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Affordable Theater, Inc.

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This newsletter is for members and friends of Affordable Theater, Inc. of Los Altos, California. If you would like to receive a copy of your own, please contact us at: musings@affordabletheater.com

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10 Things You Didn't Know About...

Running A Theater

10. Sometimes take time off is the only way to get your momentum back.
9. It's hard to rent a commercial space without any money.
8. Your mainstage will only appear after you've given up hope.
7. Never discount the power of advertising.
6. The word "stipend" has more power than it should.
5. You will get twice as many good auditions for the small show than you will for the large.
4. Seeing a great performance will rekindle your desire to create.
3. Good actors are hard to hold on to.
2. Knowing you've reached even one member of the audience, makes it all worth it.
1. It's the hardest job you'll ever love. *

* Yes I realize that quote is most often used for parenting, but running a theater has often been mistaken for raising children so...

Up and Coming

Shakespeare 101

For the third year in a row ATI has been asked to bring *Shakespeare 101: An Introduction* to Pleasant Hill. Horizons Home Study was Sarah's Troupe's very first customer, and has been our staunchest supporter since that date. Each school year the parents at Horizon pick one of the California Shakespeare Theater's productions as the culmination of their fall curriculum. Since 2003 they have teamed up with the writers at ATI to give the student's a quick overview of Shakespeare in general, and a teasing glance at the specific show they will be seeing.



This third installment will include scenes from *The Tempest*, which the Horizon's students will be seeing at CalShakes in mid-October.

For this production our four newest members join ATI: Everett Goldner, Wil Robles, Sara Trupski, and Sharon Mahoney.

As an added bonus, Everett is also joining ATI's writing crew. You will see pieces of his work in this latest *Shakespeare 101*, and if all goes well in many of our future productions.

2005 Fundraiser

It's getting to be that time of year again, and ATI is gearing up for it's annual fundraiser. This year we will have an Italian theme. Guests will be treated to a sumptuous Italian feast, and entertained with the original work *Julius Santa*

Julius Santa is the classic Shakespearean tale of the fall of Julius Caesar with a Christmas twist. Join us as we watch the fall of the old empire, and hear those fateful words "Et tu Rudolph".

The Fundraiser will take place December 10 at the Carden El Elcanto Day School in Santa Clara.

Mark you calendars!

Recent Events

Hiatus

You may have noticed you hadn't heard from us in a while...

Beginning in April of 2005 ATI took some time off. Having just completed the incredible experience of competing as the California State Representative in the Region VIII AACTFest, the Board of ATI decided a time of rest was in order. It didn't hurt that our Technical Director was gearing up for her wedding, and our President was gearing up for both that, and her sister's wedding. It was a season of white!

Summer is traditionally a slower time for Sarah's Troupe, so we scheduled our season to begin with the first set of auditions in August. During this hiatus the Board of Directors continued to meet, and took this time to make sure that the theater was still heading in the right direction. The reinforced enthusiasm of everyone involved at the end of the hiatus was more than adequate compensation for the time off.

ATI's 3rd Birthday



On August 27, 2005 we welcomed everyone to come celebrate Affordable Theater's birthday!

Many of you joined us for a viewing of the 2005 AACTFest production of *A Game*.

A Game is a psychological drama about the effects of modern advertising (aka constant repetition of the

same information) on the modern public. Sadly for Dr. Henning, she chose three test subjects who seemed to only have the most basic grasp of reality to begin with...the test does not end well.



The party on the other hand ended very well. After the show we enjoyed cake and ice cream and spent time answering questions about ATI, and theater in general.

Technical Director's Note

A Home Of Our Own

We are thrilled to announce that Affordable Theater has just negotiated for a home of our own. The Wherry School of Redwood City will now house all of ATI's rehearsals and auditions, and if all goes well will be a home to our mainstage productions.

The school has two different stages. The interior area, where we are holding auditions and rehearsals, is a small proscenium. This cozy theater will be used for small productions and more intimate audiences. The outside stage is a large open thrust. This will be home to our grander productions, and will allow a far larger audience to enjoy the spectacle.

Shakespeare 101 has been the first cast to benefit from our indoor rehearsal space. Onsite storage means the cast had access to all the set pieces at every rehearsal.



It also means no fighting either cold or darkness as the weeks progress. On an ironic note, in the three years that ATI has been rehearsing at Serra Park we've never had a rehearsal rained out – our first night at the Wherry School the skies opened

up and poured around us. We have never been more grateful for a roof over our heads than at that moment.

We hope to make many modifications to the new building in the coming years. Our greatest challenge is to create a comfortable theater space without negatively impacting the Wherry School students. Our initial plans include resurfacing the outdoor stage, filling in an open area of the deck to increase audience space, and creating easier access to the restrooms from the outdoor stage. In order to transform both the indoor and outdoor areas into traditional stages we will install curtains and light bars.

Along with these essential modifications, our long-term plans include adding some luxuries. A refreshment stand, for example, would be a great addition to the site. There is an area that could serve in that function. Plans for this and other

Technical Director's Note (cont)

non-essential additions will be considered only after the basic modifications have been made.

As this will be ATI's first major construction project we will be taking the time to ensure we know all the requirements for holding mainstage productions. We will be checking Redwood City's and California's laws on access, bathrooms, food sales, occupancy, etc. We're looking forward to a long and healthy relationship with the Wherry School.

A home of our own has always been our greatest wish. From our inception the desire to hold mainstage productions with tickets that anyone can afford has been first and foremost. This relationship with the Wherry School will allow us to bring that dream to fruition. While we will continue to bring Sarah's Troupe productions to any and all bay area schools, this is the beginning of a whole new era for ATI.

Our Theater In A Box program was conceived almost three years ago, but has been unable to grow without a mainstage. Once we finish construction, bay area schools that don't have stages of their own will be able to use our theaters to produce shows of their own. With the help of the staff at ATI, students will be given the opportunity to design, direct, build, and create an entire production. This sort of hands-on experience is irreplaceable, and we will be delighted to be able to provide it.

This building will also give us the opportunity to expand our workshops. We have had requests for classes that require either multiple days, or equipment that can't be transported. In coming years we will offer classes on everything from set painting, to lighting design, as well as season-long internships in areas of directing, acting, design, and house-management.

We thank you for all your support during ATI's initial years, now enjoys the fruits of those labors – join us in 2006 for the opening production of the 5th Avenue Playhouse!

How You Can Help

All contributions, whether goods, services, monies, or time, are deeply appreciated.

Please contact us at giving@affordabletheater.com.

Affordable Theater, Inc is a non-profit corporation under tax code 501(c)(3). As such, all contributions qualify for a tax deduction, as well as our undying gratitude.

ATI has a store!



Working with Café Press, Affordable Theater can now offer you the chance to show your support by owning ATI branded merchandise!

Visit:
www.cafepress.com/ati

There you can find t-shirts, sweatshirts, hats, mugs, and dozens of other ATI items.

Purchases from the ATI store do not constitute donations and are therefore not tax deductible, but they do generate a small profit for the theater. While we have the option of charging significantly more for each item, we decided we'd rather our patrons be able to bring them home! Sadly Café Press at this time does not go through iGive, but we'll definitely update you if that changes!



Just a few of the products you'll find...

...at www.cafepress.com/ati



Useful Information

Giving Links

New!

eScrip

<https://secure.escr.com/jsp/supporter/registration/step1.jsp>

PayPal

<https://www.paypal.com/us/cgi-bin/webscr?cmd=p/ema/index-outside>



iGive.com

<http://www.iGive.com/html/refer.cfm?memberid=99251&causeid=28378>



Email Lists

Click on the link to join a list, or adjust your settings.

Actors

Auditions, and other actor-specific notices.

<http://lists.affordabletheater.com/mailman/listinfo/atiactors>

Musings

The ATI Newsletter.

<http://lists.affordabletheater.com/mailman/listinfo/atimusings>

Everyone

A public list for anyone involved with ATI.

<http://lists.affordabletheater.com/mailman/listinfo/everyone>

