

# All-of-us Express Children's Theatre

## Annual Report 2007-2008



# Youth Creating Quality Theatre

*It is the mission of All-of-us Express Children's Theatre to offer young people of all backgrounds, cultures, and lifestyles the opportunity to produce professional quality plays, study many aspects of the dramatic arts, and develop valuable life skills while providing outstanding entertainment to the community. All-of-us Express Children's Theatre is a nonprofit 501(c)(3) corporation and an Equal Opportunity Employer providing programs and services without regard to age, color, creed, disability, gender identity, height, membership in any labor organization, national origin, parental status, political identification, race, religion, sex, sexual orientation, or weight.*

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# All-of-us Express Children's Theatre

PO Box 1871

East Lansing, MI 48826

517-394-4118 [www.allofusexpress.org](http://www.allofusexpress.org)

## Staff:

Diane Cooke, Director of Operations  
Miranda Hartmann, Alumni, Artistic Director

## Board of Trustees:

**President:** Paul Hershkowitz – Brand & Image Committee, Building Committee, Fundraising Committee, Nominating Committee, Policies & Bylaws Committee, Manager of Traffic and Transportation Planning Services, Wilbur Smith Associates  
**Vice President:** Melissa Kaplan – Building Committee, Fundraising Committee, Marketing Committee, Strategic Planning Chair, Production Coordinator, Lansing Community College & Producer/Owner, MK Media  
**Secretary:** Currently Vacant  
**Treasurer:** Christie Konieczny – Finance Committee Chair, Grants Committee, Marketing Committee Chair, Certified Public Accountant, Fairchild, Lebel, Rice, PC

## Members at Large:

(Listed with their board duties only, most do many other volunteer jobs as well)

Priscilla Foran (Missy) – Brand & Image Committee, Grants Committee Chair  
Research Analyst, Decision Demographics

Lisa Lees – Brand & Image Committee Chair, Policies & Bylaws Committee Chair, Strategic Planning Committee, Website Manager  
Administrative Assistant, LBG7 Resource Center, MSU & Self employed Writer & Cartoonist

Morgan Lees – Brand & Image Committee  
Student

Michelle Nicholson – Member at large, Strategic Planning Committee Volunteer  
Committee,  
Supervisor, Early Childhood Education, Ingham Intermediate School District

Sandra Sigworth – Member at large, Brand & Image Committee, Fundraising  
Fraud Investigator, State of MI, Dept. of Labor & Economic Growth, Unemployment Agency

## Youth Board Members:

Dylan (Boofer) Lees (16) – Member at large,  
Clonlara Home Based Education Program, High School Student

Corrine Pratt (16) – Member at large, Brand & Image Committee  
Student – East Lansing High School

## Committee Members (other than Board):

Fundraising: Sherry Bass-Pohl, Bruce Cooke, Jodi Hancock, Judy Hershkowitz, Mike Holder, Cindy Homant, Suzie Jones, Danielle Weller

Marketing: Tim Barron, Elizabeth Fedorchuck, Rachel Santorelli

Volunteer & Grants: Carol Turkus

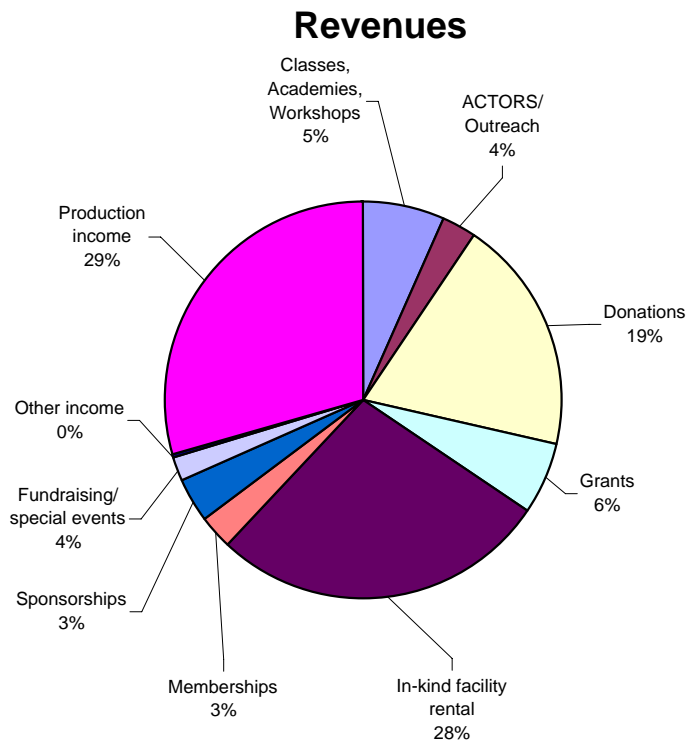
## Staff Volunteers:

Janet Matthews – Office Assistant  
Rachel Santorelli – PR Intern and Show Program set-up

**All-of-Us Express Children's Theatre  
Statement of Revenues and Expenses  
For the Twelve Months Ended August 31, 2008**

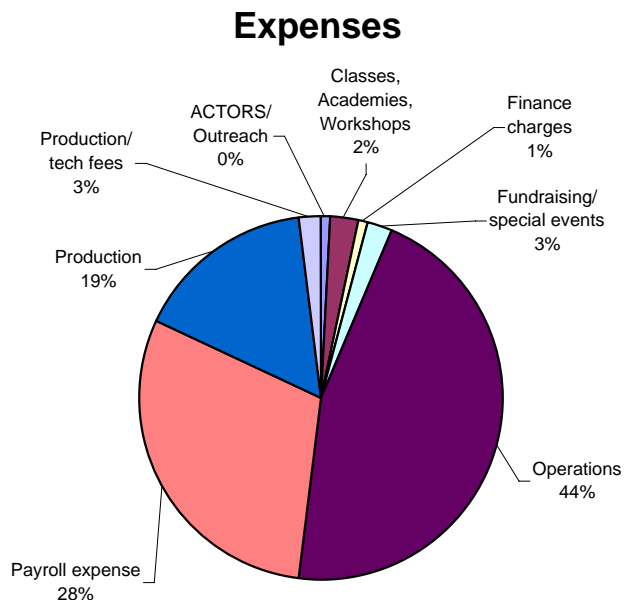
**Revenues**

Classes/Academies/Workshops	\$ 9,569.00
ACTORS/Outreach	4,095.00
Donations	27,955.10
Grants	8,600.00
In-kind facility rental	40,200.00
Memberships	4,050.00
Sponsorships	5,000.00
Fundraising/special events	3,038.54
Other income	433.38
Production income	42,805.09
<b>Total Revenues</b>	<b>\$ 145,746.11</b>



**Expenses**

ACTORS/Outreach	\$ 1,261.30
Classes/Academies/Workshops	3,790.50
Finance charges	1,022.07
Fundraising/special events	3,459.03
Operations	68,157.33
Payroll expense	44,606.81
Production	24,249.14
Production/tech fees	2,800.00
<b>Total Expenses</b>	<b>\$ 149,346.18</b>
<b>Net Income (Loss)</b>	<b>\$ (3,600.07)</b>



## Director of Operations Report:

I would say that in spite of a few bumps along the road through the *Season of Quests*, All-of-us Express Children's Theatre can once again be proud of the outstanding opportunities we have offered the community. We now enter our *Coming of Age Season* ready for the continued growth and all of the responsibilities that go with it. We can celebrate our **20<sup>th</sup> Anniversary** proudly, knowing that we have served, and will continue to serve, the youth in the greater Lansing area very successfully.

The past season saw the passing of the Artistic Director's hat. Evelyn was seen by many in the company and the community as not only our founder, but as their teacher, mentor, friend and surrogate "something" (mom, aunt, etc). But after 18 years she, very reluctantly at first, decided to retire. She is now very happy to know that the company is fine without her and is glad to finally get a chance to do other things.

Miranda Hartmann has stepped up to the plate with a true willingness to see this Theater succeed! As a former student and mom to a current youth participant, she has a lot invested. Miranda has brought many great ideas and has implemented some great new classes and workshops. She has also improved on our already admired and unique guild program. She directed her first show with us this past winter, *Snow White*, and is slated to direct two next season. The youth have responded very well to her and have managed the adjustment quite well in spite of their shift in 'mentors'.

The Board and Staff have completed the 2008-2012 Strategic Plan and we are doing well at keeping up with the goals. Together we have also reviewed the By-laws to be presented at the Annual meeting in September. With the economic times being what they are, our grants and sponsorships were down somewhat, but our donations are on the rise! The grant committee is already looking into ways to improve our grant income for next season and thinking of new sponsors and advertisers as well.

We sought out an intern this spring from MSU and after interviewing several, decided on Rachel Santorelli. She has turned out to be a great asset to our organization. She has put together a very massive and detailed media mailing list that enables us to connect with nearly every media outlet in Lansing and the surrounding area! She has also helped with Press Releases, Media Kits, and an Event/media compendium. After her internship term was over, Rachel asked if she could stay on as a volunteer and now in addition to PR/marketing help, she also organizes all of our cast/crew parties and helps with other events we host.

Our marketing team has worked hard this year on improving our visibility. We recruited some folks from outside of the organization to help us with our Brand and Image as we are looking at new logo ideas. We also put together a Media Event in conjunction with our summer show. At this event, media were given free tickets, food, beverages, prizes, and as much information as we could supply them with. We hope to do this again – maybe annually.

All-of-us Express hosted the first annual One Stop Holiday Shopping Spree in November. We gathered several vendors of 'sell at home' merchandise such as Tupperware®, Lia Sophia® Jewelry, Mary Kay®, Discovery Toys®, and Arbonne® to come to our space and set up their wares. These vendors sold their wares to folks who came in for food, beverages, shopping, gift wrapping, and good cheer. We drew for door prizes throughout the night and everyone had a good time. All-of-us Express received a percentage of each vendor's sales for the night.

As we now move forward to celebrate our 20<sup>th</sup> Season, we anticipate the return of many of our alumni, some tried and true events, and some new and exciting ventures. We have kept our ticket prices and participation fees unchanged and will continue to offer scholarships. We want our members to know that while new things are inevitable; our commitment to the community is steadfast. Of course, we hope that we gather new fans, participants, volunteers, and members along the way. So please bring a friend next time you're in the neighborhood.

*Diane Cooke*

You don't stop laughing when you get old,  
You get old when you stop laughing.

## FROM THE ARTISTIC DIRECTOR

From classic fairytales to Shakespeare, All-of-us Express Children's Theatre has had a wonderful 19<sup>th</sup> Season! One of quests fulfilled as well as quests begun. Our "Season of Quests" saw the return of alumni to direct and teach. New people with new energy and ideas came aboard. Several of our youth with Master Badges headed up crews. New partnerships were started. New committees were formed and old committees were revitalized. Along the way, we laughed, learned and grew as individuals and as an organization.

Our first show of the season was a well-staged, innovatively costumed classic, "Beauty & the Beast". For our winter show, I had the pleasure of directing "Snow White". This show saw Travis Stouffer, a thirteen-year-old Master Badge holder, as crew head for Set Construction. The same young man went on to crew head Set Construction for our summer show as well. We had terrific sets both times!

In the spring, Rudyard Kipling's "Jungle Book" hit the stage at Riverwalk Theatre in downtown Lansing. Alumnus Scott Sorrell directed the show. Anna Stouffer, a fifteen-year-old Master Badge holder, was the crew head of Set Construction. She managed a set that consisted of a revolving platform more than 20 feet across. Potter Park Zoo sent over their docents with animals for audience members to visit between shows.

Our summer show, Shakespeare's "A Midsummer Night's Dream" was directed by newcomer Patricia Huzar. It was beautifully costumed and marked the first of what will hopefully be many projects done in collaboration with Reach Studio Art Center. Alice Brinkman, founder of Reach, hosted a series of workshops in which six of her youth worked with our six puppeteers from the show to create fairy puppets to be used on stage. This was also our first time working with Amy Phillips, who made our fairies' wings.

Our touring troupes also created worthwhile memories as well as relationships for the company. ACTORS (All-of-us Express Children's Theatre Often Returning Storytellers) reprised their role at the Michigan Historical Center and Museum, performing historically accurate, student written skits in front of the many exhibits in the museum. SBST (Story Book Story Theatre) kicked off their season by performing at the East Lansing Art Festival and ended with the Renegade Theater Festival performance at Perspective 2 in Old Town. In between the two, they performed at Lansing's Relay for Life, Barnes & Noble Bookstore in East Lansing, the Detroit "kidZshow" at Campus Martius Park, a handful of childcares and monthly at the 4-H Children's Garden at Michigan State University.

All-of-us Express strives to provide not only entertainment but also education for our community youth. Saturday and Wednesday Academy classes were offered during the school year. As were our "Badge-in-a-Day" workshops for Girl Scout troops in which scouts have the opportunity to fulfill all of the requirements needed to earn their theater badge. During the summer, we offered full-day Drama Camps for youth ages four to eighteen. Patricia Huzar and alumna Erin Hanton instructed alongside newcomers Hannah Rable and Eric Meyer.

Another testament to the growth of the company is the revitalization of our Fundraising Committee, Grants Committee and Marketing Committee, the forming of our Brand & Image Committee as well as Events Committee and the revamping of our Strategic Plan. With these things in place and new, strong energetic leaders behind them, the theatre has really begun to move ahead. We have seen so much change and growth in the company over just twelve months. As we gain momentum through this forward progress, we look forward to a 20<sup>th</sup> Anniversary Season filled with fun, excitement and achievement.

Miranda Sue Hartmann  
Artistic Director, All-of-us Express

## Presidents Report

Building on the successes of last year gave the Board a solid base to begin the 2008 season. This year's annual report highlights the many strides that we've taken between September 2007 and September 2008. You can see from the Artistic Director's report and the Director of Operations report that many things have been accomplished this year, including the debut of a new Artistic Director, increased fundraising activities, and continued improvements in our marketing efforts, grants process, and financial process.

I want to call your attention to four items. The first is that we have a new Artistic Director. Evelyn Weymouth, our Founder and previous Artistic Director, decided to retire from All-of-us-Express. Evelyn started a one year sabbatical in August of 2007 to help out her father and stepmother who are in declining health in Nebraska. After much thought, she decided to retire from AECT and stay in Nebraska to be near her folks. The Board hired Miranda Hartmann to be the new AD, and we have already seen her energy, commitment, and positive ideas that will help guide the theatre company into the future. Miranda has excelled in the areas of teaching, directing, and guiding children to produce professional quality productions. She has initiated some excellent ideas to further the mission of All-of-us Express.

The second item is financial. We had a strong year, except for the last 3 months. While we finished slightly "in the red", we identified the primary causes as lower revenues from attendance at our productions, not enough sponsorship revenue, and less grant monies received. We began to address the sponsorship issue by organizing and initiating an outreach effort to our corporate and media community. We took steps to deal with the lack of Grant monies by beefing up the Grants Committee with three additional Board members to assist with Grant research and Grant writing.

Expenses were once again effectively and efficiently managed thanks to the financial vigilance of Diane Cooke (our Director of Operations), and our Board Treasurer (Christie Konieczny). They did a tremendous job of successfully managing our cash flow. I also want to note the cooperation between the staff and the Board of Directors for prudent decision-making in the budget development process.

The third item is that the Board completed the update to the 2002-2007 Strategic Plan. Under the leadership of Melissa Kaplan, our Vice President, we completed an initiative that began in the summer of 2007 and ended with a Plan update in April, 2008. The new 2008–2012 Strategic Plan is on the AECT website. It sets the direction for All-of-us Express for the next five years, and will be a "rolling" plan, examined (and updated, if necessary) every year.

The final item is that we have re-energized the Board's Building Committee, which was established in 2006. We have a packet of information concerning how a Capital Campaign process would work, which is the first step in looking for a permanent building to house our theatre company. The Capital Campaign will be necessary to help raise funds for our new home. Finding, fixing up, and moving into a new home could take 5–7 years. It is a long-term effort, yet any journey begins with a first step. We hope that you join us on the journey.

As you can see, many positive and proactive activities are happening. Stay tuned for an exciting and active year in All-of-us-Express!



Paul Hershkowitz  
President of the Board  
All-of-us-Express Children's Theatre

## **Affiliations:**

- (AACT)** American Association of Community Theatre  
**(AATE)** American Alliance for Theatre and Education  
**(ACGL)** Arts Council of Greater Lansing  
**(CALF)** Capital Area Local First  
**(CAUW)** Capital Area United Way  
**(CTAM)** Community Theatre Association of MI  
**(GLCVB)** Greater Lansing Convention and Visitors Bureau  
**(MNA)** Michigan Nonprofit Association

## **Contributors**

All-of-us Express Children's Theatre would like to thank the following contributors for their generous support during the 2007-08 fiscal year:

### **Businesses/Organizations:**

Adams Outdoor Advertising	Bakes N' Cakes	Capital City Quilts
Children's Ballet Theatre	City of Lansing General Funds*	Friedland Industries
Gall Sewing & Vacuum	Girl Scouts Greater Lansing	Ingham Co. Hotel-Motel Fund*
Jackson National*	Koehler's Printing	Merem Properties, LLC/Broder & Sachse*
Michigan Council for Arts & Cultural Affairs*		ProAssurance
Shinberg Levy Family of Ins.	Siemens Caring Hands Fdn.*	Slick Shirts
Sweet Little Party Palace	Tuesday Books	WW Grainger, Inc.*

### **Collaborations/Venues:**

4H Children's Gardens MSU	Barnes & Noble, East Lansing	Detroit Kidz Show
E. Lansing Arts Festival	Hannah Community Center	Michigan Historical Museum
Potter Park Zoo	Reach Studio Art Center	Riverwalk Theatre

### **Donors/Members:**

The Allen/Tai Family, Mrs. Diane Allen, Councilmember Sandy Allen, The Amey-Brown Family, The Okolo-Aultz Family, The Barshaw Family, Tobin Bates and Family, **Susan & Jim Bence\***, The Martens/Bennett Family, The Berg Family, The Bergeron Family, Mayor Virg Bernero, **Bob & Karen Blackman\***, The Brock Family, The Brockhaus Family, Mr. Roger Brook, The Butler Family, The Sharon Castle Family (In memory of Patricia Owen), The Clampitt Family, The Cobb Family, The Connolly Family, The Cook Family, The Coy Family, The Cunnings Family, Greg Davis, Caroline deMauriac & Terry Shaffer, The Dobson Family, Valerie & Laurence Domino, Alice Dreger & Aaron Sousa, The Esch Family, Mike & Noah Esch, The Ezzo Family, The Fedorchuk Family, The Fitschen-Brown Family, The Ryals & Flynn Family\*, **The Foran Family**, The Ford Family, The Forman Family, The Garnant Family, The Gilmore Family, Julia Goatley & David Slater\*, The Goddeeris Family, The Grossman Family, The Hancock Family, Miranda Hartmann, Lee & Bill Helder, Lawrence & Mary Ruth Hennessey, Barbara & Alan Herman, **Paul & Judy Hershkowitz**, The Hibbs Family, The Hill Family, Heidi Hiner, The Homant Family, Ms. Lisa Huberty, Marilyn & Keith Huyser, The Jones Family, Ms. Kathleen Kane, Melissa Kaplan & Fred Engelgau, **Ms. Eileen Kavanagh\***, Nancy Klynstra, Mark & Christie Konieczny, The Hervey Family, Mr. & Mrs. Ron Kutscher, Jeff Lapinski & Beverly J. Bonning\*, The Last Family, The Lees Family,

All-of-us Express Children's Theatre would like to thank the following contributors for their generous support during the 2007-08 fiscal year:

**Donors/Members** (cont'd):

Lisa Lees, R.E. Lees. The Lenski Family, The Lesmez Family, The Love Family, The Karen Martin Family, **Janet Matthews**, The McCarthy Family, The McGrath Family, The McKinney/Wilson Family, The Medina/Kalo Family, The Meyer Family\*, The Moore Family, The Moyerbrailean Family, Jim & Pam Neal, The Nicholson Family, **The Nielsen-Williams Family**, The Norton Family, Ms. Sandra Norton, Ms. Martha Novak, Laura & David Olson, The Overfelt Family, The Paneth-Polack Family, The Patterson Family, Mr. & Mrs. James Person, Piecuch Family, Michael & Vickie Pierce & family, Stacia Pitcher, The Pohl Family, James Powers, The Pratt Family, The Reibold Family, The Rogocki-Fryday Family, Cynthia Royal, Susan Schmidt, The Seeger Family, Sandra Sigworth, The Smedley Family, The Dudley Smith Family, The Sneed Family, Mary Sonneborn, The Stouffer-Sorrell Family, Mr. Douglas Steward, The Swinton-Morse Family, The Tran Family, The Turkus Family, Craig VanKempen, **Dorinda & Gary VanKempen\***, The VanZwoll Family, The Victoria Family, Mr. & Mrs. Dana Vigas, Claire Vlasin, Cindy, Todd, Natalia, Michael Walter, Eileen Walters, Deborah & Steven Wieland, Danielle Weller\*, John & Laura Weymouth, Ms. Rae Ann Weymouth\*, The White Family, Shrewsbury/Whitmer, The Winsor Family, Mr. & Mrs. Robert Wright, **David & Jill Young\***,

**Donors in bold have made multi-year donation pledges.**

\* - Have donated \$500 or more

## YEAR IN REVIEW

### The 19<sup>th</sup> Season – A Season of Quests

**Beauty and the Beast** – November 2007 at Hannah Community Center - Directed by All-of-us Express Alumnus, William Miles – Total attendance for this show – 1,053

**Snow White** – February 2008 at Hannah Community Center - Directed by All-of-us Express Alumnae, Miranda Hartmann – Total attendance for this show – 1,077

**Jungle Book** – April/May 2008 with/at Riverwalk Theatre - Directed by All-of-us Express Alumnus, Scott Sorrell – Total attendance for this show – 1,448

**A Midsummer Night's Dream** – July/Aug 2008 at Hannah Community Center – All-of-us Express Directorial Debut of Patty Huzar - Total attendance for this show – 1,001

## A LOOK AHEAD

### THE 20<sup>TH</sup> SEASON – A Coming of Age Season

**Legend of Pocahontas** – Nov. 14-22, 2008 at Hannah Community Center – Co-Directors Miranda Hartmann, Patty Huzar  
*\*School shows will be offered*

**Stuart Little** – Feb. 13-21, 2009 at Hannah Community Center – Director Morgan Lees  
*\*Look for a 3<sup>d</sup> Annual Dinner Event!*

**James & the Giant Peach** – May 1-10 2009 with Riverwalk Theatre – Director Miranda Hartmann  
*\*School shows will be offered*

**Alice in Wonderland** – July 31-Aug 8 2008 at Hannah Community Center – Director Liz Cooke  
*\* 'Groups only' matinees will be offered*

### 20<sup>th</sup> SEASON EVENTS:

**Annual Meeting** – September 25<sup>th</sup> – New Board members elected and announcements made

**Fall Carnival** – October 25<sup>th</sup> – Games, Storybook Characters, Clowns, Prizes, FUN!

**Holiday Shopping Blitz** – November 19<sup>th</sup> – One Stop Holiday Shopping with up to 20 vendors all under one roof on one night of festive food and fun!

**Holiday Open House** – December 13<sup>th</sup> – food and fun for the friends, volunteers and families of All-of-us.

**Alumni Reunion** – December 19<sup>th</sup> – A reunion for “All-of-us” to share stories, see old friends and maybe make new ones.

**Annual Feast Event** – February – In connection with our production of *Stuart Little*.

**The All-of-us Revue** – April – A dinner theatre “roast” event. Join us as a few of our youth mockingly portray some of Lansing's prominent people.

## More to come...

### COMMUNITY OUTREACH:

**A.C.T.O.R.S.** (**A**ll-of-us **E**xpress **C**hildren's **T**heatre **O**ften **R**eturning **S**torytellers) – is a troupe of home schooled youth that will travel at no charge to schools in the fall and winter. In spring they will offer “skits” they have written, at the Michigan Historical Museum based on many of the floor exhibits.

**SBST** (**S**tory **B**ook **S**tory **T**heatre) – a touring troupe that entertains at fairs, festivals, libraries, museums, etc. during the summer months.

### CLASSES:

**Audition Workshops** – Children come to a “mock” audition and learn what to expect when they come for the real thing.

**One Day Workshops** – Everything from earning Scout badges to Parent/Child workshops, with more ideas coming everyday.

**Saturday & Wednesday Academy** – Six – seven week courses that meet in Fall, Winter, and Spring. Past classes have included Intro to Acting, Creative Movement, Improv and Stage Combat.

**Summer Academy** – We currently offer a two week (8-day) **Drama Camp** that offers special concentration in different areas of drama depending on the age of the youth in each group. The group sizes are determined by enrollment numbers. Camp runs from 9-3 Monday –Thursday and there is a presentation for family and friends on the final day of camp.