisco Ballet, and more for an audience of 100,000 attendees.

Throughout his career of over 20 years as a presenter, Durham has served on numerous boards, special advisory committees, and funding panels. He is currently on the board of the Alliance of Artist Communities and the National Center for Creative Aging.

Durham was recently elected to chair of the Performing Arts Alliance, a board of the leaders of the major performing arts service organizations in the U.S. Durham had previously served on the APAP board of directors and on the executive committee. He is on the community advisory council of the PBS station WETA in Washington, D.C., and on the American University Arts Management Advisory Council.





# JURIED SHOWCASES

Performance order is subject to change. For full contact information, please check the artist's advertisement elsewhere in this program or [iup.edu/papresenters](http://iup.edu/papresenters).

**WEDNESDAY, JUNE 5, 8:00 P.M.**

Fisher Auditorium, IUP Performing Arts Center

## **Cordis**

*Represented by Landspeed Artists*

Cordis has been redefining contemporary chamber music by fusing an original combination of custom-made and traditional ethnic instruments to create their signature sound. Time Out New York said, "(Cordis) makes a strong case for both sides of its musical personality—expanding the boundaries of chamber music."

## **Samite**

*Represented by Alma Artist Booking and Management*

The world-renowned musician Samite was born and raised in Uganda, where his grandfather taught him to play the traditional flute. He performed frequently to enthusiastic audiences throughout Uganda until 1982, when he was forced to flee to Kenya as a political refugee, eventually arriving in Ithaca, N.Y. Today his smooth vocals accompanied by the kalimba, marimba, litungu, and various flutes mesmerize audiences throughout the world.

## **Annie Moses Band**

*Represented by JRA Fine Arts*

The Annie Moses Band is a Juilliard-trained family of award winning performers and songwriters. The band weaves a fusion of bluegrass, jazz, and classical styles into familiar and original songs.

## **Trout Fishing in America**

*Represented by The Roots Agency*

An eclectic folk/rock band best known for family music and kids' songs. Winners of several Parents Choice awards and four-time Grammy nominees, the duo has been hailed as "the Lennon and McCartney of kids' music" by National Public Radio.

## **Billy Jonas Band**

*Represented by Loyd Artists*

It's a musical conversation, a sonic celebration, a splendiferous gathering of old and young, because at a Billy Jonas show, the ensemble is everyone!

## **Bobby Borgia**

*Self represented through Jackie George*

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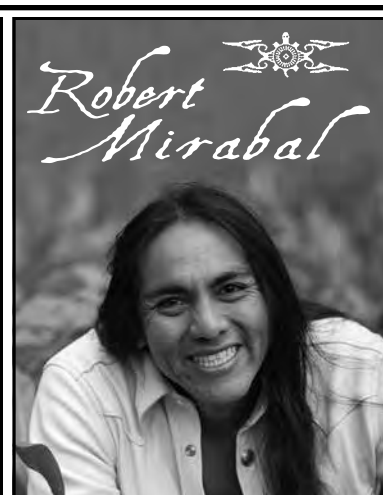
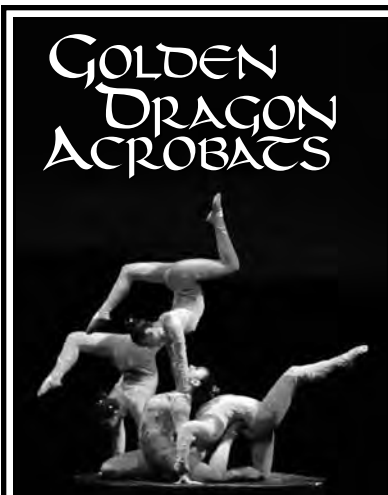
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**THURSDAY, JUNE 6, 1:45 P.M.**  
Gorell Recital Hall, 2nd Floor Sutton Hall

**Guy Mendilow Ensemble**

*Self represented through Patrick Corman*

Through emotionally evocative, artistic concerts and immersive community programming, the Guy Mendilow Ensemble awakens audiences to songs from the old Sephardi communities of Sarajevo, Salonica, and Jerusalem. Epic tales of love lost to the seas and the intrigue of kings abound in arrangements that crackle with vivid musical storytelling.

**John Cassidy**

*Represented by Sophie K. Entertainment*

A comedian, magician, and Guinness world record-holding balloon sculptor. John's "Balloon Freak Show," with its own unique mixture of comedy, magic, and "really weird things with balloons," has received rave reviews.

**Alex and the Kaleidoscope Band**

*Represented by Baird Artists Management*

Since the release of their debut, award-winning CD, *Kaleidoscope Songs #1*, this group of fun-loving musicians has been captivating kids and adults alike with their fresh approach to music for young audiences.

**Neil Jacobs**

*Self represented through Adena Productions*

Featuring music influenced by travels with the Gypsies of Spain, refugee camps during the Balkan War, surreal "cowboy" TV specials in the Soviet Bloc, and Saturday morning "Cartoon Classics," Neil pushes the limits of this traditional folk instrument while forging Gypsy, Celtic, Balkan, and Classical influences into new American music.

**The Paragon Ragtime Orchestra**

*Self represented*

The Paragon Ragtime Orchestra is the world's only professional ensemble specializing in "America's Original Music"—the exhilarating sounds of early Broadway, "silent" movies, and of bandstands and ballrooms. Founded at the Juilliard School in 1986, PRO has performed in more than 700 U.S. concert halls, including Lincoln Center, the Ravinia Festival, the Kennedy Center, and Chautauqua.

**John Astin**

*Represented by Windwood Theatricals*

Broadway, television, and Academy Award nominated film star John Astin offers an eclectic evening of excerpts from well-known works by Edgar Allan Poe, F. Scott Fitzgerald, and others combined with anecdotes and film clips from the popular TV series *The Addams Family*.

**THURSDAY, JUNE 6, 8:00 P.M.**

Fisher Auditorium, IUP Performing Arts Center

**KJ Denhart**

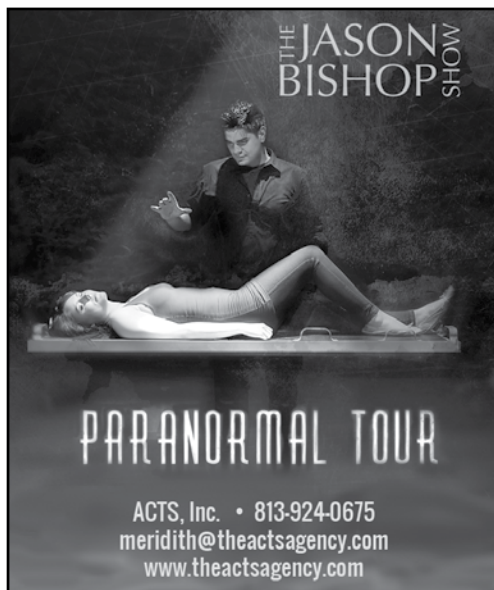
*Represented by Lurea Murphy Artist Management*

KJ Denhart—a one-of-a-kind songwriter, guitarist, and performer—is consistently praised for her pathos, originality, and impeccable musicianship. Her special blend of urban folk and jazz has earned her four Independent Music Award nominations.

**Playing by Air**

*Represented by Robin Klinger Entertainment*

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performers share their playfulness and breathtaking feats in a production enjoyed equally by adults, families, and children alike. The acts feature juggling yoga balls, a dancing "Noodle Man," and a spectacular glow-in-the-dark finale.

### **Voloshky Ukrainian Dance Ensemble**

*Represented by River City Artists Management*

As a Ukrainian dance company founded in the United States in 1972, Voloshky combines Ukrainian and American esthetics, drawing upon classical, contemporary, and folkloric styles to create powerful trans-cultural programs that cross-pollinate diverse audiences. Voloshky's unique blend of styles has positioned the company as a leading cultural ambassador, simultaneously representing Ukrainian choreographic arts as well as the rich, dynamic pluralism of the United States.

### **Groundworks Dance Theater**

*Self represented*

GroundWorks Dance Theater, founded in 1998, creates and presents groundbreaking work in contemporary dance that embraces risk and imagination, explores human experience, and encourages interdisciplinary collaboration.

### **Illstyle & Peace Productions**

*Self by Pentacle*

A multicultural dance company based in Philadelphia and founded in 2002 by Brandon "Peace" Albright. They create work rooted in contemporary and old school hip-hop. Illstyle has toured to critical acclaim both nationally and internationally, most recently, to Russia, Belarus, and the Ukraine as DanceMotion USA cultural ambassadors.

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### **AN EVENING WITH JOHN ASTIN: POE, GOMEZ AND THE USUAL SUSPECTS**

Broadway, television and Academy Award® nominated film star John Astin offers an eclectic evening of excerpts from well known works by Edgar Allan Poe, F. Scott Fitzgerald, and others combined with anecdotes and film clips from the popular TV series, "The Addams Family."



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# WORKSHOP LEADERS

**Nathan Anderson** runs the day-to-day operations at Patron Technology, a New York-based company that strives to help the arts industry by offering world-class CRM technology through its latest product, Patron Manager CRM. Nathan has an M.F.A. in acting from the University of North Carolina at Greensboro and a B.A. in theatre from Indiana University of Pennsylvania.

**Marc Baylin** is president of Baylin Artists Management, a full service agency handling a roster of 25 artists/ensembles in theater, music, dance, family programs, and special projects. He has served on the review panel for the Southern Arts Federation "Meet the Composer" program; been a site visitor for the Philadelphia Dance Alliance; and served as a panelist for the Arts Partners Program and The Joyce Foundation. He has been a guest panelist/speaker for the Southern Arts Exchange, Northeast Presenters Conference, Arts Midwest Conference, Western Arts Alliance Conference, Arts Presenters Conference, North Carolina Presenters Consortium, Chamber Music America Conference, Pennsylvania Presenters, at the University of Delaware, University of Richmond, Rowan College of New Jersey, University of Texas/Austin, and the Virginia Governor's School of the Arts. He is a current board member of PA Presenters and is a former board member of the Western Arts Alliance and Chamber Music America. He is also a former board member and a past president of NAPAMA.

**Andreas W. Beck** is the chief financial officer for Beyond Spots & Dots. A graduate of the University of Pittsburgh, he is responsible for all financial and fiscal management aspects of company operations, as well as providing leadership and coordination in the administrative, business planning, accounting, and budgeting efforts of the company. Andreas has worked for Beyond Spots & Dots on a consulting basis since 2006 and was hired full-time in October 2009. Prior to joining the company, he served as an assistant portfolio manager for the Income Equity funds in the Investment Research department of Federated Investors, Inc. In 2012, the Pittsburgh Business Times named Andreas a finalist for their CFO of the Year award. He is also

the company's creative director; and his expertise in digital branding includes complex website development, as well as online optimization (SEO), and targeted search engine marketing (SEM). He was able to lead the team in achieving the 2010 Best Creative Department and 2010 Best Interactive Department Media Association of Pittsburgh (MAP) awards. Most recently, Andreas led the company to achieve Google AdWords Certification. Beyond Spots & Dots is one of only nine companies in Western Pennsylvania with this accreditation. Andreas is an expert at listening to client needs and being attentive to precise quality assurance checks with respect to copywriting and proofreading.

**Jaimé Campbell Morton** is building on a family legacy of entertainment industry excellence with decades of experience in the music industry, both on the creative and business sides. Her grandfather managed a generation of star comics in the Catskills such as Henny Youngman, Red Buttons, Philly Foster, and Jan Murray. As a previously touring award-winning singer/songwriter, Jaimé's work was nationally-renowned, winning high praise from David Wilcox, Dar Williams, Richie Havens, Garnet Rogers, and many more. She made her foray into viral marketing and publicity when she managed classical cellist Matt Haimovitz and the Chiara String Quartet and has gone on to establish a proven track record, managing social media campaigns for dozens of artists across a broad spectrum of genres with a special passion for assisting classical musicians. Her work ranges across classical, folk, children's music, vocalists and more—including Mark O'Connor, Time for Three, Jackie Evancho, The 5 Browns, Cindy Blackman Santana, Anne Akiko Meyers, USC Thornton School of Music, David Wilcox, Beethoven's Wig, and Grammy nominated/award winners Emerson String Quartet, Tiempo Libre, Bill Harley, Sir and Lady Galway, Cathy Fink, and Marcy Marxer. She actively handles 20-25 clients and works with record labels, radio specialists, performing arts centers, film festivals, and premiere management agencies and always finds time for a local non-profit. By bringing a personal touch to publicity and viral marketing not found in the big corporate firms, Jaimé has been successfully taking on the challenge of building social networks, branding, distributing press releases



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**Andy Cassano** is administrative director for Zoellner Arts Center at Lehigh University. He also worked as vice president of artistic operations for the Rochester Philharmonic and the Hartford Symphony; as director of KU Presents! at Kutztown University; as director of operations at Summer Music in Waterford, Connecticut; and in stage management for the Yale Repertory Theater and Goodspeed Musicals. He is currently president of the board for PA Presenters.

**Sean Casey** of CMI Entertainment, Inc. has over 20 years in the performing arts industry and there are very few situations he has not encountered. Sean has experience in booking artists under \$5,000, all the way up to large scale, first-run Broadway productions and big name acts; from black box theaters and church basements to 25,000-plus seat venues.

**Rebecca Catelinet** is a Johnstown native and a graduate of Westmont Hilltop High School. She earned a bachelor's degree in clarinet performance and a master's degree in music education, both from Carnegie Mellon University.

After college, she taught music for several years in the Johnstown and Pittsburgh public schools. Her working career spans over 30 years of non-profit management with community and arts organizations. Highlights include positions at the Arcadia Theater in Windber where she established a theater series for children, and a position as program/education director at Laurel Arts in Somerset. Currently, she is the executive director of the Pennsylvania Rural Arts Alliance, an arts service organization whose mission is the promotion and development of the arts in southwestern Pennsylvania. She has been a member of the Johnstown Symphony Orchestra for over 30 years and was the manager of the Johnstown Youth Symphony Orchestra for over 20 years.

**Michael Feight** is the owner of Feight Audio–Electronics, a sound –reinforcement company located in Indiana, Pa, and serves as technical director at PNG Park, home of Johnstown's Flood City Music Festival. He holds a B.A. in technical theater from IUP and has supplied production for national and regional acts over the last 20 years including the Flood City Music Festival, Pittsburgh's Rivers Casino, Gateway Clipper, David Lawrence Convention Center, Seven Springs Resort, and the former Johnstown Folk Fest.

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**Brandon Gryde**, as director of government affairs for both Dance/USA and OPERA America, represents the fields of opera and dance in front of Congress, the White House, and federal agencies, working on issues from support for the NEA to nonprofit tax provisions. He has served as director of communications for Youth Service America, an international youth engagement organization, where he worked to increase awareness about the positive impact children and youth make in their communities through service and service-learning. Prior to moving to D.C., Brandon spent more than seven years at Jump Street, an innovative community arts organization in Harrisburg, PA. He managed a state re-granting initiative in partnership with the Pennsylvania Council on the Arts and launched AND Magazine, a quarterly arts and healthy lifestyles publication written by teens, for teens. Brandon has a BA in ethnomusicology and American literature and culture from UCLA and an M.A. in American studies from Penn State.

**Dottie Hunter** joined Vendini in 2009 and works as a senior account executive out of their Boston office, where she partners with performing arts organizations to help them with their box office, event promotion, and event logistics needs. Dottie earned her B.S. from Northeastern University and has more than 20 years of experience working in the software industry.

**Laura Kendall** is an arts administration professional with more than 15 years of experience. She has expertise in venue management, season planning, artist bookings, scheduling performances, contracts, marketing, ticketing, education, outreach, and grant writing. She also creates

programs and projects that integrate the artists and performances into the campus curriculum. Laura has been responsible for securing and overseeing two consecutive Creative Campus Innovation grant proposals and for generating additional project-specific funding at the local and national level. In Nebraska, she organized statewide tours of national dance companies, the National Symphony Orchestra, chamber music, and family programming. Laura received her B.A. in theater and film from the University of Nebraska; an M.S. in marketing, communication, and advertising; and is a graduate of Wesleyan University's Institute for Curatorial Practice in Performance certificate program. She currently serves on the conference planning committee for the Association of Performing Arts Presenters and was part of the strategic planning advisory committee in 2008. She is a 2007 graduate of APAP's Emerging Leader Institute and participated in the new 2010 Leadership Development Initiative and was a 2010 panelist for the Magnetic North Theatre Festival in Canada.

**Larry Kosson** is president of the performing arts division of The Roots Agency. He currently serves on APAP's board of directors as the organization's membership chair as well as PA Presenters' board of directors.

**Jennifer Morris** joined Siegel Artist Management in 1998 and became a partner in 2002. Over the course of her career, she has worked in many different facets of the performing arts industry including general manager for the Boston Philharmonic Orchestra, special events manager for the Town of Brookline, marketing director for the Civic Center of Greater Des Moines, and marketing and touring manager for Ballet Iowa. She served two terms on the executive committee of NAPAMA and currently serves on the Dance/USA Agents' Council, PAE advisory committee, and as a board member for Citywide Youth Opera and Music from St. Stephen's.

**Melanie Querry** is the president and founder of Beyond Spots & Dots. Her expertise is in strategizing with business owners and marketing managers to understand how to allocate their marketing budgets more effectively so the dollars work harder on the business's behalf. As a graduate of The Pennsylvania State University, she has a degree in advertising and went on to be highly successful in the broadcast television and cable television sales areas for over 12 years. At Beyond Spots & Dots, she has been successful in leading her team to the 2011 and 2012 Pittsburgh Business Times Pittsburgh's 100 Fastest Growing Companies. In addition, she helped lead the team at Beyond Spots &



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Dots to Inc. Magazine's 5000 Fastest Growing Companies, a select group of companies cited for their rapid growth. Melanie has direct experience in managing the research and strategic advertising planning for many businesses. She has overseen the development of each comprehensive marketing plan to include market research, media planning and buying, website development execution, management of brand standards, implementation of online branding elements, and determining appropriate messaging and choice of medium for each target audience. Melanie is passionate about growing the business and implementing planning for optimal growth through market research, marketing campaign implementation, and campaign analysis on behalf of clients with which the agency works.

**Cathleen Stephen** currently serves as director of the Miller Center for the Arts at Reading Area Community College in Reading, Pennsylvania where she is responsible for all programming, development, marketing operations and fiscal management of a 500-seat venue. She is the original director of the facility and has developed a tiered approach to programming that includes local, regional, and internationally acclaimed artists. Community partnerships with Yocum Institute for Arts Education, Berks Opera Workshop, I-Lead Charter High School of Berks County, Berks Arts Council and the GoggleWorks Center for the Arts have been central to the Center's programming and outreach efforts. Under her leadership, the Center has garnered over \$80,000 in grant support and has seen an increase of 58% in ticket revenue over the last four years. She holds a B.M. in applied music/flute performance from Ithaca College and an M.A. in arts management from American University. She has also served as arts consultant at Alvernia University, executive director of the Prince William Symphony in Virginia, director of the Rappahannock Association for Arts, and the community and arts in education program secretary for the National Endowment for the Arts. She currently serves on the board of the Greater Reading Convention and Visitors Bureau and Reading's Downtown Improvement District and has served in an advisory capacity for the Berks Arts Council and as a board member of PA Presenters.

**Larry Stock** has been the cultural center director at Butler County Community College since 2002 and is a past board member of PA Presenters. He has also been part of numerous spring conference committees in recent years. Larry presents an eight event performing arts series and hosts numerous community rentals.

**Chris Ubinger** has over ten years of lighting design and technical experience ranging from concerts, corporate, special events, cruise ships and theater, with several years of touring experience. He has toured with musical acts such as Muse and Evanescence and theatrical productions such as *Walking with Dinosaurs* and *How to Train Your Dragon*.



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## RESOURCE ROOM

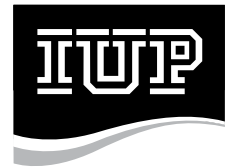
**Room 121 Cogswell**

Throughout the conference come relax, look through artists materials, and chat with your colleagues.

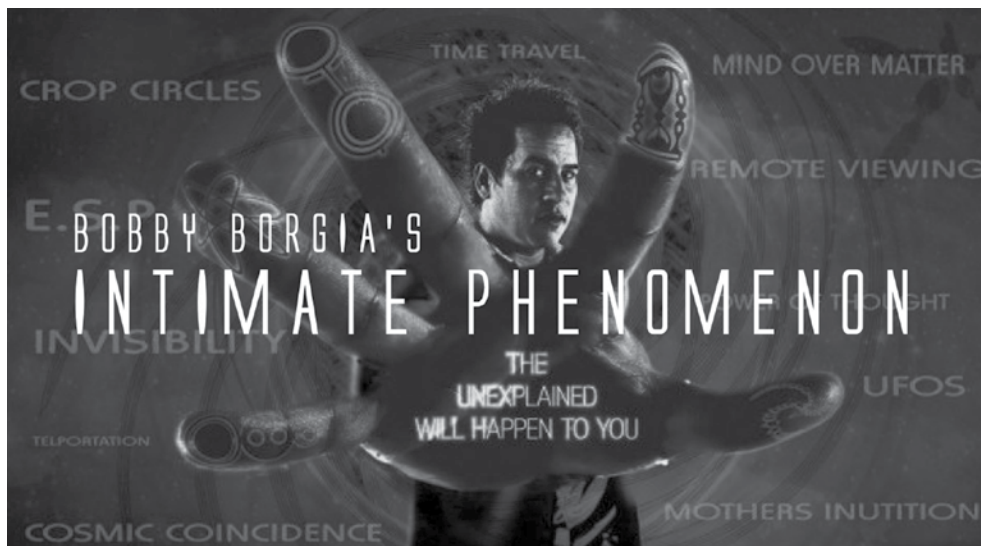
*Thank You!*



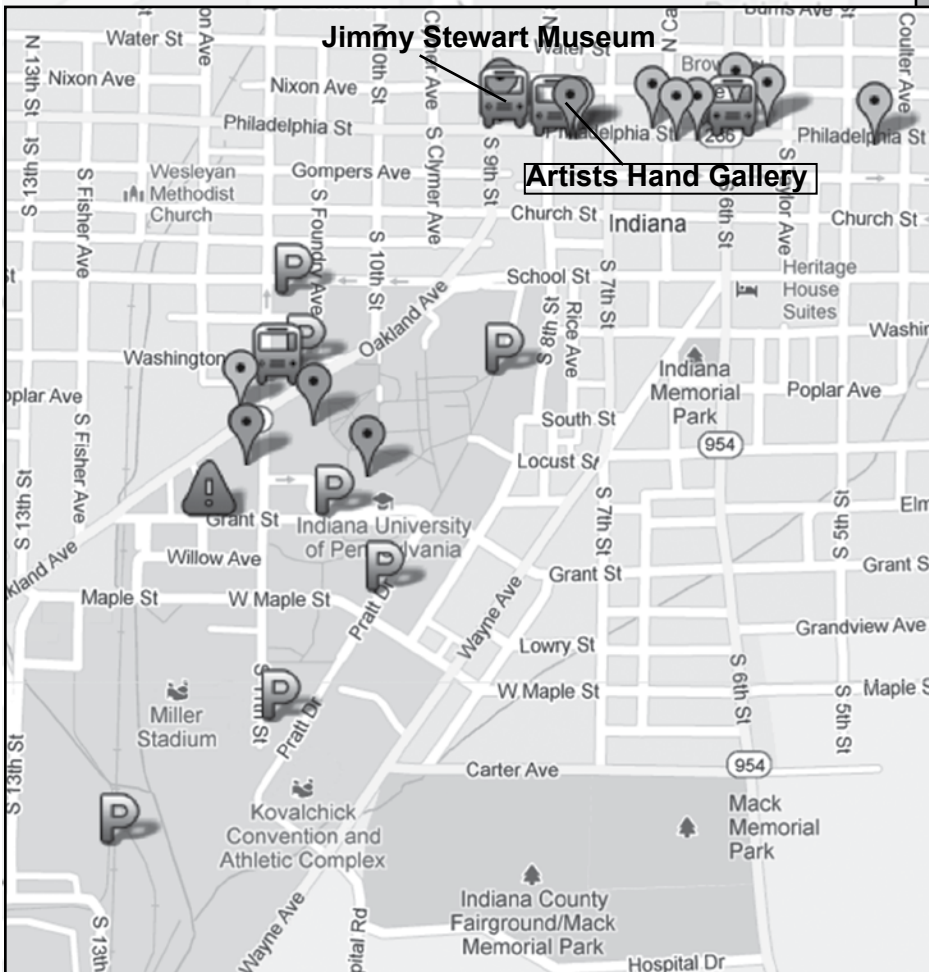
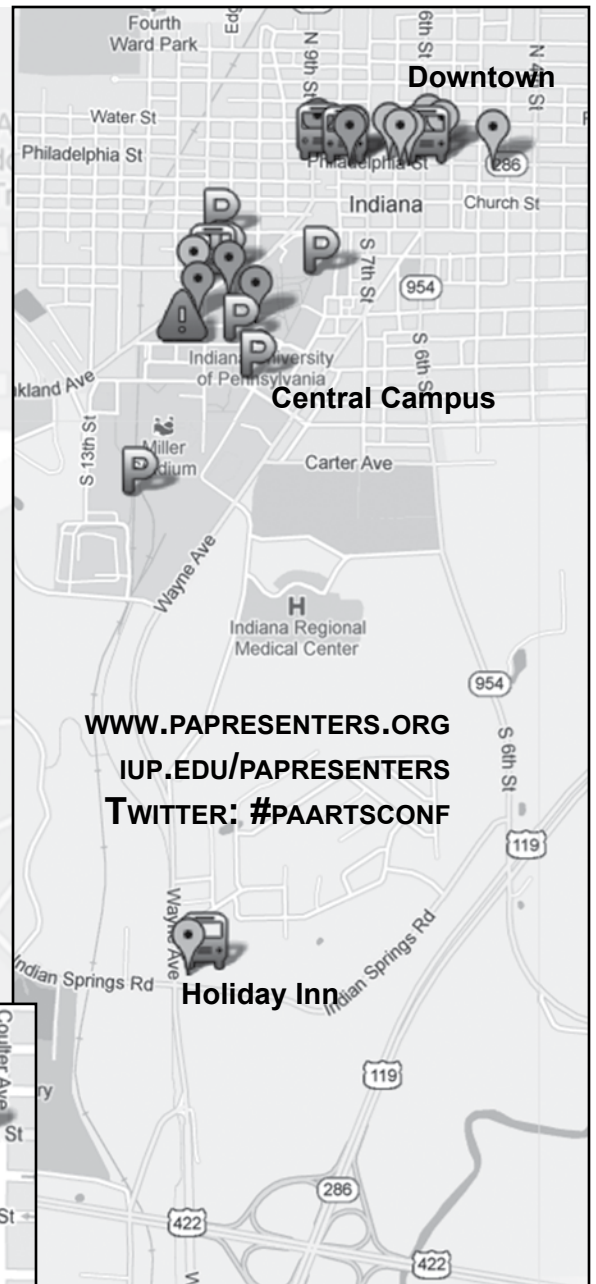
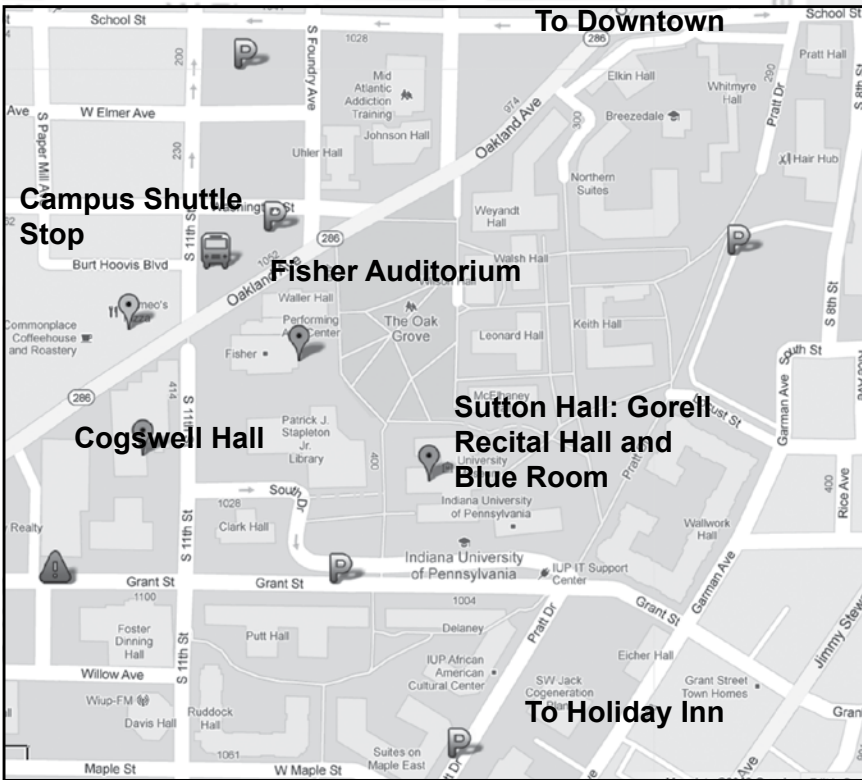
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**PENNSYLVANIA**



# MAPS



For an online version of these maps, visit [www.iup.edu/papresenters](http://www.iup.edu/papresenters) and click on the Google Conference Map hyperlink or the Directions, Transportation, and Parking link on the right hand menu.

**NORTH**





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