2012-13 ANNUAL REPORT

- Diary of a Worm, a Spider, and a Fly
- The Borrowers
- Madeline’s Christmas*
- Ticket to Toyland
- Tomás and the Library Lady
- George and Martha: Tons of Fun
- Lilly’s Purple Plastic Purse
- A Year with Frog & Toad
- Joseph and the Amazing Technicolor Dreamcoat*

*Premium Events
Note from Artistic Director
Matt Gutschick

2012-13 was a year of exciting transitions! As a company with more than 65 years in our history, The Rose is poised for a bright future. We embarked on a strategic planning and visioning process that focuses our reach into the Omaha community. We did this while coming to work in a building receiving essential care thanks to a successful ongoing capital campaign.

Our commitment to accessibility promises to grow ever stronger while we proudly continue our artistic development. We continue to employ the best local and national artists to make vibrant theater for the young people of this region.

Many of those extraordinary artists are also company members at The Rose, engaging young people in our classrooms and at schools across the area. In 2012-13, we successfully completed a curriculum infusion project at Hillside Elementary which will help teachers use drama education to teach all manner of subjects for years to come. In its second full year of operation, our BROADWAY at The Rose program developed even further into a leading musical theater training conservatory.

Brian Guehring, our Education Director, received a field-wide honor for his contributions to youth theater, specifically the development of programs aimed at underserved students. The Rose Brigade show choir was also named one of the top eight performing groups in the entire country at this year’s Junior Theater Festival!

Those are just a few of the highlights in an extraordinary year, my first with the company. I’ve been inspired by the staff, community and donors. We have much to look forward to, and much to be thankful for, namely you!

Enriching the lives of children and their families through live theater and arts education.
Combined statement of financial position - May 31, 2012

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Omaha Theater Company</th>
<th>Rose Blumkin PAC Foundation</th>
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<td>Assets restricted for property/equipment purchase:</td>
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**LIABILITIES & NET ASSETS**

<table>
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<tr>
<th>Liabilities</th>
<th>Omaha Theater Company</th>
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<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
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<td><strong>22,004,943</strong></td>
<td><strong>24,230,716</strong></td>
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Income and Expenditure Percentages

**INCOME**

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<td>Government Grants</td>
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**EXPENSES**

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<td>Miscellaneous</td>
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*Presented are the most recently audited figures. Final audited figures for the 2012-13 season will be available in late 2013.*
Board of Trustees

Executive Committee
President: Curt Witzenburg
Past President: Amy Ryan
VP Finance: Gary Grote
VP Production/Education: Susann Suprenant
VP Marketing/Development: Lori Scott
Secretary/By-laws: Todd Scholz
Foundation Representative: Toby Schropp

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Artistic Director: Matt Gutschick
Managing Director: Julie Walker
Contracted Advisor: Vic Gutman & Associates

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Thank you to The Rose Guild for its donation of $155,000!

The Guild’s 2012-13 fundraising activities included Breakfast with Santa, Rosebud memberships, and a souvenir boutique before and after each main stage performance. In addition, the Guild continued its tradition of an annual Rockin’ Rosie gala event. This year’s “Rosie Rocks the Luau” theme captured the imaginations of approximately 450 attendees, many of whom arrived in traditional Polynesian attire.

Special Thanks to the Sponsors of “Rosie Rocks the Luau”
Anonymous
The Architectural Offices
Baird Holm
Bank of the West
Borsheims Fine Jewelry & Gifts
ConAgra Foods
Cox Communications
The David Scott Foundation
Deloitte
Dundee Bank
Enterprise Holdings
First National Bank
Alan Friedman
Gallagher Grace Mayer
Gordmans
Great Western Bank
Grewcock Foundation
Hancock & Dana PC
HDR, Inc.
Holland Basham
JD Schafer & Company
The John K. & Lynne D. Boyer Family Foundation
Lincoln Financial Group
The Logier Foundation
Lucky Bucket Brewing Company
Midwestern Gastrointestinal Mutual of Omaha Bank
Nebraska Furniture Mart
Nothing Bundt Cakes
Oriental Trading Company
Peter Kiewit Sons’, Inc.
Pinnacle Bank
Quantum Workplace
Renaissance Financial
Security National Bank
Sherwood Foundation
T’eez Salon
Union Pacific
US Bank
Valmont Industries, Inc.
Vic Gutman & Associates
Executive Staff
Artistic Director: Matt Gutschick
Managing Director: Julie Walker

Artistic/Production Staff
Acting Company: Sue Gillespie Booton, Kevin Ehrhart, Jennifer Ettinger, Brian Guehring, Michael Harrelson, Stephanie Jacobson, Michael Miller, Andy Saladino, Michael Wilhelm
Playwright in Residence: Brian Guehring
Literary Manager: Michael Miller
Production Manager: Jennifer Collins Hard
Technical Director: Grant Hilgenkamp
Costume & Make-Up Director: Sherri Geerdes
Costume Shop Foreman: CallyAnn Casteel
Audio & Lighting Designer: Kyle L. Toth
Properties Master: Ronald L. Wells, Jr.
Master Carpenter: Robert Hokanson
Contract Scenic Artist: Jennifer Lemke
Resident Stage Manager: Dani Taylor
Tech Intern: Emily Brown

Education Staff
Education Director: Brian Guehring
BROADWAY Director: Sue Gillespie Booton
Outreach Coordinator: Michael Harrelson
Youth Productions Director: Stephanie Jacobson
Teaching Artists: Kevin Ehrhart, Jennifer Ettinger, Michael Harrelson, Stephanie Jacobson, Michael Miller, Andy Saladino, Michael Wilhelm
Drama Instructors: Jim Hoggatt,
Camille Metoyer Moten, Fran Sillau, Barrett Scroggs
BROADWAY Instructors: Katy Begy,
Sue Gillespie Booton, Wendy Eaton, Kevin Ehrhart,
Claire Goodwillie, Natasha Grimm, Nikki McMullen, Kevin Smith

Advanced Teaching Artist Interns: Kelsey Celek, Maddie Mardesen, Shannon Rzucidlo
Summer Advanced Theater Interns: Chris Freeman, Megan Friend, Dominique Fulton, Nicole Korpela, Dange Sanders, Shelby Seier, Jessica Vaught, Nik Whitcomb
High School Interns: Guadalupe Chairez, Maggie Fey, Molly Gaughan, Brad Hildebrandt, Michael Keefe, Steph Marsh, Annah Shipman, Aleyah Smith

Administrative Staff
Finance Director: Janelle Kupka
HR Coordinator & Accounts Payable Specialist: Carla Podraza
Facility Director: Scott Kupka
Facility Staff: Don Warren
Chief Information Officer: Kevin Ehrhart
Patron & Member Services Coordinator: Mandy Aleksiak
Groups & Schools Services Coordinator: Lindy Glenn
Marketing & Development Consultant: Vic Gutman
Marketing Manager: Mindy Nickla
Marketing Specialist: Lisa Winton
Marketing Associate: Cathy Martin
Grants Manager: Mary Hubl
Box Office Manager: Niki Mulkey
Box Office Associates: Steven Duvoisin, Stacey Klemmer, Josh Mullady, Scottie Pace
Costume Rental Manager: Jill Maenner
National Tour Administrator: Jennifer Collins Hard
National Tour Public Relations: Cathy Martin, Mindy Nickla

Special thanks to the Theater’s amazing Volunteer Corps!

National Tour
The Omaha Theater Company’s national tour of *How I Became A Pirate* visited over 40 cities in 15 states. The company performed for thousands of children from coast-to-coast with shows stretching across the country from Washington to Maine.
Diary of a Worm, a Spider, and a Fly

Dates: Sept. 7-23, 2012
Director: Rob Urbinati
Public Attendance: 7,727
School Field Trip Attendance: 4,336
“The [audience] reactions were just what director and cast must have hoped to see.” – Omaha World-Herald

Sponsors:
Children’s Hospital & Medical Center, Wells Fargo, 101.9 The Big O, Nebraska Arts Council, Nebraska Cultural Endowment

The Borrowers

Director: John Hardy
Public Attendance: 6,775
School Field Trip Attendance: 1,210
“I loved how the director created the ‘illusion’ of the Borrowers being smaller than the humans by using perspective. It was awesome!” – Audience Member

Sponsors:
Children’s Hospital & Medical Center, Q98-Five, Nebraska Arts Council, Nebraska Cultural Endowment

Madeline’s Christmas

Dates: Nov. 23 - Dec. 16, 2012
Director: Kevin Ehrhart
Public Attendance: 7,434
“The singing is strong and clear, scenery and costumes are both clever and colorful, the adult cast members are superb — and the girls, cast a little older this year, are impossible-to-resist charmers.” – Omaha World-Herald

Sponsors:
Children’s Hospital & Medical Center, Hy-Vee, Hiland Dairy, 101.9 The Big O, Nebraska Arts Council, Nebraska Cultural Endowment
Ticket to Toyland
Director: Michael Harrelson
Public Attendance: 6,375
School Field Trip Attendance: 934
“The audience participation and flow into the audience aisles were loved by our kids! Trolls are a new favorite at our house.” – Audience member
Sponsors:
Children’s Hospital & Medical Center,
Security National Bank, Nobbies, 101.9
The Big O, Nebraska Arts Council,
Nebraska Cultural Endowment

Lilly’s Purple Plastic Purse
Dates: Mar. 29 - Apr. 14, 2013
Director: Graham Whitehead
Public Attendance: 7,034
School Field Trip Attendance: 3,333
“Great storyline, sets and costumes. Always impressed with how you tell the story with minimal props/backgrounds. Even my 10-year old grandson loved the production!” – Audience Member
Sponsors:
Children’s Hospital & Medical Center,
Omaha Steaks, 101.9 The Big O,
Nebraska Arts Council,
Nebraska Cultural Endowment

George & Martha: Tons of Fun
Dates: Mar. 1-17, 2013
Director: Stephanie Jacobson
Public Attendance: 6,453
School Field Trip Attendance: 1,548
“It’s a colorful musical with a lot of heart and humor. The style is very cohesive, so kudos to all involved in music, costumes, lighting, choreography, and the director for putting it all together in a neat package.” – The Daily Nonpareil
Sponsors:
Children’s Hospital & Medical Center,
Baird Holm, Q98-Five, Nebraska Arts Council, Nebraska Cultural Endowment

Tomás and the Library Lady
Dates: Jan. 25 - Feb. 10, 2013
Director: Cindy Phaneuf
Public Attendance: 6,083
School Field Trip Attendance: 457
“You know a play, especially one for kids, is a winner when it can offer the audience a good time while having an underlying message or lesson.” – Omaha World-Herald
Sponsors:
Children’s Hospital & Medical Center,
First National Bank, Q98-Five,
Nebraska Arts Council,
Nebraska Cultural Endowment

A Year with Frog and Toad
Dates: Apr. 26 - May 12, 2013
Director: Kevin Ehrhart
Public Attendance: 6,914
School Field Trip Attendance: 4,531
“Delightful! We loved all the characters, songs, dancing, and costumes. This was top notch!” – Audience Member
Sponsors:
Children’s Hospital & Medical Center,
Runza® Restaurants, Q98-Five,
Nebraska Arts Council,
Nebraska Cultural Endowment

Joseph and the Amazing Technicolor Dreamcoat
Dates: May 31 - June 16, 2013
Director: Randi Collins Hard
Public Attendance: 5,313
“Rose Amages with ‘Dreamcoat’ Update: Strong leads, innovative eye candy and kinetic staging distinguish this Joseph.” – Omaha World-Herald
Sponsors:
Children’s Hospital & Medical Center,
Mutual of Omaha, WOWT Channel 6,
101.9 The Big O, Nebraska Arts Council,
Nebraska Cultural Endowment
Classes & Programs

DRAMA at The Rose

DRAMA at The Rose classes promote creativity and provide students with a supportive environment to explore their talent and imagination. Classes include acting, directing, playwriting, improv, stagecraft, puppetry, filmmaking and more. Our 2012-13 schedule included themed Saturday morning classes, after-school drama classes, a comprehensive summer program featuring full and half-day camps, a “performing in a play” program and an overnight drama camp at Platte River State Park.

BROADWAY at The Rose

Introduced in 2011, The Rose’s musical theater academy continued to provide students with a wide variety of offerings in theater, voice acting and dance. All classes culminate with a spring concert, and workshops with national guest artists, auditions and competitions are offered throughout the year.

Numbers Served:

DRAMA at The Rose: 1,026 students
BROADWAY at The Rose: 257 year-long students

More than 200 scholarships were offered during the season to students who otherwise could not afford tuition.

Classes for Children with Special Needs

The Omaha Theater Company is a leader in the field of drama instruction for children with special needs. Last season, The Rose served 57 students through its course offerings for children with autism, deafness or hearing impairments and developmental delays.

“I wanted to take a moment to send a quick email about what our son Ethan got out of the autism Star Wars class with the instructor Michael. First let me say, I am so grateful you have an autism spectrum class. We were so afraid when we sent Ethan and after seeing his first day, there were no more fears. Ethan has a hard time making friends, especially in school, but he did not in this class. It was small with many instructors and many helpers, so he felt right at home. The instructor Michael is amazing. Ethan has a hard time bonding, but he took to Michael quickly and we are now continuing acting and taking Michael’s next class. Ethan made friends. He even had a play date with one of the kids he met through the autism acting class.” - from the mother of a child with autism
Brigade & Transcendtrix

The Rose Brigade

BROADWAY cast 41 students to perform in its fall and spring companies of The Rose Brigade. Each company performed pre-shows before select Rose main stage performances. The spring Brigade made its debut at the Music Theater International Broadway Jr. competition in Atlanta and won an Outstanding Performance award, ranking in the top eight out of 89 teams.

Transcendtrix Dance Co.

Auditions in late August led to the formation of Transcendtrix, a competitive dance team comprised of 22 students who made up three companies: mini, junior and senior. Transcendtrix attended the nationally recognized “JUMP!” dance competition and convention in Kansas City Jan. 4-6. There, students took classes from dance greats like So You Think You Can Dance’s Mia Michaels, Mandy Moore and Melanie Moore (2012 winner). One of the highlights of the weekend was when Transcendtrix’s tap piece “Love Shack,” choreographed by Broadway Director Sue Gillespie Booton, was selected to perform at the ending gala performance.

Field Trips & Outreach

School Shows & Workshops

Underwriting from community supporters made it possible for The Rose to offer field trip performances at a substantially reduced rate that starts at only $2.25 for students who qualified for their school’s free lunch program. As a result, 24,891 students were able to attend one of The Rose’s seven 2012-13 school field trip shows.

In addition to field trip shows, more than one thousand curriculum-based workshops were offered and more than 225 performances of touring shows such as The Bully Show, Nebraskalnd! and The Super Adventures of Nutrition Man and Dr. Exercise were produced for students throughout the season.

Every Single Child

Every Single Child offers metro-area students in kindergarten through eighth grade a new and unique curriculum-based drama experience each year. During the 2012-13 season, 28,050 students from 66 schools participated in the program. Many underfunded schools were able to make the program available to their students for free, thanks to underwriting from community supporters.

Teens ‘N’ Theater

Teens ‘N’ Theater served 102 students during the 2012-13 season. Eight shows were produced including Kaleta, a collaborative production with the African Cultural Connection. Other highlights included The Intern Project: Wiley and The Hairy Man, which incorporated the use of physical and voice techniques to bring the script to life, and the world premiere of The Journey by the Young, Gifted and Black troupe.

2012-13 Teen Season

Intern Project: Wiley and The Hairy Man
Reel Movie Stars
African Cultural Connection-Kaleta
Pride Players: Project 14
Young Gifted and Black: The Journey
Young Directors Project: An Evening with Edgar Allan Poe
Broken Mirror #13
Young Playwrights Festival

“Thank you so much for this play. You have no idea the ripple effect this play can have and how it can affect kids. Thank you.” – teacher at Rockbrook Elementary School
2012-13 Season Donors

This list reflects donors whose gifts were received Jan. 1, 2012 through May 8, 2013. Gifts received after May 8, 2013 will be acknowledged in next year's season's report.

Willy Wonka ($50,000+)
- Children's Hospital & Medical Center
- Douglas County
- Holland Foundation
- Rose Blumkin Performing Arts Center Foundation
- Rose Guild
- Sherwood Foundation

Wizard of Oz ($10,000-$49,999)
- America First Foundation
- Bob & Evelyn Weich Foundation
- CBSHOME Real Estate
- ConAgra Foods Foundation
- David Scott Foundation
- Dixon Family Foundation
- First National Bank
- Gilbert M. & Martha H. Bersch Foundation
- Bruce & Debra Greneck
- Hamann Family Foundation
- Lincoln Financial Group Foundation
- Mammet Foundation
- Multi Fund
- Mutual of Omaha
- Nebraska Arts Council
- Nebraska Cultural Endowment
- Northern Natural Gas Company
- Omaha Schools Foundation
- Oriental Trading Company
- Peter Kiewit Foundation
- Peter Kiewit Sons’, Inc.
- Shubert Foundation
- Suinne & Walter Scott Foundation
- Valmont Industries
- William & Ruth Scott

Fairy Godmother ($5,000 - $9,999)
- Bank of the West
- Blue Cross and Blue Shield of Nebraska
- Haukis Foundation
- Hiland Dairy
- Hy-Vee Food Stores
- Sharee & Murray Neuman
- Omaha Steaks
- OPPD
- Parker Family Foundation
- Pinnacle Bank
- Rungast Restaurants
- Daud & Lori Scott
- SilverStone Group
- Wells Fargo

Prince Charming ($2,500 - $4,999)
- Bank of the West
- ConAgra Foods Foundation
- Enterprise Holdings
- Haukis Foundation
- Inavale Foundation
- Lepper Foundation
- Nobbies Foundation
- Patrick Foundation
- Mike & Amy Ryan
- Tohle & Molly Schapel
- Security National Bank
- Union Pacific Railroad

Mother Goose ($1,000-$2,499)
- Amy L. Scott Foundation
- The Architectural Offices

Virginia Bouwers
- Jake Brandes
- Kristen Blanken
- Karen Brostad
- Alyssa Choquette
- Krista Fremuth
- Michael & Kathy Gross
- Joy & Alica Hanson
- Freddie Holeyfield
- Jen Hogen
- Donald & Michelle Hotz
- Kathleen Jurgens & Rodger Gerberding
- Steve & Karen King
- Melanide Landis
- Lynee Liermann
- Tracy Melcher
- Carmelina Pigneri
- Janel & Lindsay Robey, in honor of Marie Larchick & Art Honey
- Steve & Corey Ryan
- J.J. Scherzer
- Margaret Semin
- Marty & Aueva Shulert
- Tracy & Megan Stromberg
- Jason & Ashley Strzygk
- Susan Wiltowski
- David Wolfe, in memory of Martha M. Wilcox

In Memory of Louis Blumkin
- Bob & Shari Albo
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- AON Risk Services
- Beaulieu Group, LLC
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- Thomas & Virginia Broun
- Dan Bryson
- Century Furniture
- Whitson Family
- Louise Cinino
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- Daniel's Amish Collection
- Wayne Dous
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- Mrs. Bob Gibson
- Dennis Gory
- Thomas & Susan Griffin
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- Ryan Kruspez
- Sharia & Lorraine Poglock
- Mary & Ben Carrick
- Jerry & Betty Goldmounch
- Matt & Linda Hoppichler
- Addie Hollingsworth
- Kathleen Kresha
- Heidi & Tom Macy
- Stacey Muddox
- Leslie Mayo
- Scott McCollister
- Katherine McKay
- Jessica Mogis
- Kristen Murray

Heartland Furniture, LLC
- E.R. Hergberg Family
- Brian & Pamela Hessel
- Home Meridian International
- Home Stretch
- Arthur & Candace Huerta
- Larry & Debbie Josephson
- Rich & Fron
- Lori Tsens Sales, Inc
- Lexington Home Brands
- Amy Longo
- Massoud Furniture
- Manufacturing
- MCS, Inc.
- Michele McPherson
- Thomas & Karen Meginnis
- Memo Sales, Inc.
- Ina Menschman
- Milton Emold, Inc.
- Modus Furniture International
- Brenda Minor
- Betty & Chris Monroe
- Richard & Mary Murphy
- NATM Buying Corp
- Tom & Janet Nichting
- Tracy Ouchi
- Omaha World-Herald
- Company
- Melissa Padalino
- Pappageorge
- Steve Persson
- Albert Prilman
- Harlan & Audrey Rosenberg
- Richard Rosenberg
- Dr. Steven Rosenberg
- John Ryan
- Mary Jo Schisso
- Greg Shek
- Sein Johnson, LLP
- Mr. & Mrs. Marum Shefky
- Joseph Skilken & Co.
- Bob & Gloria Spitz
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We wish to extend a big THANK YOU to the many generous donors who have already contributed to the campaign. For information on making a gift, please contact Julie Walker at juliew@rosetheater.org.

Capital Campaign

$6 Million Goal

The Rose Blumkin Performing Arts Center Foundation’s capital campaign to raise the approximately $6 million needed for a variety of restoration projects and upgrades has entered its final phase. To date, $5,535,829 has been donated with gifts ranging from $5 to $2 million. Community support is still needed to raise the remaining $510,000 required to make critical repairs to our beautiful home.

Much work has already been completed including the repair or replacement of more than 400 terra cotta exterior ornaments; tuck pointing and re-pointing of exterior brickwork; installation of energy-efficient windows; installation of a new roof drainage system; and the purchase of a new touring van.

Several projects remain, including the work currently underway to install new copper and repair the underlying wood structures on The Rose’s three domes. Replastering and repainting the ceilings in the lobby and mezzanine will take place following the completion of the dome work. In addition, The Rose’s scene shop will receive a new roof and the theater’s main stage lighting will be upgraded as part of the capital campaign.

We wish to extend a big THANK YOU to the many generous donors who have already contributed to the campaign.
Special Thanks to Our Sponsors!

The value of sponsors and underwriters to The Rose Theater and its mission to enrich the lives of children and families through live theater and arts education cannot be overstated. Their support is vital to the continued success of The Rose Theater, and we would like to take this opportunity to say “thank you” for being our partners during the 2012-13 season!

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