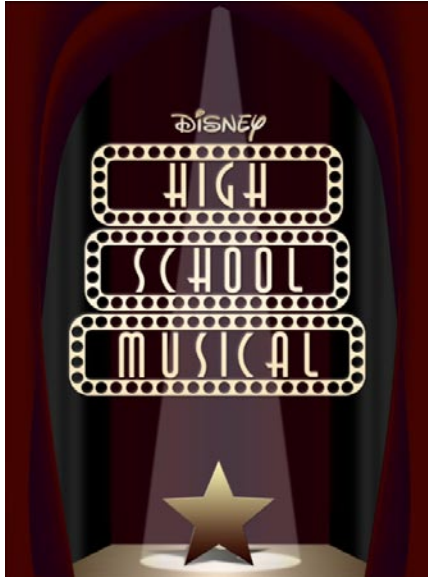


# Membership Matters

July 2011



July 15-24

Wednesday & Thursday  
discount nights  
with all seats \$15



[Click to Preview  
High School Musical](#)

### Important Dates

July 15-24:

"High School Musical"

July 18-19, 7pm, Auditions for 2 shows:

["I Love You, You're Perfect, Now Change"](#)

["The Little Dog Laughed"](#)

August 5-7:

"Tale of a West Texas Marsupial Girl"

August 13, 1-4pm:

Basket Party

August 19-21, at Reading Public Museum:

"Aspects of Love in Concert"



[Click to See Review at the  
Pottstown Mercury Blog](#)

[Click to see  
Reading Eagle Weekend](#)

### **Pardon our Absence!!**

Membership Matters is back online  
after technical difficulties changing to  
our new internet domain host.

[Click here & check out the  
May and current July issues.](#)

### **Put your name on a new Genesisus Seat!**

Genesisus is getting new seats later this year,  
thanks to the generosity of Kutztown  
University as a result of its Schaeffer  
Auditorium renovation.

*See the handy form at the end of this  
newsletter!*

### **Membership Renewal Apologies!!**

*It seems that the Post Office  
delivered our April membership  
renewal letter in June.*

*\$25 renewals are still welcome,  
but we love donations!*



*Bat Boy,  
The Musical  
June 2011*



## Join us for the 2nd Annual Basket Party Fundraiser!!



**RE-SCHEDULED**

**Date: August 13th 2011 Time: 1 to 4 pm**  
**Location: Genesis Theatre**  
**153 N. 10th St., Reading, PA**  
**Entry Tickets: \$15.00 (inc. 10 raffle tickets)**

Join us for an afternoon of fun, fabulous themed gift baskets.

Come test your luck in our raffle and win one of the many Themed Gift Baskets that have been donated by friends, family, and members of Genesis!  
Don't forget to hold on to your entry ticket to possibly win one of our many door prizes!  
Additional raffle tickets will be sold at the door for your raffling pleasure.

A Basket Party is something like a silent auction.  
Come and peruse the fantastic themed gift baskets and  
if you see something you like simply  
drop your raffle ticket in the bag assigned for that basket and cross your fingers!!

There's always a basket for every ones tastes.  
Whether its a Margaritaville Basket with all the makings in it of a yummy margarita,  
The Macho Man Basket full of tools and other manly things,  
The Basket full of treats and toys for your family pet, or  
The True Colors Basket full of art supplies to make any youngster smile.

We hope to see you at this event supporting local theatre!  
Help Keep the Arts Alive in Berks County!

*For more information or tickets*  
*Email Zach at [ztf5011@psu.edu](mailto:ztf5011@psu.edu)*

GENESIUS THEATRE  
General Membership Meeting  
June 14th, 2011

In Attendance: Abbe Dillon, Brian Fichthorn, Barry Ewald, Hope O'Pake, Dave Neel, Kirk Lawrence, Phil Levesque, Jordan Baylor, Marge Ewald, Jamie Howard, Donna Robinson, Laura Kruse, Katie Mohn, Chris Sperat, and Zach Frantz

Call to Order: The meeting was called to order by Brian Fichthorn at 6:34 pm.

V.P. Nominations – Kirk motioned to nominate Katie Mohn as Vice President. Barry Seconded. Barry closed the nominations after no other nominations were present. The membership voted Katie Mohn in as the Vice President for the next two years.

Treasurer – Barry motioned to nominate Dave Neel as Secretary. Hope seconded the motion. Barry closed the nominations after no other nominations were present. The membership voted Dave Neel in as the Treasurer for the next two years.

Newsletter – At this moment, we are unable to get the newsletter online. But please remember that the basket party is on the 25<sup>th</sup> of this month!!

Financial – Brian presented to the general membership about finances after the past three shows. After production costs, but not copy costs, Fantasticks and Romeo and Juliet made several thousand dollars each, and Bat Boy lost close to a thousand.

Advertising –

- Katie and Kirk are working with the Crown Plaza to get display cases that promote the season and also the upcoming show. They are working with Dave Reppert to get these cases together.
- We need to advertise our shows sooner and better. Advertising is the key to selling our shows and it has not happened.
- We also need to think about finding a Season Sponsor or sponsors for all of our shows.
- Marketing Committee will now be run by Katie, Donna, Marge, and a handful of other members who attended the meeting tonight.

Membership – To date, the membership of the theatre is 61, which does not include High School Musical. We need to figure out why the mailing did not go out or why we have not received anyone's membership.

2012 Season – The committee will be headed by Chris and Kirk. Added to the committee will be Marge and Barry. At this moment, we have <show name confidential for this publicly available newsletter due to contractual obligations> and Xanudu. It was brought up about doing less shows to help give time for rehearsals and time to get shows ready. An email will go out to members when the committee will present the season. Katie brought up about giving a survey to guests to see what shows they would like to see in the theatre so that we have a better idea of what we could see out.

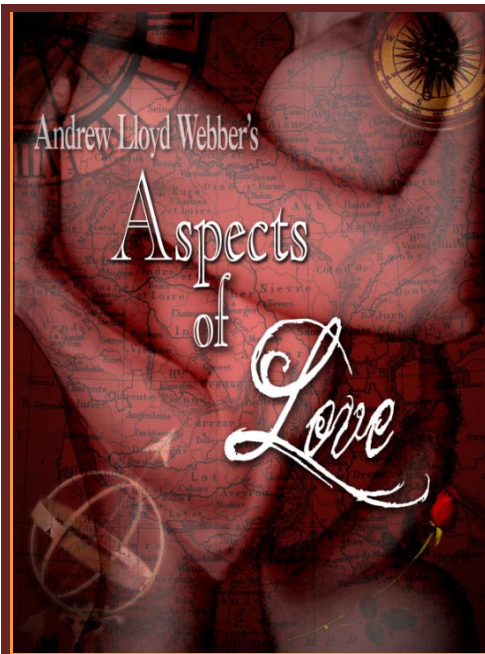
Ricktown – A meeting will be happening July 13<sup>th</sup> at 8 am. Please contact Abbe or Brian for more information.

Main Street – Planning is still happening with the project but the hope is to have more information in the Fall.

Fundraising – Donna Robinson presented a project called Powerup which deals with competing electricity companies. We make a website and have people sign up and get \$4 each month for every person we have sign up. She is going to head this project for Genesisus. Other items were brought up GoodSearch.com and DonorSource.com. They both are websites that donate money for each search someone does on the website.

Adjournment: The meeting was adjourned at 8:10. Thank you to all who came out tonight!

*Respectfully Submitted..... Zach Frantz , Secretary*



Genesisus Theatre is proud to continue its collaboration with the Reading Public Museum by presenting a concert rendering of Andrew Lloyd Webber's Internationally Acclaimed Musical ASPECTS OF LOVE.

Spanning three generations, this bold and ambitious chamber opera, heralded by critics as "a masterpiece" and a "triumph", explores the landscape of the human heart.

The Genesisus production stars acclaimed singer/actress Maria Damore as "Rose Vibert", a tempestuous French actress whose affair with young "Alex Dillingham" (played by Genesisus favorite Jon Browning) sets the plot in motion. Genesisus leading man Kirk Lawrence is featured as "George", Alex's worldly uncle, and Anita Lews recreates her performance of "Giulietta", a role she played in the Berks County premiere of the show in 2003. Kathryn Majewsky and Katie Ott share the role of "Jenny Dillingham".

With direction by Christopher Sperat, Music Direction by Dave Neel and choreography by Amanda Leam Guistwite, ASPECTS OF LOVE promises to be theatrical event of the summer. Last year's production of EVITA played to oversold houses for all three performances. Be sure to join us this year for what Clive Barnes of the New York Post called, "Easily the best musical on Broadway! A great night for love and lovers!"

.....Chris Sperat

### **From the House Manager**

As we all know, it is very important for every Genesisus Member to get involved at the theatre --- after all --- look at the name of this Newsletter ... Membership Matters. And it does. There are so many needs and so many ways to help out. One of the easiest ways to get involved is to volunteer to be an usher at one of our many performances. As an usher, you are required to be at the show an hour and a half prior to curtain to help with cleaning the theatre to make sure it is ready for our patrons. Typical tasks include emptying waste baskets, replenishing supplies in bathrooms, vacuuming the lobby, picking up candy wrappers from the seating area, folding programs and setting up concessions. For this hour and a half investment - you will be able to watch the show for free! For each show, an email is sent out to people asking if they are interested in ushering. You may reply to the email or sign up on a spreadsheet via a link that is provided. And, please look for notes regarding required attire -- we are trying to 'clean up our act' and present a consistent and professional image to all of our patrons and guests.

In addition to ushering, the theatre is always in need of help with cleaning. Before a show starts, during the run of a show, and during the weeks when there are no performances we need to keep up with the cleaning and maintenance at the theatre. If you would like to be involved with this on-going effort, please email me at [ztf5011@psu.edu](mailto:ztf5011@psu.edu).

Sign-up at this link and bookmark it! [Click here for Spreadsheet and then Bookmark it](#)

.....Zach Frantz

## **Genesis Theatre Contact Information**

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Office: 610.371.8151

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[www.Genesiustheatre.org](http://www.Genesiustheatre.org)

[www.facebook.com/genesiustheatre](http://www.facebook.com/genesiustheatre)

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Treasurer: Dave Neel - [dneel@prod-sol.com](mailto:dneel@prod-sol.com)

Secretary: Zach Franz - [ztf5011@psu.edu](mailto:ztf5011@psu.edu)

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House Manager: Zach Frantz - [ztf5011@psu.edu](mailto:ztf5011@psu.edu)

Production: Rod Snyder - [masterrod27@aol.com](mailto:masterrod27@aol.com)

Marketing: Abbe Dillon - [adillon3@comcast.net](mailto:adillon3@comcast.net)

Membership: John Gancar - [jgancar@gabchealth.org](mailto:jgancar@gabchealth.org)

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Readers Theatre: Marjory Ewald - [mewald6868@aol.com](mailto:mewald6868@aol.com)

Footlights: Jamie Howard - [jamiehoward@me.com](mailto:jamiehoward@me.com)

Photographer: Shannan Denlinger - [xxllrain79xx@yahoo.com](mailto:xxllrain79xx@yahoo.com)

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