



# SETC NEWS

March / April 2011

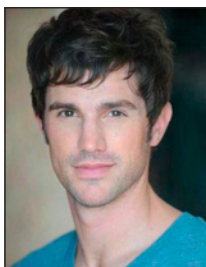
## Broadway Star Matt Cavanaugh Speaks Friday

**M**att Cavanaugh, most recently seen on Broadway in 2009 as Tony in *West Side Story*, will deliver Friday's keynote address at the SETC Convention. He replaces Ashley Brown, who is in rehearsal for her March 8 return to the title role in *Mary Poppins* on Broadway.

Cavanaugh's topic will be: "Owning your Career: From Actor to Artist." It's a subject that the Jonesboro, AR, native knows well. Since deciding as a junior in high school that musical theatre was his calling, Cavanaugh has "owned" his career, constantly working to reach the next level.

He made his Broadway debut in 2003, starring as Bud in *Urban Cowboy*. He went on to appear on Broadway in *Grey Gardens*, *A Catered Affair* and then *West Side Story*, in addition to touring nationally, appearing at regional theatres and working in television soap operas.

Before high school, Cavanaugh says he was a typical Arkansas boy who played



*Matt Cavanaugh (left) appeared on Broadway most recently as Tony in West Side Story (right).*

sports and sang in the church and school choirs. Then, when he was in 9<sup>th</sup> grade, his mother took him to see *West Side Story* at the local high school.

"My mom kind of coaxed me into seeing it," Cavanaugh said in a telephone interview. "I was blown away by the story, by the music, by the production. I thought, I have to get involved in this."

His first role in high school was as a street  
*(Continued on Page 2)*

## Fred Lloyd Is New Costume Design Respondent

**F**red Lloyd, a costume designer for theatre, film and television, will serve as the respondent for the costume design competition at the SETC Convention. He takes the place of his wife, Peggy Stamper, who was originally scheduled for that role but was called away to work on a pilot for ABC-TV called *Partners*, which is being shot in Atlanta. Stamper hopes to join Lloyd for the design keynote addresses from 7 p.m. to 10 p.m. Thursday during the convention.

Lloyd got his start as a costume assistant on the national tour of *The Wiz* in 1978, not long after graduating from the University of North Carolina at Chapel Hill with a degree in dramatic art. Coincidentally, his roommate in college was Saturday's keynote speaker and 2011 SETC Distinguished Career Award recipient Ben Cameron.

After *The Wiz*, Lloyd worked as a costumer, costume supervisor and costume designer for more than 40 television shows and films, as well as for many theatre productions. His credits include serving as a principal dresser for Broadway's *Dreamgirls*; costume supervisor for television's



*Fred Lloyd*

*The Oldest Living Confederate Widow Tells All*, which won a 1994 Emmy Award for Outstanding Individual Achievement in Costume Design for a Miniseries or a Special; costume supervisor on the film, *Ace Ventura, When Nature Calls*; and  
*(Continued on Page 2)*

## Setc 2011 LIVE FROM ATLANTA!

### Keynote Speakers

#### Pearl Cleage

*Playwright, Author, Advocate, Artist*  
"Learning to Speak American"  
2:30 p.m. Thursday

#### Matt Cavanaugh

*Broadway Actor, Singer, Philanthropist*  
"Owning Your Career:  
From Actor to Artist"  
2:30 p.m. Friday

#### Ben Cameron

*SETC Distinguished Career Award Recipient*  
"The Need for Reform:  
The Future of Arts in America"  
2:30 p.m. Saturday

### Featured Guest Artist

#### Patsy Rodenburg

*Interview with Voice and Speech Master Artist*  
10:30 a.m. Friday

### Master Classes

#### Acting for the Camera

*Richard Robichaux, Actor/Teaching Artist*  
Thursday, 3 sessions: 9 a.m.-11 a.m.,  
1 p.m.-3 p.m. or 4 p.m.-6 p.m.  
All sessions full.

#### Shakespeare in the Present: Second Circle/Presence

*Patsy Rodenburg, Featured Guest Artist*  
Thursday, 4 p.m.-5:20 p.m.  
For professionals: \$50 fee.\*

#### Shakespeare in the Present: Voice, Breath and Body

*Patsy Rodenburg, Featured Guest Artist*  
Friday, 1 p.m.-2:20 p.m.  
For undergrad/grad students: \$30 fee.\*

\* More spaces have been added to these master classes due to popular demand. Tickets can be purchased, while they last, in the 1st floor Registration area at the Hilton Atlanta.

## Info in Atlanta

### Want to register for the convention? Need information on a program?

Convention & Auditionee Registration/Pre-Registration Area is in the 1st floor lobby area of the Hilton Atlanta Hotel. The Information Hub, Silent Auction items and convention gear for sale are located in the 2nd floor lobby area.

## Where to Eat in Atlanta

**In the Hilton Atlanta:** Dining options range from a quick-serve cafe with carry-out food to an elegant restaurant with a view of Atlanta's skyline.

**Nearby:** A large food court is located in Peachtree Center at the corner of Peachtree Street and Harris Street or International Boulevard.

**More info:** Find details on the above dining options, as well as the concierge's recommended restaurant list at [www.setc.org/2011\\_infohub.html](http://www.setc.org/2011_infohub.html).



## Don't miss the Fringe Festival!

George Contini of the University of Georgia will kick off the eighth annual SETC Fringe Festival at midnight Thursday with a performance of *Put It in the Scrapbook*, exploring the life and career of famed female impersonator Julian Eltinge. More productions are scheduled for Friday and Saturday. Check your convention program for details.

## 'Ready for Work' Award Winner Will Design Show at Children's Theatre of Charlotte

**O**ne lucky graduate student in this year's Design Competition will get the opportunity to prove he or she is ready for work in the professional world!

Children's Theatre of Charlotte will offer the winner of this year's SETC Ready for Work Award the opportunity to design a show in the upcoming 2011-2012 season.

SETC will provide a cash award of \$1,300 to assist the winner with expenses. The winner will be chosen based on a portfolio review and personal interview.

## Cavanaugh

(Continued from Page 1)  
sweeper in *Here's Love*, the musical based on *Miracle on 34<sup>th</sup> Street*. Cavanaugh quickly moved on to leading roles.

"When I was a junior, I started thinking, maybe this is something I could do," he said. "There was no looking back from then on. I had a passion, it was very clear to me what I wanted to do, and I followed it wholeheartedly. I really dove in, reading as many plays as I could, buying Broadway cast recordings and reading theatre history."

He also began researching colleges and universities – and ultimately chose New York's Ithaca College, where he earned a bachelor of fine arts degree in musical theatre in 2001. A New York showcase at the end of college landed him an agent – Mark Redanty, who coincidentally is an Ithaca College alumnus. (See Page 1 for info on master classes presented by Mark Redanty at the convention.)

Within a year of college graduation, Cavanaugh's career took off. He landed roles in two Broadway-bound productions, *Dorian*, a musical based on *The Picture of Dorian Gray*, which ultimately didn't make it to Broadway, and *Urban Cowboy*, which did.

"The opportunity was there for me, and I was prepared," said Cavanaugh. "I happened to be the guy they chose. I was fortunate."

As Cavanaugh talked about his career on a February morning, he was with his wife, the actress Jenny Powers, in California, where both were appearing in productions. Cavanaugh was playing Gaston in *Gigi* at Reprise Theatre Company in Los Angeles

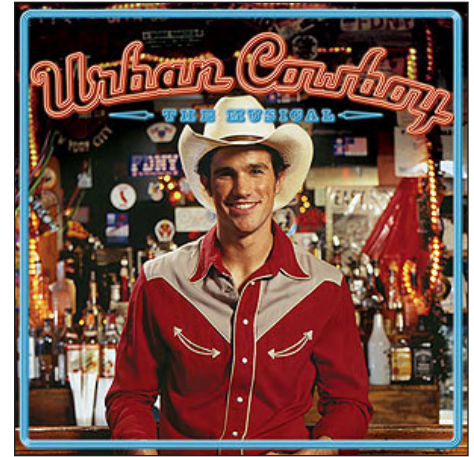
## Lloyd

(Continued from Page 1)  
co-costume designer with his wife Peggy for the 1995-97 TV series *Savannah*.

In 2007, Lloyd earned a master of



*Fred Lloyd was the costume designer for this 2009 production of Romeo & Juliet by the Gainesville Theatre Alliance/Brenau University.*



*Matt Cavanaugh made his Broadway debut in 2003 as Bud in Urban Cowboy.*

through February 27, while his wife was in *Dangerous Beauty* at the Pasadena Playhouse. The two also are collaborating on a CD, due out this month. Visit [www.mattcavanaugh.com](http://www.mattcavanaugh.com) for more information.

Cavanaugh's advice to young people who hope to succeed in musical theatre is to first be sure you have the passion that is needed to succeed. "This isn't the easiest profession," Cavanaugh said. "There's not a lot of structure, and there are ups and downs."

If you're sure it is your passion, Cavanaugh said, "Dive in. Read as much as you can. Improve every skill set you possibly have. You never know when it might be needed. And make sure you are continuing to grow as a person. The fuller and richer you are as a person, you're going to be that much greater as an actor."

fine arts degree in costume design and technology from the University of Southern Mississippi. He continues to design, primarily for theatre, but his day job now is serving as an associate professor of theatre at Brenau University in Gainesville, GA, where he teaches costume design, costume construction, theatrical makeup, costume crafts and theatre appreciation. He also is the resident costume designer for the Gainesville Theatre Alliance.

His advice for students interested in costume design: "Don't just think of the theatre as your world; bring the world into your theatre. Read, study art, draw, listen to music, walk outdoors, go to museums, travel, and live life; it will make you a better designer."

**PLEASE NOTE THE NEW TIME FOR STATE MEETINGS!**

**5:30 p.m., Friday, March 5**

## Buy These Puppets with a Winning Bid in SETC's Silent Auction!



Support the SETC Endowment by taking part in the annual Silent Auction in Atlanta. All proceeds go to the Endowment, which funds scholarships and awards for students pursuing theatre degrees. You can take part by purchasing items or by donating items. This year's auction focuses on sets and props. Among items donated are the puppets at left, which were hand-carved by Professor Gary Dartt and his students and donated by Georgia Southern University. To donate an item, e-mail Freddy Clements at [jsudesigner@aol.com](mailto:jsudesigner@aol.com) or simply bring your item to the Silent Auction area on the second floor of the Atlanta Hilton when you arrive at the convention.

## Where's the Party? Socialize in Atlanta!

Here are just a few of the informal and formal socializing opportunities you will find at SETC 2011:

### WEDNESDAY

**Design-Tech Mixer, 8-9:30 p.m., Sponsored by TOMCAT, USA, and Vari\*Lite.** Open to all in design and technical fields.

### THURSDAY

**Presenters' Thank You Reception, 5-6 p.m.** Presenter's ribbon required.

**Patsy Rodenburg Reception, 6-7 p.m.** Open to all. Meet SETC's featured guest artist and master class teacher (right).

**Theatre for Youth Meet and Greet, 7-9:30 p.m., Thursday. Sponsored by Dramatic Publishing.** Open to all in youth theatre.

### FRIDAY

**Friday Lunch, 1-2:20 p.m. Sponsored by state theatre organizations.** Open to all. Ticket: \$20. Purchase until noon Thursday, March 3, at 1st Floor Registration Desk.

### SATURDAY

**SETC President's Reception, "Live from Atlanta" Banquet, and 62nd Annual Awards Ceremony, 7 p.m., Saturday.** Open to all. Banquet ticket: \$30. Purchase until 5 p.m. Thursday, March 3, at 1st Floor Registration Desk.

**Celebration Dance, 10 p.m.-Midnight, Saturday.** Open to all. Ya Boi Boi Productionz will be back for the second year. Former SETC auditionee Robert Lewis (right) and Adam Howard are the DJs.



Patsy Rodenburg

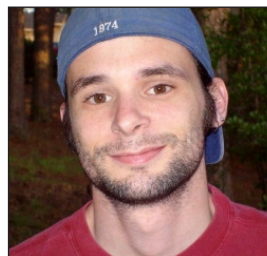


Robert Lewis

## Play Set in Bay of Pigs Era Wins Charles M. Getchell New Play Award

Eddie Zipperer, an award-winning playwright with two published plays to his credit, is the winner of the 2011 Charles M. Getchell New Play Award. His play, *Nicolas the Worm*, will be produced in a staged reading at the SETC Convention on Friday, March 4, at 7 p.m. *Nicolas the Worm* tells the story of a Cuban exile who becomes part of one of the biggest military betrayals of all time at the Bay of Pigs, then is imprisoned by dictator Fidel Castro for 22 months, and finally returns home a changed man, overwhelmed by the betrayal he feels

in many areas of his life. Zipperer earned his master of fine arts degree from Georgia College and State University, where he currently teaches composition. His published plays, *Don't Fear the Reaper* (Dramatic Publishing Co.) and *Jupiter Jones: Rock Star Vampire*



Eddie Zipperer

## Are You Interested in Joining the Southern Theatre Editorial Board?

Please come to Room 404 of the Atlanta Hilton at 4 p.m. on Friday, March 4, to participate in the session,

"How to Become a Writer or Editorial Board Member for *Southern Theatre*, SETC's Popular Magazine." At this meeting, you will learn more about writing for the magazine, as well as details on becoming a member



of the Editorial Board. Several openings are expected on the Editorial Board this year. Professionals, teachers and students all may serve on the Editorial Board. If you applied in past years and were not appointed, you are welcome to re-apply by attending this meeting or by sending an e-mail to Editor Deanna Thompson at [deanna@setc.org](mailto:deanna@setc.org).

## Get Your New SETC T-Shirt in 2nd Floor Lobby Area!

Come to the 2nd floor lobby area of the Atlanta Hilton to pick up all your convention gear. We'll have SETC lanyards, tote bags and newly redesigned T-shirts for sale, as well as copies of our popular *Outside the Box* book, packed with money-saving design-tech ideas.

The new T-shirt design, pictured at right, was created by Leke Fonge, SETC's intern, who is working on a master's degree in graphic design at North Carolina A&T State University in Greensboro, NC.



## Are You SETC's Next Winning Playwright?

Entries accepted March 1-June 1

### Charles M. Getchell Award

[www.setc.org/scholarship/newplay.php](http://www.setc.org/scholarship/newplay.php)

*Hunter* (Pioneer Drama), have been produced across North America. His short plays have won several awards and have been produced in Los Angeles, North Hollywood, Australia and off-Broadway in New York.

## acting/directing

Discover workshops just for you

**Y**ou will find numerous workshops, seminars, discussions and lectures geared to the Acting and Directing interest area at SETC 2011.

Ted Carter kicks off our interest area's workshops Wednesday with "Bam! Ka-Pow! An Introduction to Comedic Violence and Slapstick." Also on Wednesday, please attend the Acting/Directing interest group meeting at 5:30 p.m. This will be your chance to chime in on what's going on in our area.

One of the challenges I sent out this year was to have more workshops aimed specifically at directors, and you all came through. One of the first is on Thursday, when director Emily Wells takes a look at developing collaborative relationships between directors and stage managers in "Allies: Director and Stage Manager."



Paul Crook

Friday highlights include a presentation by Jeff Whiting, associate director/choreographer of Broadway's *Hairspray* and *Young Frankenstein*, called "Broadway Audition Bootcamp: Dance" for actors seeking tips to improve their dance auditions. On Saturday, Whiting continues his "Broadway Bootcamp" series with a workshop on vocal auditions.

These are only a few of the workshops geared to those interested in acting and directing. Check out the program online to see all of your options.

Paul B. Crook, Chair  
Acting/Directing Committee  
[pcrook@latech.edu](mailto:pcrook@latech.edu)

## design/tech

Don't miss the Design-Tech Mixer

**W**e have so many events for designers and technicians at this year's SETC Convention. Be sure to attend the Design-Tech Mixer Wednesday night. If you haven't been to the mixer before, you have missed one of the most exciting gatherings at the convention. Greet your old friends, make new ones, and win prizes!

Every year, one of the most exciting events is the Design Competition. Young designers display their work for feedback from guest adjudicators and distinguished SETC design/tech faculty. This year the ex-

hibition hall will again be open for extended hours on Saturday morning so all can see the designs created by our talented young designers.

We are excited to have Judy Juracek, Jim Hutchison and Fred Lloyd as our guest adjudicators. Come hear them discuss their work at the always enlightening Designer Keynote Session on Thursday night.

Graduate design entrants are eligible to win this year's Ready for Work Award, which provides a design assignment – with pay! – at Children's Theatre of Charlotte.

Be sure to check out all the wonderful workshops and master classes, on topics from masks to light labs, and from wigs to scene painting. Please also join us for the annual interest group meeting at 10:30 a.m. on Saturday, March 5.

Jennifer Matthews, Chair  
Design/Tech Committee  
[jmatthew@sewanee.edu](mailto:jmatthew@sewanee.edu)



Jennifer Matthews

## diversity

Discuss issues over coffee

**T**he Cultural Diversity Committee is sponsoring a number of sessions at the March convention.

On Thursday, Friday and Saturday mornings, we invite you to start your day at 8 a.m. with a roundtable discussion of issues pertaining to several of the diverse elements of membership. Bring your own coffee! Thursday's roundtable will focus on gay and lesbian issues; Friday's session on ethnic diversity, and Saturday's session on women's issues. Workshops on culturally diverse topics range from a study of "Classical Theatre in Turkey" to a look at "Chinese Shadow Theatre" to a session on "American Noh Theatre."

All of us are part of the fascinating diversity of SETC. The Cultural Diversity Committee welcomes you to attend all of its sponsored sessions. Please also join us at the annual interest group meeting at 4 p.m. on Thursday, March 3.

Michael Howley, Chair  
Cultural Diversity Committee  
[mhowley@alasu.edu](mailto:mhowley@alasu.edu)



Michael Howley

## film/tv

View Digital Cinema and TV Festival

**T**he SETC Digital Cinema and Television festival will expand to include a full day of screenings at this year's SETC Convention.

New York Film Academy has once again generously offered a full-tuition scholarship to its 2011 summer program to the student submitting the winning entry in the high school category. High school students may submit their original films, no longer than 10 minutes, on DVD in Atlanta. The popular master class, "Acting for the Camera" with Richard Robichaux, also returns this year. Other sessions cover topics such as breaking into the Southeast's burgeoning film industry and applications of Meisner technique to acting on camera.

Jeffrey Green, Chair  
Film/Television Committee  
[jgreen@canes.gsw.edu](mailto:jgreen@canes.gsw.edu)



Jeffrey Green

## history

Explore Young Scholars' papers

**T**hose of us on the History/Theory/Criticism/Literature Committee are excited about our annual Young Scholar's Award panel, scheduled for 9 a.m. Saturday, March 5, featuring the winning paper presentations from graduate student Margaret Toomey and undergraduate student Allison Powell.

Workshops at the 2011 convention include panels of interest to students, scholars and professionals. For example, "Theatre History SUCKS!: Searching for Solutions" will be of interest to students and academics. "Signs of Life: Cultural Memory and Experience as Performed by Un-Animated Art and Architecture," "Discover the Works of British Playwright David Hare," and "Christianity and Modern Artistic Philosophies" will interest many teachers. Panels that will appeal to those interested in theatre history include: "The Road to Euromoss: Classical Theatres in Modern Turkey" and "Dynamic Differences: Theatrical



Dawn Larsen

## Entertainments in Unusual Venues.”

Everyone is invited to attend our interest group meeting at 1 p.m. on Saturday, March 5. We will discuss, among other things, theatre history, theory, criticism and literature! We will also discuss the Young Scholar’s Award program, as well as strategic and long-range planning for our committee. We would love to hear your thoughts and value your participation.

*Dawn Larsen, Chair  
History/Theory/Crit/Lit Committee  
[llarsen@fmarion.edu](mailto:llarsen@fmarion.edu)*

## movement

*Discover new physical training ideas*

I am excited to be the new chair of the Stage Movement Committee. One need only look at the January issue of *American Theatre* magazine, which focuses primarily on movement practitioners, to see the increasing trend toward incorporating physical training in actor training programs and physical theatre practices in professional theatre across the nation.

Whether you are an experienced performer, an educator or a student, you will find a diverse offering of programs in stage movement at SETC 2011. Many movement workshops are geared toward experienced performers and university or conservatory students; some are for educators and directors. Topics include discovering a character’s physical life, mime, mask work, stage combat, Laban, Alexander Technique, Suzuki, Commedia dell’Arte, physical comedy and Chekhov’s psychological gesture. Check your convention program for more details on the many movement workshops.



*Cara Rawlings*

Join us at 8 a.m. on Thursday, March 3, and Friday, March 4, to start your day right with the “All-Conference Actor Warm-Up,” co-sponsored by the Voice Committee. Finally, please plan to attend the “Explorations in Movement for Movement Professionals and Educators” session on Wednesday, March 2, at 7 p.m., and our interest group meeting on Thursday, March 3, at noon, to share ideas and innovations in physical training. I look forward to seeing you at the convention!

*Cara Rawlings, Chair  
Stage Movement Committee  
[crawlings@vt.edu](mailto:crawlings@vt.edu)*

## playwriting

*Attend play readings, workshops*

The Playwriting Committee is offering a number of panels and presentations at the 2011 SETC Convention. Some of the topics include “Wrights Not Writes” with Darren Michael; “Character Factory” with Greg Owen; “The Hated Synopsis: A Workshop in Writing Effective Synopses for Plays” with Gary Garrison; “Green Theatre: Creation of *Evangeline Drowning* from Text Development to the Professional Stage” with Kurt Heinlein; and “Showcase Your Play the NYC Way” with Rosary O’Neill.

Don’t miss Thursday’s keynote address by Atlanta-based playwright Pearl Cleage. Also, don’t forget that we sponsor and direct the staged readings of the winners in SETC’s two playwriting competitions. The winner of the High School New Play Contest, *Eisegesis* by Nick Mecikalski, will be performed at 10:30 a.m. on Saturday. The winner of the Charles M. Getchell New Play Contest, *Nicolas the Worm* by Eddie Zipperer, will be read Friday at 7 p.m. (See more details on the Getchell Award winner on Page 3)

Our interest group meeting will be held on Friday, March 4, at 9 a.m. We encourage all playwrights, would-be playwrights and lovers of new plays to come by and take part in our discussions about how we can best serve our members. See you in Atlanta!

*Steve Burch, Chair  
Playwriting Committee  
[sburch@as.ua.edu](mailto:sburch@as.ua.edu)*



*Steve Burch*

## religion

*Find faith, theatre connections*

If you’re interested in how faith and theatre intersect, please come to the Religion and Theatre interest group meeting at the convention on Friday, March 4, at 1 p.m. This will be an informal chance to meet others with similar interests and discuss what you would like to see from the committee.

The Religion area has a number of interesting sessions. If you’re a student or professor at a faith-based college, you may want to sit in as professors from several such schools lead a roundtable discussion at 1 p.m. on Thursday in Room 315. A more

philosophical discussion about Christianity and modern art will happen in the same room at noon Friday. “Quo Vadis?”, at 5:30 p.m. on Thursday in Room 303, looks at the challenges of living both as a person of faith and as a committed theatre professional. I’ll be leading a session at noon Thursday in Room 306 on stage adaptations of C. S. Lewis’s *The Screwtape Letters*. If these sessions – or the area in general – appeal to you, please look me up in Atlanta.

*E. Bert Wallace, Chair  
Religion and Theatre Committee  
[wallacebe@campbell.edu](mailto:wallacebe@campbell.edu)*



*E. Bert Wallace*

## voice/speech

*Gain insights from Rodenburg, others*

The work of voice practitioners is in the spotlight internationally as a result of the release of the film *The King’s Speech*. We also have many exciting events happening at the SETC Convention in Atlanta that have put the focus on voice.

Patsy Rodenburg, a highly respected master teacher of voice and speech, is the first-ever featured guest artist for SETC! Rodenburg is head of voice and speech at the Guildhall School of Music and Drama in London and, until recently, was the voice coach for the Royal National Theatre. She is presenting two master classes. One is for professionals, “Shakespeare in the Present: Second Circle/Presence”; and the other is for students, “Shakespeare in the Present: Voice, Breath and Body.”



*Robin Carr*

Both initially sold out, but we have opened up additional spaces so more people can participate. (See Page 1 for details on buying a ticket.) Everyone is invited to her welcome reception at 6 p.m. on Thursday and her featured interview at 10:30 a.m. on Friday.

Workshop offerings for students and professionals focus on topics from breath/body awareness to enjoying the musicality of the voice. Our interest group meeting is on Thursday at 4 p.m. All are invited.

*Robin Carr, Chair  
Voice and Speech Committee  
[Robin.Carr@usm.edu](mailto:Robin.Carr@usm.edu)*

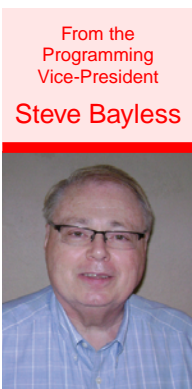
## Live from Atlanta ... It's SETC 2011!

**T**he 62nd annual SETC Convention kicks off on Wednesday, March 2, and continues until Sunday, March 6, at the Hilton Atlanta Hotel. You'll find over 300 workshops, panels, roundtables, meetings and seminars to fill your days from 8 a.m. until 10 p.m. You can begin planning your daily schedule online now at [www.setc.org/2011\\_schedule.html](http://www.setc.org/2011_schedule.html).

In addition to presenters from around the nation, we have tapped Atlanta's vast theatre resources. Author, poet and Atlanta resident Pearl Cleage is Thursday's keynote speaker. Just a few of the other Atlanta presenters are Tom Key, Nancy Meyer and Carol Jones, who will lead the K-12 Institute.

Spelman College will host the Community Theatre Festival, while North Atlanta High School provides the location for the High School Theatre Festival. The Theatre for Youth Festival, the ever-popular Ten-Minute Play Festival and the innovative Fringe Festival will be presented in the Hilton Grand Ballroom East. The second annual Film Festival, showcasing film shorts all day Saturday, will be held in Room 403 of the Hilton.

I want to thank committee chairs, presenters, exhibitors, professional companies, Quiana Clark-Roland, Betsey Baun, the entire Central Office staff and hundreds of unsung heroes for enabling us to bring you the SETC Convention ... **Live from Atlanta!**



From the Programming Vice-President  
**Steve Bayless**

## Share Your SETC Convention Experience with Others on Facebook and Twitter

**W**hat's happening at the SETC Convention? You tell us! In addition to providing social media updates at the convention, SETC's Central Office would like to invite members to post their thoughts, pictures and more.

"We will be using Facebook and Twitter throughout the convention and would love for SETC folks to add their insights and updates to our sites," says SETC's Communications and Marketing Manager Judi Rossabi. "It will add a fun, lively and interactive component to the convention."

Facebook and Twitter are lots of fun for instant messaging, but the messages should go beyond, "Has anybody seen my toothpaste?" The convention attracts some of our nation's most influential theatre folks. Talk to them, take their pictures, and quote them on Facebook and Twitter.

To read SETC's Twitter postings, use the hashtag "#setc". SETC tweets will show up in your Twitter feed automatically if you log in and click "follow." New this year – SETC tweets will go live on our website as we tweet at [www.setc.org/conventionnews.html](http://www.setc.org/conventionnews.html)! If you are new to Facebook or Twitter, stop by the Registration area at the convention for information on how to find SETC on the social media sites.

What do you like at the SETC Convention? Let us know on Facebook or Twitter!

Contact Don Wolfe at [wolfe@wfu.edu](mailto:wolfe@wfu.edu).



## Where's SETC in its Strategic Planning Process?

**T**he SETC Board, the executive director and other stakeholders are making progress on the strategic plan that we began in December 2009. So far, the Board and other SETC stakeholders have created a mission and vision statement and have set short-term and long-term strategic planning goals. We are currently examining our governance structure and process.

The prospect of change is uncomfortable for all of us. Be assured, though, that we didn't begin the strategic planning process because we saw a problem we needed to fix. Strategic planning is a "best practice" process typical of growing, thriving organizations such as ours. We are all aware that we need to hold on to the strengths of our organization that have served us so well.

In this time of growth and change, a few of our goals include:

- Finding new avenues for developing and nurturing leaders in the organization.
- Looking for innovative ways to bring new board members into SETC's governance culture.
- Enhancing the level of support for the goals of state organizations.
- Examining how the states and SETC can best serve each other.

The quality of the process is vital – so much like the world we live in within the context of theatre production. We are challenged with limited meeting times over the course of the year. However, I think we all realize the importance of holding on to an inclusive, collaborative and open process. We need everyone's voice at the table – especially those stakeholders whose views may differ from the majority of the board.

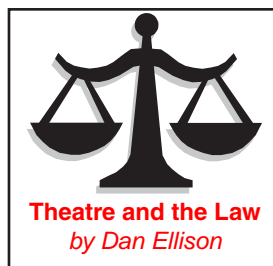
Please join members of the Long-Range Planning Committee, Board members and others involved in our work for more discussion on where we are at the SETC Convention in Atlanta. We have scheduled two gatherings to discuss long-range planning – one at 9 a.m. Thursday and the other at 10:30 a.m. Friday.



From the President  
**Alan Litsey**

## Ask the Lawyer: Bring Your Questions to the SETC Convention

**D**o you have a question about contracts, copyright, personal injury, employment, discrimination, censorship, obscenity, board issues or another area of the law? Bring your questions to one of my sessions at the SETC Convention, and I'll do my best to answer. Check your program for the location of my workshop: "Legal Issues in Theatre: Contracts, Copyright, Money, Sex and More." Sessions are scheduled for 1 p.m. on both Thursday, March 3, and Friday, March 4. See you in Atlanta!



*Dan Ellison is a Durham, NC-based attorney who has concentrated on arts-related law and nonprofit law for 15 years. He is a past president and the current executive director of the North Carolina Volunteer Lawyers for the Arts. Have a question? E-mail him at [artandmuseumlaw@aol.com](mailto:artandmuseumlaw@aol.com).*

## Connecting Talent to Theatres: SETC Partners with The Show Hub

**A**re you looking for work offstage or onstage? Or perhaps you are part of a company that is hiring?

SETC can connect you! SETC recently partnered with The Show Hub to expand the opportunities available through the online job connection service initiated last year, S.O.R.T. (SETC's Online Resumes for Theatre).

S.O.R.T., which is no longer active, was only for offstage workers. The Show Hub offers the same profile-posting services to actors as well. And the service is free to SETC registrants through June 30!

Pre-registered professional auditionees and Job Contact Service participants already have had an opportunity to take ad-

**the show hub**

vantage of the opportunities offered through SETC's partnership with The Show Hub. Earlier this year, they received invitations from the SETC Central Office with details about the process, followed by e-mail links from The Show Hub enabling them to complete their free profiles.

Theatres participating in Job Contact Service and the Professional Auditions also received e-mail links allowing them to preview auditionees and employees coming to the SETC Convention in Atlanta.

If you fall into one of the groups above and didn't sign up through the e-mail links, you still can do so before the SETC Con-

vention by contacting Clayton Whitfield at [support@theshowhub.com](mailto:support@theshowhub.com).

Both onstage and offstage talent can keep their profiles online after June 30 for a small annual fee, payable to The Show Hub. Companies can also continue searching profiles after June 30 by continuing their accounts.

If you didn't pre-register for Job Contact Service but would like to use The Show Hub's services, there's still time to get your free profile. To be eligible, you need to sign up for Job Contact Service on-site in Atlanta at the SETC Convention. Then, in the Job Contact Service room, you can sign up directly with representatives from The Show Hub. To get details on signing up for Job Contact Service, visit [www.setc.org/jobcontact/docs/JobContactONSITE-Guidelines\\_WEB.pdf](http://www.setc.org/jobcontact/docs/JobContactONSITE-Guidelines_WEB.pdf).

For more details on The Show Hub, visit [www.theshowhub.com](http://www.theshowhub.com). See you in Atlanta!

- April J'Callahan Marshall, Manager  
SETC Professional Theatre Services

### MISSISSIPPI Theatre Association

The Mississippi Theatre Association held its annual festival in Meridian in January.

**Number Attending:** 550.

**Winners of Community Theatre Festival:** *Driving Miss Daisy*, Just Over the Rainbow Theatre, Hattiesburg, MS; *Dixie Swim Club*, Starkville Community Theatre, Starkville, MS.

**Winner of High School Theatre Festival:** *Purple Fan*, Starkville High School, Starkville, MS; *Antigone*, Oxford High School, Oxford, MS.

**Idea to Share: State Playwriting Competitions.** Several years ago, MTA started a playwriting competition to recognize and promote Mississippi playwrights. Scripts in both the adult and youth divisions are screened by a committee, which then sends the top scripts to a final adjudicator, who is typically a well-known playwright. Past final adjudicators have included Mark Dunn, Gary Garrison and Judith Stevens-Ly. The final adjudicator attends the festival, participates in the staged readings, and conducts a talkback following the staged readings. We would love to see other states create similar competitions, which could feed into a regional competition, with the top winners from each state entered into a competition at the SETC Convention.

Stephen Cunetto, MTA Executive Director

### ask SETC SETC Convention: Job Contact Service FAQs

**Q** I am taking part in the Job Contact Service. How many companies will be there doing interviews? What are the hours?

**A** Approximately 65-70 companies will be at Job Contact Service interviewing candidates for many different types of jobs. The atmosphere is that of a large job fair. Hours are 10:30 a.m. to 6 p.m. Thursday, 9 a.m. to 6 p.m. Friday and 9 a.m. to noon Saturday.

**Q** Will I know my interview schedule and the names of the interviewing companies before I arrive at the convention?

**A** No, you will not know your schedule in advance. When you arrive at the Job Contact Service room and turn in your resume, you will be given a booklet that lists all of the jobs for which companies are hiring. You will then go around the Job Contact Service room, stopping to get more information at the table of each company that has posted a job that interests you. The company representative will often do a preliminary interview in the Job Contact Service room. If interested, the representative may ask to schedule a more in-depth interview.

**Q** Should I bring a portfolio of my work to interviews?

**A** Yes, absolutely! Bring as complete a portfolio as possible. The companies want to see samples of your work.

**Q** How do I find out what salaries are being offered for theatre technicians? Do technicians get health benefits? I would like to find these specifics out for each company I interview with before I get to the convention.

**A** In the booklet mentioned above, which you will receive at the convention, you will find salary information provided by the companies. What you should do in the meantime is go online to the Job Contact Service area on the SETC website and view the list of companies that have registered at [www.setc.org/jobcontact/index.php](http://www.setc.org/jobcontact/index.php). In this area, each company provides brief background information and a link to its website. Use the links to learn as much as you can about the hiring companies. The more informed you are about a company, the more you will impress that company's representatives.

- April J'Callahan Marshall, Manager, SETC Professional Theatre Services

In Memoriam

Longtime SETC Auditions Committee Chair **N. Bennett East** died February 2, 2011, in Peoria, AZ. East helped organize the theatre department at Marshall University in Huntington, WV, where he taught from 1970 until his retirement in 1998. In 2007, he and his wife Joyce moved to Sun City, AZ. East oversaw SETC auditions for many years, but his impact went beyond the auditions room. "Bennett is the one who got me started in SETC leadership years ago, by convincing David Wohl to appoint me to the Auditions Committee," noted Past President Denise Halbach. East's passing represents "the end of an era," said Past President Don Wolfe.

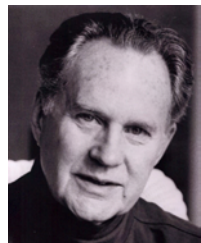


Bennett East

"We've had a lot of retirements among his age group, but losing Bennett is more than that. His positive nature prompted him to see the fun in everything, even those things that others were taking too seriously. His mischievous smile always alerted us that there are many sides to any issue." A memorial service will be held at a later date in Huntington, WV.

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Prolific playwright **Romulus Linney**, died January 15, 2011, of lung cancer in Germantown, NY. He was 80. Linney had deep roots in the South, having grown up in Tennessee and Boone, NC. He was a chronicler of historical figures and the people of the Appalachian region. His plays were frequently performed in regional theatres, schools and off-Broadway venues.



Romulus Linney

In 1992, Linney was selected for a season devoted solely to his work by Signature Theatre in New York City. He wrote three novels, which he later dramatized, and more than 60 long and short plays. He received two Obie awards. A frequent speaker at the North Carolina Theatre Conference convention, Appalachian State University and Wake Forest University, he was also a keynote speaker at the SETC Convention in 1997.

- Susan Cole, SETC Past President

Judi Rossabi Joins SETC as Communications and Marketing Manager

**B**e sure to stop by the Registration area at the SETC Convention and welcome SETC's newest staff member, Judi Rossabi. She joined SETC as communications and marketing manager in November.

A seasoned communications and marketing professional, Rossabi has worked in both nonprofit and government public relations. Previously, she served as a city government public information officer, oversaw the district office for a U.S. senator and operated her own public relations business. She is a graduate of the University of North Carolina at Chapel Hill.

At SETC, Rossabi is responsible for developing and executing internal and ex-

ternal communications, marketing and public relations strategies. She also oversees convention registration. Since joining SETC, Rossabi has experienced a whirlwind of activity as the Central Office completed planning for the annual SETC Convention.



Judi Rossabi

"I am enjoying the fast pace and dynamic interaction between the SETC Central Office and our constituency," Rossabi says. "We have a great team working on the Atlanta convention, and I look forward to being part of such a big event."

After the convention, she plans to devote time to creating a multi-faceted marketing and communications strategy for the organization. Her goals include "developing a more active social media presence and adapting the SETC website to better meet the needs of those we serve."

In her spare time, the mother of two college students hikes, does yoga and attends visual and performing arts events.

"I am an 'appreciator' of theatre and believe that theatre is a vital and enjoyable part of the arts experience," Rossabi says. "When I lived in New York City for five years, I was fortunate to have the opportunity to attend many Broadway and off-Broadway theatre productions. Here in Greensboro, I enjoy theatre events ranging from high school plays to professional and community theatre productions."

Contact Rossabi at [judi@setc.org](mailto:judi@setc.org).

SETC 2011

Atlanta, GA March 2-6

PEOPLE on the move

SETC Past President **Ward Haarbauer**, who founded the Department of Theatre at the University of Alabama at Birmingham and spent 40 years as a professor there, is attending his 50th consecutive SETC Convention this year.

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SETC Executive Director **Betsey Baun** was honored as a "Meeting Professional to Watch in 2011" by *Convention South* magazine, which also featured a profile of her in its December 2010 issue.

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SETC Past President **Clifton "Chip" Egan** has retired as dean of Clemson University's College of Architecture, Arts and Humanities. He's still working, though, as both a director and an actor.

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Alabama's SETC Representative **Michael Howley** is retiring in June from Alabama State University, where he has taught for 33 years. His retirement plans include directing, travel, arts advocacy and adjunct teaching.

ARTS opportunities

**Kelly Carolyn Gordon**, coordinator of theatre studies at Brevard College, is teaching a class in London this summer, "The European Theatre: From Page to Stage." Application deadline is March 10. More info: [gordonkc@brevard.edu](mailto:gordonkc@brevard.edu) or [www.KELabroad.org/programs/london/overview.php](http://www.KELabroad.org/programs/london/overview.php).

Where to Send News

SETC News is published bimonthly for the Southeastern Theatre Conference. Deadline for next issue: April 10.

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