



# Press Release

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## 2010 TCG National Conference: IDEAS INTO ACTION

A successful urban planner, an innovation guru, a new NEA program director and a 27 year-old “important new thinker” shake up assumptions at TCG National Conference

### Keynote address by Jonah Lehrer

Best-selling author of *Proust was a Neuroscientist* and *How we Decide*

New York --- Theatre Communications Group (TCG), the national organization for professional not-for-profit theatre announces its 2010 conference: Ideas into Action. From June 17-19, 2010, the theatre community will come together in Chicago to explore bold new solutions to the major challenges facing the theatre field, cultivate a community that strengthens and nourishes theatres and hear from artists and other thought leaders who will inspire strategic thinking and action.

For over 30 years, the TCG National Conference has offered the only forum in which the national American theatre community comes together for this kind of artistic and intellectual exchange. Within the conference, attendees meet in large plenary sessions designed to expand the field’s thinking and contextualize the moment in which it operates; and in breakout sessions largely designed to address the immediate concerns of the field. The event also provides time for attendees to connect with their colleagues and form relationships that will sustain them between conferences.

“Last year, we examined the landscape within which we were working,” said Teresa Eyring, TCG executive director. “We looked at some of the major challenges faced by the theatre field: changes in leadership, economic uncertainty, a diversity of aesthetics, technological advances, the possibilities of the future and the evolving nature of global relationships.”

“This year, we will dig even deeper,” Eyring continued. “The 2010 TCG National Conference is an opportunity to explore bold new solutions, cultivate a community that strengthens and nourishes work and allows us to hear from theatres, artists and other thought leaders who will inspire strategic thinking that leads to action.”

Recognizing the complexity of our field and our society today, TCG will curate the three-day gathering around four main motifs. **Artists and Artistry** will allow participants to explore the lives of individual artists today and the subjects of artistic risk-taking and the creation of new and ambitious works, while considering how this type of work can be more fully supported and sustained. **Race and Gender** examines the multi-layered definitions of diversity including trans-nationalism, generational approaches to diversity, gender disparity and questions of religious tolerance. The third motif, **The Arts Learning Continuum**, will focus on arts education in schools, lifelong learning opportunities and training programs for artists and administrators. Lastly, **Creative Ecology** will explore the relationships of creative ecosystems (local, national, and international) as well as creative industries (broadly defined to include the performing arts, the advertising industry, technology, social media, architecture and more) and their impact on our art form, artists, audiences and communities.

As in past conferences, TCG also invites a variety of experts from across professional lines to address and engage with this unique and dedicated gathering of theatre professionals. In 2010, guest speakers include best-selling author, **Jonah Lehrer**; the president and CEO of CEOs for Cities, **Carol Coletta**; the president of the Doblin Group, **Larry Keeley**; and director of theater and musical theater at the NEA **Ralph Remington**.

**Jonah Lehrer** has been hailed as **an important new thinker** by *The Los Angeles Times* and is the author of *Proust Was a Neuroscientist* and the instant bestseller, *How We Decide*. Captivating, accessible, and never dull, he talks about how we make decisions -- and how we can make better decisions. "Lehrer ingeniously weaves neuroscience, sports, war, psychology, and politics into a fascinating tale of human decision making," says Dan Ariely (*Predictably Irrational*). "He makes us much wiser."

Currently, he is a contributing editor at *Wired*, *Scientific American Mind* and NPR's "Radio Lab." He has also written for *The New Yorker*, *SEED*, and *The Washington Post*.

**Carol Coletta** is president and CEO of CEOs for Cities and host and producer of the nationally syndicated public radio show Smart City ([www.smartcityradio.com](http://www.smartcityradio.com)). Previously, she served as president of Coletta & Company in Memphis. She is a highly sought after speaker on the success formula for cities and creative communities and is frequently interviewed as an expert on **urban issues** by national media.

In 2008 she was named one of the world's 50 most important urban experts by a leading European think tank. Most recently, she was named the recipient of the Lamda Alpha International 2009 International Journalism Award for her work with CEOs for Cities and Smart City, and as one of the top 50 urban thinkers of all time by readers of PLANetizen.com.

**Larry Keeley** is a strategist who has worked for 30 years to develop more effective innovation methods. He is president and co-founder of Doblin Inc, an innovation strategy firm known for pioneering comprehensive innovation systems that materially improve innovation success rates. He lectures frequently, publishes regularly and is completing a book on innovation effectiveness, "The Taming of the New" - an exhaustive analysis of innovation and the superior methods that drive ROI (return on investment).

*BusinessWeek* named Keeley one of seven **Innovation Gurus** that are changing the field, and specifically cited Doblin for having many of the most sophisticated tools for delivering innovation effectiveness. In 2010, they also selected Keeley as one of the 27 most influential designers in the world, a phenomenon Keeley himself found to be a head scratcher, since he is not actually a designer.

**Ralph Remington** serves as the **Director for Theater and Musical Theater at the National Endowment for the Arts**. He is responsible for the grantmaking processes for theatre and musical theatre, developing partnerships to advance the theatre field as a whole, and leading large-scale theatre projects such as the NEA's New Play Development Program.

Most recently, Mr. Remington was a city council member of the City of Minneapolis, representing Ward 10 from 2006 through 2009. From 2001-02, Mr. Remington served as artistic associate and director of community engagement with Arena Stage, overseeing all of the company's outreach and education programs and a staff of 19. Mr. Remington is founder of Pillsbury House Theatre and served as producing artistic director until 1999.

Support for TCG's 2010 national conference provided by The Boeing Company, The Chicago Community Trust, The Richard M. Driehaus Foundation, Easy-Ware Corporation, Fisher Dachs Associates, The MacArthur Foundation, National Endowment for the Arts and Target Resource Group.

#### **About the TCG National Conference:**

The TCG National Conference brings together approximately 800 theatre professionals from across the nation and around the world for meetings, speeches, performances and a chance to explore the local theatre community.

The 2010 Conference will be held in **Chicago, Illinois from June 17-19** at the [Palmer House Hilton](#) - 17 E. Monroe Street, Chicago, IL. TCG's host is The League of Chicago Theatres. In addition to the Palmer House, conference activities will be held at Chicago Shakespeare Theater, The Goodman Theatre and Steppenwolf Theatre Company.

For more information and registration, go to [www.tcg.org/conference](http://www.tcg.org/conference).  
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# **Ideas into Action**

## **2010 TCG National Conference**

The **Pre-Conference**, June 16-17, Chicago, IL

### **Theatre Education Assessment Models (TEAM)**

This program will equip Theatre Education Directors with the training and tools to tabulate and articulate the effectiveness of their education programs through accessible, valid, and reliable assessment analysis. Support for this program provided by The Max and Victoria Dreyfus Foundation Inc., The Seth Sprague Educational and Charitable Foundation and The Dana Foundation.

### **The TCG/American Express Leadership Boot Camp**

This program will offer a two-day professional development pre-conference workshop bringing together pairs of leaders (an established leader and an emerging leader) from 20 theatres across the country. This program is funded in full by the American Express Foundation.

### **The Network of Ensemble Theaters presents NETWorks: The ABCs of Today's Creative Touring Partnerships**

In this shifting arena, what do ensembles and companies need to know as they prepare to tour—or re-think how they tour? Led by touring artists and “activist presenters,” this artist-centered workshop will map the touring landscape, build skills and share resources to prepare artists and companies to go out on the road.

#### **TCG Member Theatres in Chicago:**

About Face Theatre  
Chicago Children's Theatre  
Chicago Dramatists  
Chicago Shakespeare Theater  
Collaboraction  
Court Theatre  
First Folio Theatre  
Free Street Theater  
Goodman Theatre  
The House Theatre of Chicago  
The Hypocrites  
Illinois Theatre Center  
Lookingglass Theatre Company  
The Neo-Futurists

Next Theatre Company  
NightBlue Theater  
Northlight Theatre  
Pegasus Players Theatre  
Piven Theatre Workshop  
Redmoon  
A Red Orchid Theatre  
Silk Road Theatre Project  
Steppenwolf Theatre Company  
Teatro Vista  
Timeline Theatre Company  
Victory Gardens Theater  
Writers' Theatre

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Theatre Communications Group (TCG), the national organization for the American theatre, exists to strengthen, nurture and promote the professional not-for-profit American theatre. Founded in 1961, TCG's constituency has grown from a handful of groundbreaking theatres to nearly 700 member theatres and affiliate organizations and more than 12,000 individuals nationwide. TCG offers its members networking and knowledge-building opportunities through conferences, events, research and communications; grants approximately \$2 million per year to theatre companies and individual artists; advocates on the federal level and serves as the US Center of the International Theatre Institute, connecting its constituents to the global theatre community. TCG is the nation's largest independent publisher of dramatic literature, with 11 Pulitzer Prizes for Best Play on our booklist; it also publishes the award-winning AMERICAN THEATRE magazine and ARTSEARCH®, the essential source for a career in the arts. In all of its endeavors, TCG seeks to increase the organizational efficiency of its member theatres, cultivate and celebrate the artistic talent and achievements of the field and promote a larger public understanding of, and appreciation for, the theatre. A 501(c)(3) not-for-profit organization, TCG is led by executive director Teresa Eyring and governed by a national board of directors representing the theatre field.  
[www.tcg.org](http://www.tcg.org).