FIND YOUR GRADUATE SCHOOL AT

WHEN: Nov. 9 - 11
WHERE: Atlanta

Walk-In Registration Available: $95

WHO WILL BE RECRUITING AT LiNK?

The Actors Studio Drama School at Pace University
American Film Institute
Conservatory
Boston University Theatre
Carnegie Melon University
School of Drama
College-Conservatory of Music (CCM), University of Cincinnati
Florida State University
Indiana University
Kent State University
Long Island University/Post Campus
Louisiana State University
Louisiana Tech University Theatre
Mary Baldwin University and American Shakespeare Center
Michigan State University
National Theater Institute
The New School
Northern Illinois University
Ohio State University
Ohio University
Playwright’s Lab at Hollins University
Purdue University
Savannah College of Art and Design
Texas State University
The University of Alabama
University of Arizona
University of Arkansas
Fayetteville
University of Georgia
University of Houston School of Theatre & Dance
University of Idaho
University of Illinois at Urbana-Champaign
University of Kansas
The University of Memphis
The University of Missouri at Kansas City
University of Nebraska
University of North Carolina at Chapel Hill
University of North Carolina Greensboro
University of North Carolina School of the Arts
University of Texas at Austin
University of Virginia
Villanova Theatre
Virginia Commonwealth University
Virginia Tech
Wayne State University
West Virginia School of Theatre and Dance
Western Illinois University
Yale School of Drama

DID YOU KNOW?
Most schools offer financial assistance!

News Submissions
Deanna Thompson, Editor
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Southeastern Theatre Conference, Inc.
Learn New Technology in the Exhibit Hall at the 2019 SETC Convention in Knoxville

Want to learn more about the latest theatre technology products? Help is at hand! This year, we are bringing Technology Teaching Labs to the Exhibit Hall.

Why is SETC doing this?
Entertainment technology is constantly evolving. It changes just as quickly as the technology in your cell phone or your computer. In fact, almost all of the entertainment products are based on computer technology now, and many of them can be controlled through an app on your cell phone.

However, it can be hard to keep up with the technology and just as hard to put your hands on the newest equipment. Chances are, there were lots of new introductions just last month at the LDI, Live Design International show.

How will the Technology Teaching Labs help?
Lab spaces will be available to exhibitors who wish to share their technology with the students, professors and professionals attending the SETC Convention. Manufacturers will have the opportunity to present detailed hands-on group demonstrations in featured spaces in the Exhibit Hall. The hope is that all participants will have the opportunity to be introduced to a new skill set on a piece of technology that they would not have access to otherwise.

How do I sign up for one of the Technology Teaching Labs?
Look for more information in the convention program. Sign-up sheets for the sessions also will be available in each lab’s space on the Exhibit Hall floor.

- Esthere Strom, SETC Exhibits Chair

More info: www.setc.org/convention
Do you or members of your staff need OSHA training specific to the live entertainment industry? You can take the OSHA-10 - General Entertainment Safety Training course by coming early to the 2019 SETC Convention.

When: Noon - 9 p.m., Tue., Feb. 26, 2019; and 8 a.m. - 2:15 p.m., Wed., Feb. 27, 2019

Where: 2019 SETC Convention, Knoxville, TN

Cost: $30, which includes OSHA training via the IATSE General Entertainment Safety curriculum and workbook (developed through an alliance between OSHA, IATSE and USITT), and your OSHA card.

Register: SETC members attending the 2019 SETC Convention should register for this training session online here with their SETC account. Those who would like to attend this training without signing up for the convention should call the SETC Central Office at 336-272-3645.

Deadline: Pre-Registration deadline is Jan. 22, 2019
Do you look at your Google Analytics data and not know what to do next? Are you not getting the most out of your Facebook advertising campaigns? Do your emails have lackluster open rates? Do you go with gut instinct because you’re not sure what else to do? The key to successfully engaging your audience includes using data to deliver the right message to the right person at the right time.

Organizations that successfully cultivate a data-driven culture reap a multitude of benefits. This seminar will help attendees better understand the tools available, provide an implementation-friendly guide to data-driven communication techniques and offer a path to successfully cultivating a data-driven organizational culture.

You will learn how to:
• Establish the key components for an effective data-driven culture
• Determine what data is important for your organization
• Differentiate between reporting and analytics
• Create segmentation strategies to lower costs and maximize results
• Set up a communications strategy
• Empower team members with analysis
• Identify meaningful outcomes

All attendees will have access to a companion microsite designed especially for this SETC Convention session, with expanded resource content.

How to sign up:
Book your space in this free seminar when you register for the 2019 SETC Convention.

More info: www.setc.org/bootcamp
HAVE SOME COOL THEATRE POSTERS OR SKETCHES? Consider Donating Them to the SETC Silent Auction

The Art of Theatre is the theme of this year’s Silent Auction at the SETC Convention in Knoxville, TN.

Please consider making a donation. Submissions can include items such as play posters, costume sketches, set renderings, magazine covers, books, masks, props, set and costume models, and related materials. Use your imagination to expand on the theme!

Why should you donate to the Silent Auction?
Each year, the Endowment Committee of the Southeastern Theatre Conference conducts a Silent Auction at the SETC Convention to generate money to support the many valuable scholarships that SETC provides to students.

Where can you get more information?
For more info on the Silent Auction, visit the link below. For details on how to get your donations to us, contact Endowment Committee chair John Spiegel at jspiegel@piedmont.edu.
It’s Almost Time to Book Your Convention Hotel!

Reservations open Nov. 12, with nightly room rates ranging from $82 plus tax for hotels within a short drive up to $139 plus tax for hotels within walking distance of the Knoxville Convention Center. Reserve carefully. Some hotels will require a non-refundable one-night deposit when you book your room; a few will require a multiple night commitment.

More Information: www.setc.org/convention/hotel-info

VOLUNTEER

How can you help SETC and yourself at the same time?

Be a 2019 SETC Convention Volunteer!

Volunteer to work 10 or more hours at the 2019 SETC Convention in Knoxville, and SETC will give you free convention registration in return.

All you need to pay is your annual membership cost (students, $45; adults, $80; adults with senior citizen discount, $55) and separate fees (if any), then you’ll have full access to convention activities that are included with regular registration at no additional charge!

The deadline to apply is Sunday, Nov. 18, at midnight ET. We will continue to accept volunteers until all positions are filled. So, hurry and get your application in before the opportunities are gone.

Here are some areas where you can help:

- Registration
- Theatre Job Fair
- Teachers Institute
- Exhibit Hall
- Design Competition
- Undergraduate Auditions
- Festivals
- Convention Gear
- Graduate Auditions
- Info Hub
- Professional Auditions
- Design Awards Crew
- Teachers Institute
- Design Competition
- Undergraduate Auditions
- Convention Gear
- Graduate Auditions
- Design Awards Crew

More information: www.setc.org/volunteer-opportunities

More info: www.setc.org/convention
Hiring through SETC: RhinoLeap Productions

‘At RhinoLeap, we emphasize the hiring of North Carolina residents. SETC gives us exposure to other theatre artists in North Carolina and helps make the very talented theatrical community that is spread out statewide feel a bit more accessible to us.’

- Jeremy Skidmore, Artistic Director, RhinoLeap Productions

SETC recently caught up with Jeremy Skidmore, artistic director of RhinoLeap Productions in Asheboro, NC. Below are excerpts from the interview.

Tell us a little about your theatre. And what is your mission?
RhinoLeap Productions was founded in 2017. Our home theatre, the Sunset Theatre in Asheboro, NC, seats 400 people in proscenium space renovated from a 1930s-era movie theatre. Our mission is to present professional theatrical productions that tour to towns across North Carolina and to provide educational residencies that bring North Carolina high school students into direct contact with experienced working artists.

Where do you find your actors and crew? Are they all paid professionals?
Three of our four annual shows are cast entirely with professional actors from North Carolina, Washington, DC, Los Angeles and New York. We place a particular focus on professional actors who are from North Carolina and/or trained in North Carolina. We hold open auditions for one show a year, putting together a hybrid cast of professional actors, college students in actor training programs, and members of our community. All professional actors are paid at least $550 per week regardless of union affiliation. Three of our four annual shows are designed by professional designers; one show features designers who are students. All of our professional designers are paid $1,500 and up.

What is the most unusual or interesting fact about your theatre?
RhinoLeap hires only actors who have a commitment to education. Every day is filled with rehearsals and work at North Carolina public high schools. Our innovative residencies expose students to a wide range of skills, including puppetry, music, movement and writing. Through the exploration of those disciplines, our professional actors guide the creation of original, student-generated projects. The projects are then given public performances in which our actors perform alongside the students. That structure is unique. Our actors and students work together, create together, and perform together. All of this while also working on one of our mainstage productions.

How long have you been involved in SETC and in what capacity?
RhinoLeap Productions joined SETC in 2018. We participated in the 2018 Fall Professional Auditions, and I served as an adjudicator this fall for the SETC screening auditions hosted by the North Carolina Theatre Conference.
Getting a Job through SETC: Olivia Pelton

Olivia Pelton, a sophomore at Brenau University in Gainesville, GA, got her first professional job through SETC’S Spring 2018 Professional Auditions and spent the summer of 2018 working as a performer in a variety of shows at the TEXAS Outdoor Musical in Canyon, TX. Pelton, who has acted since age 6, is pursuing a BFA with a double major in musical theatre and acting.

How has SETC has been instrumental in helping you get started or moving you along in your career?
I attended the Southeastern Theatre Conference convention for the first time this past March in Mobile, AL. It was the spring of my first year of college, and my first professional audition conference experience. I’m so fortunate to have had the opportunity to attend, for without doing so I never would have had the chance to receive my first professional acting job with the 53rd anniversary season of TEXAS Outdoor Musical this past summer (which truly was a dream experience!). I received three additional job offers, after accepting 11 callbacks at the conference, and all as a college freshman. That experience truly gave me immense momentum on my journey with self-confidence as a performer and offered great hope for me personally as a young theatre hopeful.

Where will you be performing next?
My next project is the Gainesville Theatre Alliance’s fall mainstage musical, The Wizard of Oz, where I’ll have the great pleasure of performing in the show, as well as taking on the position of dance captain.

Outside of your work in theatre, what is the most extraordinary thing about you?
I once won an oyster eating contest with Wintzell’s Oyster House in Mobile, AL, when I was competing in the 60th national finals of the Distinguished Young Women Scholarship Competition, representing the state of Georgia. I ate 57 raw oysters in less than five minutes, after never trying raw oysters previously, and if that doesn’t say something about my determination, I don’t know what will!

More info: www.setc.org/auditions
SETC Awards Grants to Professional Theatres

SETC offers two grants for non-academic professional theatre companies: a Convention Grant to introduce non-member organizations to the convention and a Staffing Development Matching Grant for current SETC organizational members.

The 2019 winners of SETC Convention Grants are:

North Carolina Black Repertory Company (Winston-Salem, NC): ncblackrep.org

Company Manager Ashley Winkfield says: “The North Carolina Black Repertory Company is excited to attend the SETC Convention and to see some phenomenal theatre from others in the conference. We hope to raise awareness of the National Black Theatre Festival (July 31 - Aug 3) and to learn more about our industry through the workshops and networking opportunities that SETC provides.”

Thunder Bay Theatre (Alpena, MI): www.thunderbaytheatre.com

Producing Artistic Director Jeffrey Mindock says: “As Thunder Bay Theatre continues to grow, we’re excited to continue our pursuit of diverse voices to share with our community through SETC. We look forward to finding more like-minded artists to join our mission and produce high quality, consistent professional theatre at Northern Michigan’s only year-round professional nonprofit theatre.”

The 2019 winners of SETC Staffing Development Matching Grants are:

Endstation Theatre Company (Lynchburg, VA): www.endstationtheatre.org

The grant will be used to enhance and expand the apprentice program across the U.S. to bring in young professionals, who are the lifeblood of the organization, and to provide them with a professional development experience working ground-up in a professional theatre.

Weston Playhouse Theatre Company (Weston, VT): www.westonplayhouse.org

The grant will be used to expand the Weston Fellowship program, which provides a full-year internship focused on arts administration.
Summary of Actions Taken by ExCom, Board of Directors

Actions taken by the Board of Directors and the Executive Committee during meetings in Charlotte, NC, on Aug. 25, 2018, included:

- Approved addition of the word “nationwide” to SETC’s mission statement.
- Adjusted “Rule 6. Meeting Dates” to provide additional flexibility in scheduling fall Board meetings and Executive Committee meetings.
- Revised several rules to reflect more accurate use of the word “scholarship” (as opposed to “award”) as related to financial payment made to help support a student’s education.
- Approved the following actions for presentation to the membership in March:
  - Revisions to Articles III and VIII to bring clarity to term limits of members of the Board and Executive Committee.
  - Revised Article X to encourage enhanced continuity in the officer nominations process.

See full minutes on the SETC website at www.setc.org/minutes

Have you read SETC’s New Mission Statement?
‘Connecting You to Opportunities in Theatre Nationwide’

What has changed? Just one word.
“Nationwide” was added to SETC’s mission statement to better reflect SETC’s growing national profile, as the number of members, professional companies and others who attend our convention and access SETC’s many programs and services from across the country continues to increase. Our current active membership comes from 48 states (including Alaska and Hawaii), the District of Columbia, Canada, Germany and the United Kingdom.
Meet Jean Wentz, SETC’s New Membership Manager

Jean joined SETC two years ago as an administrative assistant and was promoted to the new position of membership manager in September 2018. She loves working in the theatre realm after spending nearly 20 years in corporate America. A theatre aficionado from an early age, Jean earned an undergraduate theatre degree from the University of North Carolina at Charlotte and an MFA in Theatre Management from the University of Alabama.

Jean came up with the idea of “70 for 70”, the celebration of SETC’s 70th anniversary (see more, Page 14) and is managing that initiative for the office. Check out the stories she’s received and the fascinating facts she’s discovered about SETC at www.setc.org and on social media!

What are you enjoying most about your new SETC job?
What I’m looking forward to most is continuing to improve our data management and registration processes to make things quicker and easier for our members. We have good systems in place, and my goal is to utilize those, along with additional functionality, to connect, share and relay information more efficiently and effectively to the SETC membership and leadership.

What did you do before joining SETC?
I worked with Sara Lee/Hanesbrands Inc. in a variety of capacities from 1997 until 2015. I worked with some wonderful people in a number of countries and got to travel to Costa Rica, Vietnam and Thailand during my stint at Hanesbrands. The opportunity to travel was what I liked most about working there!

Are you involved in theatre yourself?
Definitely! I’d say that acting is my core talent and what I love doing most in life. I wish I’d had the gumption to pursue professional acting after college but I just didn’t have the nerve or confidence to do that back in my 20s. I audition for community or local professional theatre as time permits (and when good roles for my type are available!). I feel very lucky and very blessed to have a chance at this time in my life to come back around to the things I love most. Theatre and SETC are a big part of my life, and I’m so happy to be where I am.
NEW EXECUTIVE DIRECTOR SELECTED

Susie Prueter Is Chosen as SETC’s Next Executive Director

On behalf of the Executive Committee, I’m pleased to introduce Suzanne (Susie) Prueter as the new executive director of SETC. Susie joins us on January 7, 2019, and initially will shadow Betsey Horth, who continues as executive director through the 2019 SETC Convention in Knoxville. Susie will take the reins of organizational leadership later in March.

Susie brings significant national experience to our organization. She is currently an associate production manager for Work Light Productions and general manager for Port City Theatrical Equipment Rental. Previously, she worked as production office manager for Spoleto Festival USA in Charleston, SC. Prior experience includes serving as company manager for Broadway and Off-Broadway productions and national tours and as a founding member and general manager of the Pollard Theatre, a professional resident theatre in Guthrie, OK. In addition, Susie brings important perspective as a past president and board member of the nonprofit Alliance for Full Acceptance. Susie earned an MFA in Theatre Management from the University of Alabama. Interesting fact: She gained her graduate assistantship through interviews at SETC!

During interviews in September, members of ExCom and the SETC staff were impressed with Susie’s obvious preparation for the process. I was personally struck by her discussion about “leading from the heart, but managing from the mind” – indicating her clear understanding that both are crucial in overseeing a complex organization like SETC. By the end of our interview, members of ExCom noted we felt as though we were conducting a business meeting with Susie. SETC staff members also indicated their immediate trust and confidence that she would do the job well.

Susie also has demonstrated tremendous enthusiasm for her new role. For example, during the negotiation process for her hiring, Susie expressed her desire to attend the Outdoor Theatre Conference and LiNK this fall, well before her employment begins. Likewise, she has already discussed the importance of working with ExCom early to establish a performance plan so that she is prepared to “hit the ground running.”

In the debrief after her interview, one staff member noted Susie’s comment that she tries to create work environments where you “laugh hard and work hard” – in that order. Susie indicated she “plays” through her love of golf and shooting pool. And, as relaxation(??), she continues (as an IATSE member) to perform concert loadouts and work as a dresser in her current hometown of Charleston, SC.

Welcome, Susie! We look forward to working with you.

More info: www.setc.org
SETC Benefits from Strong Stewardship

As I complete my final year as SETC’s VP of Finance, I’ve been looking back at the 40 years I’ve been involved with the organization and am truly amazed at our success, growth and strength – where we’ve been, where we are, and where I believe we are headed.

The fact that SETC has been largely immune to market vagaries and economic unpredictability is due, in large measure, to an extremely knowledgeable Central Office, an excellent fiscal advisor (Jack Pentz), and an executive director (Betsey Horth) who works diligently at generating new revenue, expanding our programs with careful planning and foresight, and limiting expenditures to services that are consistent with our mission. Add to this mix the excellent stewardship of a Board of Directors and Executive Committee that has grown increasingly engaged in and committed to SETC’s continued financial strength and you have a recipe for success that arts organizations throughout the country would envy.

As you can see from the audit summary at right, SETC is in great shape financially. We’ve successfully integrated the IOT programs, increased our corporate reserves and provided new grants and awards to individuals and organizations – all while keeping membership dues and convention registration fees lower than most other service organizations.

As I take a step back from SETC, I want to extend my thanks for allowing me to be associated with an organization that has given me lifetime friendships and memorable experiences too numerous to count. See you in Knoxville!
70 for 70! SETC Turns 70 in 2019, and We Are Celebrating!

We’ll kick off the festivities Nov. 14 by featuring the first of 70 short stories and quotes from our constituents on our website home page and our social media channels. We’ll continue to share these stories over the 70 days leading up to the last day of convention registration on Jan. 22, 2019.

Here are 3 ways you can help us celebrate our 70th anniversary:

**BE ONE OF OUR 70 STORIES: SHARE YOUR SETC EXPERIENCE!**

We’re looking for 70 people, out of the hundreds of thousands that have benefited from SETC’s resources over the last 70 years, to send us their experiences. And yes, this is about celebrating – so send the good stuff!

- How has SETC helped your career – whether on stage, in administration, production or design?
- How does your company use SETC’s services?
- Has your school found the academic auditions and interviews valuable?
- What have the theatre festival competitions meant to you? Your students? Colleagues?
- Have you presented at our annual convention? Were you able to try out new thinking, share your expertise in unique ways or add to a tenure portfolio?
- Did you make any unique connections through SETC?
- Have you helped build this service organization to its national stature? Whether you are a volunteer, board member or staff member, SETC is 70 because of all of you.

**How to submit:** Send us your short stories and a photo through this link: “How SETC Has Helped Me!” The form requires your name, consent to publish, email for contact if needed, your story and your headshot. Stories are limited to 375 characters on our website home page. Have more to say? You can send a longer version to our membership manager, Jean Wentz, at jean@setc.org, for use elsewhere during our 70th year. Jean initiated the concept and heads the celebration.

**Deadline:** To be included in the initial 70 stories, send your info by Nov. 30. If you can’t make that deadline, send when you can. We’ll be sharing stories throughout the year.

**CATCH UP WITH 70 “FASCINATING FACTS”!**

Visit www.setc.org/70-fascinating-facts now to learn the first 7 of 70 things you may not know about SETC. We’ll be adding more as our 70th year unfolds.

**CONTRIBUTE $70 TOWARD THE NEXT 70 YEARS!**

Consider donating $7, $70, $700, $7,000 or more (or less) toward SETC’s next 70 years! Donate online here. Considering a large donation? Contact me at betsey@setc.org.
Thanks to all who participated in the annual Outdoor Theatre Conference. Held each October, this event brings outdoor theatre managers together to learn, network and rejuvenate. This year’s conference was hosted by The Lost Colony in Manteo, NC.

The 2018 program line-up included sessions on:
- New Technologies in Lighting Equipment for Outdoor Use
- Facility Renovation
- Surround Sound & Music for Outdoor Drama
- How to Make It Burn! Cast Members, Fireworks or Lighting
- Lucrative Partnerships Panel
- Competition or ‘Coopetition’
- Impress the Press
- GPS Technology for Marketing
- We’re All Tourist Attractions

Thanks to our conference program host:

The Lost Colony

and our conference program sponsors:

Paul Green Foundation   USITT   Arts People

More info: www.setc.org/iot
OUTDOOR THEATRE

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Maegen McNerney Azar
VP of Administration
Lee Crouse
VP of Services
David Wohl
VP of Finance
Rebecca Beasley
Secretary
Alan Litsey
Elected Past President
Kris Rau McIntyre
VP of States
Tom Booth
VP of Divisions

OUTDOOR THEATRE

Record Number of Slots Available at the 2019 Summer and Outdoor Theatre Auditions

What: Acting, singing, dance and stage combat auditions for summer and outdoor theatres; interviews for technical jobs and internships

Why: A record 300 auditionee slots will be available for this year’s auditions, making a strong Dance Call and the addition of a Fight Call possible – and making this audition perfect for all theatres that really need to see how the actors can move!

When: January 18-19, 2019

Where: Greensboro College, Greensboro, NC

Deadline: Registration opens Dec. 5 and closes Dec. 19, 2018, at noon ET, or when all slots are filled

More info: www.outdoor-theatre.org/auditions

Outdoor Theatre Award Winners Recognized

Robert Hobbs (second from left), general counsel and member of the Board of Directors for the Roanoke Island Historical Association (RIHA), which produces The Lost Colony, receives the 2018 Scott J. Parker Volunteer Award at the Outdoor Theatre Conference. Also shown are (left to right) SETC Executive Director Betsey Horth, RIHA CEO Bill Coleman and SETC President Jeff Gibson.

John Russell (center), executive director/CEO of Montford Park Players in Asheville, NC, receives the 2018 Mark R. Sumner Award, recognizing contributions by an individual to a specific drama or the outdoor drama movement as a whole, at the Outdoor Theatre Conference. Also shown are (left to right) Unto These Hills Artistic Director Marina Hunley-Graham, SETC Executive Director Betsey Horth, SETC President Jeff Gibson and Tecumseh! CEO Brandon Smith.

Send your news to deanna@setc.org