



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



JUST THE FACTS

Photo by Andy Colwell



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.

A handwritten signature in black ink that reads "Barbara O. Korner". The signature is written in a cursive, flowing style.

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!

A handwritten signature in black ink, appearing to read "George Trudeau". The signature is fluid and cursive, with a large initial "G" and "T".

George Trudeau, director
Center for the Performing Arts



Photo by Cody Goddard

AX, PERLMAN, AND MA DEBUT AS TRIO AT EISENHOWER AUDITORIUM

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



Photos by Cody Goddard, except bottom left by Andy Colwell

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.

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.

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.

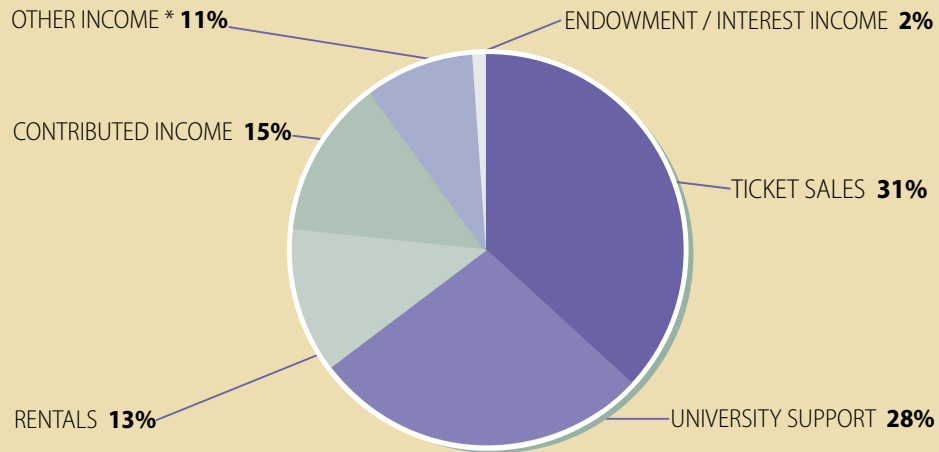
Center for the Performing Arts administrators value the endowment as a gift that will keep on giving, says Director George Trudeau.

"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."

INCOME AND EXPENSES FOR 2008-2009 FISCAL YEAR

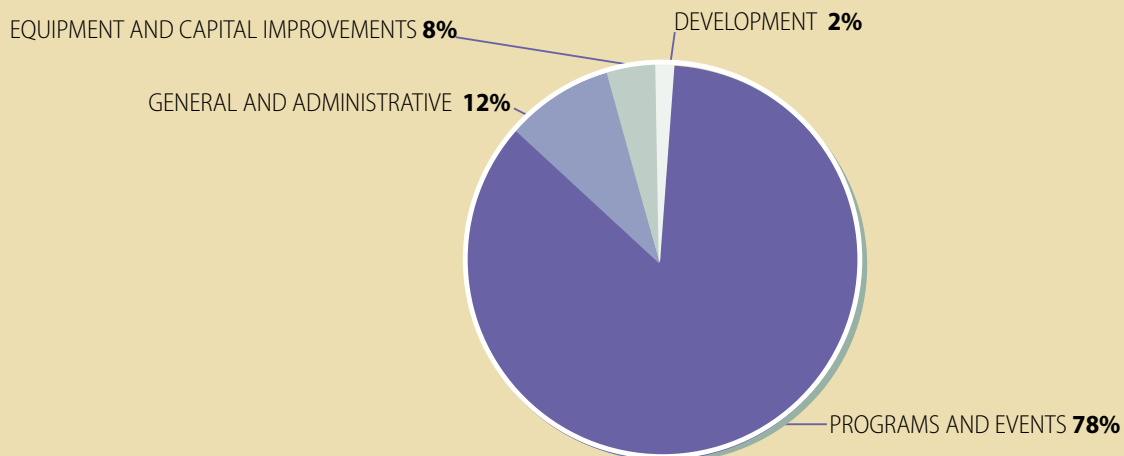
The Center for the Performing Arts organizational budget totaled \$3,666,220. Seventy-two percent of revenues were earned and contributed through tickets sales and services, facility and equipment rentals, performance program advertising, concession sales, fundraising, grants, and endowments.

INCOME



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

EXPENSES



AUDIENCE DEVELOPMENT INITIATIVES TOUCH THOUSANDS OF LIVES



Photos by Cory Goddard

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 Matrio 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.

LEKANDER EARNS 2009 DISTINGUISHED SERVICE AWARD



Photo by Cody Goddard

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 Director George Trudeau presents the Distinguished Service Award to Peggy LeKander.

CENTER FOR THE PERFORMING ARTS 2008-2009 PRESENTATIONS

Orion String Quartet
with David Krakauer, clarinetist
Tuesday, September 23 (SA)

CHICAGO
Wednesday, October 1

Jazz at Lincoln Center Orchestra
with Wynton Marsalis
Thursday, October 9

Sphinx Chamber Orchestra
Thursday, October 16

American String Quartet
with Timothy Deighton, violist
Tuesday, October 21 (SA)

HAIRSPRAY
Thursday, October 23

Mufaro's Beautiful Daughters
Dallas Children's Theater
Sunday, October 26

Angélique Kidjo
Thursday, October 30

Hubbard Street Dance Chicago
Thursday, November 6

Cirque Mechanics
Birdhouse Factory
Sunday, November 9

Warsaw Philharmonic Orchestra
Antoni Wit, general and
artistic director
Valentina Lisitsa, piano soloist
Thursday, November 13

Jimmy Heath Quartet
Thursday, November 20 (SA)

The Chamber Music Society
of Lincoln Center
Baroque Inspirations
Thursday, December 4 (SA)

Cinderella
State Ballet Theatre of Russia
Thursday, January 15

Charlotte's Web
TheatreworksUSA
Sunday, January 25

JESUS CHRIST SUPERSTAR
Tuesday, February 3

Chanticleer
An Orchestra of Voices
Saturday, February 7

Ying Quartet
Friday, February 13 (SA)

Magic Tree House: The Musical
Sunday, February 15

McCoy Tyner Quartet
Thursday, February 19 (SA)

Mariza
Tuesday, February 24

KODO
Wednesday, March 18

MOMIX
Lunar Sea
Thursday, March 26

Ax-Perlman-Ma
Monday, March 30

Blue Note Records
70th Anniversary Tour — On Tour
The Blue Note 7
Featuring Bill Charlap, Peter Bernstein,
Ravi Coltrane, Lewis Nash,
Nicholas Payton, Peter Washington,
and Steve Wilson
Wednesday, April 8

RUBEN STUDDARD
starring in
AIN'T MISBEHAVIN'
The Fats Waller Broadway Musical
also starring FRENCHIE DAVIS
Tuesday, April 14

The Acting Company/Guthrie Theater
Production of *Henry V*
Tuesday, April 21

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

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Diane Carter, M.S.N.
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Mimi Barash Coppersmith
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Dr. and Mrs. Alan Gordon
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Dan LeKander *
Bruce Miller and Dean LaVigne
Gerald Stein *

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THE JAZZ TRAIN

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Andrea Cotner and Edward Galus
David DiBiase and Cindy Brewer
Maribeth Giannone
for Marty
Lee Grover and Anita Bear
Bob and Helen Harvey
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Sara Willoughby-Herb
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John and Chris Nichols
Jack and Sue Poremba
John Mark Rafacz

Continued on the next page

THE JAZZ TRAIN cont.

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Edward Thompson
Dennis and Joan Thomson
Dan and Linda Trevino
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Connor Shea
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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.

CENTER FOR THE PERFORMING ARTS 2008–2009 STAFF MEMBERS

George Trudeau, director
Lea Asbell-Swanger, assistant director
Connie Gensimore, finance director
Tracy Noll, sales and development services director
Laura Sullivan, marketing and communications director
Amy Dupain Vashaw, audience and program development director
Pamela Aikey, contracts and logistics coordinator
Shannon Arney, assistant ticket manager
Erik Baxter, multimedia specialist
Shannon Bishop, downtown ticket center manager
Len Codispot, sales and development accounting coordinator
Gary Collins, production supervisor
Medora Ebersole, education programs manager
Lisa Faust, audience services manager
Deanna Heichel, assistant finance director
Tom Hesketh, events manager
Christine Igoe, ticket manager
Susan Keller, production coordinator
Urszula Kulakowski, art director
Scott Lindsay, network and systems analyst
Peg Lucas, marketing associate
Sherren McKenzie, group sales coordinator
Jennifer Pencek, associate editor
John Mark Rafacz, editorial manager
Wanda Scaife, assistant to the director
Dave Shaffer, assistant director for special programs
Mark Tinik, production coordinator
Brenda Zucco, finance assistant

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Photos by Coely Goddard

SAYING 'HELLO' TO NEW MEMBERS

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

Photos by Greg Grieco



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.



STUDENTS PARTY ON THE PATIO

Photos by Andy Colwell



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.