2008-2009
YEAR IN REVIEW

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CENTER FOR THE PERFORMING ARTS at PENN STATE
Center for the Performing Arts
Presentations and Participation
Public Presentations – 28 events and 33 performances

Total Events Attendance – 42,878
Average per performance of 1,299

Penn State Student Attendance – 30 percent of total
Increase by 5 percent from previous season

Total Events Supported – 437
Includes 297 academic presentations, 65 University events, 33 Center for the Performing Arts performances, 24 student-sponsored presentations, 17 community events, and 1 promoter rental

Discount-Eligible Groups – 152

Total Attendance by Groups – 5,050

Total Attendance for Eisenhower and Schwab Auditorium Events – 129,721

Education Programs
Informances for Schools Presentations – 5 events and 6 performances

Total Informances for Schools Attendance – 6,686
24 percent increase from previous season

Informances for Schools Partners – 61 schools and 87 homeschool groups from 13 central Pennsylvania counties

Education Events – 54

Total Education Events Participation – 8,915
10 percent increase from previous season

Program Partners

Penn State
Department of Dance
Nommo Performing Arts Company
Penn State Altoona
School of Music
School of Visual Arts
WPSU

Community
Centre County Office of Aging
Centre Crest Nursing Home
State College Area High School
Tir Na Gog Irish Dance School

Support
Memberships – 371
6 percent increase from previous season

Sponsorships – 25
Includes individuals, organizations, and endowments

Total Membership and Sponsorship Income – $286,166
13 percent increase from previous season

Employees – 27 full-time and 62 part-time

Students Employed – 165
Includes 142 in Events Department and 23 in Arts Ticket Center

Volunteers – 150

Penn State Program Support Partners
Institute for the Arts and Humanities
Penn State Altoona
School of Music
DEAR SUPPORTERS OF THE ARTS,

Welcome to this new electronic annual report. I applaud the Center for the Performing Arts for taking this step in providing a new and environmentally friendly format.

The highlight of the 2008–2009 season, of course, was the debut performance of the extraordinary trio of Emanuel Ax, Itzhak Perlman, and Yo-Yo Ma. This was a real coup for the Center for the Performing Arts. These international artists could have gone anywhere for this performance. The fact they choose Penn State is a testament to the reputation of Center for the Performing Arts employees and audiences.

As you read this report it will become even clearer, I believe, what a jewel we have in the Center for the Performing Arts. Its one-of-a-kind enriching artistic experiences reach out and touch people from across central Pennsylvania. A great example is the Informances for Schools series. These school-time performances attracted nearly 7,000 students — an increase of nearly 2,000 from the previous season — from sixty-one schools and eighty-seven home-school groups in a thirteen-county region.

You will also discover that, despite the economic challenges we all faced, the Center for the Performing Arts had strong participation across its programs. Membership and sponsorship support grew, campus and community residencies expanded, and two endowments were created.

Thank you to all who supported the Center for the Performing Arts through partnership, membership, sponsorship, and participation in programs.

Barbara O. Korner, dean
College of Arts and Architecture
DEAR FRIENDS,

Welcome to our new electronic edition of the Center for the Performing Arts 2008–2009 Annual Report. We're pleased to provide this report in keeping with our goal of becoming as “green” an organization as possible.

I'm pleased to report that the Center for the Performing Arts had a successful season. This result is thanks to the hard work and dedication of our employees and volunteers — and the continued support of our patrons, members, sponsors, and underwriters.

The season was filled with inspiring experiences. We were thrilled to present Emanuel Ax, Itzhak Perlman, and Yo-Yo Ma in their debut performance as a piano trio, along with twenty-six other outstanding presentations covering a range of genres. We supported the work of talented composers, hosting performances of two chamber music works we co-commissioned. We presented a pair of well-received jazz performances in the intimate environment of Schwab Auditorium.

The move to an all-your-choice ticketing format for Center for the Performing Arts presentations was a major development. Patrons responded favorably to the opportunity to create discounted packages of four or more presentations at any time during the season. We were able to improve customer service by assigning seats immediately and providing patrons with their tickets at the time of purchase.

We introduced a new Penn State outreach initiative — a patio party/ticket sale for University Park students — in September 2008. About 1,400 students enjoyed free food, games, prizes, and dancing. They also purchased more than 1,000 tickets discounted at 20 percent off the already-reduced student prices.

I really love the energy students add to our audiences. Our partnership with Penn State’s Integrative Arts Department brought 450 students — enrolled each semester in an online course introducing them to the performing arts — to Center for the Performing Arts presentations. Some 30 percent of our audience — an all-time high — was made up of Penn State students.

We also connected students with artists through our growing on-campus residency program of master classes, clinics, workshops, symposia, pre-concert talks, and post-performance talkbacks. The Center for the Performing Arts gives real-world experience to the 165 students we employ each semester. We also support student internships and have student representatives on our Community Advisory Council. Beyond our own programs, we are pleased to support the work of student organizations and events such as Penn State Thespians and Greek Sing.

We continued to fulfill our broader mission by managing Eisenhower and Schwab auditoriums, operating three ticket centers, and providing production and audience services for our University and community partners.

Our accomplishments came during an economic recession. I think this proves the resiliency of the arts and the need for people to have the arts to turn to in troubling times. Great artists bring us hope and inspiration through performances so uplifting we are drawn back time and again.

A successful season doesn’t just happen by itself. I have the privilege of working with a great team of employees. And, above and beyond our full and part-time staff members, I recognize that a volunteer corps of more than 150 wonderful people supports us.

We are energized to bring great artists and connect them to our University and community. The support we receive from individuals and organizations is crucial in helping us fulfill our mission. On behalf of all of us at the Center for the Performing Arts, let me offer a heartfelt thank you!

George Trudeau, director
Center for the Performing Arts
On March 30, 2009, three of the world’s greatest musicians — Emanuel Ax, Itzhak Perlman, and Yo-Yo Ma — performed one of the most anticipated concerts in Center for the Performing Arts history. The artists came together at Penn State for their world premiere as a piano trio. The following night the trio performed its only other scheduled concert at New York City’s Carnegie Hall.

The performance was sold-out months in advance. The audience, which greeted the artists’ stage entrance with sustained applause, sat in rapt attention throughout the program of works by Felix Mendelssohn (who was born two centuries earlier in 1809). The program featured Mendelssohn’s Piano Trios No. 1 and 2 and selections from Songs Without Words. The artists, who are friends, clearly enjoyed themselves. They even kidded with one another during their exits from the stage. The sustained standing ovation at program’s end elicited an encore of a movement from Brahms’ Piano Trio No. 2.

A lengthy second standing ovation segued into a special presentation to each of the musicians. Penn State President Graham Spanier and Marica Tacconi, director of the University’s Institute for the Arts and Humanities, presented Ax, Perlman, and Ma with the Institute for the Arts and Humanities 2009 Medals for Distinguished Contributions to the Arts and Humanities.

TIAA-CREF joined with the Center for the Performing Arts as exclusive corporate partner for the presentation. TIAA-CREF’s unique connection to higher education professionals made it ideally suited to partner with one of America’s most respected university-based fine arts presenters. TIAA-CREF and the Center for the Performing Arts are both in business for the greater good. The Center for the Performing Arts’ vision is enriching lives through inspiring experiences, and surely everyone in attendance at the concert was enriched and inspired by the incredible presentation.

Following the medals ceremony, the artists attended an onstage reception with patrons who had provided special individual support for the world-premiere concert.
AN EVENING TO REMEMBER

The world premiere of Emanuel Ax, Itzhak Perlman, and Yo-Yo Ma performing as a trio made for an extraordinary evening March 30, 2009, at Eisenhower Auditorium. Patrons (top left) arrive for the sold-out concert. Ax, Perlman, and Ma (next-to-bottom left) perform one of the pieces on the all-Mendelssohn program and show their appreciation (bottom left) for the audience reaction. Marica Tacconi (top center), director of the Penn State Institute for the Arts and Humanities, opens the post-performance medals presentation ceremony, while the artists (center) listen. Penn State President Graham Spanier (bottom center) presents Ax with the institute’s 2009 Medal for Distinguished Contributions to the Arts and Humanities. Ma (top right and center right) and Perlman (bottom right) chat with patrons at an exclusive post-performance reception.
BROWN AND SIDEHAMER’S ENDOWMENT SUPPORTS ARTS ‘FAMILY’

The Center for the Performing Arts has an additional funding source thanks to a State College couple’s early 2009 establishment of the $50,000 John L. Brown Jr. and Marlynn Steele Sidehamer Endowment.

John L. Brown Jr. and Marlynn “Lynn” Sidehamer, a couple for more than three decades and members of the Center for the Performing Arts at the Leadership Circle level, created the endowment to support programming by their performing arts “family” and to ensure the contribution would last for more than one year.

“We wanted to do an endowment now so we both could be a part of it,” Sidehamer says. “This has become a family for us, so why wouldn’t we want our money here?”

Brown, a Penn State professor emeritus of electrical engineering, retired in 1987 after more than thirty-six years of teaching. Sidehamer, also retired, was a public school teacher and administrator in the Pittsburgh area before becoming an administrator in Penn State’s College of Education.

The couple met in 1978 when Sidehamer was a graduate student and Brown a faculty member. From the beginning of their relationship, they attended presentations at Eisenhower Auditorium. “We both love music, and we both love theatre,” she says.

Center for the Performing Arts administrators value the endowment as a gift that will keep on giving, says Director George Trudeau.

“I’m thrilled with John and Lynn’s generous gift,” Trudeau says. “Because of this gift, there will always be performances of world-class artists here at the Center for the Performing Arts associated with their names. Personally, I can’t think of a greater legacy.”

LEKANDERS CREATE ENDOWMENT TO BENEFIT CENTRE COUNTY SENIORS

The $50,000 Hall-LeKander Endowment, created for the Center for the Performing Arts in summer 2008 by Peggy and Dan LeKander of Boalsburg, brings the performing arts to the elderly in Centre County.

The LeKanders, members of the Center for the Performing Arts at the Leadership Circle level and owners of Corvette America in Milroy, Mifflin County, established the endowment in honor of their sister-in-law, Julia Bonchack Hall, and Peggy’s parents, Fred W. and Ethel S. Hall — all deceased.

The Harlem Quartet, a component of the Sphinx Chamber Orchestra, gave the endowment’s inaugural performance October 17, 2008, at Centre Crest Nursing Home in Bellefonte.

Also thanks to the endowment, a mix of people from various Centre County senior centers attended Ain’t Misbehavin’ April 14, 2009, at Eisenhower Auditorium. The Center for the Performing Arts partnered with the Centre County Office of Aging to coordinate distribution of complimentary tickets and transportation for elderly residents.

The Center for the Performing Arts sees the endowment’s value as more than a dollar amount, says Amy Dupain Vashaw, director of audience and program development.

“It was a nice opportunity for us because we didn’t have a formalized program that interacted with our senior population,” Vashaw says. “We wanted the focus of this to be on those seniors who don’t get here otherwise, because the arts are an active component of lifelong learning. We’re open to the possibilities of where this might take us.”

The endowment provides financial support to engage the elderly in Center for the Performing Arts programs. Examples of engagement activities include, but are not limited to, subsidized tickets, transportation, and artist residencies at senior homes and centers.
The Center for the Performing Arts organizational budget totaled $3,666,220. Seventy-two percent of revenues were earned and contributed through ticket sales and services, facility and equipment rentals, performance program advertising, concession sales, fundraising, grants, and endowments.

**INCOME**

- **Ticket Sales**: 31%
- **University Support**: 28%
- **Endowment / Interest Income**: 2%
- **Rentals**: 13%
- **Contributed Income**: 15%
- **Other Income**: 11%

*Includes performance program advertising, concession sales, ticketing services, and other miscellaneous income.

**EXPENSES**

- **Programs and Events**: 78%
- **General and Administrative**: 12%
- **Development**: 2%
- **Equipment and Capital Improvements**: 8%
The Center for the Performing Arts strives to create mutually enriching experiences for both the artists we present and the audiences we engage. The performances on our stages are just a portion of what we offer. We also provide opportunities for our patrons to interact with the artists we present.

The 2008–2009 season included twenty-seven artist workshops and master classes, which served a total of 615 Penn State students, high school students, and community members. An additional 1,200 audience members participated in Artistic Viewpoints, informal conversations with artists or local experts that take place one hour before most performances.

Many of our littlest audience members enjoyed Kids Connections before the performances of Mufaro’s Beautiful Daughters, Charlotte’s Web, and Magic Tree House: The Musical. These craft activity sessions — each with a theme related to the show that followed it — drew a total of 439 patrons.

One of the ways we help to develop audiences of the future is through field-trip experiences called Informances for Schools. The 2008–2009 season included five informances: Mufaro’s Beautiful Daughters, Charlotte’s Web, Freedom Train, The Musical Adventures of Flat Stanley, and Henry V. A total of 6,686 students from thirteen central Pennsylvania counties attended the informances. The Center for the Performing Arts offered busing subsidies to assist schools with their transportation costs.

A new initiative benefitted Centre County seniors. Thanks to funding from the LeKander-Hall Endowment, the Center for the Performing Arts was able to have the Harlem Quartet, an ensemble of the Sphinx Chamber Orchestra, perform at Bellefonte’s Centre Crest Nursing Home. In addition, we partnered with the Centre County Office of Aging to distribute sixty complimentary tickets to elderly residents for a performance of Ain’t Misbehavin’ at Eisenhower Auditorium.

Audience development programs take various forms. Violinist James Lyon (top), a professor in Penn State’s School of Music, speaks with audience members at Artistic Viewpoints before the Ax, Perlman, and Mat trio concert. Volunteers read with children (center) at Kids Connections before TheatreworksUSA’s performance of Charlotte’s Web. Also before Charlotte’s Web, a girl (bottom) works on a craft activity inspired by the E. B. White classic.
The Center for the Performing Arts at Penn State named Peggy LeKander, a longtime supporter and member, recipient of its 2009 Distinguished Service Award.

LeKander has served as chair of the Center for the Performing Arts Community Advisory Council for three years. She and her husband, Dan, are Leadership Circle members of the Center for the Performing Arts. In 2008 they created the $50,000 Hall-LeKander Endowment, which helps make the performing arts accessible to elderly residents of Centre County. The endowment honors the couple’s late sister-in-law, Julia Bonchak Hall, and Peggy LeKander’s deceased parents, Fred W. and Ethel S. Hall.

Peggy LeKander graduated from Penn State in 1975 with a bachelor of science degree in education. The LeKanders own Corvette America in Milroy, Mifflin County. Along with being involved with the Center for the Performing Arts, the couple belongs to a variety of other organizations, including the Palmer Museum of Art, the Art Alliance of Central Pennsylvania, and the Nittany Lion Club. They were contributors at the Founders level for Penn State’s Bryce Jordan Center and belong to various arts and environmental organizations in New York and Florida.

“Peggy LeKander is a deeply committed volunteer leader, member, sponsor, patron, and benefactor of the Center for the Performing Arts,” says George Trudeau, director of the Center for the Performing Arts. “Her love of the center comes through in everything she has done over the years in support of its programs. All of us on the staff have enjoyed interacting with Peggy in all her various roles.”

Through Corvette America, the LeKanders have provided support for Center for the Performing Arts jazz programming — first sponsoring individual presentations and eventually underwriting all jazz concerts. They have also hosted receptions for the center’s Jazz Train members to meet and socialize with visiting jazz artists.

“Peggy LeKander has served the Center for the Performing Arts with distinction as a volunteer leader and generous supporter, sharing her time, talent, and treasure so that the center can thrive and grow for the benefit of the university and our community,” says Barbara O. Korner, dean of Penn State’s College of Arts and Architecture. “She has taken a personal interest in the center and its membership and sponsorship programs, cultivating relationships on behalf of the center with many others in our region.”

The Distinguished Service Award, presented annually since 1996, recognizes significant contributions and distinguished service to the Center for the Performing Arts.
### Center for the Performing Arts 2008–2009 Presentations

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<thead>
<tr>
<th>Event</th>
<th>Date(s)</th>
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<tbody>
<tr>
<td>Orion String Quartet with David Krakauer, clarinet</td>
<td>Tuesday, September 23 (SA)</td>
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<tr>
<td>Warsaw Philharmonic Orchestra</td>
<td>Thursday, November 13</td>
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<tr>
<td>Mariza</td>
<td>Tuesday, February 24</td>
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<tr>
<td>KODO</td>
<td>Wednesday, March 18</td>
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<tr>
<td>Jazz at Lincoln Center Orchestra with Wynton Marsalis</td>
<td>Thursday, October 9</td>
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<tr>
<td>Jimmy Heath Quartet</td>
<td>Thursday, November 20 (SA)</td>
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<tr>
<td>MOMIX</td>
<td>Thursday, March 26</td>
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<tr>
<td>Sphinx Chamber Orchestra</td>
<td>Thursday, October 16</td>
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<tr>
<td>The Chamber Music Society of Lincoln Center</td>
<td>Thursday, December 4 (SA)</td>
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<tr>
<td>Ax-Perlman-Ma</td>
<td>Monday, March 30</td>
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<tr>
<td>American String Quartet with Timothy Deighton, violist</td>
<td>Tuesday, October 21 (SA)</td>
</tr>
<tr>
<td>Cinderella</td>
<td>Thursday, January 15</td>
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<tr>
<td>Blue Note Records</td>
<td>70th Anniversary Tour — On Tour</td>
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<td>Jimmy Heath Quartet</td>
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<td>Charlotte’s Web</td>
<td>Sunday, January 25</td>
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<tr>
<td>RUBEN STUDDARD starring in <strong>Ain't Misbehavin’</strong></td>
<td>Tuesday, February 3</td>
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<tr>
<td>Cinderella</td>
<td>Tuesday, February 3</td>
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<tr>
<td>Charlotte’s Web</td>
<td>Sunday, January 25</td>
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<tr>
<td>JESUS CHRIST SUPERSTAR</td>
<td>Tuesday, February 3</td>
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<tr>
<td>Chanticleer An Orchestra of Voices</td>
<td>Saturday, February 7</td>
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<tr>
<td>RUBEN STUDDARD starring in <strong>Ain't Misbehavin’</strong></td>
<td>Tuesday, April 14</td>
</tr>
<tr>
<td>Ying Quartet</td>
<td>Friday, February 13 (SA)</td>
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<tr>
<td><strong>Magic Tree House: The Musical</strong></td>
<td>Sunday, February 15</td>
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Each performance was in Eisenhower Auditorium, unless indicated as having been in Schwab Auditorium (SA).
CENTER FOR THE PERFORMING ARTS MEMBERS 2008–2009

Leadership Circle $3,000 and more • Director’s Circle $1,500 to $2,999 • Encore Circle $1,000 to $1,499 • Advocate $500 to $999 • Friend $250 to $499
The Jazz Train $200 and more • Associate $150 to $249 • Affiliate as much as $149 • An * indicates an individual who has also established an endowment

LEADERSHIP CIRCLE
John L. Brown and Lynn Sidehamer *
Ricardo Carter, M.D.;
Diane Carter, M.S.N.
Brookline
Mimi Barash Coppersmith
Blake and Linda Gall
Dr. and Mrs. Alan Gordon
Bob and Helen Harvey
Dorothy and Lloyd Huck
Peggy Hall LeKander and
Dan LeKander *
Bruce Miller and Dean LaVigne
Gerald Stein *

DIRECTOR’S CIRCLE
Paul and Patricia Axt
Grace McCluskey Bardine
Harry L. Bell
Lynn Donald Breon
Richard Brown and Sandra Zaremba *
Joan and John Chernega
Norma Condee *
Edward Galus and Andrea Cotner
Janet Fowler Dargitz
Martin and Joan Duff
Rod and Shari Erickson
Anthony and Carol Ferraro
Helen and Sidney Friedman *
Glenn and Nancy Gamble *
Arnold and Marty Gasche
Pat Heigel-Tanner
William and Beverly Hickey
Harlan and Suzanne Dudley Hoffa
Jim and Lina Hood
Robert J. Hufnagel
Honey and Bill Jaffe *
Rich and Sally Kalin
Edward and Betty Kasody
Kranich’s Jewelers
The Krentzman Family
Eileen and Herschel Leibowitz
Barbara Palmer
Dotty and Paul Rigby
Shirley Sacks
Robert Schmalz
Tom and Carolyn Schwartz
Louis P. Silverman and
Veronica A. Samborsky
Don Strickler
Fred and Joanne Thompson
George and Nina Woskob

ENCORE CIRCLE
Linda and Bob Becker
Richard W. Bryant
Donald W. Hamer and Marie Bednar
Dennis Jett and Lynda Schuster
Kay Kustanbauer
Stan and Debra Latta
Seda and Henry Sahakian

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Al and Martha Coren
David B. Doan
Mark A. Falvo
Dan and Connie Gensimore
Richard and Ann Gibboney
Richard B. Gidez
Patricia Hawbaker Quinlivan
Lee Ellen Hayes
Steven L. Herb
and Sara Willoughby-Herb
Nancy L. Herron
Bob and Jacki Hunt
Cindy and Al Jones
Chris and Joan Kirkpatrick
James and Bonnie Knapp
James and Barbara Korner
Robert and Marjorie Manning
Robert L. Martin, Esq.
Mrs. Dorothy B. O’Connor
Lida and Pieter W. Ouwehand
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Russell and Jeanne Schleiden
Vaughn and Kay Shirk
Marilynne W. Stout
George and Debbie Trudeau
C. Alan and Judith H. Walker
Carol and Rex Warland
JoAnne and Mark Westerhaus
David and Diane Wsniewski
Andrew and Laura Zimmerman

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Richard and Sherry Albright
Jill Anderson and Sydney Brown
Anthony and Mary Atchley
Janet Atwood
Jeffrey H. Baker, M.D.
J. Michael Barlup
Richard L. and Carla Mae Baumgardner
Thomas P. Bem
Patricia Best and Thomas Ray
Sven and Carmen Bilen
Barry and Diane Bloom
Inga and Ned Book
Nirmal and Chandra Bose
Dr. and Mrs. Jack S. Brenizer Jr.
Richard Carlson and Lori Forlizzi
Jo and Tom Chesworth
Roger and Corinne Coplan
Shirley and Max Coploff
Lee and Joan Coraor
Peg and Joe French
Robert and Ann Graves
Vaughn and Jane Greenlees
Scott Griffin and Bethlyn Krakauer
Elizabeth Hanley and Patrick Kolivoski
Sue Haug
Mary J. Heflin
Mrs. Sue Hutchinson
John and Gina Ikenberry
Bill and Sally James
Marilyn and Jack Jenkins
Daniel and Kathleen Jones
Shaun Keister and Walter Allen
Edward and Anne Keller
Kevin Charles Fine Clothing
Todd and Liz King
Paul and Jenny Koberna
Nick and Kathy Kokus
Steve and Sue Kutz
John and Gretchen Leathers
Elinor and Jack Lewis
Judith Manno Stager
Kenneth and Irene McIlvried
Patricia and Stephen Noel
Tracy and Brad Noll
Marian and Joseph O’Leary
Shirley Palermo
Roaring Spring Water
Martena Rogers
Daniel and Mila Sahakian
Sally L. Schaadt
Robert and Peggy Schlegel
Dave Shaffer and Eve Evans
Paul and K. C. Sheeler
Roz and Phil Sky
Kae M. Spoerl
Susan and Lewis Steinberg
Kenton Stuck
Kenneth and Nancy Toepfer
Shawn and Amy Vashaw
Kay and George Weigand
Mary Jane and William Wild
David and Betsy Will
Judy and Bob Wiser
David and Jane Zazworsky
Nancy and Ted Ziff
Bill and Joan Zimmer
Cal and Pam Zimmerman

THE JAZZ TRAIN
David and Susan Beyerle
Margaret and James Biggers
Barb Copland and Russ Meyers
Andrea Cotner and Edward Galus
David DiBiase and Cindy Brewer
Maribeth Giannone
for Marty
Lee Grover and Anita Bear
Bob and Helen Harvey
Steven L. Herb and
Sara Willoughby-Herb
Al and Charmaine Horvath
Anne and Lynn Hutcheson
Honey and Bill Jaffe
Sand and Al Jones
Jodi McWhirter
Dr. Marla L. Moon
Wilson and Maureen Moses
Philip McConnaughay and Janet Murphy
John and Chris Nichols
Jack and Sue Poremba
John Mark Rafacz

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THE JAZZ TRAIN cont.

Pete and Sue Rubba
Sally L. Schaad
Dan and Melinda Stearns
Maria A. Sweet
Patricia Jackson and
Edward Thompson
Dennis and Joan Thomson
Dan and Linda Trevino
David and Ann Shallcross-Wolfgang

ASSOCIATE
Ellis and Lynn Abramson
Anne and Art Anderson
Gregory and Jill Bailey
Mr. and Mrs. C.P. Bastuscheck
Jean-Marc and Brigitte Bollag
Ron and Jane Breon
Virginia Brickwedde
Alan M. Brown
Esther Burlingham
E. Jane Clevenstine
Ellen Coffman
John Collins and Mary Brown
Robert D. Davis,
Consulting Structural Engineer
John and Connie DiNunzio
Steven and Kathleen Draskocz
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MARKETING AND COMMUNICATIONS DIRECTOR RECEIVES SERVICE AWARD

Laura Sullivan, Center for the Performing Arts marketing and communications director, was the recipient of the 2009 College of Arts and Architecture Staff Award for Outstanding Service.

Sullivan, who joined the Center for the Performing Arts in 2001, and her department colleagues are responsible for publications and printed pieces, advertising, direct mail, media buying, special events, and electronic media.

In 2008, the Center for the Performing Arts garnered a $25,000 sponsorship from TIAA-CREF, due in part to the efforts of Sullivan and her staff. Their comprehensive design for the sponsorship proposal had a major impact on the sponsor’s decision to make a financial commitment.

Sullivan, a member of the Major University Presenters Marketing Committee, co-manages a thirteen-university consortium research study aimed at developing a universal customer profile and customized database software for arts marketers.
World music star Mariza not only sang on February 24, 2009, at Eisenhower Auditorium, she also was the star attraction at a post-performance reception for new members of the Center for the Performing Arts. Following her debut concert at Penn State, the Portuguese singer (top) signs autographs for eager patrons in the lobby. At the reception in the Eisenhower Conference Room, Mariza (center) speaks with Center for the Performing Arts Director George Trudeau. The director (bottom) also gets to know several new members.

The Center for the Performing Arts entered the social networking universe in summer 2008 with a Facebook® group page. In spring 2009, a fan page — PENN STATE CENTER FOR THE PERFORMING ARTS — replaced the previous Facebook presence. The fan page, which allows Facebook users to become ‘members,’ keeps users automatically informed about what’s happening at Eisenhower and Schwab auditoriums. The Facebook page is continually updated with artist and event details, photos, videos, behind-the-scenes information, and more. The interactive site also allows patrons to voice their opinions. By June 30, 2009 — the end of the 2008–2009 fiscal year — the fan page had about 600 members.
MASTERS JAZZ UP AN INTIMATE JOINT

For decades the Center for the Performing Arts has presented most of its jazz presentations in Eisenhower Auditorium, but the 2008–2009 season marked the beginning of a change in philosophy. Two jazz concerts, each featuring a National Endowment for the Arts Jazz Master, launched a new era in which small jazz bands will be presented in the more intimate confines of Schwab Auditorium.

The Jimmy Heath Quartet (top), led by saxophonist Jimmy Heath (bottom left) and featuring drummer Albert “Tootie” Heath (bottom center), plays at Schwab on November 20, 2008. The McCoy Tyner Quartet (center), starring pianist Tyner (bottom right), performs on February 19, 2009.
Hundreds of Penn State students got a festive introduction to the Center for the Performing Arts—and saved 20 percent on ticket prices—at the Come Curious Patio Party September 10, 2008, at Eisenhower Auditorium. Students (top and bottom left) gather on the patio for food and prizes donated by area businesses, games, and music provided by a DJ. One student (center left) shows his skill at shooting hoops, while others (center) have fun with a ball game of their own creation. A group of arts enthusiasts (center right) look through season brochures to decide which presentations they want to see. Penn State President Graham Spanier (bottom center) visits with students at the party. Student break dancers (bottom right) wow the crowd.