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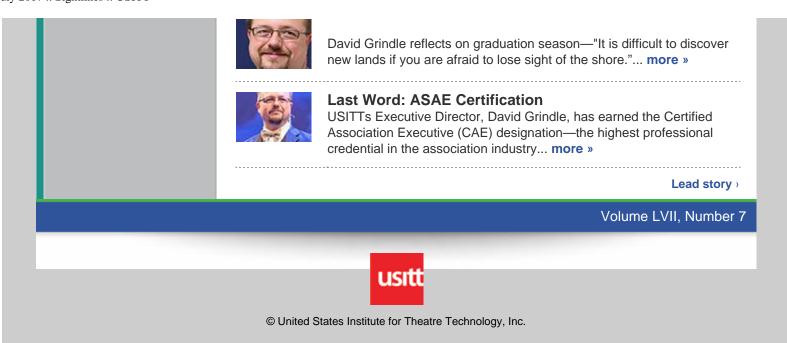
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News & Notices

Member Spotlight: MC Friedrich

Q&A with MC Friedrich, scenographer, educator, and VC of Programming for the Costume Commission

How did you begin your career in theatre?

My bachelors degree was in speech and theatre education from Oklahoma State University. I started out as a high school drama teacher doing everything. I decided I wanted to move on from teaching high school and I got my MFA from Temple University in Philadelphia.



What sparked your interest for this type of career?

I had always been interested in theatre. I started out in college in a general speech major and had enjoyed working in theatre in high school and wanted to continue that. Low and behold once I was working on my bachelors degree, where I had to do everything including being on stage, I realized I liked the backstage better. It actually surprised me at the time how much I enjoyed doing the design and tech work of it.

I see that you have multiple disciplines under your belt. What are you specifically drawn to?

I'm the old-fashioned scenographer. I do scene design, I do lighting, I do costume. I would have to say I am most drawn to costume and then lighting and then scenic. Although, props work was always one of my favorite things to do, and that leans more towards the scenic. I guess the thing that I really like, and it happens periodically here at the university, is when I'm designing the whole thing. When I've designed the set, the costumes, the lights, and all the pieces into a unified whole. That's a blast for me.

Is there a specific production or project that has been impactful for you?

I still really like Epic and Brecht theatre. There's an edge to it but there's also a lot of room for interpretation. Last fall we did *The Resistible Rise of Arturo Ui* which is a Brecht play and that was one where I designed the set, the lighting,

and the costumes. It was fun to be able to take the whole.

How does USITT play a role in your life?

Where I teach is on a peninsula that jets up into Lake Superior so I'm not close to major metro areas where a lot of theatre is and USITT has been invaluable for me to stay relevant and stay on top of my field and stay involved. It has also been a place to run into old friends. It expands my connections to reconnect with old friends and colleagues.

I thoroughly enjoy going to USITT every year. I feel like at this point I'm trying to give back. It is a fair amount of work and at this point in my career it makes no difference what I'm doing at the university level so I like to connect and I like to give back. I remember my first conference feeling overwhelmed and like a small insignificant ant. I try to remember that feeling of being overwhelmed at the conference and so I try to seek out the new people or people who are sitting by themselves who look lost and strike up a conversation. That's also why I enjoy gong to the newcomers talk to say "no, I understand." It's surprising how quickly you can get integrated and become part of and make USITT what it is. It really is about the members.

Is there a quote which inspires you?

The desperation quote is "done is beautiful." I learned that in grad school. You can keep working and working and working something. That doesn't mean do your sloppiest work and give up, it's more about knowing when to move onto the next piece. I never manage to do everything. I'm never done. It doesn't matter how much time I'm given. I'm never done. I must choose when done is beautiful.

Suggest a USITT Member for the Spotlight!

If you know of USITT members whose work should be in the Spotlight, please feel free to suggest them. Contact Lynne Dundas at lynne@usitt.org.

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News & Notices

Announcing the 2017 Slate of Officers and Directors

Paul Brunner USITT Secretary

The Nominations Committee presents the following slate for the 2017 election cycle:

Directors listed in alphabetical order (six to be elected): Ashley Bellet, Andrea Bilkey, David Glowacki, Mitch Hefter, Tammy Honesty, Jenny Kenyon, Dan Lisowski, Verda Beth Martell, Michael McNamara, Nicole Queenan, Eric Rouse, Jay Sheehan, Ellen White.

The six elected Directors will serve three-year terms beginning July 1, 2018.

Candidates for board officers are (one to be elected):

- Treasurer: Kim Scott and Sherry Wagner-Henry
- Vice-President for Members, Sections & Chapters: Andi Lyons and Anthony Rosas
- Vice-President Special Exhibits: Vickie Scott and Jason Winfield

The work of the 2016-2017 Nominations Committee in recruiting candidates and stewarding applications through the nominations process is greatly appreciated. This is a time-intensive procedure that involves a great deal of thoughtful observation and identification of future leaders of the Institute.

Additional candidates can be added to the ballot by petition signed by 50 USITT members. For Information on the process, e-mail **Paul Brunner**. Deadline for adding names to the ballot is September 1.

Online voting for the 2017 slate of candidates will begin November 1 and run through December 10. Watch *Sightlines* later this summer for information on candidate profiles and position statements.

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News & Notices

USITT President Mark Shanda named Dean of the University of Kentucky's College of Fine Arts

Mark Shanda has been selected as the next dean of the University of Kentucky College of Fine Arts pending approval by the UK Board of Trustees.

Mark is a professor and season producer at the Department of Theatre in the College of Arts and Sciences at The Ohio State University and the current President of USITT.

"I am thrilled to be named dean of the College of Fine Arts at the University of Kentucky," Mark said. "During my interview process, with each conversation, I became more



impressed with the faculty, staff and students of the university. Their shared passion for the arts and all things blue were infectious, and my wife Ginny and I greatly look forward to joining the UK family."

Mark is excited to get started at UK College of Fine Arts. "The College of Fine Arts is a great place to move to after my 30 plus years at Ohio State. I look forward to help to further integrate the college into the fabric of the Lexington arts community and celebrate joining the remarkable faculty and staff at UK. Hours of conversation lay ahead as I get to know my new colleagues and friends as we dream big and work together to advance the arts. I can't wait!"

USITT congratulates Mark on this new venture and wishes him much success in this next chapter of his career.

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News & Notices

Architecture Award Submissions

Architecture award submissions are now open.

Sponsored by the USITT Architecture Commission, the Architecture Awards Program honors excellence in the design and recognizes architects of theatre projects.



Both honor and merit awards are evaluated by a panel of distinguished

jurors which have included: Mitchell A Hirsch, Scott Crossfield, Joseph W. A. Myers, Russell Cooper, Duane Shuler, Mark Reddington, FAIA, Buzz Yudell, FAIA, Richard Talaske, Robert Long, Hugh Hardy, FAIA, Joshua Dachs, Joseph Mobilia, Timothy Hartung, FAIA, Dawn R. Schuette, AIA, LEED AP and Robert Shook, ASTC, and David M. Schwartz.

For more information about USITTs Architecture Awards, click here.

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News & Notices

Rising Star Award – Call for Entries

Are you a professional in the early years of your career developing your artistry and portfolio of achievements?

Or, do you know a colleague or young professional deserving recognition for their work in lighting, sound, scenic, projection or a combination of these fields?

With a letter of support from a mentor, faculty member, or colleague, young career professionals can be recognized for their achievements with a \$1,000 prize from LDI/Live Design, and free USITT membership and conference registration.



The Rising Star Award, established by LDI/Live Design magazine, recognizes excellence and artistic achievement in:

- Scenic
- Lighting
- Sound
- Projection design
- Convergence of these design disciplines

Entries for 2018 OPEN August 1st.

For eligibility requirements and criteria for entry, click here.

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The Fellows Update My Post-Retirement Life

Sylvia Hillyard Pannell

Jan. 1, 2007 I retired from the University of GA—just one year into my USITT presidency. Consequently I remained VERY busy with USITT obligations. The effect of retirement was two-fold: 1. Often I didn't have to dress or leave my house to go to work as telephone and internet made accomplishing USITT work from home quite effective with one caveat—I did find that it was preferable not to Skype in my pj's and face cream, and 2. USITT did not pay nearly as well as my "day job."



USITT, combined with several semesters spent in Hong Kong with

my husband, Clifton Pannell, who had appointments at the University of Hong Kong, made for a busy, exciting, and fulfilling entrée into retirement.

Also in 2007 we purchased a small condominium in Highlands, NC Highlands is but a two-hour drive from our home in Athens, GA. With an elevation of 4000 ft., it is usually some 15 degrees cooler thus offering relief from very HOT Georgia summers. I must say that I find such communal living both interesting and, because I was unaccustomed to the associated "rules" and close living accommodations, somewhat challenging. I'm happy that it is cooler but never unhappy to return to our life in Athens each fall where we are very much enjoying all of the offerings of life in a university community.

We also have two rental properties on beautiful Jekyll Island, GA that require our attention from time to time. Jekyll is a very interesting barrier island that, in the late 19th and early 20th century, was a hunt club belonging to the "Captains of Industry" including J.P. Morgan, John D. Rockefeller, William K. Vanderbilt, Joseph Pulitzer, and more. Much of the "millionaires village" remains and makes for an especially interesting beach vacation as the historic district is preserved as a museum. For those among us who are retired I suggest visiting in the fall or spring when the island has fewer visitors and the weather is typically spectacular!

As those of you who are retired know, and the rest of you will learn, there are so many interesting and important volunteer opportunities available. Of course USITT remains of vital interest to me but I also enjoy involvement as a Friends of the Georgia Museum of Art board member, as a member of the board of our homeowners association in Highlands, as an opera interest group member through a "learning-in-retirement" program in Athens, and continue to have several UGA involvements.

Last, and by far the most important-- I am very fortunate to be a part of an exciting family including Clif, four wonderful stepsons and daughters-in-law, and 10 very exciting grandchildren who are geographically scattered but with whom we visit frequently!

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News & Notices

USITT Presents is coming to Hawaii

How would you like a working vacation equipped with palm trees and ocean views?

USITT is excited to bring you OSHA 10 General Entertainment Safety Training and Theatrical Rigging Training in Procedures & Safety in the tropical oasis of Honolulu, HI Sept. 11-14, 2017.



This customized OSHA 10 training is brought to you by the IATSE Entertainment and Exhibition Industries Training Trust Fund and USITT as a part of the alliance between these organizations and OSHA.

The theatrical rigging course is ideal for entry level riggers, individuals that need to refresh or update their procedures, and secondary educators that work with auditorium rigging. If you have ever wanted to know how to fly scenery, or to reinforce the skills that you already have, this is the course for you.

Come for two days of OSHA 10 training or all four days of OSHA 10 and Theatrical Rigging Training.

Early registration ends August 15, so make your reservations and travel plans now before spaces fill up.

Register for this tropical training experience before the opportunity washes away!

ETCP renewal credit will be available. Leading the program will be trainers Joe Aldridge and Eddie Raymond.

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Submissions for USITT/US Prague Quadrennial 2019 Exhibit Design Competition are Open

USITT is seeking conceptual design submissions from individual designers and teams for the National Exhibit and Emerging Artist Exhibit for Prague Quadrennial of Performance Design and Space 2019.

The working theme of the 2019 exhibit is *Porous Borders*. The goal for the exhibition design is to create an evocative and interesting architectural and sculptural space that merges cohesively with multimedia work and engages with the audience for an immersive experience. The Prague Quadrennial (PQ) is the largest performance design event in the world; it is often described as the Olympics or World Fair for performance designers.



Any theatrical designer, exhibit designer, interior designer, interior architect, or architect may submit a design concept. You do not need to be a member of USITT to enter.

Winners will be announced Nov 13, 2017.

In recent times, the PQ has served as a meeting point for artists from every continent, artists whose traditions and professional lives might not otherwise converge.

Oct. 30, 2017 is the deadline for submissions. To enter your submission, click here.

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Industry News

Carnival Cruise Lines

Carnival Cruise Line unveiled "Carnival Studios," a state-of-the-art 44,500-square-foot rehearsal venue in Davie, Fla., near the company's Miami headquarters. The space holds eight dedicated music studios, five full-stage dance studios, a training room, a green room and offices for the line's entertainment department.

Schuler Shook Announces Two Promotions

Paul Whitaker, LEED AP, was promoted to Principal in the firm. Paul first worked in Schuler Shook's Minneapolis office as an intern and project designer from 1997-1999. He re-joined Schuler Shook in 2006 as a Lighting Designer and Theatre Consultant. He became a Senior Theatre Consultant and Senior Lighting Designer – in 2014.

Jim Hultquist, ASTC, LEED AP, was promoted to Principal in the firm. Jim joined Schuler Shook as a Project Theatre Consultant in 2009, working with Robert Shook to start the firm's Melbourne office. Jim became a Senior Theatre Consultant in 2012. Jim now leads a team that offers theatre, audio-visual and specialty lighting consulting services.

J.R. Clancy

The J.R. Clancy Training, Inspection, and Maintenance Program (TIM) is designed to keep you compliant with the new ANSI E1.47-2017 standard. J.R. Clancy advocates safer performance specs through its on-going TIM program and sponsorship of USITTs Rigging Safety Initiatives.

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Thoughts from Mark Shanda USITT President

Effective Meetings – We all can benefit.

For many of us the current season has come to an end and the next one is beginning to become a reality. Budgets have been established, production teams assembled, and the pace of design and planning meetings, whether face-to-face or through electronic means, is beginning to pick up. Such gatherings around the conference table or in front of computer screens are considered by some a necessary evil and by others the highpoint of the collaborative process. What can clearly make a difference in the success of these endeavors is the clarity of roles that each in attendance play.

If you are the leader of the meeting, you have an obligation to all involved to both set the agenda and to see that the agenda is followed. This doesn't mean ignoring the weather, avoiding the latest political news, or rejecting the sports headlines, but it does mean that all involved should know the purpose of the gathering before they arrive and be confident that what is planned is what will be covered. Casual, opening conversations of a limited duration are appropriate.

Balancing the various gathered voices is one of the bigger challenges in running an effective meeting. As a leader, you can permit digression but not disruption and you should strive to make sure all get heard from their unique vantage point and within an appropriate amount of time. The focus during some meetings naturally shifts from department to department, with design development having priority one time and logistics another. Being mindful of the ebb and flow of the overall production process, with a constant eye on the ultimate goal is a critical skill set for any leader. One specific leadership contribution is effective summarization during the conversation and at the end. Asking effective questions to illicit the response of others is also helpful as all work together to maximize the use of the time together and strive for success.

Just as important as leadership of a production meeting, is effective participation by all involved. Be prepared for each meeting, doing your homework in advance, anticipating both the questions that you might get and those that you need to ask. Understand and accept the responsibility for the group dynamics involved, giving deference when appropriate and challenging when necessary.

Meeting participants must listen attentively, speak briefly, and get to the point rapidly. An effective strategy is the reflective listening technique of parroting back what you think that you have heard only using your own words. Many a production nightmare has been avoided by the simply clarification of "I think I

hear you saying..." responded to by, "No, what I was trying to say was..." That exchange alone can sometime lead to priceless breakthroughs.

We are an industry that is people dependant and our meetings are a critical part of the connections that we need to make great art. Enjoy your time together, celebrating agreements, working through challenges, and bringing your next project to life.

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

Please e-mail Mark at Shanda.1@osu.edu.



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Spotlight on Giving: Bill Byrnes

"Supporting USITT is more than my yearly membership. I am particularly interested in giving to support the Sam Scripps International Fund. I want USITT members to be able to travel and connect with people from around the theatre world."

- Bill Byrnes, Prof. of Arts Administration, Southern Utah Universtiy

Kook Fund

- Sandy Bonds
- Dennis Dorn
- John Fisher
- Kathleen Giebler
- Leslie Littell
- Andi Lyons
- Sylvia Pannell
- Loren Schreiber
- Arnold Wengrow
- Charles Williams

New Century Fund

- Kathryn Eader: In Honor of Ken Billington and Duane Schuler
- Tammy Honesty
- Andi Lyons
- Bobbi Owen
- Charles Williams

New Century Fund - Diversity

- Kasey L. Allee-Foreman
- Meghan Campbell-Johannes



- Rafael Jaen
- Michael Katz
- Shane Kelly: In Memory of Tayneshia Jefferson
- Andi Lyons
- Michael Mehler
- Linda Pisano: In Memory of Tayneshia Jefferson
- Jessie Portillo
- David Stewart: In Memory of Tayneshia Jefferson
- James Streeter
- Meg Warren: In Honor of Michael Mehler

New Century Fund - Rigging Safety

- Verda Beth Martell
- Martin Simonsen

Samuel Scripps International Fund

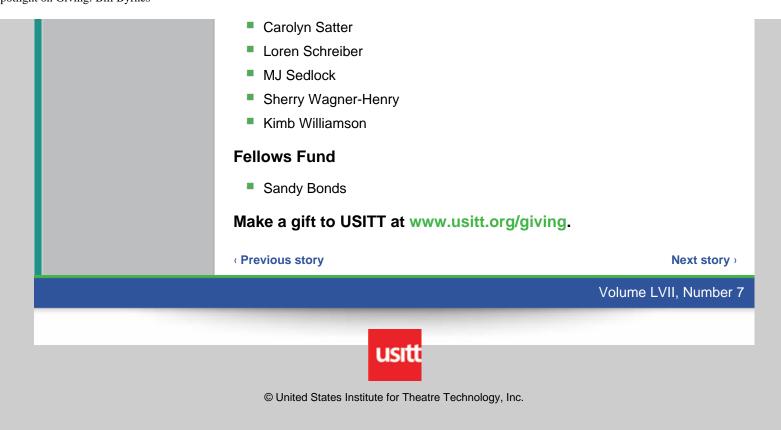
- Sandy Bonds
- William Byrnes
- Tetsuo Matsuzaka
- Kevin Rigdon
- Loren Schreiber

USITT Fund

- Rafael Jaen
- Andi Lyons
- Mark Shanda

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- Jane Alois Stein
- William Browning
- Daniel Culhane
- Dennis L. Dorn
- _____
- Emily Gill
- David Grindle
- Mickey Henry
- Michael Katz
- Carl Lefko
- Andi Lyons
- Martha Marking
- Leslie Marqua
- Sylvia Pannell



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Thoughts from **David Grindle**USITT Executive Director

And so comes to close another graduation season. Colleges, universities, and high schools have all played pomp and circumstance until their eyes crossed, had the occasional mispronounced name, and taken endless obligatory photos.

I was at one of those graduations this year and was stunned to hear the words of an 18 year-old valedictorian. He spoke of life ahead, as many do, but said that life was not a road but an ocean. Roads, he said, are laid and planned by others with predetermined paths. The ocean is open and you chart your own course. Yes there are unseen dangers, but you can change



course at any moment rather than waiting for a prearranged crossing.

These words were revealing to me because I thought the young man had encapsulated my life journey far better than I had ever been able to. Most people I know have course shifts that they don't see coming more than forks in predetermined paths. This is a life long endeavor, this charting of courses. We focus on it at graduation times, but, in fact it isn't unique to that moment in life.

The other speaker at the graduation discussed being faced with choices and having to make decisions. While the two had not discussed their remarks prior to the event, fate drew them to complimentary topics. For, as the salutatorian noted, when faced with decisions, make one, for the roads are paved with squirrels that couldn't.

I will confess that I paid greater attention to these speeches as one was given by my son and the other by a good friend of his. (If you know me, you know which one was my kid).

But these young men set upon truths that each of us face all our lives. We must make decisions and choose our course. But in fact, our life course is not a road, predetermined by others. We are on a vast ocean and have the ability to chart our paths and make our own decisions. Yes, there are always external factors that drive those, but the power to choose lies with each of us.

The ocean metaphor led me to think of a quote that was shared with me at my high school graduation and one that seemed apt to these young men's wisdom;

"It is difficult to discover new lands if you are afraid to lose sight of the shore."

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Last Word

David Grindle Earns ASAE Certification

The American Society of Association Executives has announced that David Grindle, Executive Director of USITT, has earned the Certified Association Executive (CAE) designation. The CAE is the highest professional credential in the association industry.

To be designated as a certified Association Executive, an applicant must have a minimum of three years' experience with nonprofit organization management, complete a minimum of 100 hours of Specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and nonprofit management. More than 4,200 association professionals currently hold the CAE credential. The CAE



Program is accredited by the National Commission for Certifying Agencies (NCCA).

"As Executive Director for USITT, David Grindle utilizes his knowledge and skills to advance the performing arts industry, elevate our professional standards as an organization, and educate the global community about the role USITT plays in our industry," said Mark Shanda, USITT President. "On behalf of our Board of Directors, our executive leadership team, and our 4,300 members from across the globe, we are incredibly proud that David has earned this recognition."

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- Tammy Honesty
- Jenny Kenyon
- Verda Beth Martell
- Linda Pisano
- Loren Schreiber
- Paul Vincent

2016-2019

- Carey Hanson
- Mickey Henry
- Bryan Huneycutt
- Tina Shackleford
- David Stewart
- Jim Streeter

2017-2020

- Shan Ayers
- Rafael Jaen
- Elynmarie Kazle
- Shane Kelly
- Karen Maness
- Deb Sherrer

Board Mentee 2017-2018

Jessica Bergson

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- Feld Entertainment
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- StageRight Corporation
- StageSpot
- Steeldeck Inc.
- Syracuse Scenery & Stage Lighting Co., Inc.
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- Texas Scenic Company
- Vertigo
- Vincent Lighting Systems
- Wenger Corporation
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- ZFX , Inc. Flying Effects

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- Lehigh Electric Products Co.
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- Mainstage Theatrical Supply
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