

usitt

Sightlines

The monthly newsletter for USITT members

July 2012

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**Lea Asbell-Swanger Takes Office**

The first USITT President elected for a three-year term has wide-ranging interests and a strong attachment to the organization's roots.

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**Costume Pattern Archive**

Affectionately known as CoPA, the Costume Pattern Archive is making strides as it benefits from the donations which make it possible. [more »](#)

**Know a Rising Star?**

Nominations are open for the next Rising Star. USITT and LDI/Live Design are seeking the person who will join the already-stellar lineup of winners. [more »](#)

**Member Benefits**

Take advantage of changes which our partners have recently made in the benefits they offer to USITT members. [more »](#)

**Italy in 2013**

A native Italian speaker organizing the tour and an itinerary of outstanding cities and theatre venues are all part of the next USITT Study Tour which will be touring Italy. [more »](#)

**In Memoriam: M.L. Baker**

Mae-Louise Baker helped organize USITT's 1984 Annual Conference in Orlando, Florida in 1984 and was a frequent presenter and mentor.

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**OISTAT Meetings**

The **Executive Committee** of OISTAT met in Cairo in May and the **Education Commission** held sessions in the Netherlands to review past accomplishments and plan the future.

**Richard Pilbrow to Give Keynote**

Additional Sessions and presenters for the 2012 North American Theatre Engineering and Architectural Conference, have been announced, including Richard Pilbrow. [more »](#)

**Golden Pen Nominations**

Committee members are accepting nominations for the 2013 Golden Pen Award, recognizing excellence. [more »](#)

**Innovation Conference in North Carolina**

UNCSEA will be the site of the North American Entertainment Innovation Conference in September, and USITT members receive a discount to attend. [more »](#)



News From USITT's President

The remarks from incoming President Lea Asbell-Swanger as she takes office July 1. [more »](#)



Executive Director

New technology can differ, depending on your perspective ---and the view from China was different from what we see in North America. [more »](#)



Water Shapes Milwaukee

It may be too early to enjoy the water trails when USITT visits in March, but the rivers and lake have shaped Milwaukee. [more »](#)



Envisioning the 2013 Annual Conference

Sessions are being reviewed, rooms are being assigned, and the 2013 Annual Conference & Stage Expo is taking shape. [more »](#)



The Last Word — Under the Rainbow

See what outgoing President Joe Aldridge was able to create when he visited the National Office in June. [more »](#)

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- *World Scenography* in Print
- Showcase for Opera
- Moscow Festival
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- **GAMPRODUCTS:** Light Designed to Prevent Bumps in the Dark
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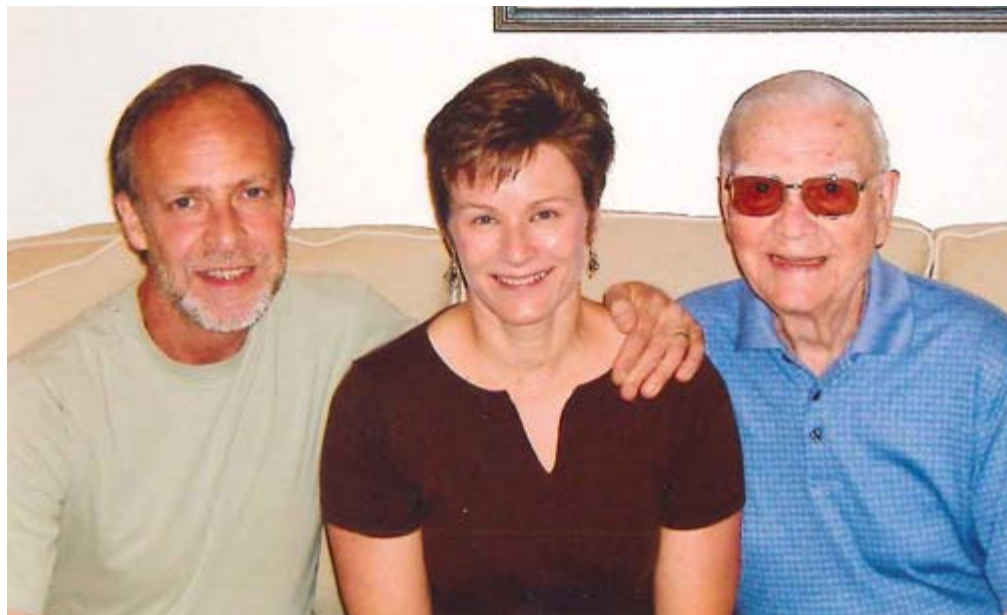
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Officer Profile

Lea Asbell-Swanger**Barbara E.R. Lucas** *Sightlines* Editor

Lea Asbell-Swanger, center, with her husband Terry and her father, Bubba, at a family celebration before Ms. Asbell-Swanger took office as USITT President on July 1.

Serving as the first USITT President elected after the organization's change to a structure of governance is just a part of what Lea Asbell-Swanger is approaching as she takes over as President July 1.

Lea has a strong connection to both the organization and its changing structure. Before attending her first USITT event she felt she and her Penn State colleagues were isolated. After it, she was struck by the experience, and refreshed to know that others were also isolated, but that there were connections which could help through moments of unpleasantness or to celebrate accomplishments.

"I knew there were others if I needed them, I could reach out to them," she said. That feeling has continued to grow. "I find tools and information to help me articulate what we do – relating our world to the greater world."

While Lea is delighted to see a cohort of long-time associates moving forward and finding and sharing new challenges, she is always finding other individuals and organizations who expand her circle – and "there's always room to grow" she notes.

Many USITT members know Lea from her work on the Management Commission, the 21st Century Task Force, USITT's Board of Directors, and as assistant director of Penn State's Center for the Performing Arts. Just this spring she was inducted as a **Fellow of USITT**. As chair of the Transition Advisory Team, she led the group who helped interview and select USITT's first Executive Director. That group also recommended changing the Bylaws to have the President and Vice-Presidents serve three-year terms to match the terms of the other Directors on the Board.

Did she expect to run and be the first to serve that term? "Be careful what you wish for," she says.

She feels profoundly connected to the Institute through her work on the Living History Project, where she has interviewed numerous members of the organization. "I hear their stories about how they got started in the industry and USITT – before today's plethora of academic programs and instant communication – and I am amazed by their perseverance and passion and their ability to maintain that through all these years," she says. Her work with the Archives Committee also helped create linkages that are "in my head and inform and influence my perspective."

For her next three years, Lea says wants to be sure the organization keeps moving along the path of keeping the board involved in governance issues. She may let some things settle a bit as people become more comfortable with changes within the organization, and she wants to be sure USITT stays a part of technology upgrades which are sure to change in the next three years, and to be aware of other potential connections.

Since all the work of serving as president of a national organization can be extremely time-consuming, Lea says none of that extensive volunteer time would be possible without the strong support of her husband, Terry Swanger. Terry, a visual artist, specializes in painting and drawing. "We met in a bar, he was there to listen to his roommate perform and I was there to set-up to record the next band" she says, and have been married for 22 years.

Together, Terry and Lea are extremely involved in two very different community organizations in State College. They have been in charge of the Red Ribbon AIDS Walk for the AIDS Project of Centre & Clinton Counties for the past 15 years, bringing together students and the community. She is passionate about bringing attention and funding to an organization helping with HIV and AIDS which are still threats to the student population in her home community. "They are certainly better educated about HIV prevention than my generation and less judgmental, but for some it's still something that happens to someone else," she notes. "We want to support an organization that offers tools that will help them make smart choices and be safe."

In contrast, Coaches vs. Cancer is a much more readily recognized organization and one that donors find much more familiar, unfortunately, often because cancer has had a direct impact on them personally. She and Terry put together four auctions a year, including one at the annual golf tournament run by the Penn State chapter of CVC in State College, and that gig alone could be a full-

time job.

"A lot of my professional experience is event-driven, but I have a different reason to do this as a volunteer. As with USITT, it is about the people you get to work with. We form friendships working for a greater purpose. It's a nice balance," she said.

The Asbell-Swanger household also includes two "mostly beagle" members, Pearl and Alex. Pearl, who is often featured in stories, is twelve and a half, and is reputed to be a beagle and Rottweiler mix. Alex is only eight, a very junior member of the team.

With such a track record of keeping on the move, Lea is sure to find the next three years a challenge and a delight.

To see Ms. Asbell-Swanger's remarks as she took the gavel of office in March, [click here](#).

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USITT Members Help CoPA GrowJoy Emery, *Costume Design & Technology Commission*

The Commercial Pattern Archive (CoPA) has grown again with help from donations — large and small.

Donors include several USITT members who, like so many, squirreled away patterns and related materials for production research and have retired or moved onto other pursuits. CoPA is an outgrowth of two USITT Grants, in 1995 and 1999.

Betty Blyholder keeps sending wonderful treasures that have greatly augmented the collection of 1920s and 1930s patterns. Linda Sarver has donated her huge collection of patterns; both collections have been processed and added to CoPA. Ms. Sarver's collection also included catalogs and periodicals for the library.

In March, the archive received another very important collection from Elizabeth Brown. Her collection includes rare French and American pattern sheets dating from the 1840s. Additional material includes men's tailoring journals dating from the 1840s and many issues of fashion periodicals published by Butterick and McCall's in the 1870s, '80s and '90s.

In addition, more pattern images from the Kevin L. Seligman Collection at the Los Angeles County Museum of Art have been scanned and added to CoPA. The database currently has over 52,000 records that are added to regularly along with the scanned images.

A partnership with Berg Fashion Library and a segment of CoPA has been inaugurated and is now on-line. The partnership is similar to the arrangement Berg Fashion Library has with the Metropolitan Museum of Art and the Victoria and Albert Museum.

The CoPA on-line database is available by subscription. Information and rates are posted on the [website](#). For more information about the project or to inquire about making a donation, contact Joy Emery at jemery@uri.edu.

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News & Notices

Nominate a Favorite Rising Star



2012 Rising Star winner Jason Simms accepts his award (and check) from David Johnson and Ellen Lampert-Greaux from LDI/*Live Design*, sponsors of the award.

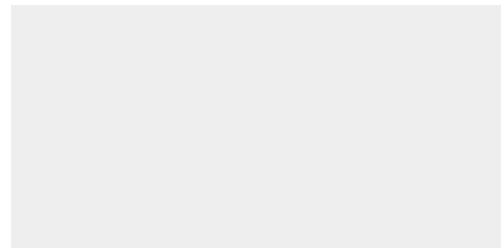
Photo/Erika Courtney

Nominations open July 1 and will be accepted through August 5 for USITT's 2013 Rising Star Award, sponsored and created by LDI2013/*Live Design*.

The Rising Star Award recognizes young professionals in the first four years of their careers for artistic excellence in the areas of lighting, sound, scenic, and projection design or the convergence of design disciplines. To be nominated, the potential recipient must be in the first four years of professional (non-academic) work following the completion of his or her highest degree.

The 2009 winner, Sean Savoie, is already giving back to the profession as one of the session presenters at the upcoming USITT Annual Conference & Stage Expo in Milwaukee in March 2013.

Members should nominate young professionals for this award. Nominees will be contacted by the Institute and asked to electronically supply a professional resume, two letters of support, an application, and



no more than eight representative examples of their work. Complete nomination information, including past winners, is available [here](#).

The 2013 Rising Star Award winner will receive \$1,000, a one-year individual membership to USITT, and a complimentary registration to the 2013 USITT Annual Conference & Stage Expo in Milwaukee, Wisconsin, March 20 to 23.

Contact the USITT Office at 800-938-7488 ext. 101 or info@office.usitt.org for assistance.

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Jason Simms



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Member Benefits Updated

Monica L. Merritt *Director of Member Services*

Many member benefits have been updated recently:

- **Music Books Plus** is now offering a 20 percent discount on any purchase from www.musicbooksplus.com Use coupon code *USITT*.
- **FedEx** has increased its member benefit to include a 20 percent discount on select FedEx Office printing and copying services.
- **Live Design** is offering up to \$200 off Master Classes in lighting, projection, scenic, and sound. Information is available at www.livedesignonline.com/masterclasses
- **VirtualCallboard**, an online theatre management solution, has updated its website. Visit www.VirtualCallboard.com and receive an additional 5 percent off the monthly subscription.

Information on all member benefits is available at www.usitt.org/Membership/MemberBenefits.

Have an idea for a new member benefit? Contact Monica at monica@usitt.org or 800-938-7488 ext 104.

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A Tour Through Italia Planned for 2013



Florence and Rome will be among the highlights of the USITT Study Tour to Italy being planned for June and July, 2013.

Photos/Mike Monsos

A USITT Study Tour of Italy June 24 through July 8, 2013 will be guided by a native speaker and will show participants art and architecture with a special emphasis on theatre.

The tour will be led by Alessia Carpocia, who was born in Italy and currently serves as an associate professor at the University of Montana. She is a USITT Board Member and was instrumental in helping the United States exhibits and exhibit staff travel to the Prague Quadrennial. She is an experienced tour leader who will provide an overview of Italian culture, art, theatre, cuisine, and history.

Ms. Carpocia has selected knowledgeable local guides to assist in offering entertaining commentary



about Italy's renowned historical theatres and its modern scene shops and costume collections. The tour will also provide insights into Italy's current events and culture.

Tour participants will spend three nights in Milan, two nights in Verona (including a performance at l' Arena), four nights in Florence (including a day trip to the Chianti vine region and Siena), and three nights in Rome.

Ms. Carpocia notes "I am lucky to have inherited a land rich in art, culture, and natural resources. It will be my passion and joy to show you Italy the way it was meant to be. Join me in a USITT study tour with an authentic local experience."

For more information, visit the USITT website.

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In Memoriam: Mae-Louise (M.L.) Baker

Photos/Mark Putman

Mae-Louise Baker (Jezyk) died on May 2, 2012 at Tallahassee Memorial Hospital.

Ms. Baker was an active member of USITT and the Southeast Regional Section for more than 25 years. She presented numerous papers at ATA, Annual Conference & Stage Expos, and regional conferences and events.

She was a member of the Costume Design & Technology Commission and served on the Conference Committee for the 1984 Annual Conference & Stage Expo held in Orlando, Florida. Ms. Baker was also a member of the Florida Theatre Association (FTA).

Ms. Baker was a well-known theatre educator. She retired as an associate professor of theatre from Florida State University where she worked for many years with the late Don Stowell, Jr. She was known for her commitment of 30 years to teaching costume technology at the undergraduate and graduate levels. She also taught at Purdue University and Southern Utah State College.

She also worked in theatre at the Old Globe in San Diego, California; the Utah Shakespeare Festival; and Iowa State Players. Ms. Baker published articles in *Theatre Crafts* and *Cutters Research Journal*, where she was a contributing editor for five years. She was a founding partner of *Costumetech.com* publishing company where she developed and published teaching resources for costume technology.

Ms. Baker received a bachelor's degree from the University of Massachusetts and a master's degree from Iowa State University.

She was a well-known volunteer throughout her community, working with organizations like Literacy Volunteers and The League of Women Voters.

She is survived by her three daughters Ann (Ernie) Spangler, Liza (Bob) Sullivan, and Alice Baker; and three grandchildren, Claire, Emma, and Ray. Services were private.

Lea Asbell-Swanger, USITT President, noted, "M.L. Baker was one of the toughest professors that I ever had, and I mean that as a high compliment. Even though costuming was not my area of emphasis, I still remember the lessons she taught me about organization and management, and those concepts have served me incredibly well over the years."

Among the many gifted former graduate students who are carrying on her legacy in education and costume technology is Virginia "Ann" Donnell. She noted "M.L. was my advisor, mentor, teacher, and partner in many projects in her last years. We had just started working in the last 18 months on revising some of our work for publication. I am broken-hearted but I will carry on with our work."

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Egypt Hosts First OISTAT Meeting

Michael Ramsaur *Head USITT OISTAT Center USA*



Cairo Lighting Design Workshop with Michael Ramsaur

Images/Courtesy of Michael Ramsaur

OISTAT held an Executive Committee meeting in Cairo Egypt from May 4 to 8. This was an important occasion since Egypt is a new OISTAT Center, and this was the first meeting it has hosted. The OISTAT group consisted of seven of the eight member Executive Committee.

As with most OISTAT meetings, this meeting was a combination of the EC addressing the various business elements of the organization (membership, finances, future schedules, major projects), attending presentations from the host OISTAT Center, and the international guests giving presentations to the local theatre community.

Hazem Shebl, president of ESTTC, hosted the event. He has attended many USITT Annual Conferences. There was a presentation about the history of scenic design in Egypt which spans the opening of Cairo's Khedivial Opera in 1871 with Queen

Ogeny attending, fittingly enough, the premier production of the opera *Aida*. The first education for stage design in Egypt was offered in 1955. Egyptian colleagues outlined three generations of Egyptian stage designers who cited peer learning, external travel, and international guests as important for developing design sensibility.



ESTTC first scenography exhibition for theatre designers

The Egyptian OISTAT Center, ESTTC, held its first scenography exhibition for theatre designers, which displayed designs from over 45 Egyptian scenic, costume, lighting, and sound designers. The international guests were present at the opening ceremony and reception and had ample opportunity to discuss design and practical issues with their Egyptian colleagues.

OISTAT EC members gave presentations on LED technology, lighting design techniques for musical theatre, scenic construction methods, ritual theatre, theatre architecture, and technical theatre training. There was particular interest by the Egyptian colleagues for the rather unique technical theatre training program established in Sweden presented by Richard Bauer. TTTS began as an informal arrangement between technical leaders from theatres in Sweden to provide what they saw as needed technical training. This program has developed into an extremely successful series of continuing education gatherings taught by the members of the theatre technical staff and guests. These workshops have greatly improved technical knowledge as well as encouraged better collaboration among the technical, design, and administrative staffs.

As part of its administrative business, three very active international projects were discussed. The ***World Scenography 1975-1990*** publication was recently published and was available at the USITT 2012 Annual Conference & Stage Expo. It was acknowledged that the book is a very important addition to knowledge about world views of Scenography. The book is available for purchase at www.worldscenography.org.



National Theatre Lobby under reconstruction

Digital Theatre Words, a project to translate and describe over 2,000 theatre design and technical words, is now online with 18 languages (and

growing). The address will soon be changed to dtw.usitt.org. DTW will be seeking advertisers who wish their companies to be seen when users are searching for terms in their language.

World Stage Design Exhibit of theatrical design will be held in Cardiff Wales between September 5 and 15. Any designer can submit work to be exhibited. All work submitted will be exhibited via digital projection, and a jury will select 100 designs to be exhibited physically. There will be a Scenofest as part of World Stage Design. Many lecturers, workshops, and performances are planned. Schools or young companies can apply via the website to present performances as part of Scenofest. Information about WSD'13 is available at www.wsd2013.org.

During the visit to Cairo, meeting attendees were able to tour and attend a performance at the Cairo Opera House and to visit the National Theatre which is under reconstruction. There was also time to visit the pyramids and Sphinx located just outside Cairo, as well as experience local cafes.

Michael Ramsaur presented a one-day Lighting Design Workshop to about 30 members of ESTTC and other interested designers and directors. The group was extremely receptive to the work presented and to the student work.

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Commission Meets in Netherlands, Plans OISTAT Events

William Kenyon, USITT representative to the Education Commission



Pictured is one of the student models for a Shakespeare production, which was on display at the OISTAT Education Commission meeting.

Image/Courtesy William Kenyon

The OISTAT Education Commission held its annual meeting in Maastricht, The Netherlands April 19 to 23. The meeting was hosted by the Toneelacademie Maastricht and was held in conjunction with a festival of performances at the academy and surrounding performance venues in the historic city.

The main business of the meeting was the preparation for upcoming events, updates on current projects, a review of the accomplishments of the commission during the tenure of the outgoing Chair, Marina Raytchinova, and election of a new Chair.

Upcoming events include the International Stage Design Student Works Exchange (ISDSWE), World Stage Design (WSD), and Scenofest.

The ISDSWE was proposed in 2010 by the Central Academy of Drama, and was held for the first time in 2011. It brought together 23 students and 12 professors from 14 schools around the world for a five-day gallery showing of

student work and a collaborative workshop that resulted in a performance at the end of the event.

The event will be held again in 2012 and thereafter is expected to be held every two years. After the Central Academy finishes its new building in 2013, it will be able to open up participation in the event to a much broader audience.

World Stage Design 2013 and Scenofest 2013 will both be held September 5 to 15, 2013 at the Royal Welsh College of Music & Drama in Cardiff, Wales, United Kingdom. The organizers are planning an incredible slate of events around WSD/Scenofest for students, educators, and professionals. The [WSD 2013 website](#) is already up and running.

Reports were given on Digital Theatre Words and the *World Scenography* books. Digital Theatre Words is nearing completion of its first "edition," and is available by following links starting [here](#). The first of three editions in the World Scenography set were recently released and may be purchased at [WorldScenography.org](#).

Ms. Raytchinova gave a report on her eight years as chair during which the Education Commission grew in membership and held a number of successful meetings. The Education Commission has been instrumental in running Scenofest, developing Digital Theatre Words, connecting students and faculty around the world, and bringing many interesting and diverse educational viewpoints together on a regular basis. During the last term, there were meetings in Helsinki, Moscow, Beijing, Prague (PQ '11), Novi Sad, Beijing (ISDSWE), and finally Maastricht.

Elections were held for a new Chair of the Commission. Ian Evans, from the Royal Welsh College of Music and Drama, was elected and will serve a four-year term. William Kenyon, USITT's delegate, was appointed as Vice-Chair.

There was a full program of performances, exhibits of student works, and tours of the Academy and the city. The Commission is grateful to Leo Swinkels, Sjef Tilly, and the rest of the hosts from the Toneelacademie Maastricht for a successful OISTAT Commission Meeting. Twenty-five representatives from 17 different OISTAT centers, including Belgium, Brazil, Bulgaria, Canada, China, Finland, Georgia, Germany, Hungary, The Netherlands, Poland, Sweden, Serbia, Taiwan, Turkey, the United Kingdom, and the United States attended.

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News & Notices

Pilbrow Keynote Speaker at NATEAC

Richard Pilbrow, founder of Theatre Project Consultants (TPC) and one of the world's leading theatre design consultants, will give the keynote address at the North American Theatre Engineering and Architecture Conference (NATEAC) in New York City on July 22.

The conference, scheduled for July 22 and 23, promotes communication between the architects, engineers, consultants, and manufacturers responsible for designing and building new theatres and renovating existing performance facilities in North America.

Mr. Pilbrow will speak at the conference's opening session on Sunday morning at the midtown New York Hilton Hotel. To register for the conference, visit www.nateac.org/register.htm.

Early in his career, Mr. Pilbrow was selected by Laurence Olivier to be the lighting designer and theatre consultant to the National Theatre of Great Britain. He founded Theatre Projects Consultants in 1957, and led the organization to become one of the most respected theatre design consultancies in the world.

More recently, Mr. Pilbrow was honored as Lighting Designer of the Year by *Lighting Dimensions* magazine in 2005, and he received the Wally Russell Lifetime Achievement Award in 2008. In 2010, he was voted one of the most powerful people in the entertainment technology industry by Live Design magazine, and he received an Honorary Fellowship of the Hong Kong Academy for Performing Arts for his "outstanding achievements and distinguished services to the performing arts."

Mr. Pilbrow's new book, *A Theatre Project*, tells the story of TPC as a young enterprise, and how the company went on to revolutionize the design of theatres and concert halls in the United States and around the world.

"I applaud NATEAC for the noble effort to bring together people who influence



theatre design to share their ideas and insights, and to learn from one another," said Mr. Pilbrow. "It will be exciting to share this unique experience for our industry and to contribute to the process."

Schedule Available Online

Theatre design professionals attending the NATEAC can choose the sessions they will attend, using the session schedule at www.nateac.org/sessions2012.htm. AIA has approved 11 sessions for continuing education credits.

Twenty-four panel sessions are scheduled across the two days of the conference. Sessions eligible for credits are indicated in the schedule with the AIA/CES logo. For more information, visit www.nateac.org.

USITT is a Gold sponsor of NATEAC 2013 and will be hosting a reception for attendees of the Conference.

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LD&T Commission Plans Poster Session

Lighting Design & Technology Commission will add a poster session to its lineup of 2013 events as part of USITT's Annual Conference & Stage Expo. This will be the first time the lighting designers, technicians, and educators will be able to share their ideas in a session similar to those currently presented by the Education, Costume, and Scene Design Commissions.

Those who have ideas are asked, when planning designs and construction techniques for fall productions, to document them and take this opportunity to share innovations with peers.

This is a time when lighting designers, technicians, and educators share with colleagues information that is probably not well-known or perhaps of their own invention. This includes, but is not limited to, a new solution to an old problem, a new problem and its solution, a classroom or management technique, the results of research, or other ideas, discoveries, or developments in the field of lighting.

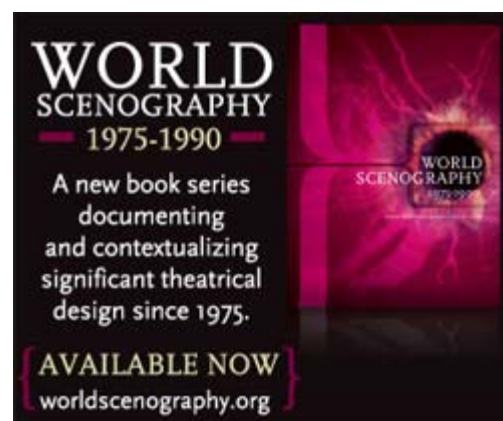
Poster presentations are widely accepted as meeting the requirements for scholarly publication. Those who work for an educational institution might be able to get the school to provide funding for the Milwaukee 2013 Annual Conference & Stage Expo. Details on the submission process will be available in early fall.

Scenography Book Available

World Scenography 1975-1990 has now been published. It is the first of a three-volume series of books documenting great stage designs

from around the world. The authors note this is a "must have" book for any serious student or practitioner of design for theatre. It has over 1,300 photographs of significant design work from over 62 countries.

For more information, visit www.worldscenography.org.



Plan Showcase for Opera Directors, Designers

OPERA America has announced the third round of the Robert L.B. Tobin Director-Designer Showcase.

As part of a continuing effort to foster emerging opera artists, OPERA America continues the bi-annual Director-Designer Showcase, made possible by the Tobin Theatre Arts Fund. The program's intent is to bring new talent to the forefront and connect promising directors and designers with those who are in a position to advance their careers. OPERA America will consider applications from director-driven teams of artists. Each team must create a production proposal for an American opera chosen from a curated list. The Showcase is open to emerging opera/theater artists, regardless of their membership status with OPERA America.

To view the guidelines and application, visit operaamerica.org/grants. The intent to apply deadline is Friday, August 24, and the final application deadline is Monday, October 8. For more information contact Laura Lee Everett at 212-796-8620, ext. 203 or LEverett@operaamerica.org.

Moscow's Chekhov Festival Provides Arena for Innovation

The 10th Chekhov International Theatre Festival held May 25 to July 31, 2011 featured stagings by well-known and much loved grand masters of the world theatre such as Philippe Genty, and Mathurin Bolze of France; Sylvie Guillem, Robert Lepage, Russell Maliphant, and Matthew Bourne of Britain; and Emma Dante and Romeo Castellucci of Italy. Spain was represented by The National Dance Theatre of Madrid with choreographers Nacho Duato, Alexander Ekman, and Phillippe Blanchard. Maria Pagés performed her own created style of the flamenco dance.

Moscow audiences were able to see mini-retrospectives of three one-act ballets choreographed by Merce Cunningham, dating from three different periods of his artistic career, and the latest production, *Botanica*, by American choreographer Moses Pendleton of Momix Dance Company.

The 11th Chekhov International Theatre Festival will take place in Moscow in 2014.

The festival was established by the International Confederation of Theatre Associations in 1992. It highlights the works of well-known theatre giants such as Peter Brook, Giorgio Strehler, Peter Stein, and Otomar Krejca. By its third season, the festival matured to feature works of directors who were famous globally: Ariane Mnouchkine, Robert Wilson, Christoph Marthaler, Krystian Lupa, and Tadashi Suzuki. Performances by the Zingaro Equestrian Theatre and Decklan Donnellan have fascinated Russian theatregoers. The format of the Chekhov Theatre Festival eventually expanded to include opera and ballet.

The Festival has become a major ground for presentations of new work, ideas, and experiments as well as for sharing experiences, conducting workshops and meeting artists and experts at round-tables.

[American Theatre goes Digital](#)

As of the July/August issue, *American Theatre* will be digitally available on zinio - the world's largest newsstand and bookstore.

Digital editions of the magazine will provide the same material that appears in print *plus* exclusive features like video, audio, and live links on desktop, laptop, tablet, smartbook or mobile device.

This new technology will make each issue of *AMERICAN THEATRE* readily available to a global audience. Readers can purchase content to be read on any screen, and zinio provides the ability to search inside, read, share, and save digital content. The 1,000 theatre leaders attended the TCG National Conference in Boston (Model the Movement) were the first to receive *AMERICAN THEATRE*'s premiere digital edition.

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Seek Golden Pen Nominations

Mike Monsos *Golden Pen Award Committee*

"Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of teachers."

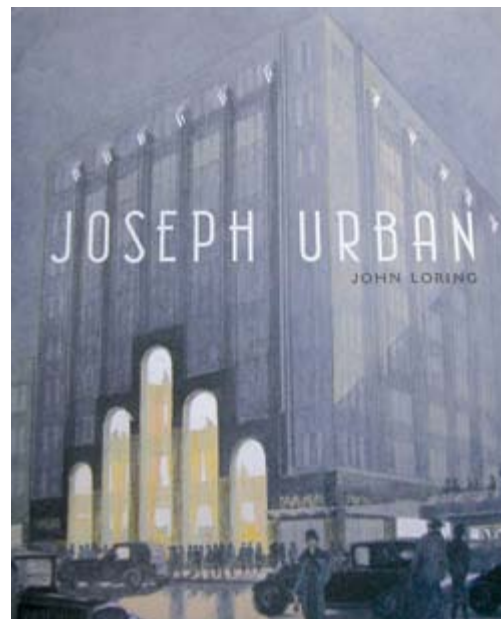
— *Charles William Eliot*

Each year, USITT presents the great opportunity to recognize one of these "friends" through the Golden Pen Award. This recognition honors outstanding publications in the field of design and production for the performing arts as well as the history and documentation of theatre and theatre design.

Many people have a personal library which is used to draw inspiration, knowledge and research. Perhaps there is a recently-published tome in that collection that is of such sublime quality that it should be shared with the members of the Institute.

The committee seeks books published in the last three years that have made a significant contribution to any aspect of theatre design and technology and are much too valuable a resource not to recognize. The previous list of Golden Pen winners such as *Joseph Urban* by John Loring, *Making the Scene: A History of Stage Design and Technology* by Oscar Brockett, *George Tsy-pin Opera Factory: Building in the Black Void* by George Tyspin, and *M. Tabacki: a Design Monograph* by Gordana Popovic Vasic and Iring Subotic can all be considered "must-haves" for university library holdings as well as personal collections.

Nominations for the 2013 Golden Pen will be accepted from USITT members through August 15 by clicking [here](#). The Golden Pen winner should provide an



Joseph Urban by John Loring won USITT's 2012 Golden Pen award. Buy it by calling the USITT office at 800-938-7488, ext 104.

outstanding example of scholarly research and critical thinking, presentation of the work and methodology of exceptional theatrical practitioners, or description of the methods, skills, and technology involved in creating works of theatre.

Once nominated, the Golden Pen Subcommittee reads, analyzes, tabulates, and reports to the Publications Committee which forwards recommendations to the Awards & Resolutions Committee for action by the Board of Directors. Books that are chosen as Golden Pen winners are added to the USITT marketplace where they can be easily obtained at a discounted price. Call 800-938-7488 to purchase recent Golden Pen books. Authors as well as subjects of books are invited to attend the annual conference.

For more information about the Golden Pen, contact either the office at info@office.usitt.org or Mike Monsos, Chair of the Golden Pen Sub-committee at michael.monsos@umontana.edu.

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University to Host Innovation Conference



From September 6 through 8, the University of North Carolina School of the Arts (UNCSCA) will host the first North American Entertainment Innovation Conference in Winston-Salem, North Carolina. The conference is sponsored by USITT and features workshops with Cirque du Soleil, its technical partners, and some of the most respected professionals in the entertainment industry. College students, professors, and entertainment professionals will explore the merger of arts and innovation. USITT members receive a 10 percent discount on Conference registration fees. Visit eic.uncsa.edu for registration and information.

The conference is a first-of-its-kind collaboration between an educational institution and the foremost industry leaders in entertainment innovation and technology to create a hands-on learning experience that lets students and professionals "test drive" the newest technologies that create entertainment magic. "Other conferences merely 'show' what can be accomplished with technology," said Joe Tilford, dean of the UNCSCA School of Design & Production, USITT Board member, and one of the founders of the Conference. "At this conference, participants literally get to experiment with the latest techniques and equipment and discover how to merge their artistic visions with innovations that can create mesmerizing experiences."

More than 30 workshops, presentations and interactive sessions will be taught by the most respected professionals using the latest innovations and technologies in production, lighting, sound, automation, projections, wig and make-up, costuming, puppetry, and more:

- Cirque du Soleil staff and technical partners. This company is recognized for high-quality, artistic entertainment and the most challenging, technical productions.
- Meyer Sound, the world's leading manufacturer of products and systems for high-fidelity sound reinforcement, and Tony Meola, Broadway sound designer (*Wicked*, *The Lion King*).
- Award-winning designer Michael J. Kelley, an expert in set design, properties development, art direction for television, and large-scale production management.
- d3 Technologies, leaders in virtual, three-dimensional stage visualization and mapping technologies for productions.
- PRG, the world's leading supplier of entertainment and event technology.
- ZFX Flying Effects, the top performer flying effects company in the world.
- Stage Technologies, world leaders in entertainment automation.

The experience includes two flagship presentations -- the first by the award-winning Tony Meola with Meyer Sound. Mr. Meola is one of New York's most in-demand sound designers with credits on more than 26 Broadway productions including *The King and I*, *Smokey Joe's Café*, *The Lion King*, and the revival production of *The Sound of Music*. The second presentation is a closely guarded secret that will offer an insider's perspective and demonstration of the theatrics behind one of the most awe-inspiring shows currently on Broadway.



Tony Meola

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The Last Word:

Under the Rainbow

Joe Aldridge *Immediate Past President*



Photo/Joe Aldridge

"Never take anything for granted" - advice from my 87 year-old father that has stuck with me throughout my adult life.

This is advice that has helped me throughout my career and especially through the last two years as President of USITT.

This is advice that I offer to anyone who will listen.

As a young man embarking upon my career in theatre, I had to scrape for opportunities and am grateful for those that I received from mentors and friends who had already been down the path that I had chosen to follow. My education wasn't enough to open the doors that I needed opened so that I could some day become successful. Hard work and perseverance (and a bit of luck) paid off!

I found something that I enjoyed and was good at and stuck with it, all the while never taking anything for granted.

I am appreciative of the opportunities that have come my way and hope that I have expressed that appreciation to those who were instrumental in making those opportunities available. This holds especially true for all of the volunteers and members of USITT that made the past two years as enjoyable and productive as they were for me.

On my last trip to Syracuse for the June Board meeting, I had occasion to visit a local supermarket that holds a fascination for me. Not that I needed anything, I

just thought that I would kill some time by browsing the aisles of Wegmans.

It had been raining and when I arrived, the rain subsided and I looked up to discover a beautiful, full rainbow in view.

Ironic that I had always had the illusion of riding off into the sunset and all of that changed when I saw the rainbow!

I realized that it was symbolic of the pot of gold that I found through volunteering with USITT! So, I am over riding off into the sunset because I truly found my pot of gold!

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Conference Mobile Web

Sometimes we don't get it right.

This year USITT offered a new mobile site for the Annual Conference & Stage Expo. While it had great potential, creating it in six weeks was a challenge greater than the software company was ready to handle, and more than they anticipated. The office collected the feedback from the attendees and shared it with the developers. Their response was to return the entire cost to USITT.

USITT will continue to work to provide a highly integrated conference site, but this one was not it. The office and volunteers do lots of things right in this Institute and those are what we like to promote. When we miss the mark, we should admit that too. Please keep your comments coming, they do make a difference.

Happy Independence Day

For those in the United States, we wish all a mid-week break from the usual. Whether at a performance, helping stage a concert, or figuring out a new recipe for barbecue, have a great celebration. The USITT office will be closed on Wednesday, July 4.

Welcome to New Board Members

July 1 marks the start of terms of office for President Lea Asbell-Swanger, Treasurer Dan Culhane, and Vice-President for Programming Tom Hackman. We welcome them all.

July 1 also marks the beginning for a first or continuing term on the Board of Directors for 2012-2015 for Kasey Allee-Forman, Bill Browning, Alessia Carpoca, Michael Mehler, Linda Pisano, and Carolyn Satter.

With the election of Dan Culhane as Treasurer, Jack Feivou will take his seat on the Board of Directors starting July 1.

One last change, since the Pamela Leung as resigned from the board, at its June 5 meeting the Directors voted to have Raphael Jaen fill that vacancy. He took office immediately.

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- **J. R. Clancy:** Work on Performing Arts Center Nets Award
- **GAMPRODUCTS:** Light Designed to Prevent Bumps in the Dark
- **PRG & Meyer Sound:** Selects Sound System for Dalai Lama's Address, Adds Sound Equipment at Lied Center

ETC: Lighting System Upgrades Gives Portland Theater Massive Energy Savings

Oregon's Portland Center for the Performing Arts (PCPA) recently upgraded the lighting system in its Arlene Schnitzer Concert Hall with 36 **ETC** Selador Classic Vivid-R LED luminaires. By installing the fixtures, the venue expanded its color capabilities, reduced its energy usage, and earned cash incentives from Energy Trust of Oregon to put toward buying the fixtures.



One requirement venues must meet to qualify for Energy Trust cash incentives is that a new lighting installation must result in at least a 25 percent energy savings compared to the previous system. The Concert Hall's aging striplight system was demanding an increasingly high level of maintenance. Appropriate light bulbs are no longer being manufactured, and the cost of upkeep kept mounting. The theatre has 288 control channels dedicated to the Selador system. While the Selador luminaires were initially intended to replace only border lights, they have since taken over much more of the lighting work on stage.

More information about Selador LED luminaires and all of ETC's award-winning fixtures is available at www.layersoflight.com and www.etconnect.com.

J. R. Clancy: Work on Performing Arts Center Nets Award

J. R. Clancy received the 2012 Excellence Award from *Live Design* magazine for the company's extensive work at the Kauffman Center for the Performing Arts in Kansas City, Missouri.

The award was presented in a ceremony in New York City on May 22. Clancy received the award in the Venues (Theatrical or Performance) category. Twelve years of planning and construction led to the opening of the Kauffman Center in September 2011, a spectacular 438,500-square-foot steel, marble, and glass complex designed by renowned architect Moshe Safdie. The center created a permanent home for three major arts organizations: the Kansas City Ballet, the Lyric Opera of Kansas City, and the Kansas City Symphony.



"We are always gratified when our work is recognized, but this honor comes from our peers in the theatre technology community — which makes the Excellence Award very significant for us," said Mike Murphy, J. R. Clancy president.

More information on J. R. Clancy is available at www.jrclancy.com or by calling (800) 836-1885.

GAMPRODUCTS: Light Designed to Prevent Bumps in the Dark

GAMPRODUCTS, Inc. recently announced its new GAM Blinky Stage Guide Light.

Ever whacked your head on a low hanging beam backstage, hit your shins against a protruding platform, or bumped into an unseen obstacle in the dark? Blinky is a self-contained, battery operated LED safety light. Small and weighing less than 1 oz., it is light enough to go anywhere. It is available individually or in an economical package of 10. Don't curse the darkness, switch on a Blinky. For more information, contact: GAMPRODUCTS, INC., 4975 West Pico Blvd., Los Angeles, CA 90019. 323-935-4975 or www.gamonline.com.



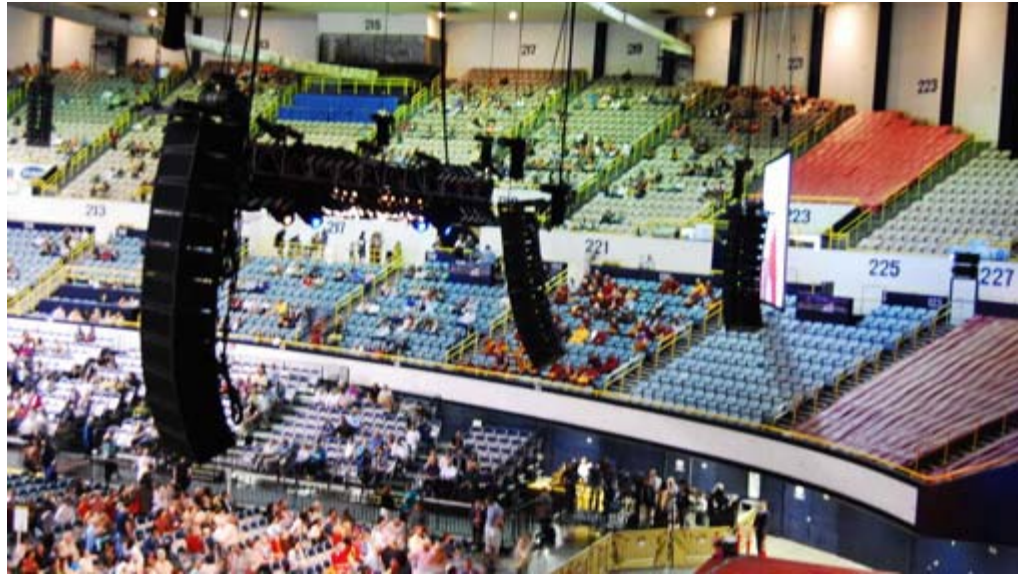
PRG & Meyer Sound: Selects Sound System for Dalai Lama's Address, Adds Sound Equipment at Lied Center

On the last day of his April visit to California, His Holiness the 14th Dalai Lama spoke about "Peace of Mind in Troubled Times" to an audience of more than

10,000 at the Long Beach Arena. To maintain precise intelligibility in the challenging arena acoustics, **PRG** Audio of Sun Valley, Calif. deployed a **Meyer Sound** system comprised largely of MICA and M2D line array loudspeakers.

Consistent audio quality is the rule at the Lied Center of Kansas, the principal performing arts venue for the University of Kansas in Lawrence. Whether attending a headliner concert in the 2,000-seat theatre, an evening of acoustic folk music in the new pavilion, or an outdoor social event on the adjoining terrace, patrons appreciate the superlative music and voice reproduction provided by Meyer Sound self-powered loudspeakers.

The newest addition of Meyer Sound equipment was installed in the facility's new education pavilion.



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- **TMB: Lighting System Used on Bluegrass Tour**
- **Stagecraft Institute of Las Vegas: Institute in Summer Season**

SM-Sim, LLC: Upgrades Membership

SM-Sim, LLC has upgraded its membership to Sustaining. The company is home to the Stage Manager Simulator engine. For more information on the company, visit www.sm-sim.com.

IATSE: Organization Reorganizes, Signs New Contract

The **International Alliance of Theatrical Stage Employees** (IATSE) has changed its divisional structure to include two new divisions.

The new Division of Education and Training will be headed by former Representative Patricia White. The new Broadcast Division is led by long-time Representative Sandra England.

The Organizing Division will be folded into the current Stagecraft Division with Vice President Daniel E. DiTolla as leader. The main focus of the Organizing Division had been broadcast and stagecraft organizing. Each of the other divisions (Motion Picture and Television Production, Tradeshow, and Canadian Affairs) has its own distinct self-contained organizing function. The new structure gives each Division a well-rounded, coordinated team and reinforces the IA's commitment to organizing.

Last year Local 357 certified the 53 members of the audience development department at the Stratford Shakespeare Festival of Canada who work in the call center and box office. The Local represented these employees in a bargaining session resulting in a two-year contract that was ratified on June 5. The bargaining session helped avoid a strike.

The Festival, which includes four different theatres, opened its 60th season on May 28 despite a looming strike. Local 357 has been representing stagehands,

scenic carpenters, drivers, hair stylists, and make-up artists as well as facilities workers at the Festival for decades.

For more information on IATSE, visit www.iatse-intl.org.

Staging Concepts: Announces Newest Product

Staging Concepts, the creator of the SC90 platform, recently released its newest product — the VIP Rail Attachment. This product fits on both styles of Staging Concepts' guardrail, the two-line and IBC, and is designed for use as a ledge for concession stand items, workspace, or writing surface.



The VIP Rail Attachment is available in a variety of finishes, including clear anodized, silver powder coat, and black powder coat. It is constructed of 1/8-inch aluminum formed sheet, producing a lightweight, durable product.

For more information, visit Staging Concepts at www.stagingconcepts.com.

TMB: Lighting System Used on Bluegrass Tour

Bluegrass artists Alison Krauss and Union Station prefer intimate settings for their gigs. To help provide this atmosphere in 3,000 to 5,000-seat vintage theatres and music halls, LumenRadio wireless control was chosen to operate the tour's lighting system. **TMB** is exclusive distributor for LumenRadio in North America and the United Kingdom.

For details about LumenRadio lighting control, visit www.tmb.com/lumenradio. Learn more about other products from TMB at www.tmb.com.

Stagecraft Institute of Las Vegas: Institute in Summer Season

The **Stagecraft Institute of Las Vegas** (SILV) is in the midst of its summer season offering its students a diverse comprehensive exposure of cutting-edge technology and training from industry leaders in rigging, automation, lighting, audio, and special effects.



This is the sixth consecutive year for the program that offers its students hands-on experience from the premiere industry professionals. SILV has hosted students from 38 states and 20 countries representing every continent except

Antarctica.

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News From **Lea Asbell-Swanger**, *USITT President*

A Call for Connections



USITT traditionally has the passing of the gavel ceremony to the incoming President at the Annual Conference so that many people can participate in the occasion. Lea Asbell-Swanger official took office on July 1. For those who were not able to hear Ms. Asbell-Swanger in Long Beach, we present her remarks as her first column as President.

Some of you, as well as colleagues not active with USITT, have asked me why I wanted to become the USITT President, and I have to admit when first asked, I found it hard to explain. But I had an experience a few weeks ago that provided an "aha!" moment for me that I would like to share with you.

In addition to USITT, I belong to a group of university-based performing arts centers known as MUPS (that's Major University Presenters and yes, the executive directors came up with that one on their own and the marketing directors all wish they had been consulted). Anyway, the operational/production folks from some of these organizations all gathered in Philadelphia in early March.

As this was our first "official" gathering, we were provided with a consultant who has been working with the member organizations for several years, so he knew more about us than we did about each other. We spent a couple of days talking about successes and challenges, how our operations were the same or different, and how more communication among the groups might be helpful.

(Sounds a little like what we do here, doesn't it?)

Of course these discussions included a lot of specifics and detail. (I did say that we were the operations people, remember.) On our last morning together, Jerry, our facilitator, asked us why we did the work we did .Why had we chosen this line of work and ended up in the positions that we were in? The room went quiet. (Quite a feat, considering...)

After a few minutes somebody said, "I'm not sure, but I can't imagine doing anything else." There were nods around the room, and eventually, with Jerry's help and a bit more discussion, we admitted that we had a passion for our work. Perhaps defined a little differently for each of us, but passion nonetheless, and sometimes we get so caught up in the details that we forget to connect with that passion. I thought, "Aha!"

After I got home, I looked up a definition of "passion," because that's just the kind of geek I am. It's interesting to note that the word originates from the Greek verb meaning "to suffer" and who here hasn't done that at some point? The most basic definition is an intense emotion compelling feeling, enthusiasm, or desire and, as most of us know, passion overwhelms reason time and again. What else could explain Tom Hall's decision to tell his father that he was going to pursue theatre instead of law school during the family Christmas gathering?

Tom was not the only one of our Distinguished Achievement Award winners to mention a passion for theatre. They all did and, while different experiences might have sparked that passion, it has been the human connection — the interaction between audience and the story tellers — that has guided it.

We are all the storytellers; we collaborate using a variety of materials, techniques, and technology, but at the heart of it is the story. To me, this week that we share each year is an opportunity to rekindle that passion: to refresh the storyteller in each of us; to connect in a way that is not possible in other media but in person.

I always leave each USITT Annual Conference both exhausted and energized. As I look forward to the next three years of service to you, the members, I am sure that I will achieve new levels of both. I will need help, good counsel, and guidance. I'm thankful to know that I will get that from the Board of Directors, the staff, and other volunteer leadership, but I also need it from the rest of you.

In closing, I'll borrow with permission from our incredible keynote speaker, Luis Valdez, "The future belongs to those who can imagine it." As your President, I want all of us to imagine it together!

Ms. Asbell-Swanger also noted "To all of you that have so graciously welcomed me to my upcoming role as President, I truly appreciate all the offers for assistance and support. I've secretly recorded all of those offers, and will be in touch with each of you in the very near future." If you don't want to wait for that phone call, click the link below and e-mail her directly.

We'd like to hear your comments on this story.



Please e-mail Lea at lea.asbellswanger@usitt.org.

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News From **David Grindle**, *USITT Executive Director* Executive Director's column



The Chinese National Theatre (known as The Egg) contains three separate performance spaces, all of which were part of a tour when Joe Aldridge and David Grindle went to Beijing for the PALM Expo.

Photo/Joe Aldridge

Seventeen hundred exhibitors were there with everything from moving lights to python skins. Joe Aldridge and I didn't know what would greet us in Beijing at the PALM Expo and China Entertainment Technology Summit in May, but it sure wasn't python skins.

Joe and I were guests of the China Entertainment Technology Association (CETA). I had been asked to speak as part of the 10th annual summit, and Joe had been invited to come as President of USITT. It was a great way to end his term as President and grow relations with our colleagues around the world at the same time. It was also an amazing way to see how many of our members are marketed in other parts of the globe.

The President and Vice-Presidents of CETA met with Joe and me to discuss ways we could cooperate as organizations especially in the realm of training. They are building a few theatres in China, if you've not heard. Hundreds of theatres all over the nation, most of them on a scale we

would call huge. But many not. To operate these theatres, they need well trained technicians, and we as a nation are regarded as having some of the finest training in the world. So discuss we did. We've a long way to go, but the talks are started and the dialogue continues.

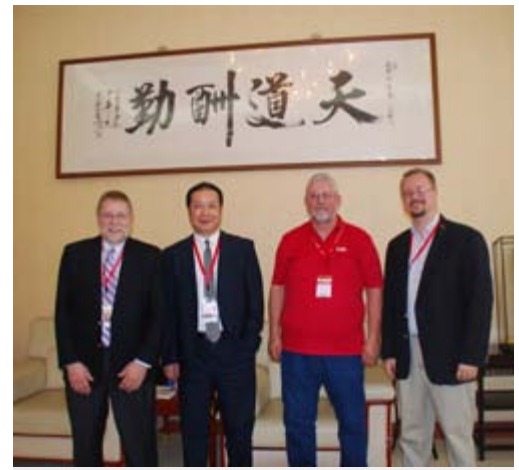
I've had the fortune to travel many places in the world, but nothing is on the scale of China. The great cathedrals of Europe are big, the buildings of the Forbidden City, Tiananmen Square, and the National Theatre in downtown Beijing are immense. The National Theatre (or as it is called, The Egg) houses three venues ranging from 1,200 to 2,300 seats. The Drama Theatre, Opera House, and Concert Hall are all under one large dome with underground galleries extending out from the center on each side. To walk backstage, you follow colored lines on the floor to make sure you get to the proper venue. But backstage is a dream land. Great technology and crews to work it abound in this facility. However, there are many venues on that scale still under construction needing more equipment and more crews.

Mr. Zhu, the president of CETA, reminded people attending the event that China is the largest consumer of entertainment technology in the world. This is no doubt the case with the number of exhibitors showing at the PALM Expo. However, just as China embraces the new robotic technology we saw, they also show, at the same expo, the traditional Chinese instruments and the tools required to craft them (back to the python skins). Entertainment technology takes an entirely different concept in their minds. It isn't just the newest technologies, but the old that are displayed. Zithers, beautiful stringed instruments, were on display. Some were carved out of rosewood and other elegant natural materials; others were electrified and made of Lucite. The two sat side by side and were admired and played by the folks wandering the show.

I sometimes get caught up in the nifty new technologies when I'm at these shows. The projection mapping, LED walls, and automation dazzle the eyes. But in this case, so did the luthier carving a new violin, the instrument maker making a zither, or the drummer stretching skin over a djembe.

These too are entertainment technology; they're just age old.

I guess it was put in perspective when our translator, Tina, a friend of Fellow Michael Ramsaur, was taking us through the National Theatre. There was an



Steve Terry, Zhu Xincon, President of CETA, USITT President Joe Aldridge and Executive Director David Grindle held a discussion during the PALM Expo in Beijing in May.

amazing Chinese lantern sitting in the lobby. As Joe and I marveled at the craftsmanship and beauty of it, we asked Tina about it. "Oh, it's only about 500 years old," she said.

After all, that's relatively new technology in a city with a history dating back to before the 11th century BC.



The PALM Expo program featured photos of exhibit presenters, including David Grindle



We'd like to hear your comments on this story.
 Please e-mail David at david@office.usitt.org.
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Conference & Stage Expo

Water Shapes Milwaukee

Barbara E.R. Lucas *Sightlines Editor*

In Milwaukee, there is always water. You can find a lake, a river or three, perhaps even a canal.

Standing at the door of the Frontier Airlines Center, a native will tell you to go "over the bridge" to the Harley Davidson museum. Another will say to go "over the river" to a recommended restaurant. After a day or two, you'll figure out that there are actually two rivers, the Milwaukee and the Menomonee. The city even has an [urban water trail](#). Don't forget the Kinnickinnic, either.

When the USITT Annual Conference & Stage Expo is in town March 20 to 23, it may be a little cold for kayaking, but the rivers shaped the town and city. Outdoor dining might not be appropriate, but the restaurants that line the rivers are vibrant and varied.

The Milwaukee and Menomonee rivers join not far from the convention center, which will be the heart of USITT activities. Use them as an excuse for an easy walk down to Lake Michigan and a visit to Discovery World. Or visit the Milwaukee Art Museum with three buildings. The work of three iconic architects - Eero Saarinen, David Kahler, and Santiago Calatrava — are a visual feast for visitors.

The museum is connected to the city by a suspension bridge and features the Burke Brise Soleil, a moveable sunscreen with a 200-plus foot wingspan that folds and unfolds twice a day. (Watch for more information about the museum

and its current exhibits closer to March.)

Not only rivers, but commerce seems to be flowing into the city. USITT visitors to Milwaukee will find the center city area is extremely friendly to foot traffic. Everything from an office supply store to a department store to convenience stores are easy to find. Having them so near at hand is extremely helpful to out-of-towners.

Just because there is water in the river, Milwaukee wants to keep its visitors dry. Many trails and pedestrian bridges connect buildings, including connectors between both the Hyatt and the Hilton to the Convention Center. A person can even reach the nearby multi-story food court without going outside.

Planners are already putting together an exciting lineup of sessions and seminars for USITT's visit to Wisconsin, so start thinking now about being part of the 2013 adventure.

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Conference & Stage Expo Seeing Visions Ron Procopio *Stage Expo Manager*



Ron Procopio, Dan Denhart, and Dave Will were special guests at the ETC offices in Middletown, Wisconsin which includes the company's own theatre marquee.

Photo/Ellen White

Beginning soon after the conclusion of the USITT Conference & Stage Expo, a new event begins to take shape. An integral part of this process is the meeting of the members of the Conference Committee with the Commissioners Steering Committee. A group of more than 20 devoted members convenes to chip away at the stone and reveal what will become the next event.

This year's meeting took place in Milwaukee, Wisconsin between Friday, May 18 and Saturday, May 19. Milwaukee's Frontier Airlines Center will be the host venue for USITT Conference & Stage Expo 2013. As a precursor to the meeting, a few were able to drive to Madison and tour the ETC's facilities. This impressive facility covers an expanse as large as the demand for their fixtures. Ellen White, Marketing Manager of ETC, guided the tour and gave an in depth view into the product cycle, the amazing culture of ETC and one of the most impressive corporate headquarter lobbies in the world.

The following day, the committee turned its full attention to the more than 200,000 total square feet of space which will be used for the USITT 2013 event.

The facility is conveniently located to the host hotels; the Hilton attached by skywalk on one end, and the Hyatt on the opposite side. Inside the facility itself, USITT will be bulging at the seams. Conference sessions will fill the rooms on both the first and second levels, with conference-wide sessions in half the 37,000 square foot ballroom and Light Lab occupying the other.

Capping the facility will be Stage Expo on the third level. An open area for networking will greet the attendees as they step off the escalator. Stage Expo will fill all four of the exhibit halls the Frontier Airlines Center offers. Along with the more than 150 exhibiting companies, the hall will boast special exhibit areas, the always-popular USITT Marketplace and the return of Tech Expo.

Completing the visit to Milwaukee was the convening of the Conference Committee on Saturday, May 19. Throughout the more than 10 hour meeting, every proposed session, workshop, and tour was analyzed and edited to create the best possible experience for the USITT Conference attendee. Painstaking precision was given to create the most focused event yet.

Coming away from Milwaukee, the USITT office and Conference Committee have a complete vision of USITT's Annual Conference & Stage Expo in Milwaukee. It will be the complete event for the entertainment industry concentrating on the needs of the attendees, while in the attractive cultural center of Milwaukee.

For information about exhibiting at Stage Expo 2013, contact ron@usitt.org or 800-938-7488, ext 107.

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