

Behind The Scenes: August – September, 2011

1 – Congratulations Abbe on such a successful show...The Wizard of Oz. An extra show was added and sold out on the same day.

2 – Can't thank Jim enough for working on the flood issue at the playhouse. He put in a lot of time making sure the playhouse was cleaned up. Wylie also cleaned and disinfected the carpets and the floors. Since the costumes were all removed from the closets, Ann spent time going thru all before being put back. We now have a cleaned up playhouse with organized costume closet.

3 - Bill finished up the 2011/2012 Season Tri-fold, which looks great and is now available at the playhouse. Theresa, Ann, Tina, Elizabeth, Justine and Sally assembled and mailed 425 packets to members, subscribers and friends. Please start distributing to all your friends and family.

4 – The letter for subscribers will be asking for donations and we will be giving gifts for different levels of donations. This is what the letter states: In addition, won't you please consider supporting The Summit Playhouse Association with an additional tax-exempt donation? To show our gratitude, your name will appear in our Playbills for this upcoming season. As our additional thank you, we will send you one of these gifts:

❑ Special Angel - at \$1,000.00 or more! You will receive a beautiful 9" x 12" limited edition giclée color print of The Playhouse with two extra tickets to our musical stage production - bring your friends with you to the theatre!

❑ **Benefactor** - at \$500.00 plus! Enjoy a Playhouse Backstage T-Shirt along with two extra tickets to the musical stage production – introduce your guests to The Playhouse!

❑ Sponsor - at \$250.00 +: Enjoy two Playhouse Canteen Water Bottles for you and yours!

❑ Friend - at \$100 +: Enjoy a package of The Playhouse Greeting Cards.

5 – Bill put together an add for the back page of the Perry Awards program which turned out great. He added to it the “300/301 Show and Going Strong” logo. A few of us will be attending the Perry Awards Gala.

6 – The 2011/2012 season will be added to the website with the link to the new ticketing system. Bill and Cathy working on coordinating. Also, we will be changing the phone message to direct folks better on our answering system.

7 – Ground UP will not be having a show at the Playhouse this season. We will meet with Ground UP to discuss the future.

8 - We've been working with an experienced graphic designer to develop a new visual identity for “The Summit Playhouse”. This will replace the current black and white picture of the playhouse that is used in our tri-fold, show materials, letter head, envelopes, website, etc... We can't thank him enough and look forward to seeing the finished product!

9 – The below identity will be added to all our letters and marketing materials for this season. I think it makes a statement loud and clear...going strong... The goal is to bring awareness to The PH longevity and to celebrate the accomplishment of 300+ shows!



10 – The Summit Playhouse clean up date is still 9/17. A separate e-mail will go out to members/subscribers/volunteers/auditioners from Justine and

Theresa to encourage them to join us! Refreshments will be provided. Please make sure you let one of them or me know if you will be there, trying to get a head count.

11 – The Opening Party date will change. We are looking at October (Date To Be Announced.) The season will be dedicated to Betty. All info will go out under separate e-mail.

12 – Justine will co-produce All My Sons with Theresa

13 – PT is organizing the Street Fair...October 9th...please contact her to volunteer. ptkizzia@verizon.net

14 – The Perry Awards group held their meeting announcing nominations from this past year at the playhouse and what a great event. Thank you Jeslyn and everyone who brought food and assisted! The one comment I heard was: we should bring others to see this playhouse, so that they can see what a playhouse should look like.

15 – Joann is working on updating our bylaws and all job/position descriptions.

16 – Frank received donations to The Playhouse in Betty's memory. He is in contact with Bob Kaus and will report on totals.

17 – Ann is looking into a mass mailing to the Summit, New Providence and Berkeley Hghts area. Her husband's business can assist us, they also do printing!

18 – Joann and Ann are looking into grants. Please send them any info that you may have.