



CAVORT 2014 / Issue 6 / Winter 2014-2015

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CAVORT 2014: Theatre-Arts-Community: A Collaboration ...wrapping up a wonderful conference!

From the President

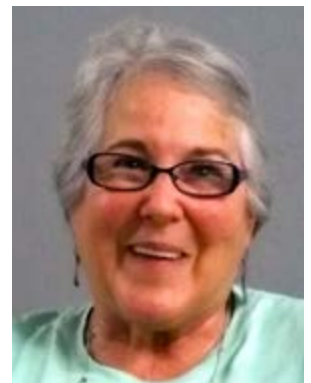
I wish you all a very happy and prosperous 2015!!

It is hard to believe that the Syracuse CAVORT Conference – 2014 – has come and gone, but the good memories are still very current. Hats off and a great round of applause to the Syracuse Stage Guild committee that brought us a weekend that was packed with theatre, good discussion, hospitality and so much more. Conversations were lively and, as always, catching up with good friends was a treat. All in all, a great success in Syracuse!

And now, we look forward to our 2016 conference in Louisville. I know that the Louisville committee has already been working hard and has some great plans in place. Please look for

all the updates in the future as Louisville plans to host the CAVORT Conference in the spring of 2016.

CAVORT is the national and international organization that promotes and recognizes the volunteers who are essential to the success of all our theatres. For all of the volunteers who have given so freely of your time, energy and talents we applaud you. The volunteers are the hidden strengths of our theatres and keep them so vibrant. Thanks for all that you do!



Terry Delavan, President of the CAVORT Board and member of Syracuse Stage Guild

If you haven't done so already, please take this opportunity to become part of this organization at www.cavortinc.com.

I look forward to seeing you in Louisville in 2016 at the next CAVORT conference.

See y'all!!

— Terry

Louisville!





CAVORT



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Thanks to all who participated in the CAVORT 2014 Conference in Syracuse!

Enjoy some of the photos from the Conference--



See more photos on the
CAVORT 2014 website.
From any browser, paste in
www.cavortinc.com/photos.htm
then click any category. Enjoy!



CAVORT BOARD 2014-2016
Terry Delavan, above, seated second from right, was elected for a second term as president of the CAVORT Board.

A full listing of all Board members will appear in an upcoming newsletter.



Bright Ideas!



BRIGHT IDEAS at CAVORT 2014 counted three from Pasadena Playhouse: **ARCHIVES, TOURS,** and **HELPING OTHER THEATRES. TRIVIA NIGHT FUNDRAISER** was submitted by The Repertory Theatre of St. Louis and Seattle Repertory Theatre presented **LET'S DO LUNCH.** Actors Theatre submitted their **STAGE DOOR SALE.** And the entry from Syracuse Stage Guild was a **BARNES & NOBLE FUNDRAISER.**

Congratulations to all who presented **BRIGHT IDEAS** this year!

Find details below on our First Prize Winner, our two Second Prize Winners, and the runners-up.

First Prize Winner TRIVIA NIGHT FUNDRAISER

The Repertory Theatre of St. Louis
Presented by Linda Vandivort and Ann Bronsing

Trivia Nights are very popular in the St. Louis community. A Trivia Night is an evening event involving teams of 6 to 8 people who buy a table for the game. At the event, 10 rounds of 10 questions each are asked by a Master of Ceremonies. Each team has an answer sheet for each round. The team determines their best collective answer to each question and records it. At the end of each round, answer sheets are collected. When all answer sheets are turned in, the MC announces the answers while the scores are being marked and tabulated. Running scores are posted on a screen. At the end of the 10 rounds, the team with the most correct answers is declared the winning team and receives a cash prize.

The Rep Volunteer Board organized Trivia Nights in both 2013 and 2014. Twenty-three tables were sold at \$25 per person in 2014. The Board purchased a set of questions provided by a professional Trivia Night provider, as well as a power point program which projected on a screen the questions as the MC asked them. Each round of questions is based on a theme such as history, movies, sports, geography, etc.

It is traditional for participants to bring food and drink to enjoy before and during the game. Free non-alcoholic beverages were provided.

Along with the trivia game, a silent auction was available for patrons to post bids before and during the evening. Board members solicited merchants, restaurants, etc., for the auction items. Approximately 40% of the income from the events was from this auction. Tables/teams can also be sponsored by companies or individuals and rounds of questions are available for sponsorship. Other smaller amounts of money were raised from a raffle, and 2 games played between rounds.

Keys to Success:

1. Patrons for tables and sponsors for rounds of questions.
2. Donations to the silent auction.
3. An MC with style and humor.
4. Enthusiasm from many volunteers to promote the event in the community, especially among non-theatre subscribers.



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Estimated number of hours:

Theatre Staff – 35; Volunteers – 194

Expenses included rental of the venue, purchase of questions, signage, free drinks, etc. The total expenses for 2014 were approximately \$2,000.

Results: Dollars raised in 2014 — \$10,248.00
Theatre promotion — many Trivia Night fans were not familiar with the Rep and the event introduced them to the theatre’s existence and offerings. It is a fun evening for patrons and volunteers.

Second Prize Winner STAGE DOOR SALE

Actors Theatre/Actors Associates

Presented by Terry Conway, Event Chair; Mary Korfhage, Associates President; Deb Riall, Associates Past President; Allison Hammons, Staff Liaison

Description:

The event was a costume and prop sale and it included all types of costumes, clothing, shoes and accessories along with furniture and set pieces. We also sold vintage Humana Festival of New American Play posters.

It was held in the lobby of the theatre complex with the costumes and props on separate levels. It began at 1:00pm and ran until 10:00pm. Customers paid for all items at a centrally-located check-out station. There were some large, very special items (props and costumes) that were sold through a silent auction.

Costumes:

The costumes were grouped and priced according to function, ie, all pants were \$5.00, all wigs were \$3.00. There was a special section



for special costumes which were much more elaborate and were priced accordingly. Associates were on hand to bag items and write up a sales slip for each customer.

Props:

Most props were large, furniture pieces and included information about the production they were built for. Associates were on hand to fill out sales sheets, put “Sold” signs on items and make pick-up arrangements for large items. Some items were picked up that night or the next day.

Keys to Success:

1. The event was held in conjunction with a 50th anniversary, season-opening block party that was held in the street directly outside the theatre. Approximately 10,000 people attended



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Second Prize Winner TOURS

Friends of the Pasadena Playhouse
Presented by Lenore Almanzar

Description:

Because The Pasadena Playhouse is an historical building as well as State Theatre of California and the second oldest regional theatre in the United States, there is a great interest in touring the facility and learning about its history.

The Friends of The Pasadena Playhouse conduct tours on a regular basis. The following successful pro-gram for giving tours is in place:

1. A new volunteer is given information on the history and building. At first the volunteer serves as a “back up” (we call them Companions) to the Tour Docent who is an experienced guide.
2. As the Companion becomes more confident and knowledgeable, they graduate to leading tours with an experienced Docent as a mentor.
3. Once the Companion feels comfortable (usually about two or three times with a qualified do-cent), they become a full fledged Docent.

Tours can be tailored for from one to over 100 participants and for all ages. Some of our most success-ful are for children where we offer Theatre Games, a chance for them to become familiar with the seating, dress up in simple costumes, etc. We also offer tours to each new cast at the beginning of re-hearsals.

The expenses are minimal. We have small flyers in the lobby and a blurb in the program.

the event which included live entertainment, food and beer trucks, cocktail tents and children’s activities. It was heavily promoted by theatre staff on social media as well as traditional outlets.

2. The production staff, particularly the Costumes Director and the Props Director, provided the items to be sold.

3. The theatre provided all volunteers with t-shirts so they were easily identifiable during the sale.

Estimated number of hours:

Theatre staff —

Costume staff: over 400 hours; Props staff: over 200 hours; PR/Marketing/Administration: 400 hours (includes promotion of entire event)

Volunteers — Meetings/Planning: 660 hours

Preparation: 100 hours; Day of Event: 450 hours; TOTAL HOURS: over 2,210 hours

Estimated Cost: Total of \$1,660

Stipends for staff: \$1,200; Supplies: \$460, (price tags/signs, printing supplies, laminating, food for volunteers)

Results: Total sales were \$10,580; Net profit: \$8,920



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There is no charge for the tours, but in order to maintain this activity, we encourage donations. All funds received are used to improve and add to services to the general public and the betterment of The Playhouse.

This endeavor has been extremely popular and continues to grow.

We average at least one tour a week and, since the volunteers run this project, no time from the staff is required. Donations raised are approximately \$3,000 a year. In addition, we gain new volunteers, subscribers, and single ticket holders. We are also seeing participants become enthusiastic about the theatre and spreading the word.

Runner-up ARCHIVES

Friends of the Pasadena Playhouse
Presented by Carolyn DiPane

Several years ago at the Pasadena Playhouse we realized that little attention was being given to the collection and maintenance of an archive department. The founder of the Friends, Ellen Bailey, was also a former student and teacher at the Playhouse and knew the history of the theatre and realized the importance of keeping a detailed record of all the shows that had been performed there as well as the actors that played in them. On her own time she started going through boxes of programs and log books showing the order of the plays, actors, directors involved in plays and events that happened at the Playhouse. She started with a card file and later everything was transferred to computers.

A call was put out to those who had attended school at the Playhouse when they had one and asked them to send us any programs or memora-

bilia they might have. Little by little a treasure trove of information arrived. She enlisted the help of some of our members and soon an Archive department was started. Over the years this department at the Pasadena Playhouse has grown in volume and importance. Time spent in Archives provides another opportunity for volunteers to assist their theatre. Whether it is cataloguing donations of books, programs or photos, filling request for information from other theatres or just answering questions that may arise about their own theatre's history, volunteering in a theatre's Archive department is a very rewarding activity. We get request for information about the Playhouse from all over the world. It may be just the thing for volunteers who are not able to usher or participate in the other usual theatre volunteer opportunities. We currently have about 11 people volunteering once a week on various days and they each give 6 hours of their time each week. The cost is very minimal. The Playhouse gives us the space and our cost is the paper we use and the postage to send papers or documents to someone. We do ask for a donation if the request is a large one where a large amount of postage is required. Our alumni do donate a stipend to us each year to help cover any costs. At this point in time, we have one of the leading Archive departments for a theatre in the country.

Runner-up HELPING OTHER THEATRES

Friends of the Pasadena Playhouse
Presented by Patrick Oliva

Several years ago, the Pasadena Playhouse was in financial trouble and we had to shut our doors for a six-month period. Since we had a large volunteer group and knowing that the theatre





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would be back, we had to figure out a way to keep our volunteers active.

We looked around and found that a theatre that was close to the playhouse didn't have a volunteer group and perhaps they would need help in some form.

When approached they said that had a large mailing to go out and they would love to have some "free" help. What a success. The theatre (Boston Court) provided water and cookies and we provided the man power to take care of the mailing. A true friendship had been born. This was a win-win situation for both theatres. We were able to keep our members busy and they were able to get their mailings done in a timely manner.

When the Playhouse reopened, we were anxious to keep this bridge between the two theatres open and we continue to help them whenever they need it. Our volunteers love the interaction with the other theatre and in turn, they provide those that volunteer with a comp ticket for their show.

I think that offering the services of a larger theatre to a smaller theatre shows that we are not in competition with each other and this helps to build a bond between the theatres in a community. The cost to have the help is very minimal as is the time that is spent at the other theatre. The good will that is achieved is immeasurable.

Runner-up LET'S DO LUNCH

Seattle Repertory Theatre
Presented by Maureen Harley

As a part of the monthly meetings of our volunteer group, the Seattle Repertory Organization,

the volunteers have always enjoyed a no host, catered or potluck lunch which follows the business meeting and an interview with the actors or technical staff from the current play. Recently a new wrinkle has been added with the addition of planned lunch outings at local restaurants, sometimes chosen to reference the play; a Victorian tea room during the run of *The Hound of the Baskervilles* (the menu included "Sherlock Holmes favorite tea"), or Texas barbecue for this seasons' much anticipated duo of plays documenting the presidency of Lyndon Johnson. The lunches have garnered a devoted following of SRO members, family and friends, and serve also to promote the theatre and entice new volunteer members. On occasion the lunch opportunity has even allowed for a little fund raising. When the run of *Boeing Boeing* prompted a tour of The Museum of Flight, the tour was followed by lunch nearby and all was covered by a fee large enough to include a donation to the theatre. A play centered in South Africa, *The Suit*, resulted in a catered lunch of delicious specialties from a local South African establishment and was served at the theatre.

A committee was formed to research possible locations for restaurant visits and the committee itself has become very popular, as, of course, it is necessary to visit various locations to sample and approve the food and ambiance before committing to a venue. For lunches out, choice of menu is left to the individual and checks are separate. For large groups, the restaurant sometimes donates free coffee or a special discounted dessert.

When a lunch is catered at the theatre, the committee is careful to keep the cost within the limit of the usual \$15.00 charge for the monthly lunch, which must include tax and any service charge. Theatre staff may pay to join the lunch and actors who were interviewed at the meeting



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Bright Ideas!

are invited to participate free of charge.

These adventures in eating are only occasionally fund raisers, but instead are aimed at fostering camaraderie between volunteers, exploring new restaurants in good company, and adding a new dimension to membership in our community of theatre staff, actors, and volunteers.

Runner-up BARNES & NOBLE FUNDRAISER

Syracuse Stage Guild

Presented by Sara Lowengard

Syracuse Stage Guild had their first Barnes & Noble Bookfair in December 2012. The second occurred in December 2013 and the third Syracuse Stage Guild Barnes & Noble Bookfair took place on November 29, 2014.

Barnes & Noble has a Bookfair program, allowing local organizations an opportunity to raise money through in-store and online book sales at Barnes & Noble, during a designated week during the year. Barnes & Noble does not charge the organization any money for participating in the Bookfair. During the Bookfair, the organization will receive a percentage of the total sales of Bookfair supporters' eligible purchases.

During the Guild's Bookfair week, we ask shoppers to give a voucher to the cashier at Barnes & Noble when they pay for their items, both in the store and cafe. The voucher provides the cashier our Bookfair ID number, so that the sale will register towards our Bookfair sales for the week. This allows shoppers to use our Bookfair ID number to make online purchases at Barnes & Noble, and to shop in any store and have their sales included in our total Bookfair sales for the week. The percentage that Barnes & Noble donates to the Guild is based on our total Bookfair

sales. If sales total less than \$2,000.00, Barnes & Noble will contribute 10% of the sales in cash, or 15% if the organization chooses to receive a Barnes & Noble gift card. If sales total between \$2,000 and \$10,000, Barnes & Noble will contribute 15% of sales in cash, or 20% if the organization chooses to receive a Barnes & Noble gift card. If sales total over \$10,000, Barnes & Noble will contribute 20% of the sales in cash, or 25% if the organization chooses to receive a Barnes & Noble gift card.

Advertising: Barnes & Noble has digital vouchers, and advertising materials that organizations can download from the Barnes & Noble website. The vouchers can be emailed to members, friends and family. You can also print off flyers and vouchers to be posted, distributed in programs and to give to friends and family.

Physical Presence in a Store: Syracuse Stage Guild choose the location of its Bookfair as Erie Boulevard in Syracuse, New York. On the first day of the Guild's Bookfair, Barnes & Noble provided a table for the Guild at the front of the store. The Guild puts informational materials on the table, including Guild membership information, the theatre calendar, and theatre subscription information. In order to entice shoppers to come to the table, the Guild also puts a large jar of candy on the table. Syracuse Stage also provides the Guild with a raffle (for two tickets to the theatre) that Guild has on the table. Guild has one or two members who sit at the table to speak to shoppers and answer questions they may have about the Bookfair, Guild or Syracuse Stage.

Entertainment: Barnes & Noble allows the organization hosting the Bookfair to put on a performance. In 2012, the show currently playing at Syracuse Stage was White Christmas. Three



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of the main performers came to Barnes & Noble and sang a medley of songs from White Christmas. In 2013, the show currently playing at Syracuse Stage was A Christmas Carol. The fiddler who played in A Christmas Carol performed at Barnes & Noble. For 2014, several performers from the show at Syracuse Stage, Hairspray, appeared.

Rewards: In 2012, the Guild made \$1,100 from the Barnes & Noble Bookfair. In 2013, the Guild

made \$500 from the Barnes & Noble Bookfair. Not only does the Guild raise money through the Barnes & Noble Bookfair, but it provides an opportunity for our members to speak to the shoppers. We have had shoppers interested in Syracuse Stage plays and subscriptions, and we have had shoppers interested in becoming Guild members. Also, make sure to advertise any upcoming events for the Guild during the Barnes & Noble Bookfair event.

CAVORT 2014 Conference Attendees

LAST NAME, FIRST NAME

GUILD

Adella, Ray	Syracuse Stage Guild
Almanzar, Lenore	Pasadena Playhouse
Ashcraft, Nancy	Pasadena Playhouse
Barley, Susan	Repertory Theatre of St. Louis
Bergmann, Elizabeth	Actors Theatre of Louisville
Bergmann, Paul	Actors Theatre of Louisville
Borenstein, Deborah	Syracuse Stage Guild
Bronsing, Ann	Repertory Theatre of St. Louis
Butler, Ellen Syracuse	Stage Guild
Bush, Lynne	Seattle Repertory
Cardiff, Maureen	Pasadena Playhouse
Cardone, Elaine	Syracuse Stage Guild
Carpenter, Roxanna	Syracuse Stage Guild
Cody, Diane H.	Seattle Repertory
Conway, Terry	Actors Theatre of Louisville
Cooley, Elizabeth	Actors Theatre of Louisville
Crevier, Jim	Pasadena Playhouse
Davies, Catherine	Syracuse Stage Guild
Delavan, Terry	Syracuse Stage Guild
Dery, Judy	Meadow Brook Theatre
DiBianco, Sandi	Syracuse Stage Guild
DiPane, Carolyn	Pasadena Playhouse
Entine, Charmian	Shaw Festival
Euster, Joanne	Seattle Repertory
Ferrara, Marsha	Syracuse Stage Guild
Francis, Jack	Actors Theatre of Louisville
Gibbs, Bonnie	Repertory Theatre of St. Louis
Gill, Judy	Shaw Festival
Gill, Peter	Shaw Festival
Goldstein, Gretchen	Syracuse Stage Guild
Green, Roe	Maltz Jupiter and Cleveland Playhouse



Attendees... *Continued from previous page*

Hammons, Allison
 Harley, Maureen
 Haynie-Horn, Sue
 Hebert, Suzanne
 Key, Gloria
 Korfhage, Mary
 Krezel, Lillias
 Kuntz, Bill
 Ledford, Wendy
 Lowengard, Linda
 Lowengard, Sara
 McCarthy, Maggie
 Meissner, Beverly
 Mercer, Suzanne
 Miller, Pennie
 Mitchem, Nancy
 Nichols, Barbara
 O'Hara, Mary
 Oliva, Patrick
 Palazzo, Dorothy
 Peoples, Moray
 Pitonzo, Linda
 Rabel, Judi
 Rance, Alice
 Rance, Julian
 Reid, Carol
 Riall, Deb
 Schnabel Cindy
 Sellman, Pam
 Simone, Mary
 Slagle, Patti
 Stark, Linda
 Thomas, Jayne
 Van Ornum, Sharon
 Vandivort, Linda
 VanVark, Linda
 Weiss, Jodie
 Wheat, Lynda

Actors Theatre of Louisville
 Seattle Repertory
 Pasadena Playhouse
 Shaw Festival
 Pasadena Playhouse
 Actors Theatre of Louisville
 Pasadena Playhouse
 Actors Theatre of Louisville
 Old Globe
 Syracuse Stage Guild
 Syracuse Stage Guild
 Actors Theatre of Louisville
 Pasadena Playhouse
 Atlanta Shakespeare Co.
 Actors Theatre of Louisville
 Actors Theatre of Louisville
 Actors Theatre of Louisville
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 Shaw Festival
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 Actors Theatre of Louisville
 Repertory Theatre of St. Louis
 Atlanta Shakespeare Co.
 Pasadena Playhouse
 Actors Theatre of Louisville
 Repertory Theatre of St. Louis
 Pasadena Playhouse
 Actors Theatre of Louisville
 Repertory Theatre of St. Louis
 Old Globe
 Childsplay, Inc.
 Syracuse Stage Guild

*Here's one more big
 "Thank You!" from
 all the members of he
 CAVORT 2014 Con-
 ference Coordinating
 Committee. Looking
 forward to seeing you
 in Louisville in 2016!*





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Treasurer's Report

As presented October 24, 2014 by Treasurer Suzanne Mercer.

Balance forward -- October 26, 2013	\$1506.19
Total Income	\$3475.00
Total Expenses	\$3710.00
Current Balance	\$1271.19

We hope you have enjoyed all our apples... thanks to all who helped make this conference a success!

Special appreciation to Terry Conway for sharing photos!



CAVORT Mission The Conference About Volunteers Of Regional Theatre is a not-for-profit corporation whose purpose is to strengthen and recognize volunteer organizations. It aims to establish a network for the exchange of ideas, projects and fund-raising activities vital in the support of professional, not-for-profit regional theatres.

**See you at
CAVORT 2016!**

CAVORT INC.
c/o Syracuse Stage Guild
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Syracuse, NY 13210