



CTAM
Community Theatre Association of Michigan

CALLBOARD

September 2025

Are you going?

Fall Conference set for Midland on Saturday, September 27!

The final details for the CTAM Fall Conference have come together nicely and we're pleased to share the information with everyone about the crowning jewel in the CTAM annual events. Everything will be happening on Saturday, September 27, from 9:00 to 4:00.

It will be held in Midland, a central location for most people. The Midland Central Auditorium is a wonderful location for our event with spacious parking and convenient meeting rooms and auditorium.

Registration is only \$25 and gets you three workshops or roundtables, staged readings of the three winners from this year's 10-minute playwriting competition, and lunch -- a bargain by any measure!

Each class session is 75 minutes long and the full schedule is shown on Page 3. Our corporate sponsor, Ludus, will be onsite to provide office hours and answer any questions you may have about their ticketing services.

To register for the conference, please [REGISTER ONLINE HERE](#)



HELPING COMMUNITY THEATRE *THRIVE* IN MICHIGAN SINCE 1951!



Community Theatre Association of Michigan

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Callboard

Editor Mary Lou Britton

This is the official newsletter of the Community Theatre Association of Michigan, issued monthly to all group affiliates and individual members with e-mail addresses on record. Distribution is by e-mail with a link to the newsletter on the association website. Back issues are available on the association website. Correspondence to the Callboard should be sent to maryloubritton@gmail.com. Updated e-mail and postal addresses are maintained by the Administrator and should be sent to CTAMthrives@gmail.com.

Special offer for CTAM workshop assistance ending

Through the CTAM On The Road to You workshop program, member groups have a wonderful opportunity to provide their members with educational, in-person workshops for the upcoming season.

CTAM will help bring in a quality workshop leader for whatever topic you and your members feel the need to work on. CTAM will pay the full stipend of \$200 and mileage for any workshop scheduled before September 30, 2025. Take advantage of this great opportunity. Bring to your theatre a workshop on intimacy, acting, sound or lights, directing, marketing/sponsors, board development and more.

For more information, please contact CTAM administrator Mary Jo Denolf at CTAMthrives@gmail.com.

Roundtable Offerings at Fall Conference

Roundtables will be offered during each workshop session as a fourth choice. Everyone gets a chance to hear what other groups are doing!

Inventory and Insurance – This roundtable explores the importance of tracking the resources your organization owns, knowing the value of those resources and how that can help you plan your season and be prepared for upgrades and disasters.

Marketing Best Practices – This roundtable is exactly what it sounds like. Join us as our leaders provide their best practices that will help you with the ultimate goal: butts in seats!

Season Optimization & Resource Planning – This roundtable dives deeper into season planning by understanding the technical and human resources of your organization and how to use that to help plan your season.



Conference Schedule for Saturday, September 27, in Midland

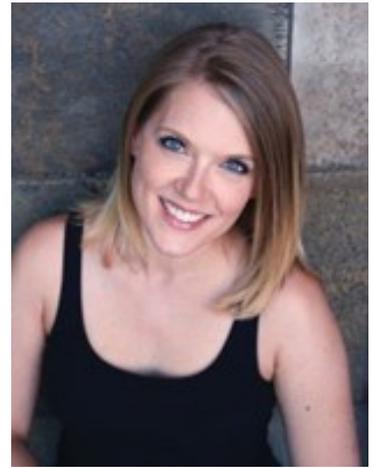
8:15 am - 9:00 am	Registration Coffee & Donuts
9:00 am - 9:30 am	Welcome and introductions, + Staged Reading #1 Auditorium
9:30 am - 9:45 am	Break
9:45 am - 11:00 am	Class Session <ul style="list-style-type: none"> • Volunteerism w/ Emily Anderson • Producing New Works w/ Trinity Bird • Truth in Acting w/ Jason Applegate • Inventory & Insurance Roundtable
11:00 am - 11:15 am	Break
11:15 am - 12:30 pm	Class Session <ul style="list-style-type: none"> • Picking a Season w/ Jason Applegate • Producing New Works w/ Trinity Bird • Lights & Sound Tech w/ Marty Golub • Marketing Best Practices Roundtable
12:30 pm - 1:30 pm	Lunch / Upstairs Meeting Room
12:45 pm	Ludus Presentation (15 mins)
1:15 pm	Staged Reading #2
1:30 pm - 1:45 pm	Break
1:45 pm - 3:00 pm	Class Session <ul style="list-style-type: none"> • TikTok & Social Media w/ Emily Anderson • The Business of Theatre w/ Amy Spadafore • Lights & Sound Tech w/ Marty Golub • Season Planning & Resource Optimization Roundtable
3:00 pm - 3:15 pm	Break
3:15 pm - 4:00 pm	Stage Reading #3 + Final Wrap-Up



TikTok, AI, and Snapchat, Oh My!

Taught by Emily Anderson

How to use technology and social media to advance your brand, engage your volunteers, and sell your season. Join us as our expert helps you navigate the strange new world of TikTok, AI, Snapchat and more. She'll show you how to harness these technologies to help your organization put butts in seats and grow your organization.



The Volunteer Factor

Taught by Emily Anderson

How to keep your volunteers coming back again and again. Learn proven techniques that help you recruit and retain volunteers, ensuring they feel valued in addition to bringing value to your organization.

ABOUT EMILY:

Emily has been “theatrical” since she was born (just ask her mom). She put her penchant for the dramatic to good use at the age of 13 and hasn’t looked back since. She has racked up a list of over 50 productions at her home theatre, Midland Center for the Arts, but has also enjoyed performing with Creative 360, Central Michigan University, and Six Eleven Theatre Company in Chicago. A self-described “double threat”, Emily’s primary passions are acting and singing but she also loves directing and has worked in props, costumes, and stage management (a role in which she failed miserably.) Emily has devoted her career to Arts Management, having served on the boards of Midland Center for the Arts, CTAM, Teenage Musicals Inc, and the American Association of Community Theatre (AACT). She is the Coordinator of Marketing and Outreach for the Department of Theatre and Dance at Central Michigan University where she spends her days pretending she’s still 20 years old. When she’s not at the theatre (ha!), Emily enjoys hanging out with her husband, Jason, and their four kids. She loves to travel, eat cheese, and cheer for the Green Bay Packers!

Behaving Truthfully, An Acting Workshop

Taught by Jason Applegate

“Acting is behaving truthfully under imaginary circumstances.” This quote by Stanislavsky is familiar to most actors. But what the heck does it mean? How do you behave *truthfully*? What are the imaginary circumstances? This workshop will help actors to find strategies to connect with the words on the page, to look for clues as to what motivates their character to say and do what is written on the page in a way that feels authentic for both the actor and the audience.

The Circus of Planning a Season

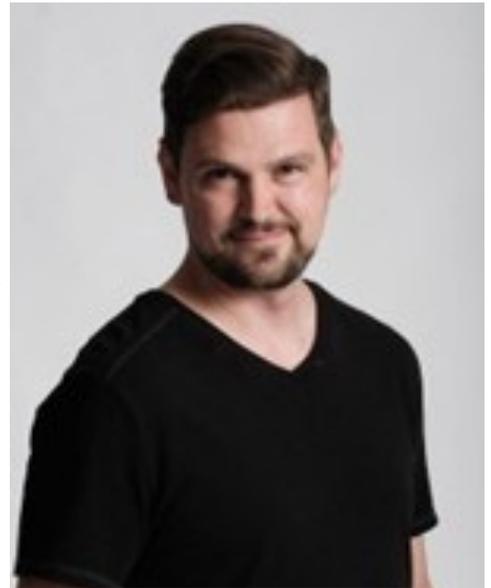
Taught by Jason Applegate

Choosing an upcoming season for your community theatre can be quite the circus. This workshop will help you find the tent poles around which to build your season. It will help you find the shows that provide the best opportunities based on your resources, especially your most important resource – your volunteers! It will also help you to choose productions that will challenge your theatre to grow and diversify.



ABOUT JASON:

At the age of twelve, Jason vividly remembers being imprisoned in the cabin of a pirate ship. In the dark, he loudly whispered to an adult pirate that he had forgotten his prop glasses. That striped shirt savior taught Jason that theatre is a team sport – an art form that depends upon everyone, actors and crew, to create a narrative world for us all to live in for a short time. Since then, Jason has been involved in over 25 productions as an actor or crew member and over 50 productions as a director. Jason has been teaching theatre to young artists for over 20 years now, and he has learned as much from them as he hopes they have learned from him. Outside of theatre, Jason loves to write, watch football, and geek out about superheroes, fantasy, and science fiction. In all his creative adventures, he has been supported by his partner in crime, Emily. Their biggest adventure has been raising four kids who, thankfully, are all as fascinated by the creative arts as their parents are.



Producing New Works

Taught by Trinity Bird

A masterclass in developing and producing new works that engage your audiences and enhance your theatre. Since 2014, The Sauk in Jonesville, Michigan, has hosted its annual Plays-in-Development series, dedicated to fostering new theatrical works. Each year, they present staged readings of new and in-process plays, followed by post-performance discussions to engage audiences and gather valuable feedback for playwrights. The Sauk also has a history of producing new works in their annual “Shorts Shorts,” “24-Hour Theatre” and, sometimes, in their main season as well.

In this session, you’ll learn how the Plays-in-Development series was created, its impact on the theatre and community, how it helped introduce an audience to accepting new works and practical tips for launching similar initiatives in your own organization.

This class will be offered twice.

ABOUT TRINITY:

Trinity Bird has served as The Sauk’s Executive Director since 2015, though his involvement began in 1997 as an actor, director, and volunteer. His directing credits at The Sauk include Les Misérables, Titanic, Pippin, two AACT NewPlayFest world premieres and his own original adaptation of A Christmas Carol. Trinity’s experience with new works development and community engagement makes him the perfect guide for this workshop.



Moving from Analog Audio & Incandescent Lighting to Digital Audio and LED Lighting

Taught by Marty Golub

Are you ready to take your theatre productions to the next level? Meet Marty at the CTAM Fall Conference, your go-to guy for all things theatrical! Whether its lighting design on a budget to audio mixing and optimizing your sound system or maximizing the use of projections to enhance your show, Marty can cover it all.

This class will be offered twice.

ABOUT MARTY:

When he's not with his clients, he's hanging out at Twin City Players in St. Joseph MI. Marty has an MA in Theater Leadership and stays busy after work doing Scenic & Lighting Design for regional theaters. He & his wife Wendy met during a production of The Pajama Game and have three thespians and 3 grand-thespians. When you need to have the latest and greatest equipment to make your shows shine bright, don't settle for an impersonal online experience, come see Marty at CTAM and let's make magic happen together!



The Business of Art & the Art of Business

Taught by Amy Spadafore

In this class we explore how we can best put our production skills and expertise to use in the administrative side of running a theatre. For everyone who was told to “have a backup plan” when they declared theatre as their major and anyone who finds themselves developing their theatre’s marketing plans during the day and belting solos at night, this workshop will help you creatively and confidently put what you know about showbiz toward the biz of the show.

This class will only be offered once.

ABOUT AMY:

Amy was born and raised in Saginaw County. She holds a BS in Arts Management from Western Michigan University, is a stage manager by trade, a director by choice, and an actor by force. Amy was an active Pit & Balcony volunteer prior to taking the helm in 2016 and is a member of the Michigan Arts & Culture Council's 2019 class of Rising Leaders and was recently appointed as the chair of the Michigan Arts & Culture Council by Governor Whitmer. Amy is thoroughly engaged with the arts community and enjoys advocating for arts & culture initiatives on local, state, and regional levels, collaborating with economic developers, and creatively working toward a more vibrant, inviting, and inclusive community.



Hotel Accommodations: We shortened the schedule to hopefully eliminate the need for lodging, but if people want to come in Friday night, the Fairfield Inn by Marriott is the closest but the Holiday Inn Midland is a bit cheaper and just a 15 minute drive from the auditorium.



Michigan Theatre -- Fall 2025

The Sauk	<i>Girls Weekend</i>	September 11 - 14, 2025
Glen Arbor Players	<i>Plaza Suite</i>	September 12 - 20, 2025
Avon Players Theatre	<i>Prince of Egypt</i>	September 12 - 27, 2025
Old Town Playhouse	<i>Sister Act (main stage)</i>	September 12 - 27, 2025
Players Guild of Dearborn	<i>The Cottage</i>	September 12- 28, 2025
Village Players of Birmingham	<i>Man of La Mancha</i>	September 12 - 28, 2025
Stagecrafters	<i>Tuck Everlasting</i>	September 12 - 28, 2025
Northern Lites Readers Theatre	<i>Winners - winning the age game</i>	September 13 & 14, 2025
Calumet Players	<i>Oliver</i>	September 18 - 28, 2025
Grosse Pointe Theatre	<i>The Lifespan of a Fact</i>	September 19 - 21, 2025
Kalamazoo Civic Theatre	<i>Camelot</i>	September 19 - 28, 2025
Monroe Community Players	<i>Murder Comedy Mysteries of 1940</i>	September 25 - 28, 2025
Players de Noc	<i>Don't Mention My Name</i>	September 25 - October 4, 2025
Pit and Balcony	<i>You're a Good Man Charlie Brown</i>	September 26 - October 5, 2025
Pinckney Players	<i>M.A.S.H.</i>	October 2025
Buckham Alley Theatre	<i>Doubt</i>	October 3 - 5, 2025
Holland Community Theatre	<i>The Mousetrap</i>	October 3 - 18, 2025
Enter Stage Right	<i>Dracula</i>	October 3 - 19, 2025
Bay City Players	<i>ART</i>	October 10 - 12, 2025
Southgate Community Players	<i>The Crucible</i>	October 10 - 18, 2025
Kalamazoo Civic Theatre	<i>You're A Good Man, Charlie Brown</i>	October 10 - 19, 2025
Stagecrafters	<i>Amy and the Orphans</i>	October 10 - 19, 2025
Muskegon Civic Theatre	<i>Dracula A Comedy of Terrors</i>	October 10 - 25, 2025
Rosedale Community Players	<i>Tracy Jones</i>	October 10 - 25, 2025
Ann Arbor Civic Theatre	<i>Junie B. Jones</i>	October 16 - 19, 2025
The Sauk	<i>The Outsiders</i>	October 16 - 26, 2025
Clio Cast and Crew	<i>Rehearsal for Murder</i>	October 17 - 26, 2025
Tawas Bay Players	<i>The Marvelous Wonderettes:</i>	October 17 - 26, 2025
Twin City Players	<i>Ken Ludwig's Baskerville</i>	October 17 - November 2, 2025
Alpena Civic Theatre	<i>Deer Camp - The Musical</i>	October 23 - November 1, 2025
Glen Arbor Players	<i>An Inspector Calls</i>	October 24 - 26, 2025
Old Town Playhouse	<i>The Rocky Horror Show (main</i>	October 24 - November 1, 2025
Ann Arbor Civic Theatre	<i>Dracula: A Comedy of Terrors</i>	October 24 - November 2, 2025
Kalamazoo Civic Theatre	<i>Disney's Frozen Jr.</i>	October 24 - November 2, 2025
Audio Air Force	<i>Halloween Special "The Night Shift:</i>	October 31, 2025
Lapeer Community Theatre	<i>Cry of the Banshee</i>	October 31 & November 1, 2025

* Indicates youth production. ** Second stage production

✓ If your information is incorrect or missing and you are an affiliate group of CTAM, please send the correct information to CTAMthrives@gmail.com to be included in the next issue.

