

## Member Profile

Your  
Picture  
Here

Want to be the subject of a member profile? No problem! Just send me a picture of yourself and some interesting facts and tell me why the Grinder Productions family should know all about you.

## What the heck is he talking about?

*Terms, definitions, jokes and other miscellany from the world of live performance.*

**Stage Directions** – *Stage left* and *stage right* are always taken from the point of view of an **actor** standing onstage, **facing** the audience. *Upstage* is always farthest away from the audience, *downstage* is always closest to it. This is because stages used to be sloped or “raked” to improve sight lines, and the front of the stage was literally further down than the back.

*Do you know it's bad luck to whistle in a theatre? This is because way back in the Greek theatres all the technicians used to be sailors, as they were the only people familiar enough with ropes to make scenery and actors descend from the heavens or “fly” with any degree of safety. They communicated their cues through specific whistles to each other so to this day if you whistle in the theatre chances are something is going to fall on your head.*

## Notes from the Director's Chair

Welcome to the first issue of Grinder's Grumblings. This monthly online newsletter is for all Grinder Productions members, media relations, patrons, friends, and anyone else interested in live theatre in Centre Wellington. It's a way of telling everyone involved with the company about what we have been up to, what's going on right now, and a bit about what we have in the works for future productions. It's also a chance to learn more about the vast and varied membership of this still fledgling theatre company through our *Member Profile* column.

Please take a few moments to peruse this newsletter and feel free to send back comments, suggestions or spelling mistakes. And of course, if you know of anyone else who would like to receive this newsletter just forward it along, or have them send me an e-mail and I will add them to the list.

Thanks again for your continued support.

Eric Goudie  
Creative and Executive Director  
Grinder Productions

## Spider's Web Final Report

This past March saw Grinder Productions first ever “blockbuster” – Agatha Christie's *Spider's Web*, in the inaugural *Agatha Christie Revival Showcase*. With over 500 patrons attending over the three performances it got the local theatre scene buzzing about our company. Through the generous assistance of Vision Financials' Fred Morris we were able to secure some corporate sponsorship which was poured into the production budgets, allowing us to produce the show on a larger scale than had ever been possible in this company. We also conducted general auditions to cast the show, and in the process increased our membership several times over. On top of that it was a great show and an amazing experience for all involved. I'd like to extend a final thank-you to Fred, our sponsors, the cast, crew and everyone involved in the production. Your efforts have allowed Grinder Productions to take a huge step forward in its development.

## Grinder Productions at the Home Show

A huge note of thanks to Shannon Miller, Megan Neely, Hannah Feniak, Brad Rooke, John Bigelow and Sandy Lai for volunteering to represent Grinder Productions at the Fergus Lions Home and Leisure show held at the newly-renovated Centre Wellington Community Sportsplex (Fergus) this May 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup>, getting our name and our summer season out to a crowd numbering in the thousands.

## Grinder Productions

6132 Jones Baseline  
 RR 2  
 Elora, ON NOB ISO  
 Box Office: (519) 787-1981  
[grinder@grinderproductions.org](mailto:grinder@grinderproductions.org)  
[www.grinderproductions.org](http://www.grinderproductions.org)

## News from the Ennotville Division

*Help!*  
*I need somebody!*  
*Help*  
*Not just anybody!*  
*Help!*  
*Help me sell these shows!*  
*H-e-e-e-l-l-l-p!*

(It's a good thing this isn't an audio file)

Yes, we are producing two shows this summer at our second venue, the Ennotville Library. The library, unlike the Fergus Grand, is a very small space, which means we can't do shows with large casts and crews. This makes selling tickets much more difficult. I am asking every company member if they would be willing to give us even just a few hours of their time sometime over the next few weeks or perhaps beyond to help us promote our summer and winter seasons. I have an extensive list of jobs that need to be done. Please read this list over, and if you can spare even just a couple of hours to give us a hand it would be very, very helpful. Every job on the list needs to be done, and the fewer jobs I have to do myself the more time I will have to concentrate on everything else, which will ultimately make for better performances, a better overall show, and a more fulfilling experience for us all.

## Summer Promotion Jobs

Job	Description	# of people needed
<b>Niche Marketing</b>	Go over the script for a show and pick out any details that might make it appealing to certain individuals, groups or organizations. Contact these people.	One group of three for Owl and the Pussycat, one group of three for Bordertown Café.
<b>Sandwich Board</b>	Paint and decorate the sandwich board to place in front of the library, once for Owl and the Pussycat, once for Bordertown Café.	1 person.
<b>Light Stops</b>	Measure the windows at the library and create sturdy, black pieces to be placed over them to stop outside light from spilling in during performances.	1 person.
<b>Brochure Distribution – Commercial</b>	Take summer and winter season brochures around Centre Wellington to libraries, information centres, any place that will take them.	1 person.
<b>Brochure Distribution – Residential</b>	Deliver Summer and Winter season brochures to homes throughout Centre Wellington.	Unlimited number of people.
<b>Poster Campaign</b>	Saturate the greater Centre Wellington area with summer season and show posters in every business, public place and location where people pass by.	Unlimited number of people.
<b>Summer Corporate Invitees</b>	Hand deliver invitations to local businesses to come and watch the dress rehearsal of Owl and the Pussycat. This is designed to get them talking about the show, and let them know about the possibility of booking a corporate night for their clients, or sponsoring a show.	1 person.
<b>Hosts and</b>	Every show at the library will need a Host or	24 show openings all summer

<b>Hostesses</b>	Hostess to greet people as they arrive, sell and take tickets, run the concession and provide general patron services.	long.
<b>Front-of-house Display</b>	Create an interesting display with photos of cast and crew, names and show information to put on one of the light stops in the library. Once for Owl and the Pussycat and once for Bordertown Café.	1 person.
<b>Cable Notices</b>	Post information of Cogeco TV's "The Wheel", once for the season, once for each show.	1 person.
<b>Over the Fence</b>	Contact Deb Dalziel and get her to cover us on her "Over the Fence" show on Cogeco TV, once for each show.	1 person.
<b>High School Sign</b>	Get show information put on the sign on the lawn of the old Fergus High School, once for each show.	1 person.
<b>Dinner and Theatre</b>	Go around to local restaurants and pubs and see if you can interest them in putting together a "Dinner and Theatre" package – theatre tickets and a meal all for one price.	1 person.
<b>The Belwood Crowd</b>	Belwood is a busy place in the summer, full of affluent cottagers. We need an energetic person to "work" the area and get people interested in coming to Ennotville for the evening.	1 person.
<b>Festival Crowds</b>	The Hillside Festival, Fergus Truck Show, Elora Festival and Highland Games all happen during our summer season, and the Fall Fair at the start of our Winter Season. We need someone to contact these and any other special events they can think of and find out how we can get our name at them – for free.	1 person.
<b>Wearing the Sandwich</b>	A braver person to put on a wearable sandwich board and walk the main streets of Fergus and Elora on Saturdays during the summer and hand out brochures.	3 – 4 people over the summer.
<b>Market Distribution</b>	Handing out brochures at the Fergus Market on Saturdays when it re-opens.	3 – 4 people over the summer.
<b>Winter Series Subscription Campaign</b>	Assist me with the design and execution of a summer-long campaign to attract season ticket buyers for the winter season, where subscribers will get five shows for \$50.	1 person to start, more to help later on.