

# The Grinder Standard

*The monthly newsletter for the Members, Sponsors, Media Partners, Cultural Allies, Patrons and Friends of Grinder Entertainment and its affiliated companies*

**April 2008**

## **Director's Message**

Greetings everyone!

It's been a while since the last newsletter went to press. Sorry about that. It's been a very long winter here at Grinder Productions, and only now are we starting to get our bearings once again and get back into our production routine, a routine which includes making sure that once a month we give you all the information about what's going on here at Grinder Productions.

Eric

## **Auditions Announcement**

Grinder Productions, Centre Wellington's largest, most dynamic live theatre company will be holding open auditions on Saturday, April 19th at the Grinder rehearsal hall.

The company will be casting for all seven shows coming up this summer at the Ennotville and Belwood Summer Theatres, as well as shows in the 2008 - 2009 Fall-Winter-Spring seasons at the Fergus Grand Theatre, Elora Centre for the Arts and other venues.

No experience is necessary to audition; in fact people who have never been onstage before are encouraged to come out and try their hand at the fun and excitement that live theatre can bring. The company is also interested in people who may have auditioned for Grinder or other theatre companies before but have never been cast - there is such a diversity of roles coming up over the next two years that there's an excellent chance of everyone being offered a role at some point. Veterans of past Grinder shows as well as other community theatres are also welcome to audition,

## **Grinder Productions Nominated for Award**

It was about this time last year that I got a letter from the Centre Wellington Chamber of Commerce, the driving force behind the Centre Wellington Community and Business Awards of Excellence, informing me that I was a nominee for the Youth Entrepreneur of the Year Award.

It seems that this year I've been nominated once again.

Those of you who are close to me know that I feel very uncomfortable being singled out for personal achievements like this, that I would much rather let others have the limelight, and that it's about being a part of a great team that brings true satisfaction and success. For the first year that I ran Grinder Productions I didn't even put my name on the posters, as I saw no real need to. I still don't, but apparently it's prudent marketing, so I allow it, but still, it's all a little weird for me.

though Grinder members who have been onstage before receive consideration automatically for upcoming projects.

The auditions will be very informal, and will be in groups of approximately 10 people. They will take no more than 45 minutes, and consist of some theatre games, readings from scripts and other activities.

The morning audition times will be reserved for young people aged 12 - 17, as there are a small number of roles for young people available this summer. The afternoon times will be reserved for people 18 and over.

To book an audition time please e-mail Eric Goudie at [grinder@grinderproductions.org](mailto:grinder@grinderproductions.org) or call 519-780-7593.

Still, as they say, it's an honour just to be nominated. I didn't win last year. I don't think I will win this year either, there are too many other people in this town in my age bracket who are just as deserving. But if I do, it will be because of the help, support and patronage of all of you.

### The Online Box Office has Arrived!

You read that right! Finally, after years of waiting with bated breath, Grinder Productions now has a truly professional box office experience to offer our patrons. Thanks to the folks at [www.ticketleap.com](http://www.ticketleap.com) we are now able to process ticket orders on the internet, in addition to taking orders by phone. You can purchase tickets at Ticketleap, or visit the Grinder website at as soon as the re-vamped version is launched (watch for that in a very few days!). There's even a link to buy tickets off of the Grinder page on Facebook, and of course, there's a button included right here in the sidebar on the blog.

One of the things I like the best about this new box office is that we can now process payments by credit card, which is huge leap forward in ease and convenience for our patrons. And while offering the flexibility to order tickets by credit card online is wonderful in and of itself this system is so simple and easy to use that we'll be able to extend our credit card sales right up until curtain time.

Please check out our new online box office experience. You can click on the "Buy Tickets" button right here on the blog. The season passes are now on sale, and as I'm sure you're all aware, we've still got a long way to go to reach our goal of 100 subscribers by June 12th, the opening night of Farmer's Daughters. Get your tickets today!

### **The Birth of a Salesperson: A few thoughts on Marketing Grinder this Summer**

I thought that I'd close this newsletter with a few thoughts about the most difficult yet most important job in the theatre business - getting those "bums in seats."

I do have a confession to make though, too. There is a part of me that really hopes that what I write every day here, in this newsletter and on the blog, as well as the posters, brochures, flyers, faxes, e-mails,

advertisements, pamphlets, programs, press releases, website and every other piece of promotional literature I put out there is so wonderful, so moving, so perfect, that it will inspire you to go out there and start selling tickets to the shows at Grinder Productions. And who knows? Maybe it is, and maybe some of you will, but for the vast majority out there (myself included) selling anything is seen as dirty, icky, and undesirable, except in the face of massive personal commissions. That's been how I've seen things for a long time, and it has made the (minimally successful) promotional activities that I have mentioned above something that I have had to work long and hard at to bring myself to do.

This is an attitude that I must change within myself, at least when it comes to selling Grinder Productions, especially if we're ever going to become a thriving company on stable financial footing. All those promotional activities I mentioned above are all well and good, but none of them really work, if you want the truth about it (and most people don't). Selling tickets, selling anything, really, isn't about pretty pieces of paper. It's about helping others to help themselves by giving them something that you both believe will enrich their lives.

If you believe in something, and I do believe in Grinder, then why not share it with the whole world? Why deny the rest of the world the fun and excitement that I have every time we put on a show?

Perhaps there are some of you out there who have felt that rush of good feelings you get after a rehearsal or a show, that tumultuous, intoxicating high that comes from hearing a crowd laugh, hugging your fellow actors backstage after a standing ovation, or any of the countless other personal joys that we all experience when we come to the theatre, be it as actors, audiences, or the people who make it all happen. I know I do. It's an amazing experience, and that's what I would like to share with all of you. You've seen the pretty pieces of paper, now let me and the people of Grinder Productions show you what it's really all about.

### **Grinder Productions – Theatre that Dares to be Different**

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