

michigan state university  
**wharton**center  
for performing arts



**2007-2008** *Year In Review*

**The mission of Wharton Center for Performing Arts is to enrich the lives of Michigan residents and strengthen the value of the arts in everyday life by serving as a leading resource for renowned arts entertainment and education programs.**

As a not-for-profit performing arts center located on the campus of Michigan State University, we accomplish our mission by adhering to the belief that Wharton Center should...

- **Serve** as an industry leader and advocate to help bolster the cultural and economic vitality of the community and the state
- **Present** a diverse selection of performing arts experiences with world-renowned artists and newly commissioned works
  - **Provide** meaningful, participatory lifelong learning programs both at Wharton Center and throughout the state for audiences of all ages
- **Advance** the arts by presenting Michigan's finest arts organizations
  - **Strive** to ensure that the diversity of our community is reflected on our stage and in our audience
- **Maintain** exceptional service and state-of-the-art facilities
  - **Manage** the organization with fiscal responsibility

*mission statement*



## SEPTEMBER

Vishwa Mohan Bhatt September 16  
The Rat Pack Is Back: *The Tribute* September 21  
*Menopause The Musical* September 21-23  
Rachel Naomi Remen September 24  
Mike Birbiglia September 28  
Mandy Patinkin: *In Concert* September 29  
Guster September 30

## OCTOBER

*Disney's High School Musical* October 2-7  
Chicago Symphony Orchestra October 14  
with special guest Branford Marsalis  
CéU October 16  
DL Hughley October 18  
*Tomás and the Library Lady* October 19  
Toby Mac October 19  
Bob and Tom Comedy All Stars October 19  
Global Drum Project October 20  
ZZ Top October 21  
Edward O. Wilson October 22  
*Anuna: Celtic Origins* October 24  
The Chicago Jazz Ensemble October 26  
w/ John Faddis  
Cirque Dreams: *Jungle Fantasy* October 28  
*Winnie the Pooh* October 24-26, 28  
*Camelot* October 30-31

## NOVEMBER

*Camelot* November 1-4  
Jimmy Eat World November 4  
Brian Bedford November 1  
*A Year with Frog and Toad* November 7  
Gales of November November 15  
Sweet Honey in the Rock November 16

## DECEMBER

MSU's *Home for the Holidays* December 1  
*Seussical* December 2-5  
*Spamalot* December 4-9  
Turtle Island String Quartet December 8  
Kenny G December 19

## JANUARY

25th Annual Putnam County  
*Spelling Bee* January 8-13  
Royal Philharmonic Orchestra January 15  
w/ Pinchas Zukerman



# schedule

Drew Hastings January 19  
 Adam Pascal January 22  
 Hot Club of San Francisco January 25  
 Alvin Ailey American Dance Theater January 29  
 Taylor Swift January 31

**FEBRUARY**

The Royal Scots Dragoon Guards February 1  
 Five by Design: *Stay Tuned* February 2  
*Jazz Kats: Swingin', Stompin', Rockin'!* February 2  
 Richard Dreyfus February 4  
 Miro Quartet February 7  
 Jack's Mannequin February 7  
 Ron White February 8  
 Dianne Reeves February 9  
 The Blind Boys of Alabama February 15  
*The Vagina Monologues* February 15-16  
 Tyler Perry's *The Marriage Counselor* February 19  
*Defending the Caveman* February 22-23  
*Love Janis* February 26-27  
*Doctor Doolittle* February 28-29  
 George Jones with special guests February 29  
 The Roys & Jason Byrd

**MARCH**

*Fish Face* March 9-11  
 Lewis Black March 9  
 San Francisco Jazz Collective March 12  
 Tchaikovsky Ballet and Orchestra March 15  
*Teddy Roosevelt - Ursa Major* March 18  
 Ira Glass March 29  
 George Carlin March 30

**APRIL**

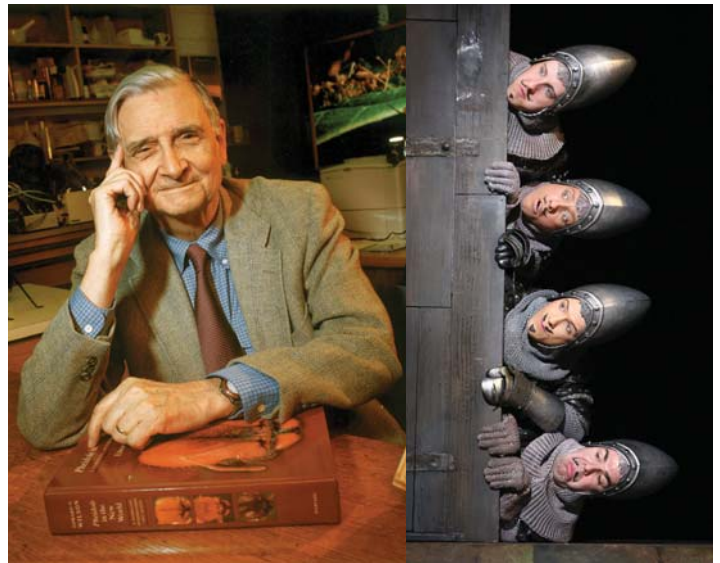
*Riverdance* April 4-6  
 Cherryholmes April 8  
 African Children's Choir April 12  
*Avenue Q* April 15-20  
*The Musical Adventures of Flat Stanley* April 22  
 MSU Symphony Orchestra April 26  
*Stone Soup* April 28-30

**MAY**

*Alexander and the Very Bad Day* May 7-9, 11  
*Swingin', Stompin', Rockin' II* May 16-17  
 Michigan Opera Theatre: *La Traviata* May 22

**JULY / AUGUST**

*WICKED* July 16-August 10





**Row 1:** Joyce Banish, Angela Brown, Lauri Draggoo, Patty Lloyd Barnas, Geri Potchen, Arlene Sierra, Jan Alleman-Trumbull, Stella Cash, Maureen Devota

**Row 2:** Christine Brogan, Karyn Perry, Bonnie Knutson, Nancy Axtell, Tom Shields, Jerry Aben

**Row 3:** Jim Robinson, Tony Smith, Stuart Birn, John Pirich

**Not Pictured:** Frank Bustamante, James Butler, Tom Chirgwin, Jim Croom, James Epolito, Glenn Granger, Carol Horowitz, Victoria Kell, Joe Maguire, Lynn Margulies, Nancy McKeague, Steve Roznowski, Tim Salisbury, Tom Sparks, Leo Tierney, Roseann Zumbrink

Wharton Center's Advisory Council was comprised of 35 mid-Michigan business and community leaders committed to ensuring the quality of life in our region through the arts. Their efforts helped position Wharton Center as one of the premier performing arts centers in the country. Funds raised and contributed by Council members ensured that the arts at Wharton Center were accessible to the entire community.

**2007-2008 Highlights:**

- Documented the single largest gift in Wharton Center's history - a gift of \$2.5 million to fund the MSU Federal Credit Union Institute for Arts & Creativity Endowment and sponsor *Broadway @ Wharton Center* for the next five years.
- Raised \$555,217 from 82 businesses, foundations, and MSU departments

- including 13 new sponsors, with the help of the Advisory Council's Business Sponsorship Committee.
- Created and implemented through the Special Events Committee the 25th Anniversary Celebratory Dinner hosted by President Lou Anna and Dr. Roy Simon, and Dr. Clifton and Mrs. Dolores Wharton with nearly 500 donors and guests attending.
- Hosted the Wharton Center's 11th annual Donor Appreciation Concert, featuring a performance by Laura Bell Bundy, the lead actress in the Broadway musical *Legally Blonde*, with 1,900 donors in attendance.
- Hosted the Sneak Preview dinner for corporate sponsors announcing the upcoming 2008-2009 season.

Bonnie Knutson served as the Advisory Council President in 2007-2008. Patty Lloyd Barnas served as Vice President. The Advisory Council's committees were led by Joyce Banish, Annual Giving; Glenn Granger, Business Sponsorship; Christine Brogan, Special Events; and John Pirich, Endowment & Deferred Giving.

# *advisory council*



**Row 1:** Dottie Spousta, Debbie Armstrong, Barbara Harris, Mary Cullen  
**Row 2:** Mary Savage, Marilyn Laughlin, Janice Zimmerman, Lauri Draggoo, Suzanne Brouse, Patty Hollenbeck, Sarah Hawley  
**Row 3:** Janet Emery, Judy Flintoff, Barb McMillan, Marilyn Moore, Amy Stephenson, Nadean Hillary, Clare Mackey  
**Row 4:** Elaine Noffze, Suzan Feraco, Cindy Wheeler, Leona Bronstein, Shirley Rumminger, Mary Lou O'Connell

**Not pictured:** Jan Alleman-Trumbull, Maryjo Bullock, Linda Catey, Phyllis Fox

The 323 volunteer members of Wharton Center's Inner Circle remained active in every aspect of Wharton Center's operations and continued to serve as an integral part of its success.

**2007-2008 Highlights:**

- Contributed more than 9,700 volunteer hours in all aspects of Wharton Center.
- Managed and operated Wharton Center's Sharon Smith Myers Gift Shop with revenues exceeding \$89,800 to support Wharton Center programs.
- Organized the Preview Lecture Series, including recruitment of 20 speakers with expertise ranging from opera to jazz. More than 1,500 patrons attended the free lectures before many Wharton Center performances.
- Ushered at *Act One* and *Jazz Kats School Series* shows, which introduced 30,410 school children to the arts.
- Conducted pre-performance classroom workshops for many of the classes attending *Act One* performances to prepare children to experience live performance.
- Spoke to service clubs and organizations throughout the year as

part of the Speakers Bureau.

- Bestowed the following awards at the spring luncheon:
  - o Arthur Luedders Award to Sue Patterson
  - o June E. Johnston Award to Phyllis Fox
  - o Directors Award to Jean Kocher
- Financially supported the *Act One School Series*.
- Sponsored prizes awarded to winners of the 2007-2008 *Young Playwrights Festival*.
- Contributed proceeds from the 25th Anniversary Celebratory Dinner to raise the market value of the Inner Circle Endowment for Arts Education funds to almost \$42,000.
- Inner Circle members were entertained by Claudia Schmidt (*Gales of November*) at their Fall Luncheon
- Member events included a *Spamalot* Costume/Wig & Make Up presentation, a special viewing of the Alvin Ailey *Act One* School Show, the *Act One* presentation of *Teddy Roosevelt*, the *Act One* presentation of *Flat Stanley Act One School* show, and an *Avenue Q* puppet demonstration.

**Preview Lecture Series:**

- Vishwa Mohan Bhatt
- Chicago Symphony Orchestra with special guest Branford Marsalis
- Global Drum Project
- Chicago Jazz Ensemble with Jon Faddis
- Brian Bedford
- *Gales of November*
- Sweet Honey in the Rock
- Royal Philharmonic with Pinchas Zuckerman
- Hot Club of San Francisco
- Alvin Ailey American Dance Theater
- The Royal Scots Dragoon Guards
- Miro Quartet (Jonathan Dawe commission)
- Dianne Reeves with Rodney Whitaker
- The Blind Boys of Alabama
- San Francisco Jazz Collective
- Tchaikovsky Ballet and Orchestra
- African Children's Choir
- MSU Symphony Orchestra and Chorale
- Michigan Opera Theatre *La Traviata*

The Executive Committee serving Inner Circle in 2007-2008 consisted of: Lauri Draggoo, President; Patty Hollenbeck, Vice President; Mary Lou O'Connell, Secretary; Leona Bronstein, Treasurer; and Marilyn Laughlin, Immediate Past President.

*inner circle*

Wharton Center's communication department was responsible for facilitating all aspects of promoting the Center's attractions and programs, ranging from marketing, advertising, and public relations, to group sales and new initiatives in community outreach and cultural diversity.

### 2007-2008 Highlights

- Facilitated production of collateral material including, but not limited to, Wharton Center's season brochure, *Backstage* newsletter, and more.
- Enhanced and maintained Wharton Center's presence on the Internet at [www.whartoncenter.com](http://www.whartoncenter.com) with features including multimedia content (What's Hot On Broadway, etc.)
- Coordinated sales and production efforts for the *Curtain Call* house program
- Coordinated sales and production efforts for the Patron Discount program

### Marketing and Promotions

- Implemented a comprehensive multimedia advertising program and direct mail campaigns targeting subscribers, group leaders and single ticket buyers.
- Facilitated creative promotions with television and radio partners increasing the value and exposure of Wharton Center's media buys. Highlights included a *Spamalot* promotion with WSYM that won a Michigan Association of Broadcasters Award as well as a Celebrity Speller promotion with *The 25th Annual Putnam County Spelling Bee* that put Citadel radio personalities on stage.
- Expanded Wharton Center's eClub to more than 72,000 members and sent more than 1.4 million targeted e-commerce messages throughout the season.
- Created a dynamic outdoor presence with Adams Outdoor Advertising through the new digital

LCD billboards throughout mid-Michigan.

- Media partnerships played an important role in increasing exposure for Wharton Center including NPR partners Michigan Radio and WKAR, which led to over \$50,000 worth of additional statewide exposure.
- Presented sessions related to online marketing and education initiatives at the The Broadway League's Fall Marketing Forum and December Summit.

### Public Relations

- Facilitated a season announcement on the front page of the *Lansing State Journal* along with extensive coverage with other media outlets including weekly print, magazine, radio and TV media sources.
- Achieved regular feature articles about Wharton Center presentations in local and regional publications including the *Lansing State Journal*, *City Pulse*, *NOISE*, *Community News*, *State News*, *Livingston Argus Press*, *Shiawassee Press and Argus*, *Flint Journal*, *Grand Rapids Press* and *Battle Creek Enquirer*.
- Coordinated regular appearances by Wharton Center staff and performers from Broadway musicals and other attractions on local television, radio stations, area libraries and bookstores.
- Developed displays and guest appearances by cast members at Schuler Books and Music as well as Barnes and Noble bookstores in Okemos and East Lansing.
- Worked with 27 businesses in downtown East Lansing on *WICKED MANIA* to promote the Broadway blockbuster *WICKED*.
- Worked with Wharton Center's Street Marketing and Outreach team to promote attractions on campus including flyer and poster distribution, exhibited at events such as the Academic Orientation Program and *Spicipation*, and developed other unique promotions.

- Worked with the Wharton Center Speakers Bureau, a core group of volunteers who speak to community groups about Wharton Center.
- Represented Wharton Center and Michigan State University at meetings, civic functions, local and regional business organizations and related groups including Lansing Regional Chamber of Commerce meetings, Lansing Rotary, Greater Lansing Convention and Visitors Bureau and United Way events.

### Cultural Engagement and Community Outreach

- Continued work with community groups and local service agencies to introduce Wharton Center to underserved audiences through community engagement activities and targeted promotions.
- Expanded the *Seats 4 Kids* scholarship ticket fund for economically disadvantaged children. Over 450 tickets were distributed through pre-approved community service agencies including Boys and Girls Club of Lansing, Cristo Rey Community Center, Black Child and Family Institute, Lansing School District Title One schools, Allen Neighborhood Center, and the MSU Family Resource Center.
- Coordinated Wharton Center's *Cultural Exchange* program, which provided nearly 300 MSU students with access to world music and dance presentations to enhance their cultural awareness, followed by a facilitated discussion about their experience.
- Participated in several events and celebrations to demonstrate Wharton Center's support of the region's multicultural community
- Participated as a member of MSU's Cultural Engagement Council to increase the visibility of campus cultural resources, including coordination of *MSU's Year of Arts and Culture*.

# communications

Wharton Center's ticketing services division was responsible for selling 100% of the tickets for all Wharton Center and outside promoter events in all four venues. This was done through a call center, lobby sales, group sales, and internet ticketing site.

#### **2007-2008 Season at a Glance**

- 264 ticketed events
- 259,000 tickets sold; \$11.3 million in ticket revenue
- \$513,000 in processing fees; \$426,000 in restoration fees
- \$81,500 in settlement commissions

#### **2007-2008 Highlights**

- Executed on-sale events for Taylor Swift, Lewis Black and Ron White (2 shows).
- Sold-out performances included Taylor Swift, Ron White, Lewis Black, Tyler Perry's *The Marriage Counselor*, and *Cirque Dreams*.
- Facilitated daily lotteries for all 32 *WICKED* and all eight *Avenue Q* performances.

#### **Ticketed Events**

- **MSU Community:** 130 Wharton Center events, 46 MSU School of Music events, 40 MSU Department of Theatre events, and 16 events presented by MSU student organizations.
- **Community at Large:** Presenting organizations such as the Lansing Symphony Orchestra (10), YMCA, Children's Ballet Theatre (3), Lansing SPEBSQSA, Outback Concerts, Live Nation (2), *Menopause the Musical* (3), Tyler Perry, KB Productions (6), Home Run Presents, Rush Concerts and The Greater Lansing Ballet Company (2).

**Subscription Sales:** In the summer of 2007, the ticketing services department received, seated and mailed 3,200 subscription orders. 2007-2008 season subscription sales represented 26% of total tickets sold.

**Phone Sales:** The ticketing services call center was staffed primarily by 30 MSU students with two volunteers. For the 2007-2008 season, phone sales represented 13% of total ticket sold.

**Lobby Sales:** With one full-time employee and two MSU students, window sales increased due to several large on-sale events and night-of-show operations. For the 2007-2008 season, window sales represented 10% of total tickets sold.

**Group Sales:** Groups of 20 or more were eligible for special discounts and advance purchase opportunities. One full-time group sales administrator processed 13,355 group tickets in 2007-2008. This represented 7% of total sales.

**Internet Sales:** Open 24 hours a day, seven days a week, Internet sales were the preferred method of purchasing tickets according to our patrons. Patrons purchased tickets through Wharton Center's eClub Internet presales, presale offers for subscribers and donors, as well as public on-sale events and advanced sales throughout the year. Internet sales allow patrons to select their own seats. Internet sales represented 44% of total sales for the 2007-2008 season.

# *ticketing services*

Wharton Center's education department facilitated programs designed to highlight the performing arts as an essential component of life-long learning. Programs included the Arts in Education School Series performances for kindergarten through eighth grade students (*Act One, Jazz Kats – Jazz for Kids* shows); the *Young Playwrights Festival*; the Preview Lecture Series; artist residencies, statewide outreach, campus connections and a variety of special projects. Education programs reached over 41,744 participants through 167 events during the 2007-2008 season.

### 2007-2008 Highlights

#### Arts In Education Performances:

##### **Act One: Family/School Series & Jazz Kats – Jazz for Kids**

*Act One* began in 1986 as a series of performances designed for middle school students. Since then it has expanded and divided into two performance series specifically focused on youth and family patrons. The *School Series* was offered during school hours and featured shows with curricular links. The *Family Series* was offered on weekends to support intergenerational enjoyment of the performing arts. *Jazz Kats – Jazz for Kids* performances were co-produced by

Wharton Center and MSU College of Music Jazz Studies Area to introduce students to this uniquely American art form.

- This season's two series included 54 performances with ticket prices subsidized by sponsors to ensure that school students, youth and family patrons had access to a variety of performing arts experiences. Shows were produced by national touring youth theatre companies.
- More than 3,400 free tickets for school shows were given to students, teachers, or student aides.
- Students from 112 public, private and home-school groups visited Wharton Center to see performances, with total attendance reaching 36,226 individuals.
- Inner Circle docents facilitated activities to enhance the students' understanding, appreciation and enjoyment of the *School Series* performances for 103 classrooms, totaling 1,374 hours of volunteer service. During classroom visits, docents presented information about the show students would see at Wharton Center, discussed theatre etiquette, and engaged students in a theatre activity used by performers to practice their art.
- Inner Circle members served as volunteer ushers for the *School Series* contributing over 540 hours of service.

#### Young Playwrights Festival



The 12th Annual *Young Playwrights Festival* was a collaboration between Wharton Center and the MSU Department of Theatre. High school students were invited to submit original, one-act plays to a juried panel. Six finalists were selected from 61 entries and performed for 494 patrons in two performances.

#### Preview Lecture Series



Preview Lectures are free, half-hour discussions presented prior to shows by industry experts who provide unique insight into performances. Inner Circle volunteers recruit speakers and provide greeters for the series. Nineteen Preview Lectures were presented for 1,514 participants throughout the season.

#### Artist Residencies, Statewide Outreach, Campus Connections and Special Programs



Teaching artists participated in 82 education programs reaching over 3,274 individuals. Residencies consisted of one or more days at Wharton Center with educational outreach activities planned to deepen participants' experience of the performance or artistic discipline. Residencies included any combination of master classes, lecture demonstrations, artist school visits, question and answer or meet and greet sessions, and other interactive events.

- Chicago Jazz Ensemble with Jon Faddis – Four teaching artists from the ensemble presented a lecture demonstration for 172 Lansing School District middle and high school students.

# education

- The Stratford Shakespeare Festival Residency with special guest artist Brian Bedford – ten teaching artists reached 2,551 participants through 55 workshops, master classes, artist classroom visits, lecture demonstrations, seminars, free public events and touring performances. Sessions included theatre design and teacher workshops; master classes in stage combat, text interpretation, monologue and scene study; high school classroom visits to facilitate understanding of Shakespeare’s works; two MSU Department of Theatre high school touring performances of *Romeo and Juliet*; and a public performance of Bedford’s *The Lunatic, the Lover and the Poet*. Participants included faculty and students from Holt, Haslett, Lansing, Mason and Williamston High Schools; MSU’s Department of English, English Language Center, Residential College in the Arts and Humanities (RCAH), Honors College, James Madison College, College of Education, and Department of Theatre. Bedford’s Pasant Theatre performance attendance was 609; total participation in other events was 1,942.
- *Gales of November* – seven teaching artists presented an “informance” with question and answer session at Lansing Everett High School on storytelling through song and the process of creating works of art for performance for 430 students and teachers. Artists also provided a post-performance interaction session for nine students and faculty from the Residential College in the Arts and Humanities.
- Alvin Ailey American Dance Theater – two master classes for 56 participants and observers from Happendance Professional Dance Company, Karyn’s Dance Place, Lansing Everett High School, MSU Residential College in the Arts and Humanities, Children’s Ballet Theatre, and MSU dance specialization students. A School Series performance was also presented by Ailey dancers.
- Dianne Reeves Vocal Jazz Residency – co-presented with the MSU

College of Music Jazz Studies Area, this artist residency reached 1,657 individuals through 12 educational events and performances. 1,159 high school and university students attended Reeves’ Cobb Great Hall concert; total participation in other events was 498.

- *Legally Blonde* Broadway stars Laura Bell Bundy, Paul Canaan and musical director Jason DeBord presented nine music, theatre and dance workshops for 103 elementary school students from Lansing (Bingham, Willow), Williamston (Explorer), and East Lansing (Donley). An audition class and workshop was also given for ten MSU College of Music and Department of Theatre students with approximately 40 observers.
- *Behind the Scenes at Wharton Center* was presented to the public through MSU’s Alumni Lifelong Education Evening College course for 14 participants. Given in conjunction with a performance of *Riverdance*, the course gave an inside look at the efforts required to put on a show from an arts management perspective.

## KENNEDY CENTER PARTNERS IN EDUCATION



Wharton Center and Ingham Intermediate School District (IISD) were selected as one of 14 national teams to join the John F. Kennedy Performing Arts Center National Partners in Education Program. A professional development series for teachers was launched in the WC-IISD Partnership’s inaugural year with 10 events related to arts education and creativity. An advisory council for the Partnership was also established. Participants included 236 teachers, administrators and arts education advocates.

### EDUCATION DEPARTMENT PROGRAMS AT A GLANCE

Performances	Participants	Events
<i>Act One School Series</i>	30,412	43
<i>Act One Family Series</i>	5,814	11
<i>Young Playwrights Festival</i>	494	2
Preview Lecture Series	1,514	19
Artist Residencies, Statewide Outreach, Campus Connections, Special Projects		
Chicago Jazz Ensemble	172	1
Stratford Shakespeare Festival Residency	1,942	55
<i>Gales of November</i> Residency	439	2
Alvin Ailey American Dance Theatre Residency	56	2
Dianne Reeves Vocal Jazz Residency	498	11
“Take It From The Top” Broadway Workshops	153	10
Evening College, <i>Behind the Scenes at Wharton Center</i>	14	1
Kennedy Center Partners in Education with (IISD) (IISD is Ingham Intermediate School District)	236	10
<b>TOTAL</b>	<b>41,744</b>	<b>167</b>

The development department solicited funds and coordinated activities to support Wharton Center's programs and outreach efforts. Gifts from individuals, corporations and foundations accounted for 15 percent of the 2007-2008 budget allowing Wharton Center to take risks in programming, provide innovative arts in education programs for the state's youth, and make capital improvements to maintain Wharton Center as a state-of-the-art facility.

Private gifts including identified bequests to Wharton Center totaled \$5,239,969 - a record setting figure.

- Annual fund gifts totaled \$1,384,121
- Endowment gifts totaled \$3,135,804
- Gifts dedicated to facilities for the capital campaign equaled \$720,044

#### **2007-2008 Highlights:**

- In October, President Lou Anna and Dr. Roy Simon and past President Clifton and Mrs. Dolores Wharton hosted the 25th Anniversary Celebratory Dinner with nearly 500 guests attending.
- "Building a Promising Future," a groundbreaking ceremony, took place on May 19, 2008 to begin an \$18.5 million building project. At the ceremony, a \$2.5 million gift from MSU Federal Credit Union was announced, which will endow the newly created *MSU Federal Credit Union Institute for Arts & Creativity at Wharton Center*.
- At the end of the fiscal year, the market value of Wharton Center's endowment funds stood at more than \$7 million with \$141,000 being contributed in cash or pledge payments to various Wharton Center endowment funds during the year. In addition to the MSUFCU Institute endowment, four new named endowment funds were created:
  - John R. and Martha L. Brick Endowment for Classical Music and Education
  - Richard D. McLellan Endowment for Dance Performance
  - Drs. Lou Anna K. and Roy J. Simon Endowment for Jazz Performance & Education
  - Joe & Maggie Trevino Endowment for Performing Arts Education

- Wharton Center documented \$750,000 in deferred gifts, which will fund the following new endowments:
  - John L. and Marie J. Black Endowment for Broadway and Education
  - Marcia and Mark Hooper Endowment for Performing Arts Education
  - Joanne N. and E. Jerome McCarthy Endowment for Arts Education
- After the first full year of fundraising, more than \$6.3 million was raised in gifts and pledges for the capital campaign and endowments toward a goal of \$11 million. Major gifts to the capital campaign dedicated to facilities were made by:
  - Dolores & Byron Cook
  - Annie Holmes
  - David and Debbie Porter
  - Richard McLellen
  - Jeanne Cargill
  - Jim and Geri PotchenThese gifts join the four lead gifts from the previous year from Auto-Owners Insurance Company, the Christman Company, Jackson National Life Insurance, and Arlene and Larry Sierra.
- Funding continued as a Category III Anchor Organization from the Michigan Council for Arts and Cultural Affairs (MCACA).
- Almost \$20,000 was raised for the newly created Seats 4 Kids program. Contributions provide tickets to economically disadvantaged children through local community service organizations and Title 1 Schools that have been pre-approved based on their ability to distribute scholarship tickets to qualified kids
- Wharton Travels took 47 donors to New York City for a long weekend to see *Young Frankenstein* and Disney's *The Little Mermaid*.

# *development*

**Wharton Center for Performing Arts  
2007-2008 Sponsors**

Accident Fund Insurance Company of America  
ACSUS Fund for the Arts  
APCapital  
Ameriprise Financial  
Auto-Owners Insurance Company  
Ken and Sandy Beall  
Brogan, Reed, Van Gorder & Associates/Ohio National Financial Services  
Butzel Long  
Capital Region Community Foundations General & Youth Funds  
The Centennial Group  
Chase Bank  
Christman Company  
Comerica Bank  
Cooley Law School  
Coral Gables Restaurant  
Dean Transportation  
Delta Dental Plan of Michigan  
Douglas J Companies  
Farm Bureau Insurance  
Fifth Third Bank  
Foresight Group, Inc.  
Foster, Swift, Collins & Smith, P.C.  
Gadaleto, Ramsby & Associates, Inc.  
General Motors Lansing Operations  
Granger  
Havrilla-Currie Allstate Agency  
Stanley & Selma Hollander Endowment Fund  
Honigman Miller Schwartz and Cohn  
Jackson National Life Insurance Company  
The John Henry Company  
Jan & Bill Kahl  
Karyn's Dance Place, Inc.  
The John S. and James L. Knight Foundation  
LaSalle Bank  
Loomis, Ewert, Parsley, Davis & Gotting, P.C.  
Lyman & Sheets Insurance Agency  
Marketing Resource Group  
MEEMIC Insurance Company  
Melting Moments Ice Creams  
Mercantile Bank of Michigan  
Meritain Health  
Merrill Lynch  
Michigan Council for Arts and Cultural Affairs  
Michigan Millers Mutual Insurance Company  
Michigan Public Radio  
Michigan State Medical Society  
Mid-Michigan MRI  
MSU Department of Neurology and Ophthalmology  
MSU Department of Radiology  
MSU Federal Credit Union  
National City Bank  
National Endowment for the Arts  
NuUnion Credit Union  
Palmer, Bush & Jensen Family Funeral Homes  
Performing Arts Fund/Arts Midwest  
Physicians Health Plan of Mid-Michigan  
Plante Moran  
ProNational, a ProAssurance Group Company  
Rick's American Café/Harrison RoadHouse/Beggar's Banquet  
Smith Haughey Rice & Roegge  
Staples Business Advantage  
TDS Metrocom  
Target  
The Rehmann Group: Healthcare/Financial  
Wharton Center Inner Circle  
White, Schneider, Young & Chiodini, P.C.  
Wieland-Davco Corporation  
WKAR Radio & Television  
William Wright Endowment Fund for New Works  
Wolverine Development Corporation

Wharton Center's operations division is responsible for general office administration, event contract administration, facilities rentals, scheduling, capital improvements administration, backstage and house management.

Wharton Center presents a wide array of events including Broadway musicals and plays, children and family theatre, classic and contemporary dance, major classical and popular artists, and instrumental ensembles representing chamber music, symphonic orchestras, jazz, and solo recitals. Wharton Center also provides services to the MSU College of Music, the MSU Department of Theatre and other academic units, and university and community organizations. During the 2007-2008 season, the MSU College of Music held 73 rehearsals and 49 performances in Wharton Center facilities. The MSU Department of Theatre used the Pasant and Fairchild Theatres for four student productions; each one using the space for a three-week period for set construction, rehearsals and performances. They held 47 set-up and rehearsal days, and 52 performances. The Lansing Symphony Orchestra held 11 rehearsals and 11 performances. Wharton Center continues to provide utilization services to many student, academic and community users. Following are the organizations that used the Center's facilities during the 2007-2008 season.

#### University Organizations

MSU College of Music: Marching Band, Community Music School, Children's Choir  
MSU Department of Theatre  
MSU College of Agriculture and Natural Science: Garden Days, F.F.A. (Future Farmers of America), Institute of Agricultural Technology, 4-H Exploration Days  
MSU College of Arts & Letters  
MSU College of Engineering  
MSU College of Law  
MSU Camp College  
MSU Science Olympiad  
MSU College of Business  
MSU Honors College  
MSU College of Osteopathic Medicine  
MSU University Housing: Girls State  
MSU Presidents Office  
Office of the Provost: Academic Senate  
MSU College of Human Medicine  
MSU College of Nursing  
Student Life  
MSU James Madison College  
Office of Affirmative Action & Compliance  
MSU Women's Studies  
University Development  
University Activities Board  
MSU College of Veterinary Medicine  
WKAR TV  
MSU Commencements (9)

#### Student Organizations

A.S.M.S.U. (Associated Students of MSU)  
National Panhellenic Council

Black Student Alliance  
R.H.A. (Residence Hall Association)  
O.R.E.S.A. (Office of Racial & Ethnic Student Affairs)  
A.P.A.S.O. (Asian Pacific Student Org.)  
C.I.U.S. (Coalition of Indian Undergrad Students)  
Greek Life  
Spartan Dischords  
Accafellas  
Urban Dreams  
African American Celebratory  
African Student Union  
MSU Gospel Choral  
Korean Student  
Impulse Dance  
Grandparents University  
MSU Medical Society  
NCNS-National Society of Collegiate Scholars

#### Community Organizations & Promoters

Lansing Symphony Orchestra: Young Peoples Concert  
Michigan Millers Mutual Insurance  
Greater Lansing Ballet Co.  
Children's Ballet Theatre: *Nutcracker*  
Gadaleta Ramsby  
SPEBSQSA, Inc.  
Lansing Concert Band  
Ameriprise Financial  
Brogan, Reed, VanGorder & Associates  
APCapital  
Capitol Bancorp  
The Centennial Group  
MSU Federal Credit Union  
National City Bank  
Merrill Lynch  
Haynes Green Beach Hospital  
Michigan Pharmaceutical Association  
Fifth Third Bank  
Price Waterhouse  
Home Run Entertainment  
Tyler Perry Productions  
Ingham Intermediate School District  
Loomis Law Firm  
Plante & Moran  
Rehmann Group  
Wieland-Davco Corporation  
Wolverine Development  
Thomas M. Cooley Law School  
East Lansing High School  
Charlotte High School  
Okemos High School  
Waverly High School  
Williamston High School  
Lansing School District  
Delta Dental  
YMCA  
Mid-Michigan Youth Symphony  
Live Nation  
Brady Productions  
Rush Concerts  
Outback Concerts  
*Menopause the Musical*

# *general management*

## **Wharton Center Outreach**

*Wicked* cast met with high school journalism students who were on campus for a retreat in August

*Avenue Q* cast members hosted a hour and a half demonstration in puppetry and Q & A with Department of Theatre class

AOP-(Academic Orientation Programs) Resource Fair  
Sparticipation

WAPFCO

Great Lakes Folk Festival

Cooley Law School

Wharton Center's Speakers Bureau: Delta Lions Club, Dimondale Lions Club, Okemos Kiwanis, Dewitt Lions Club, Holt Rotary, Bath Township Lions Club, American Business Association, Bellevue Lions Club, University Club Colloquium

## **Technical Operations**

Wharton Center's production team was responsible for pre-planning, scheduling, set-up, operation and strike of all events requiring theatrical equipment and personnel on the four stages and auxiliary spaces operated by Wharton Center.

In addition to overseeing events, the Wharton Center production staff maintained and oversaw theatrical and facility equipment and spaces. Staff members regularly repaired broken theater seats, replaced burned out house lights, or did maintenance projects on fly-rail, lighting or audio systems.

The backstage production staff maintained the same personnel with an increase of one IATSE house staff position, and two student intern positions. The student intern positions were staffed from the Michigan Stage Technician Apprenticeship Program, which offered an opportunity for these young stage technicians to work on a regular basis backstage with our facility managers, and professional stage technicians, giving the students invaluable access and experience in their chosen profession.

Wharton Center began the season with a two-week run of *Wicked* during a timeframe that historically has been "slow." The entire Wharton Center season required coordinating and scheduling local stage crews ranging from three to 90 workers per event, and assisting traveling companies with logistics of their stay in East Lansing.

Immediately following *Wicked*, backstage staff designed and installed the new acoustic drapes in the Cobb Great Hall.

Wharton Center celebrated its 25th year anniversary with a fall open house. This was an opportunity for patrons to tour through areas of Wharton Center not typically open to the public. Guests had an opportunity to talk with stage crew, operate follow spots, and hear detailed descriptions of the jobs happening behind the scenes during the different performances presented at Wharton Center.

The season concluded by taking by taking part in *Grandparent's University*, a campus-wide event during which grandparents and their grandchildren aged 8 to 12 can "enroll" at Michigan State University and sample a number of different opportunities and departments around campus. Wharton Center offered opportunities to "crew" backstage with professional stage technicians. A professional stage carpenter, fly man, electrician, and audio engineer directed the young stage crew in a typical stage set-up, giving them a true-to-life hands-on experience. The grandparents responded enthusiastically to watching their grandchildren have fun learning and operating "adult" equipment, while discover what it is like "behind the scenes."

## **House Management**

Wharton Center house management helped plan and execute two major 25th Anniversary Celebration events. The season started with a 25th Anniversary Open House tour, which the house management staff coordinating, including training Inner Circle volunteers to work at stations both front-of-house and backstage. Technical aspects demonstrated by backstage crew members were a tour highlight. The 25th Anniversary Dinner, while not at Wharton Center, still utilized the food service students to work side-by-side with volunteers and Advisory Council members preparing the room and final details at the Kellogg Center.

### House Management and Usher Staff

The Usher Corps grew to 140 people. There were two student house managers and three food service supervisors.

Student ushers staffed 355 performances for a total of 16,882 hours.

### Concessions and Food Service

Concessions were sold at 132 events

Concessions staff worked 2,150 hours

Food service staff worked 137 receptions/artist hospitality\*

*general management / operations cont.*

**Executive Director** Mike Brand

**General Manager** Diane Baribeau

**Operations** Bryan Jao, Executive Assistant  
Roslyn Riddle, Receptionist  
Nina Silbergleit, House Manager  
Stephanie Kribs, Assistant House Manager  
Matt Kribs, Assistant House Manager  
Sandy Thomley, Senior Production Stage Manager  
Brian Archer, Senior Production Stage Manager  
Ronald Fenger, Production Stage Manager  
Maureen Murphy, Production Stage Manager

**Development** Doug Miller, Director of Development  
Courtney Millbrook, Assistant Director of Development  
Mayette Hicks, Development Assistant

**Education** Debra Gift, Director of Education  
Laurie Briseno, Education Assistant

**Finance** Doug Mactaggart, Director of Finance  
Elaine Sklar, Assistant for Finance  
Carmen Thayer, Assistant for Finance

**Communications** Kent Love, Director of Communications  
Victor Hamburger, Marketing Manager  
Mike Davis, Graphics and Web Coordinator  
Bob Hoffman, Public Relations Manager  
Diane Waldie, Group Sales Administrator  
Dena Kittle, Communications Assistant

**Ticketing** Jarrod Bradford, Director of Ticketing Services  
Jennifer Richards, Assistant Manager of Ticketing Services  
Roslyn James, Assistant Manager of Ticketing Services/Rentals  
Samantha Pond, Ticketing Services Supervisor  
Dustin Boehmer, Box Office Assistant

*staff*



michigan state university  
**wharton**center  
for performing arts

**Wharton Center for Performing Arts**

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