

APRIL | MAY | 2014

BACKSTAGE STAGE PASSES

THE OFFICIAL RIVERSIDE THEATRE NEWSLETTER

ALSO FEATURING

Dancing with Veró's Stars

Cat in the Hat

Spring Fiesta

A man with short brown hair and blue eyes, wearing a grey suit jacket, a white shirt, and a blue bow tie, is smiling and looking towards the viewer. He is holding a pink book titled "HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING" which features a pink arrow graphic. A thought bubble above him contains the text "FEATURING BEHIND THE SCENES".

**FEATURING
BEHIND
THE SCENES**

**HOW TO
SUCCEED
IN BUSINESS**
WITHOUT REALLY TRYING

A WORD FROM THE PRODUCING ARTISTIC DIRECTOR

Riverside Theatre's 40th Anniversary Season is coming to a close. And, what a season it has been! From the timelessness of Irving Berlin's lyrical melodies in *I Love a Piano*, to the powerful *Miss Saigon*, to the grandeur of *South Pacific*, the productions on the Stark Stage have been moving and dynamic. On the Waxlax Stage, the comedy *God Of Carnage* and musical *Closer Than Ever* generated tremendous acclaim, and sold out performances! It has truly been a season of great success and artistic achievements. But, the season isn't over yet!

Our season finale is the type of exhilarating musical that made Broadway, Broadway. *How to Succeed in Business Without Really Trying* is big, exuberant, witty, and full of great fun. A satire of big business, this show was not only a great success when it first played on Broadway in the early 60's, but garnered two incredibly well-received Broadway revivals – one starring Matthew Broderick in 1995 and the other with Daniel Radcliffe of Harry Potter fame in 2011.

Once again, we are honored to join forces with one of the most prestigious theatre companies in America, Philadelphia's Walnut Street Theatre, for this production. To think that tens of thousands of people will see the show created right here in Vero is not only a testament to Riverside's artistic capabilities, but to the community that has supported this theatre for the past four decades.

In this issue of Back Stage Pass, you will also find insightful information on other performances and events at the theatre and at the children's theatre.

As we look forward to the 2014-2015 season and the wonderful productions that have been announced, I hope you will feel as passionate and excited about the year to come as I do.

Enjoy the final grand production of our year of celebration and I look forward to seeing you again next season!

Sincerely,



Allen D. Cornell



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BEHIND THE SCENES

APR 8-27

Book by
**Abe Burrows,
Jack Weinstock,
& Willie Gilbert**

Music & Lyrics
by **Frank Loesser**

Based on
*How To Succeed In Business
Without Really Trying*
by **Shepherd Mead**

Exuberant, Witty, Fun!

DIRECTED BY CASEY HUSHION

Winner of the 1962 Pulitzer Prize for Drama, *How To Succeed In Business Without Really Trying* is a musical satire of 1960's big business and all it holds sacred. This blockbuster musical follows the meteoric rise of J. Pierrepont Finch, who with the help of a little handbook, climbs the corporate ladder in an inordinately quick fashion from lowly window washer to high powered executive. From the authors of *Guys and Dolls*, this delightfully irreverent musical features a score packed with hit standards "I Believe in You," "Happy to Keep His Dinner Warm," "The Company Way," "Been a Long Day," "Rosemary" and "Brotherhood of Man."

2013-2014 SEASON SPONSORS



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**PATRON
PRODUCERS**

ACTORS WHO HAVE PLAYED J. PIERREPONT FINCH

RIVERSIDE THEATRE PRODUCTION

How to Succeed in Business Without Really Trying opened on Broadway in 1961. It won the 1962 Pulitzer Prize for drama and seven Tony Awards, including Best Musical. By the time the production closed, it was the 5th most popular musical in Broadway history beat out by (in order) *My Fair Lady*, *Oklahoma*, *South Pacific*, and *The Sound of Music*.



ROBERT MORSE
Original 1961 Broadway Production



JEREMY MORSE
as J. Pierrepont Finch

Jeremy Morse is making his Riverside Theatre debut. A Drama Desk Nominee for Featured actor in Off-Broadway production *Bloodsong of Love*, Jeremy has played Barnaby in *Hello Dolly*, Patsy in *Spamalot*, Mordred in *Camelot*, Rock in *Damn Yankees*, and Harry in *My Fair Lady* at regional theatres around the country. He has been a featured actor in productions at Lincoln Center @ NYPL, Goodspeed Opera House, Papermill Playhouse, John W. Engeman Theatre, Ogunquit Playhouse, York Theatre Company, and the North Carolina Theatre. Jeremy is a graduate of NYU with a degree in Vocal Performance Musical Theatre.

The Broadway Revival opened at the original theatre, now renamed Richard Rodgers Theatre. Matthew Broderick won a Tony Award for Best Performance by a Leading Actor in a Musical.



MATTHEW BRODERICK
1995 Broadway Revival

JOHN STAMOS
Replaced Matthew Broderick in the 1995 Broadway Revival



DANIEL RADCLIFFE
2011 Broadway Revival



John Larroquette won a Tony Award for Best Performance by a Featured Actor in a Musical.

NICK JONAS

of the Jonas Brothers
Replaced Danile Radliffe in the 2011-12 Broadway Revival



Jonas was nominated for a 2012 Broadway Beacon Award for his performance in this role.

BECKY GULSVIG
as Rosemary



Becky is delighted to be a part of this show! Broadway: *Hairspray* (Amber Von Tussle), *Legally Blonde The Musical* (Original Cast, Leilani/Elle Woods u/s). National Tours: *Legally Blonde* (1st National, Elle Woods-special performance on 63rd Annual Tony Awards), *Peter Pan* (Wendy). Regional: *9 to 5 The Musical* (Doralee Rhodes), *A Funny Thing Happened... (Philia)*, *Lawyers, Lovers And Lunatics* (Eve Bursteter), *Baby Case* (World Premier, Ginger Rogers/Studio Sister), *Grease* (Patty Simcox). TV: "All My Children" (Jeannie Champion). Becky returns to Riverside Theatre after her Award Nominated Performance in last season's *Les Misérables*.



Scenic Charge Artist Dusty Terrell & Scenic Charge Intern, Sam Laird, paint a drop that will appear in the show on the Stark Stage.

DID YOU KNOW:

How to Succeed in Business Without Really Trying was an instant smash hit in 1961, running for three and half years and 1,417 performances.



In the 1961 Broadway Production, Rudy Vallee wanted to insert some of his songs from the 1930's, but producers declined to include them.



SHEPHERD MEAD AUTHOR

Shepherd Mead was born Edward Mead IV in St. Louis in 1914. He attended the Country Day School and Washington University on scholarship. He graduated from Washington University Phi Beta Kappa in 1936 and moved to New York. His first job was in the mail room of Benton & Bowles, where he rose to the position of Vice President over the course of twenty years. While at B&B, he specialized in television advertising, introducing campaigns for Tide and Crest. He produced the first ads using animated cartoons.

Using the pen name Shepherd Mead, he wrote his first three novels in his spare time while at B&B, including *How to Succeed in Business Without Really Trying (A Dastard's Guide to Fame and Fortune)* in 1952. Although initially rejected by publishers, the book remained on the best seller list for twelve weeks. Chapters in the book included: "How to Make Money," "How to Keep Money," and "Be a Meeting Leaver." The book's tips included strategies such as "busyness through strategic desk management" and "Work for a company that is big enough so that no one knows exactly what anyone else is doing." Even though the book contains many old-fashioned references, the satirical dialogue and situations continue to amuse readers today.

In 1957, Mead vacationed in Switzerland with his wife and three children and decided to live in Europe. The family remained in Switzerland for one year, and then moved to England where Mead worked as an advertising consultant and author. In 1968, Mead returned to Switzerland because England was proposing to tax his royalties at 97%. After winning tax relief in 1978, he moved back to England, where he remained until his death in 1994.

Shepherd Mead published nineteen novels. His titles include: *How to Get Rich in TV without Really Trying* (1956), *Admen* (1958), *Four Window Girl or How to Make More Money than Men* (1959), *How to Live Like a Lord without Really Trying* (1964), and *How to Succeed at Business Spying by Trying* (1968). The more Mr. Mead's books attacked society and business practices, the greater was his fame and success.



FRANK LOESSER COMPOSER & LYRICIST

Frank Loesser is an American songwriter, who wrote the lyrics and music to the Broadway hits *Guys & Dolls* and *How To Succeed In Business Without Really Trying*, among others. He won separate Tony Awards for the music and lyrics in both shows, as well as sharing the Pulitzer Prize for Drama for the latter. He also wrote numerous songs for films and Tin Pan Alley, many of which have become standards, and was nominated for five Academy Awards for best song, winning once, for "Baby, It's Cold Outside".

Mr. Mead was known for his memorable quotes. The most famous is: "Not even computers will replace committees, because committees buy the computers."

2014-2015 SEASON



OCT 28-NOV 16



JAN 13-FEB 1



JAN 27-FEB 8



FEB 17-MAR 8



MAR 10-22



APR 7-26

IMPORTANT RENEWAL SCHEDULE

SEASON TICKETS

ALL CHANGES: MAR 17 to 31

This special two-week period has been added for your convenience. To change your Seats and/or Performance Days / Times, call or visit the Box Office. Requests will be accommodated upon receipt (first come, first served). Your tickets will be issued immediately.

Again, we encourage you to renew your current seats prior to March 17 to guarantee that you retain your current seats, should an acceptable change not be available.

NEW SEASON TICKETS: APR 1

New Season Ticket purchasers can select Seats and Performance Days / Times based on availability. Tickets will be issued immediately.

SINGLE TICKETS: Beginning JUL 7

SEASON SUBSCRIBER BENEFITS ▶▶▶ Up to 20% Savings!

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Tuesday, April 15, 2014
5:00 p.m. Reception
5:30 - 7:00 p.m. Debate & Voting

MOTION: FEAR CHINA



*Hear experts argue
FOR and AGAINST,
ask questions
during the Q & A,
and cast YOUR vote!*

**\$50 for adults
& \$15 for students**



Visit www.RiversideLecturerSeries.com/debates
for the most up-to-date info, and to buy tickets.

Tickets also available through the Box Office:
772-231-6990

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So much to do...

Some weekend suggestions for you!

APRIL

APRIL 10

12:00p

Lunch and Learn at the Vero Beach Museum of Art

6:00p



Wine & Chocolate TASTING

in the Riverside Theatre Orchid Lobby

7:30p

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

APRIL 13
Family Pack Weekend

10:00a

Art in the Park at Humiston Park

1:30p

Dr. Seuss's **The Cat in the Hat**

2:00p

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

APRIL 12
Family Weekend of Culture

10:00a

Fairy Festival at McKee Botanical Garden

11:00a

Turtle Tours at Vero Beach Museum of Art

1:30p

Dr. Seuss's **The Cat in the Hat**

2:00p & 8:00p

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

5:30p

Sunset Saturday Night at Humiston Park

APRIL 26

10:00a

Children's Art Festival at Vero Beach Museum of Art

1:30p

Dr. Seuss's **The Cat in the Hat**

APRIL 23

2:00p

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

5:30p

Taste of Vero on Ocean Drive

MAY 10

8:00a-4:00p

Vero Beach Air Show

11:00a

Turtle Tours at Vero Beach Museum of Art

5:30p

Healthy Start Benefit

DANCING with Vero's Stars

5:30p

Sunset Saturday Night at Humiston Park

MAY

MAY 2

5:00-8:00p

First Friday Gallery Stroll at 14th Ave

6:30-9:30p



FREE CONCERT

7:30p & 9:30p

THE COMEDY ZONE EXPERIENCE

MAY 17

8:00a

Farmers Market at Humiston Park

10:00a-4:00p

SPRING FIESTA at Riverside Children's Theatre

10:00a-5:00p

The Buggy Bunch Kidsblast at Riverside Park

6:30-9:30p

LIVE IN THE LOOP OUTSIDE MUSIC BAR FREE CONCERT

7:30p & 9:30p

THE COMEDY ZONE EXPERIENCE

**FUN FOR THE FAMILY
AT RCT**



Dr. Seuss's

The Cat in the Hat
DIRECTED BY JEFF HORGER

When we hear the phrase "classic literature," we tend to think of novelists such as Dickens and Hugo or playwrights such as Shakespeare and O'Neill. It would be difficult to argue, however, that any of these names are better known or loved than Dr. Seuss. RCT is excited to present Dr. Seuss's *The Cat in the Hat*. Originally produced in 2009, this contemporary adaptation has already been performed in several well-known theatres around the world, including the National Theatre of Great Britain, the Young Vic, and the Sydney Opera House. The book was adapted for the stage and originally directed by Katie Mitchell, who had made a name for herself over the years by directing heavy and intense productions of great dramas. In regards to *The Cat in the Hat*, Mitchell said, "The impulse to do this show is just an act of love from me to my child, and through her, for other children. I want to share the idea of making things, and storytelling and theatre, with little people." Although the book has been adapted for theatrical performance, the story remains intact and the words written in Dr. Seuss's classic book have not been changed. Anyone who has read the story will find themselves transported into the world they've always imagined. The Cat in the Hat, Sally and her older sibling, Thing 1, Thing 2, and the Fish in the pot are all there...plus a few surprises! Our cast consists of students with an age gap of over a decade from the youngest to the oldest, and we look forward to seeing what this great group of individuals can do when they work together. We are pleased to share this new spin on an old classic with audiences of all ages this April!

- Jeff Horger



**LOOK AT ME!
LOOK AT ME!
LOOK AT ME
NOW!**

**IT IS FUN
TO HAVE FUN
BUT YOU HAVE
TO KNOW HOW.**

CLOWNS

14th ANNUAL

MOONWALK

**FACE
PAINTING**

SPRING FIESTA



RCT will welcome summer with its 14th annual Spring Fiesta. Endowed by generous funding from the McCabe Foundation, the Fiesta has introduced the arts to hundreds of children and their families each year.

Professional children's entertainers and students will provide varied offerings starting at 10:00am with the last performance beginning at 2:00pm. Among those featured are Mr. Bones, children's magician, with an all new interactive show and Grey Seal Puppets of Charlotte, NC. Performance face painting, clowns, and a moonwalk will round out the day. Lunch will be available for purchase. Additional funding has been provided by Diane and Lee Fentress.



MAY 17 10:00a - 2:00p



**RCT ANNOUNCES THE
2014 SUMMER SHOWS**

**SUMMER STAGE 2014
SHREK
THE MUSICAL**

AUDITIONS: APRIL 26 at 9:00a

Open to ages 13 & up
(must be 13 by the opening of the show JULY 18)

Prepare 16 measures of a musical theatre song & be prepared to be taught a brief dance.

Rehearsals begin the end of APRIL.

**PERFORMANCES
JULY 18, 19, 20, 25, 26 & 27**



RCT KIDS SHOW

**MAGIC TREE HOUSE:
DINOSAURS
BEFORE DARK KIDS**

AUDITIONS: APRIL 19 at 10:00a

Open to ages 7-12 years
(must be 7 by the opening of the show JUNE 14)

Prepare 16 measures of a musical theatre song. You may be taught a brief dance.

Rehearsals begin in APRIL.

**PERFORMANCES
JUNE 14, 15, 20, 21 & 22**



The COMEDY ZONE EXPERIENCE

Experience a full evening of Comedy, Music, Food, and Drinks at Riverside Theatre's showcase of up and coming professional comedians touring the club circuit.



COMEDY

FOOD & DESSERTS
available 6:30 - 9:30p



FREE LIVE MUSIC

PERFORMANCES
at 7:30p & 9:30p



FULL BARS

FULL SERVICE BAR
open 6:30p - 11:00p



FOOD



Enjoy the newest outdoor music venue on the Treasure Coast as you listen to popular local bands and musicians. Food and Drinks available to make for a full evening of entertaining. No purchase necessary to savor the live music.

UPCOMING ARTISTS



APRIL 18 & 19
JANET WILLIAMS & MYKE HERLIHY



FRIDAY
Live Bait



SATURDAY
Sweet Chariots



MAY 2 & 3
PEDRO LIMA & KENDRA CORRIE



FRIDAY
Wiley Nash



SATURDAY
Old Barber Bridge



MAY 16 & 17
JOSE SARDUY & CHRIS GORGES



FRIDAY
Uproot
Hootenanny



SATURDAY
Live Bait



MAY 30 & 31
TIM KIDD & JUSTIN CHAMBLISS

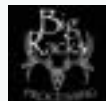


FRIDAY
Ben Mejia



SATURDAY
Blue Cypress
Bluegrass

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FREE LIVE MUSIC
Begins at 6:30p & 8:30p



ORCHID LOBBY EVENTS

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Prior to Performance



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local artists & galleries.



Wine & Chocolate Tastings
Join us and taste featured selections of the season.
Sponsored by Premier Beverage and Faith, Hope, & Chocolate
COST: FREE but space is limited.
Please RSVP at the Box Office.
APRIL 10, 17, & 24 | 6 - 6:45p



FREE LIVE MUSIC
before the Show
APRIL 11, 18, & 25 at 6:30p



6th Annual DANCING with Vero's Stars

Returns to the Riverside Theatre
for the Glittering Event, **Saturday,**
May 10

If you're a fan of ABC TV's "Dancing with the Stars" or simply a fan of dancing, the Indian River County Healthy Start Coalition is busy putting the final pieces together for the 6th Annual Dancing with Vero's Stars. The event will take place on the evening of Saturday, May 10, at Riverside Theatre. Proceeds from this event will benefit Healthy Start Coalition as well as the programs and services offered by our community partner Riverside Theatre.

Ten local star dancers along with their professional dance instructors have been practicing and honing their dance skills until the star jeweled evening competition arrives.

The star dancers and instructors are training for 20 hours and gathering community votes in advance of the evening on the official website, www.Dancingwithverostars.com, and then later at the dance competition itself. Each \$1 raised will equate to a vote for the dancer. Additionally, dancers are expected to raise a minimum \$3,500 each to support the two benefiting non-profits. All dancers will be judged on 50% money raised and 50% based on their dancing skills. Audiences will not only be wowed by the dancers, but will also enjoy a pre-show Red Carpet event, a cocktail party complete with open bars and hors d'oeuvres by Elizabeth D. Kennedy & Company, Inc., entertainment, and a silent auction.

Tickets are \$200 for exclusive seating, \$150 for premium seating, \$100 for general seating. You may purchase a ticket by visiting the Riverside Theatre Box Office in person or calling the Riverside Theatre Box Office directly at 772-231-6990. Visa or MasterCard only. There is limited handicapped availability. Please inquire at the Box Office and be sure to dedicate your ticket purchase to one of our ten star dancers.

To vote for your favorite dance candidate, to make a donation in his or her name, or become a sponsor of the event, visit www.Dancingwithverostars.com or call 772-563-9118.

The mission of the Indian River County Healthy Start Coalition is to provide an integrated system of individual community driven health education services united to assure all women access to prenatal care and all infants access to services that promote normal growth and development.



Meet Our Dancing Stars

Star Dancer: Ginger Atwood
Professional Instructor: Robert Scott

Star Dancer: Samantha Brackett
Professional Instructor: Marcelino Pardo

Star Dancer: Joan Busch
Professional Instructor: Tom Isola

Star Dancer: Dr. Michele Maholtz
Professional Instructor: Barry Trammell

Star Dancer: Kitty Wagner
Professional Instructor: Bryan Casanova

Star Dancer: Wesley Davis
Professional Instructor: Terry Greene

Star Dancer: Tony Donadio
Professional Instructor: Karren Walter

Star Dancer: Dr. Alan Durkin
Professional Instructor: Beth Shestak

Star Dancer: Timothy Girard
Professional Instructor: Amy Trammell

Star Dancer: Scot Wilke
Professional Instructor: Kaylan Keathley

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I'VE TRIED THEM ALL.



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