



The Historic  
**WAYNE THEATRE**

ROSS PERFORMING ARTS CENTER

Non Profit Org  
Postage And  
Fees Paid  
Wayne Theater  
Alliance

## UPCOMING EVENTS:

### Monday at the Movies - 2 p.m. and 7 p.m.

Classic movies on the big screen every Monday! Admission is Pay What You Will.

### Friday, April 15 - The River City Hour

Featuring a reunion of Wanda and the White Boys, comedian Brett Leake, the Boogie Kings and more. 7:30 p.m. Tickets: \$15

### Saturday, April 23 - The Crooked Road On Tour

Featuring Jeff Brown and Still Lonesome and the Whitetop Mountain Band 7:30 p.m. Tickets: \$20/\$25

### Sunday, April 24 - Disney's Choo-Choo Soul with Genevieve

A focus on trains and learning with Disney Channel's Genevieve Goings and DC, her engineer. 1 p.m. and 5 p.m. Tickets: \$22/\$28

### Saturday, May 7 - Shenandoah Jamboree: A Salute to Johnny Cash

A Salute to Johnny Cash with Tommy Cash featuring host Lisa Meadows plus local favorites The Hatcher Boys 7 p.m. \$25/\$35

### Saturday, May 14 - The Doo Wop Project Live

Featuring current and former stars of Broadway's smash hits Jersey Boys and Motown: The Musical. 8 p.m. \$45/\$55

### Friday, May 20 - Mark Nizer 4D Show

A spellbinding evening with juggling, movement, music and technology 7 p.m. \$12.50/\$16.50

### Saturday, June 18 - Tiempo Libre

Known around the world for their sophisticated dance-inducing concerts of a Cuban style of music called timba 7:30 p.m. \$20/\$25

### Saturday, June 25 - Trout Fishing in America

Dana Louise and the Glorious Birds draws from jazz and bluegrass with a contemporary beat. 7:30 p.m. \$20/\$25

### Wayne Theatre Box Office

521 West Main Street  
Waynesboro, VA 22980  
(540) 943-9999

Tickets are available online at [www.WayneTheatre.org](http://www.WayneTheatre.org)

Tuesday-Friday, 10 a.m. to 2 p.m.  
One hour before all performances

Online ticketing ends three hours  
before scheduled performances.

The Wayne Theatre Alliance  
PO Box 1821  
Waynesboro, VA 22980

## Be an Ambassador

### Wear a blue scarf or tie.

Smile and extend a welcome. Make popcorn and serve beverages. Help the patrons find a seat in the Wayne Auditorium. These are some of the many services provided by the Wayne Theatre/Ross Performing Arts Center's team of volunteers. Called Ambassadors, these people make a visit to the historic Wayne Theatre a pleasant experience for our audiences and one they will want to repeat over and over.



To become an Ambassador, fill out an application online at [www.WayneTheatre.org](http://www.WayneTheatre.org), or call 540-943-9999.



April 2016



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

# { THEATRE\_WORKS }

## BACKSTAGE AT THE WAYNE

# MAKING GOOD BETTER

Anyone who walks through the Wayne Theatre/Ross Performing Arts Center is taken with the beauty of the facility, its variety of venues, and the quality of its support spaces for performers and audiences. Visitors to the building celebrate that it is done. But to those who use and live in the space, there are a few more tweaks that need to be completed.



Photo by Mark Miller Photography



Tracy Straight

"The opening of the preview season in March was a great success," said Tracy Straight, Executive Director, "but it did reveal a number of additions and changes that must be made to the Center to make it the ideal performance facility in Central Virginia and expand its service to the community."

Some of the additions are minor such as stage rugs for acoustical performances in the Wayne and portable platforms. A few are major like the Electronic Active Field Control Reverberation Enhancement System which is a top-of-the-art sound system that will make the Wayne sound like Carnegie Hall or Lincoln Center, and a video projection package which would allow the Ross Center to make broadcast videos for productions like the Shenandoah Jamboree and for private events like weddings.

"When a project like the Wayne opens, everyone assumes there is no need to make additional contributions," said Emeritus Executive Director Clair Myers. "But there are always needs, no matter the project, that could not be met within the construction budget. The goal now is to bring the resources that will take a very good facility to the next level and make the theatre a premiere venue of its kind in Central Virginia."

Contributions towards finishing the equipment needs of the Ross Center will be considered donations to the Wayne Project Capital Campaign.

Stay connected with upcoming events at:

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

## Changing of the Guard

With the opening of the Wayne Theatre/Ross Performing Arts Center, there were major changes in the staffing of the Wayne Theatre Alliance.

Dr. Clair Myers who has served as the Executive Director of the Alliance since 2006 relinquished his position and has assumed the title of Executive Director Emeritus. He will continue to work on the Alliance's development initiatives and other creative projects.

Tracy Weaver Straight has taken the reins as the Executive Director. She will bring her wealth of experience with the Alliance over the last 16 years, her professional experience in education/performing arts, and her lifetime involvement in the community to her new role.

Sandi Henderson who joined the Alliance to coordinate the capital campaign in 2007 and Gene Walker who took over the bookkeeping duties the same year left their roles in March. Both were essential members of the team that brought the Wayne Project to reality.

Tracy Straight has recruited a new team to help operate the Wayne Theatre. Gary Kirby, master sound man, is the Director of Production with assistance from Chris Wray and Karen Edwards an Ambassador Stage Manager. Suzy Nasholds is the Front of House Assistant Manager with duties including box office and coordinating ambassadors. Social media and marketing are managed by webmasters Chris and Crystal Graham. The newest team member is Liz Moss as Finance Assistant Manager.

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## Add your Name to Founders Board

The names of those who made the Ross Center a reality will be memorialized on a special piece of art to be hung on the gallery wall of the Wayne Theatre. All donations of \$5,000 and above will be noted.

The board will be hung in the most prominent place in the Center. It will be the first thing patrons will see when they enter the restored lobby from the Main Street. The board will be fabricated in the late summer and unveiled as part of the gala opening of the Inaugural Season in September 2016. It will become a signature of the Ross Center as much as the stain glassed windows in the Lowdermilk Lounge.

Kent Chrisman, a member of WTA's Capital Campaign Committee said, "Given the one time opportunity of the project's completion coupled with the prominent location of the donor wall, the committee felt it to be essential that a design be developed which both complemented the 1926 theatre's historic character while still making a striking artistic contribution which reflected the drive and aspirations of a community which banded together to assure the theatre's renaissance."

He added, "There is still time to add your name to the list of those who made the Ross Center a reality."



## From the Chair

### Transforming the Mission

by Bill Hausrath, Chairman

For 16 years, the Wayne Theatre Alliance Board of Directors focused its energy on saving the shuttered movie house. It struggled to jump hurdles and overcame the many obstacles thrown in its path to success. Finally, after a near fatal change in the tax credit legislation, the final work began in earnest in 2015. The dream of a performing arts center became a reality, and with it, a new chapter begins.

The emphasis of the Alliance now shifts from construction to programming. It will be the board's responsibility to oversee the operation of the Wayne Theatre/Ross Performing Arts Center and to make sure that the fiscal demands of the complex are met so that the performing arts center can be an asset for the community, the region, and for Virginia. That is no small task.

The strategy will be to make the Ross Center both a site for local entertainment and educational programming and a destination for tourists who can be enticed to enjoy a performance in the Wayne Auditorium, eat in a local restaurant, stay in a local hotel, shop and visit attractions. It will also promote the rental of the center as an ideal meeting space in Central Virginia. It is a big job, but one that will have significant impact on the culture and economy of our area.

While we are grateful beyond words to our community of donors, volunteers, contractors and entertainers, we are now in the next phase of living the dream – we must operate the theatre successfully! To do that we again embark on a journey of conquering many barriers, but making Waynesboro a better place to raise our families, live and work. Welcome aboard!

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## City Needs to Do the Right Thing

The performance agreement between the Wayne Theatre Alliance and Waynesboro's Economic Development Authority was a part of the financial requirements of the state and national tax credit investors in the restoration of the Wayne Theatre. With the official March opening and the booking of major national performers, the Alliance met their end of the requirements of the agreement.

The agreements like the one between WTA and Waynesboro's EDA are used by localities all over the country as incentives to economic investment. The agreements are based on trust as one city council cannot enter into an agreement that would bind a future city council. They are rarely defaulted on or canceled.

At press time, Waynesboro has not included the payment due under the agreement in their annual budget. Without the agreement and the trust implicit in the arrangement, the investment of millions of dollars in Waynesboro would not have happened. We trust the City will honor the agreement as we have based our future on that mutual trust. WTA waits for the City do the right thing and fulfill its obligation.

## Join the Party; Take a Seat

The Wayne Auditorium has 385 of the most comfortable seats made by American Seating. The contented expression on the open night concert of Robin and Linda Williams was a testament to the quality of the seating. And there was an added feature for many of those in the audience.

"When we attended the opening of the Ross Center and witnessed the Robin and Linda Williams concert, our family was seated in a block of seats named for John, his children and grandchildren. It seemed fitting to sit in a Curry seat, considering John's work for the Waynesboro community he loved," said Theresa Curry. "It is an added comfort that the reminder will be there for years to come."

Currently the naming rights to 218 of the available armrest have been taken. The names have been engraved on the wooden armrest and installed in the Wayne Auditorium. The lasting reminder of support or recognition will be seen by anyone who sits in the seat. The box office has a directory of the seats that have been named, eliminating the need to hunt throughout the auditorium to find a particular armrest.

There remain 141 armrests that can be engraved with the donor's name or in honor of a family member, or a friend. They can also be a record of an organization as is the case with the Rose Cliff Garden Club and the Waynesboro Players. Because American Seating has a long history of quality construction, the engraved armrest will be read for many, many decades.

Naming rights are \$1000 per seat. Contact the WTA office for more information or use the enclosed envelope and form.

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## Leaving a Bequest

A bequest is a way to continue support of an organization that shares your values and will extend them into the future. A simple codicil can direct the executor of your estate to direct funds as you wish. If you do not have a will currently, you can make the bequest as part of the one you ask to be prepared. In the case of a bequest from retirement funds, there will be no taxes on the amount you designate to a non-profit. Check with the custodian of your funds for details.

The Wayne Theatre Alliance has prepared a codicil that can be used to direct a portion of your estate or retirement funds to the Alliance. You can also have your lawyer write a bequest to WTA into your will. The funds can be directed to operational budget or restricted to any of the following WTA accounts:

- **Programming Fund:** supporting a particular category of performances or a series
- **Building Fund:** ensuring the on-going maintenance of the Wayne
- **Arts Support Fund:** underwriting the use of the Wayne by local arts organizations.
- **Wayne Endowment:** investing in the future operations of the Wayne Theatre. (Funds may be donor-directed for a specific purpose.)