

Chippewa Valley Theatre Guild Update

by Ann Sessions, Executive Director
February 21, 2011

The Chippewa Valley Theatre Guild is now in its 30th season of providing quality community theatre to Eau Claire and to the entire Chippewa Valley. "Same Time, Next Year" just ended its run at The Grand Theatre, and next up is "The Producers", which runs from May 5-8 at the State Theatre.

Executive Director **Ann Sessions** is constantly amazed at the number of talented people from all walks of life in our community that step forward and get involved in community theatre. She indicated that for each new production, approximately 25% of the participants are totally new to theatre... in everything from onstage talent to the dozens of support crews necessary to put on a successful production.

While the final productions are the most visible part of the Theatre Guild, the underlying mission of the Guild, according to Sessions, is to "develop, encourage, and promote opportunities for all community members to experience quality theatre through productions, classes and workshops."

Each summer, the Theatre Guild conducts a 3-week Youth Drama Camp and a 2-week High School Shakespeare Workshop. The Drama Camp introduces kids to theatre and gets them involved in all aspects... from performing to backstage support. And the Shakespeare Workshop immerses participants into that period, including everything from language to the costumes. These opportunities are becoming more important than ever as our school budgets come under ever increasing pressures.

Like many other arts related endeavors, the Theatre Guild does have its share of challenges ranging from finding enough adult men for its performances to accurately forecasting revenues. Costs can be predicted and controlled, but determining how many tickets are going to be sold is much more difficult, especially when the reality is that there are lots of other places competing for the entertainment dollars.

For more information on the Chippewa Valley Theatre Guild, go to: www.cvtg.org



From left: Chippewa Valley Theatre Guild Co-Founder **Roger Groenewold**, Executive Director **Ann Sessions**, and Co-Founder **Bob Carr**