



Notes From The Director's Chair

The monthly newsletter for members, media partners, patrons and friends of Grinder Productions

Fast Times at Grinder

October 2007

IN THIS MONTH'S ISSUE:

Call for Marketers	1
October Workshop	2
Progress Reports	2
Marketing Information	3
Volunteers Wanted	3

Okay, so I'm stealing this anecdote from one of my university professors, who remarked that when TS Eliot wrote "April is the cruellest month," he may have just as well been talking about September. I don't know how it's been for you, but over the past month I noticed a lot of sadness in faces I both did and didn't know. I haven't been immune myself, and there has been many a day when I stared out over the rehearsal space or at the computer screen, desperately searching for some respite from the despair that seemed to encircling me and everyone else.

Well, my friends, enough is enough. It's time for all of us to break free of our misery and get back on the road towards wherever it is we want to go. This month, whenever I'm feeling down, I'm going to go out to the shop, or sit down with the computer, and do some work I love, producing plays for you. I'm going to call on my friends. I'm going to volunteer, go for walks, re-decorate the house, read a book, write a book, anything I can think of. I encourage all of you, happy or sad, to do the same. Even if you don't want to at first, just try it. Believe me, it's worth the effort.

Just remember the immortal words of Bugs Bunny, who said

"Don't take life too seriously; you'll never get out alive."

Call for Marketing Commandos at Grinder Productions

Are you constantly championing the Grinder cause wherever you go? (Of course you are, how silly of me to think otherwise, right?). Well, why not do it and get paid for it?

As I'm sure you can imagine, this job is way too much work for one person. So in order to keep us viable I have decided to hire one or more "Marketing Commandos" to sell tickets for our shows. Please see the job description as listed on page 3 to find out if you've got what it takes to be one of the people we can call upon to do this most important of jobs. Payment is based on a percentage of each ticket sold, so while you might not be able to retire on it, anyone willing to work hard and be creative could be quite successful.

Show Reports/Workshop

October Workshop - Improvisation

October 17th— 7pm—10pm Cost: \$50

Using theatre games, exercises and a whole lot of imagination, this fast-paced course will open participants up to the exciting world of improv performance. There is a possibility that the participants from the this workshop may be invited to perform in an evening of improv theatre later in the season. Call or e-mail Eric to reserve your space today!

Progress Report—Frankenstein

Rehearsals are going very well for the second production of our Fergus Grand Theatre season. Director Georgie Landry is crafting some masterful performances from the actors, now it's time for the rest of us at Grinder Productions to show them our support!

There are three ways you can help us out on this production:

1. This Saturday, October 6th, starting at 10am, we will be having a major set building and painting work day at the rehearsal hall. All hands are welcome as there is much to do.
2. We are going to require 6 to 8 individuals to work as backstage crew on this production, to work as scene changers and assist in other areas as necessary. Please contact the Stage Manager, Julie Kennedy at Jules_kennedy4@hotmail.com if you are interested in helping out.
3. Come and see the show! And bring all your friends! This is the largest show we've ever done at Grinder Productions, aside from the Agatha Christie murder-mysteries, which are actually co-productions with other partners. We're on our own for this one, and we need everyone to work harder than ever to get the word out. Please see the poster I've included with this newsletter for all the information you'll need.

Wanted: Marketing Commandos

Grinder Productions, Centre Wellington's largest live theatre company, is seeking one or more individuals to work as contract marketing people for our various shows and seasons.

Reporting to the Executive Director, the marketing person will be responsible for selling tickets to whatever show or season they are assigned to. Specifically, this will involve reading the play and making a thorough analysis of its potential audiences, then crafting and executing a marketing plan to go after those audiences.

The candidate must be comfortable cold-calling for group and tour sales, as well as creating and maintaining a network of contacts he or she can call upon on a regular or semi-regular basis. While no specific knowledge of theatre or the live performance industry is necessary it is vital that the candidate possess excellent people skills, a friendly disposition and a "can-do" attitude.

This is a contract position - the candidate must be willing to work from home, provide their own equipment and is not to assume any responsibilities which could threaten to turn their work into an employer-employee situation.

Payment will be commissioned-based, 10% of every ticket sold, with the potential for bonuses if a certain house percentage is achieved. At this time our ticket prices are \$15 (single), \$12 (group) and \$10 (1 show in a season subscription).

Currently we perform out of the Fergus Grand Theatre (262 seats), the Ennotville Library (50 seats), the Belwood Hall (150 seats) and the Elora Centre for the Arts (80 seats), and other venues and events are being considered all the time, though seldom are more than two shows in production at a given time.

Interested persons should e-mail resumes to Eric Goudie, Creative and Executive director at grinder@grinderproductions.org

Attention cast members of Dirty Work at the Crossroads!

I now have DVD's of pictures, taken on the dress rehearsal night for all of you, thanks to Georgie Landry and her Photographic friends!

Please see me to get yours!

Christmas is coming!

I know it's not fun to think about, but soon enough the cold winter weather will be upon us, and it will be time to turn our attention to the question of whether or not to participate in the annual Santa Claus Parades in Fergus and Elora. If being a part of the parade for the past three years has taught me anything, it's that if you want to make a great impression then you need to have a great float! With our Christmas show, the Gifts of the Magi, coming up a few weeks after the parade, this is a great opportunity to showcase the company. I would like to have a member of Grinder Productions take on the organization and preparation for this event, so that this year we can have a float that we can truly be proud of, rather than the best float that I have the time to throw together.