



EdTA Annual Report 2004

A LETTER FROM THE BOARD PRESIDENT AND THE EXECUTIVE DIRECTOR

Dear Friends,

The 2003-2004 year found the Educational Theatre Association stronger than ever. From increases in the number of EdTA members, to the continuing development of articles in our publications for students and educators, to the record attendance at the 2004 International Thespian Festival, EdTA continues to grow and promote the value of educational theatre in lifelong learning. And as we celebrate the Association's 75th Anniversary, it is our duty to make certain that the organization thrives until our 150th Anniversary and beyond.

In preparing for the Association's future, the EdTA Board and staff have committed to implementing a vision for the future that will make our organization into "the pre-eminent professional association for performing arts education as a core component of lifelong learning."

As you will note later in this report, we have made great strides to advance the cause, profession, and future of educational theatre. In addition, our state chapters are working to do the same. Last year, our state chapters provided our members with more opportunities to perform, learn, and audition for scholarships. In fact, our chapters are saying, "we are getting more students than we can handle!" But this is a double-edged sword. For the many students we do reach, how many more are we not reaching?

When talking about the growth of the Association, we want to make certain that the opportunities grow with the membership and that membership extends to everywhere possible. The Association is committed to ensuring that we will be here for the next 75 years and that all possible members can utilize the Association's resources and not be left out. This is our commitment to expanding the field of educational theatre.

Based on the progress shown in EdTA's prior annual reports, we continued to serve you in 2003-2004. And we look forward to a bright future.

Sincerely,

A handwritten signature in black ink that reads "William Myatt".

William Myatt
President, Board of Trustees

A handwritten signature in black ink that reads "Michael J. Peitz".

Michael J. Peitz
Executive Director

Year in Review

Here is a summary of the 2003-2004 year:

Membership

This year saw continued growth in membership and number of troupes.

- ◆ 30,078 Thespians and 2,584 Junior Thespians were inducted into the International Thespian Society
- ◆ 3,283 Thespian troupes (up from 3,183 or 3.1% from last year)
- ◆ 324 Junior Thespian troupes (up from 307 or 5.5% from last year)
- ◆ 515 EdTA professional members (up from 511 or 1.0% from last year)
- ◆ 104 Senior Theatre League of America members (up from 45 or 131% from last year)

Educational Events

Our educational events were well attended and served the educational needs of our members.

- ◆ The EdTA Homecoming Convention was held in Cincinnati, Ohio, with 161 attendees who helped kick off our 75th Anniversary celebration.
- ◆ The 2004 International Thespian Festival broke an attendance record with 2,672 attendees.
- ◆ More than 350 middle school students and educators attended the 2004 Junior Thespian Festivals, held in Detroit, Michigan, and Denver, Colorado.
- ◆ St. Louis, Missouri, was host for the 2004 Middle School Theatre Forum and 56 middle school educators.
- ◆ Our second International Senior Theatre Festival in Las Vegas, Nevada, saw 227 attendees explore and grow the field of senior theatre.
- ◆ Our state/chapter festivals served our membership with regional educational and performance opportunities for more than 32,000 students and educators.

Publications

Our publications again contributed a full year of educational resources to our members.

- ◆ In nine issues, *Dramatics* magazine published more than 480 pages of material that was highlighted by:
 - An interview with Avenue Q cast member (and Thespian alum) Stephanie D'Abruzzo
 - A three article series on acting by Bruce Miller
 - Two articles by noted voice teacher Lisa Tyler Renaud
 - The largest December College Theatre Directory and February Summer Theatre Directory
 - An in-depth interview with Kevin Kling that featured three of his stories
- ◆ *Teaching Theatre* journal produced 120 pages of practical articles for our educators that included:
 - An article about the Rasaboxes exercise
 - Two articles about the school theatre design process and an interview with theatre consultant Chuck Cosler
 - A feature on the basics of dramaturgy
- ◆ Two issues of the Bulletin of the Senior Theatre League of America featured:
 - A recap of the 2004 Senior Theatre Festival
 - An article about storytelling with seniors by Caren Schnur Neile
 - A feature by STLA Advisory Committee member Doug Stewart, entitled "What is Senior Theatre?"
 - A story about colleges and universities credentialing the field of senior theatre

Scholarships and Awards

In 2003-2004, EdTA and our chapters awarded \$132,500 in scholarships.

- ◆ Chapter scholarships totaled \$99,000.
- ◆ EdTA funding to matched chapter scholarships was \$12,500.
- ◆ The total of International Thespian Festival scholarships awarded was \$16,500.
- ◆ The Melba Day Henning scholarship awarded \$4,500.
- ◆ Some of the highlights of Association awards presented to recognize students, teachers, scholars, schools, administrators, and others who support the field of educational theatre with their work and achievements include:
 - The 2004 Administrator's Award was presented to the team of Dr. James Koval and Carolyn Lint, the superintendent and assistant superintendent of Lacey, Washington's River Ridge School District.
 - The inductees for the 2004 EdTA Hall of Fame were Eric Brannen of Georgia, Steve Halper of Arizona, and Gloria McIntyre of Ohio.
 - Camp Bravo was recognized as the 2004 Standing Ovation Award winner for support of educational theatre with its summer youth theatre program.
 - Bruce Miller, longtime *Dramatics* and *Teaching Theatre* contributor, received the 2004 Founders' Award.
 - Jerry Smith, sponsor of Thespian Troupe 5120 at Salem High School in Conyers, Georgia, was presented with the 2004 President's Award for his years of contributions to the Association.
 - Trinidad Hernandez was the recipient of the 2004 Innovative Theatre Fellowship, for his work of viewing culture through performance.

Leadership

EdTA continues to advance the cause of educational theatre by participating in and advising for several large arts education organizations and events.

- ◆ EdTA received a Children's Theatre Foundation Medallion Award for 2004 in Salt Lake City, Utah.
- ◆ The Association served as a sponsor of the 2004 Arts Advocacy Day in Washington, D.C., and brought together representatives from five states (Ohio, Missouri, Kansas, Louisiana, and Arizona).
- ◆ EdTA continued to be an advisory member to the Speech, Debate, and Theatre Advisory Committee for The National Federation of High School Activity Associations (NFHS).
- ◆ EdTA continued its relationship with the National Foundation for Advancement in the Arts (NFAA) providing Thespians with special placement in NFAA's ARTS award selection process.
- ◆ The International Thespian Officers, along with troupes from New York and Pennsylvania, promoted the International Thespian Society at the 2003 Broadway Cares/Equity Fights AIDS Flea Market in New York City.
- ◆ The International Thespian Society launched a community service initiative, Trick or Treat So Kids Can Eat (TOTS-EAT), designed to raise the profile of troupes in their community and collect food for the less fortunate. TOTS-EAT started as a pilot program in Georgia, Texas, Kansas, and Utah, where the troupes collected more than 40,000 pounds of food.

Financial Highlights

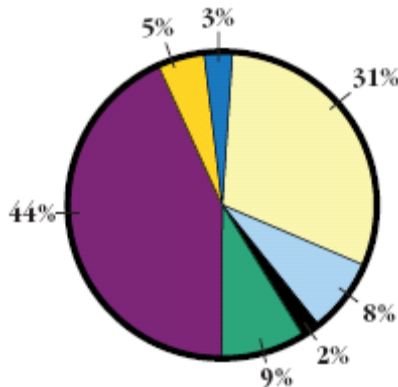
Operating revenues: In FY 2004, the Association achieved total revenues of \$3,036,028, which was \$173,600 or 6.1% higher than budgeted. Compared to FY 2003, this was an increase of \$371,643 or 13.9%.

Operating expenses: In FY 2004, total expenses increased by \$276,000 or 11% to \$2,774,800 compared to the prior fiscal year. (Total annual operating expenses were \$96,600, or 3.4% lower than the budgeted amount of \$2,871,400.) Of the operating gain reported for FY 2004, \$66,000 was provided by funds that will be spent in FY 2005 for the Ragtime School Edition performance.

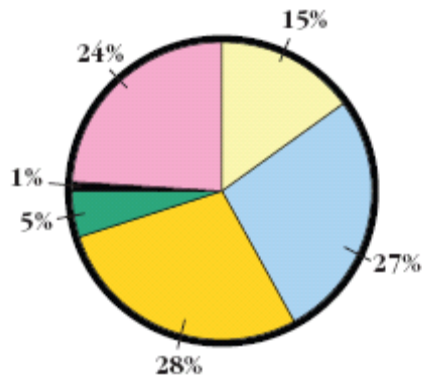
Operating gain: EdTA's operating gain, which excludes depreciation expense, was \$261,200 for FY 2004. In the prior year, the Association reported an operating gain of \$165,600. Depreciation is a non-cash expense that identifies the anticipated proportional replacement cost for structure, equipment, and other assets.

Unrestricted investment funds: Due to improving market conditions, the Association's portfolio realized a gain of \$314,280 in FY 2004 to \$2,150,980.

**EdTA operating revenue: \$3,036,028
for the period ending July 31, 2004**



**EdTA operating expenses: \$2,774,800
for the period ending July 31, 2004**



Association Leadership

There are many people who volunteer their time and talent to make the Association better for our members. Without the dedication of our Board, Leadership Coaches, Chapter Directors, and Advisory Committees, we would not be able to affect the lives of thousands every day.

The EdTA Board of Trustees



William Myatt

“High school theatre and Thespians provided me a sense of belonging and accomplishment and became my life’s passion.”

Iowa’s Pleasant Valley High School is where EdTA’s current board president, William Myatt, calls home. He took this passion for theatre to the University of Northern Iowa, earning a bachelor’s degree in communications and theatre arts, and a master’s degree in theatre arts. With twenty years of experience in the classroom, Bill teaches library science, acting, and technical theatre and serves as Pleasant Valley’s Thespian troupe sponsor.



Gail Burns

“My service to the organization is to promote theatre education and advocacy for the development and improvement of theatre arts.”

Gail, EdTA’s board vice president, teaches classes in gifted education, speech communication, and drama at Rector High School in Arkansas. She has been with Rector’s Thespian troupe for eighteen years and has held leadership positions as Arkansas chapter director and as a territory director. Gail holds a bachelor’s degree in speech pathology and a master’s degree in speech and dramatic arts from Arkansas State University.



Joe Norton

“I see what we provide for young students and adolescents—the chance to become involved, organized, and aware. This is the focus for addressing social issues through theatre.”

Joe is a familiar face at state Thespian events and the International Thespian Festival, teaching the workshop “Theatre as a Social Voice” and representing Broadway Cares/Equity Fights AIDS. A graduate of the University of Hartford with a bachelor’s degree in communication arts, Joe is also certified by the New York City Department of Health in AIDS education.



Pat Santanello

“Theatre is the one discipline taught in our schools that encompasses all other subjects and gives us a way to put a practical face on what our students learn. As a board member, I can advance that cause.”

A graduate of The Ohio State University with degrees in communications, English, and theatre and a master’s degree in theatre education, Pat teaches theatre at Dublin-Scioto High School. She is a Thespian troupe sponsor of ten years and is currently pursuing a doctorate in policy and leadership.

**Debby Gibbs**

“My hope is that I can serve as a voice for theatre educators and help the Association to be recognizable, not only among other arts organizations, but in the overall education field.”

At the helm of the Thespian troupe at Tupelo High School in Mississippi is Debby Gibbs, an educator for thirty-three years and a part of Tupelo’s troupe for thirty-two years. Debby has a bachelor’s degree in speech/theatre from Harding University and a master’s degree in theatre education from the University of Mississippi.

EdTA Leadership Coaches

Michael Fisher
Marie Glotzbach
Lana Hagan
Madelon Horvath
Craig Ihnen
Carol Lommen
Kerry Onxley
Jerry Smith
Brian Welch
Janine West

Senior Theatre League of America Advisory Committee

Arne Lindquist
Dolores Kane
Joy Reilly
Irene Silver
Douglas Stewart
Bonnie Vorenberg

Financial Advisory Committee

Todd Robinson—Procter & Gamble
Howard Kaplan—Gradison McDonald
William Myatt—EdTA Board
Michael J. Peitz—EdTA Executive Director
John McConn—EdTA Director of Finance

Chapter Directors

Alabama—Donna Wright
Arizona—Susan (Morrell) Thompson
Arkansas—Delaine Gates
Australia—Lori Constable
California—Krista Carson-Elhai
Colorado—Jay Seller
Florida—Michael Higgins
Georgia—Yatesy Harvey
Illinois—Larry Williams

Indiana—Bill Heimann
Iowa—Elizabeth Hansen
Kansas—Linda Webb
Kentucky—Lynne Aronson
Louisiana—Kerry Onxley
Maryland—Ruby Duehring
Massachusetts—Len Radin
Michigan—Jonathan Gillespie
Minnesota—Tony Matthes

Mississippi—Mary Anderson
Missouri—Debbie Corbin
Montana—Tim Willey
Nebraska—Mel Shoemaker
Nevada—Carrie Vlaming
New Jersey—Sandy Van Dyke
New Mexico—Jonathan Dunski
New York—Linda Hochheiser
Newfoundland and Labrador—Levi Curtis
North Carolina—Gina Winter
Ohio—David Leist
Ontario—Tony Rosa

Oregon—Carolyn Reid
Pennsylvania—Bill Hallman
South Carolina—Tim Brown
Tennessee—E. Frank Bluestein
Texas—Anita Grant
Utah—Melanie (Nelson) Day
Vermont—Cathy Archer
Virginia—Nancy Curtis
Washington—Beth Orme
West Virginia—Eileen Miller
Western Pacific Islands—Harold Easton
Wisconsin—Dr. Robin Mello

Staff

Administration

Michael J. Peitz—Executive director
James Flanagan—Executive administrative assistant

Chapter & Professional Relations

Brian T. Carney—Director

Development

Jessica Carlson—Director

Educational Events

Nancy L. Brown—Director
Diane Carr—Educational programs manager
Sally Bush—Education coordinator

Finance

John McConn—Director
Susan Parker—Accountant
Jim Huneke—Accountant

Marketing

Christopher Hunt—Director
Kathleen Taylor—Advertising manager

Membership

David LaFleche—Director
Brian Benz—Membership services manager
Sandy Morgan—Information systems manager
Emily Augustin—Membership service specialist
Karen Husman Davis—Accounts receivable coordinator
Tammy Hennemann—Membership service specialist
Bridget Conforti—Membership assistant
Jhon Marshall—Membership service clerk
Patricia Kroeger—Inventory and shipping assistant

Publications

Donald A. Corathers—Director; editor, *Dramatics*
James Palmarini—Editor, *Teaching Theatre*
Elizabeth Cobbe—Assistant editor
Steve Nelson—Technical theatre editor
William Johnston—Art director

Susan Doremus—Graphics specialist
Linda H. Hwang—Website editor

Thank You!

Thank you to the following generous supporters who made donations to EdTA between August 1, 2003, and July 31, 2004: Tom Avril, William & Christina Myatt, Banta Publications, Bill & Marilyn Ellerby, Benefits Network, Broadway Cares/Equity Fights AIDS, Gail Burns, Joe Burnsworth, Virginia Chizer, Marion Finney, Franklin Marketing Solutions, Robert L. Geuder, Debby Gibbs, Glencoe/McGraw-Hill, Kathy Goldberg, Byron Grant, William Hallman, Steve Halper, Bob Henrichs, Phyllis Huffman, Craig Ihnen, Robert L. Johnson, Gai Jones, Travel4U, Susan Lee, Joan Lenz, Carol Lommen, Carol Maples, Ben Martin, Gloria McIntyre, Phillip Moss, Music Theatre International, Jeff Nienhueser, Ronald Nocks, Joe Norton, Kerry A. Onxley, Papillion-Vista Public Schools, Michael Peitz, Procter & Gamble Productions, Patricia Santanello, Mary J. Schuttler, Joel B. Short, Robert M. Singleton, Sharon Strong, Successful Products, Linnell R. Sullivan, Brian Welch, Alan Yaffee.

Special thanks to Procter & Gamble Productions for helping to underwrite the performance of Ragtime School Edition with additional support and assistance from Music Theatre International (MTI), Broadway Cares/Equity Fights AIDS (BC/EFA), and Apollo Design Technologies.

The following Chapter Directors hosted regional cast auditions for Ragtime School Edition: Yatesy Harvey (Georgia), Krista Carson-Elhai (California), Michael Higgins (Florida), Anita Grant (Texas), and David Leist (Ohio). Thank you again for your help and support!