



# The Seasoned Performers

*Alabama's ONLY senior adult theatre*



Annual Report Fiscal Year 2010

## A Message from the Executive Director

Dear Friends,

What a year The Seasoned Performers had in 2010, my third year as Executive Director, and the second year in a row that we surprisingly navigated through the world's financial upheaval. In spite of -- or maybe because of -- challenges, our nonprofit company perseveres with grace, producing original material, providing performance opportunities for older adults, and taking live theatre to special and often underserved audiences. The downside to the economic climate was that we had no raises for our staff, and we had to cut our touring play's number of performances some.

One of our biggest thrills of the year was to take both casts of our touring play, *Grimm and Bear It*, along with two of our readers, to Asheville, North Carolina to the Senior Theatre USA Conference and Festival. Besides dazzling the crowd with our performance, the group had time to sightsee, eat some delicious food, and get to know one another better. Read more about the trip on page 7.

Two major concerns that have become very apparent this year are the need for bigger office space and the need for a newer and safer van. In our tiny 12'x12' closet above the Dollar General in Vestavia Hills, the TSP staff members have to take turns coming into the office to do our work. We would love to find more spacious quarters nearby with some storage room and possibly meeting and rehearsal space. Our 1995 15-passenger van has low mileage, but few safety features. Manufacturers have taken these models off the market due to safety concerns. We are actively starting a fundraising campaign for the van this spring. Please let us know if you have any ideas!

Throughout the fiscal year 2010, TSP found several new sources of funding, including a couple of new fundraisers, the Red Hot Holiday Party and Cool Cocktails with Michael King -- as well as support from new foundations and corporations. Our individual supporters remained strong and our performers continued to amaze everyone who saw them.

Thank you for supporting TSP and participating in our joyous work through financial support and volunteerism!

*Barbara Sloan*



*Barbara Sloan, Executive Director, on a trolley in Asheville.*



*Ellise Mayor, Artistic Director, and Dr. Andrew Duxbury performing Karaoke in Asheville.*

## TSP Makes a Difference

### Here are some quotes from our Performers:

"My motto is 'Keep moving!' And I mean the mind as well as the body! I'm the same as I was thirty years ago in many ways but I can see things from a different perspective now. I'm better at playing the relationships in plays."

"Physically it's harder, but it keeps you going. We laugh and say it's harder to learn the lines, but I really don't think that has changed too much. It's always been hard to learn the lines and get all the blocking straight! Then it all comes together in the end."

### Here are some quotes from our Adult Audiences:

"Y'all are going to live a long time because you just can't help but have fun!"

"The performance was fantastic as always." "Come more often!"

"All 54 seniors enjoyed the play and want you back. Beautifully performed!"

### Here are some quotes from our Young Audiences:

"I would like to thank you for using your time to come to our school and reading to us. I loved all of it and especially the mystery. It was the perfect entertainment to get my morning started."

"I hope we get to watch another play of yours! I wonder how many places have you been to? And the name Seasoned Performers, it's a good name for you. Do you travel the world a lot?"

"You were fantastic, the way you do the character's voice and feeling and how you focus on the script. So thank you so much for coming to our school!"

*Martha Haarbauer, Founder, with husband Ward and Technical Associate Edwin Booth at the Spring Luncheon.*



**Motto:** "Fire is seen in the eyes of the young, but it is light that we see in the eyes of the seasoned."  
Victor Hugo

**Mission:** To enhance lives of senior adults through theatre

**Maxim:** To send a message of positive aging

The Seasoned Performers  
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205/978-5095

mail@seasonedperformers.org  
www.seasonedperformers.org

## BOARD OF DIRECTORS

President: Josh Andrews  
 Secretary: Nell Richardson  
 Treasurer: Mildred Michoudet (resigned mid-year)  
 Karen Guice  
 Sandra Lawler  
 Brad LaMonte  
 Beth McCord  
 Carolyn Newton  
 Patsy Sawyer  
 Jim Sturdivant  
 Andrea Walker



*Josh Andrews Board President, and Beverly Brasell, Chair of Advisory Council Steering*

## STAFF

Barbara Sloan, Executive Director  
 Ellise Mayor, Artistic Director  
 Martha Haarbauer, Readers Coordinator  
 Edwin Booth, Technical Associate

## ADVISORY COUNCIL

Linda Allison	Jim Anderson
Linda Andrews	Carole Armistead
John Batson	Beverly Brasell
Jean Burford	Boots Carroll
Chianti Cleggett	Rod Davis
Dick Deason	Charlotte Dominick
Marva Douglas	Brenda DuVall
Andrew Duxbury	Della Fancher
Sue Ellen Gerrells	Cathy Gilmore
Harold Hunt	Rick James
Jeff Johnson	Diane Litsey
Alan Litsey	Jack Mann
Suzanne Mann	Julia Matson
Patty McDonald	Dianne Mooney
Rick Rivenbark	Virginia Mae Schmitt
Debi Strevy	Martha Moore Sykes
Cameron Vowell	Nancy Watkins
Kay Wilburn	Stanley Woodall



*Cast of the Salon's Don Juan in Hell at Samford University: Bob Penny, Sam Chalker, Ward Haarbauer, and Sandra Lawler*

## ACTORS

Barbara Blackwood	Georgene Gainey
Mike Gerrells	Sue Ellen Gerrells
Arlene Hall	Dorvalyn Jean
Beth McCord	Tommie Willis
AND Edwin Booth	



*Grimm and Bear It performing in Asheville at the Senior Theatre USA Conference and Festival: Edwin Booth, Sue Ellen Gerrells, Georgene Gainey, Tommie Willis, and Mike Gerrells.*

## READERS

Jim Anderson	Marsh Adam
Leigh Ann Botters	Sam Chalker
Frances Cook	Inez Donahoo
Lynn Douglas	Scott Downs
Noble Edwards	Gayle Edwards
Nova Lacefield	Phyllis Landers
Sara Light	Jeanette Lincecum
Jane McCrary	Rick Rivenbark
Bert Seaman	M.H. Smith
Dan Wise	John Wright, Jr.

*Readers M.H. Smith, Leigh Ann Botters, and John Wright, Jr. at the 2010 BATA Gala*

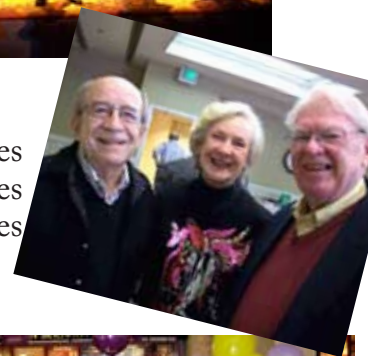


## SALON

Marsh Adams	Carole Armistead
Evelyn Allen	John Batson
Beverly Brasell	Boots Carroll
Sam Chalker	April Deal
Charlotte Dominick	Marva Douglas
Mike Gerrells	Sue Ellen Gerrells
Martha Haarbauer	Ward Haarbauer
Frank Kanelos	Adriana Keathley
Sandra Lawler	Jeanette Lincecum
Shirley McCulloh	Bob Penny
Jeannette Stelzenmuller	Ginger Sharbel
Sandra Taylor	Jane Trechsel
Nancy Watkins	John Wright, Jr.

# Touring and Attendance

October 1, 2009 - September 30, 2010



## Play Tour

Fall of 2009: ***Grimm and Bear It*** by Dr. Andrew Duxbury 30 performances

Spring of 2010: ***Grimm and Bear It*** by Dr. Andrew Duxbury 27 performances

Total Performances 57 performances

Total Play Audience Members 2,073

Total Play Rehearsals 53

Total Other Rehearsals (Salon and Special Events) 14

## Readers Tour

115 readings

Total Audience Members 3,795

Total Readers Workshops 44

Total Acting Workshops 4

SAASY/Kresge Lecture 1

Total Volunteer Hours 3,573

Volunteer Performers 52

Total Audience Members (Play and Readers) 5,646

## Audience Percentages

Birmingham 49%

Jefferson County 84%

Jefferson County Seniors Served 2,589

Urban Audience 28%

Suburban and Small Town Audience 54%

Rural Audience 15%

Minority Audience Members 17%

Senior Audience Members 67%

Student Audience Members 21%

Adult Audience Members 12%



## Alabama Counties Served (12 total):

Chilton Clay

Elmore Etowah

Jefferson Madison

Marengo Shelby

St. Clair Talladega

Walker Winston

Also performed in Asheville, N.C.



## Community Support

October 1, 2009 - September 30, 2010

Fundraising support for TSP remained challenging in the continuing economic situation in 2010. The good news was that our income was up from \$101,709 in 2009 to \$111,491 in 2010. However, our expenses exceeded our income, and our income did not match its projected budget of \$124,500.

Total individual donors to TSP numbered 117 -- and 142 separate donations, because some patrons donated multiple times. This number included 22 first time contributors and four people who pledged monthly or quarterly amounts. We also received a nice "Spice of Life Society" gift from the estate of longtime TSP member, Avanelle Weldon.

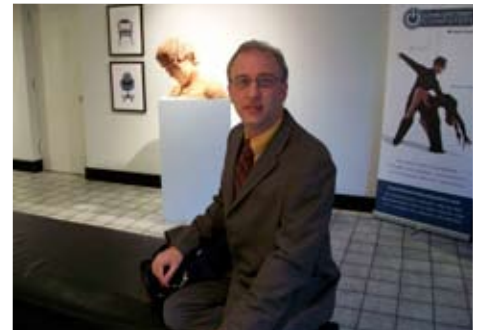
Our biggest community supporter remained the Jefferson County Office of Senior Citizen Services, led by Executive Director Bill Voigt. We were absolutely thrilled to also gain funding from the Alabama State Council on the Arts, the Community Foundation of Greater Birmingham, an anonymous donor through the CFGB, The UAB Benevolent Fund, The Daniel Foundation of Alabama, the Alabama Power Foundation, The Thompson Foundation, and the Wells Fargo/Wachovia Foundation. Other support came from the Jefferson County Library Cooperative for work with The Big Read, and from Alacare Home Health and Hospice, Alabama Geriatric Specialists, Inc., Ferlisi, Jolley and Associates, Columbia Cottage, The Hoover Service Club, Travel Team Travel Agency, and Southlake Orthopaedics. All Saints Episcopal Church, Ascension Episcopal Church, and Independent Presbyterian Church all partnered with TSP to send residents of Episcopal Place and Kirkwood-by-the River to one of our big events.

The Seasoned Performers started an annual **Red Hot Holiday Party** on December 14, 2009. The event was held at The Club and hosted over 70 patrons, raising several thousand dollars for TSP. On April 8, 2010, Norton Dill and the Dill Pickers allowed TSP to sell tickets to a preview performance of their hit musical *Wedding on Sand Mountain*. The event was quite successful, and put over \$3,000 more into our bank account. To raise money for our trip to Asheville for the Senior Theatre USA Conference and Festival, we had a Chick-Fil-A Spirit Night at the Colonial Brookwood Mall, and also performed *Grimm and Bear It* at South City Theatre in Alabaster. On Sunday, August 22, we had **Cool Cocktails with Michael King** at Robert Hill Gallery, making merry and making a little money, too. Mike and Mary Anne Freeman hooked TSP up with AT&T's matching fund, and we were able to double the contributions they gave our company.

For more information on donating funds or services to The Seasoned Performers, please contact Barbara Sloan, Executive Director 205-978-5095 or [barbara@seasonedperformers.org](mailto:barbara@seasonedperformers.org).



*Red Hot Holiday Party organizers Sandra Lawler, Beverly Brasell, Mildred Michoudet, and Nell Richardson*



*Dr. Andrew Duxbury of the UAB Center for Aging, gave the keynote lecture in Asheville*



*At Spring Luncheon, Beverly Brasell, Virginia Mae Schmitt, and Boots Carroll*



*Grimm performing for ASFA and cameras for WVTM Alabama's 13*

## Individual Support

Totaling: \$17,158.75

## Community & Corporate Support

Totaling: \$68,987.87

### Red Hot Tamale

Boots Carroll\*\*\*  
Christopher Hall  
Ms. Dorvalyn Jean\*\*\*  
Sandra Lawler\*  
Jane S. Webb

### Highly Seasoned

Rachel Ferguson  
Mike & Mary Anne Freeman  
James Gordy  
Arlene and Leo Hall\*\*\*  
Julia Matson\*\*  
M.H. Smith\*\*\*  
Susan & Jim Sturdivant\*  
Cameron Vowell\*\*

### Hot & Spicy

Michel Boles  
Lee and Amanda Borden\*\*  
Beverly Brasell\*\*  
Andy Duxbury\*\*  
Ward\*\*\* &  
Martha Haarbauer\*\*\*\*  
Michael Jean Lancaster  
A.J. Murray  
Angela Pruitt  
Bill and Nell Richardson\*  
Debi Strevey  
Kay Wilburn\*\*

### Zesty

Marsh Adams\*\*\*  
Carole Armistead\*\*  
Janie Berry  
Amanda & Lee Borden  
Gerda Carmichael  
Christopher Cook  
Frances Cook\*\*\*  
Charlotte Dominick\*\*  
Inez Donahoo\*\*\*  
Mike & Brenda DuVall\*\*  
Georgene Gainey\*\*\*  
Mike\*\*\* & Sue Ellen Gerrells\*\*\*  
Mrs. Elise Goldman  
Christopher Hall  
Jean & William Hardekopf  
Mrs. Jimmie Hess  
Sandy Hines  
Mr. & Mrs. Michael Krawcheck  
Bettie LeGrand  
Patty McDonald\*\*  
Teresa Morgan  
Bob Penny\*\*\*  
Jean Pierce  
Rick Rivenbark\*\*\* & Nova  
Lacefield\*\*\*  
Mr. & Mrs. Joe T. Roberson  
Patricia Sawyer\*  
David & Cathy Jo Tate  
Lucille R. Thompson  
Nancy Watkins\*\*\*  
Mr. & Mrs. Charles Vawter  
Bill & Linda Voigt  
Paul & Joanna Ware  
Pat Weitnauer

### Zippy

Lynn Ault  
Evelyn Allen\*\*  
Jim\*\*\* & Dot Anderson  
Shirley Bailey  
Jo Ballard  
Winnie Boles  
Rod & Judy Boyes  
Bert Brouwer  
Jeannie Brown  
Ron & Sandra Chance  
Lowell Christy  
Robert Collins  
Susan Davenport  
Judith Deegan  
Lynn Douglas  
Scott Downs  
Michael Ellerbusch &  
Southlake Orthopaedics  
Amanda Ward Ennis  
Juanzetta Flowers  
Ann & David Fraley  
Beth Ann Franklin  
Lisa Paden Gaines  
David Gary  
Dr. & Mrs. Robert Glaze  
James & Alison Gorrie  
Sal Griffis  
Ninette Griffith  
James & Jemmie Hawk  
John & Ty Howell  
Barbara & Harold Hunt\*\*  
Frances Johnson  
Karen Kelly  
Barbara Koehler  
Barbara Lee  
Mr. Yue Li  
Dr. Sarah Light\*\*\*  
Diane\*\* & Alan Litsey\*\*  
Dr. Charles "Scotty"  
McCallum  
Beth\* & Wallace McCord  
Shirley McCulloh  
Mildred Michoudet\*  
Teresa Morgan  
Ned Mudd II  
Phyllis Murell  
Carolyn Newton\*  
Seth Olson  
George & Emily Omura  
Kathie & Pringle Ramsey  
Nina Reeves  
Carolyn Roberson  
Carol Sims  
Barbara Sloan\*\*\*\*  
Garland Smith  
Grady Smith  
John & Hilda Tant  
B.T. & Ann Tillman  
George & Marcy Ann  
Williams  
Tommie Willis\*\*\*  
Mr. Gordon Wood  
Stanley Woodall\*\*

\* Board of Directors  
\*\* Advisory Council  
\*\*\* Performer/Reader  
\*\*\*\* Staff

Patrons Mary Anne Freeman & Ann Chase

### Individuals Honored

Boots Carroll  
by Amanda Ward  
Frances Cook  
by Winnie Boles and  
by Janie Berry  
Georgene Gainey  
by Michael Jean  
Lancaster  
Martha Haarbauer  
by Cameron Vowell  
Brad LaMonte  
by David Gary

### In-Kind Contributions

**Reception support is from:** Barber's Dairy, Bud's Best Cookies, O'Henry's Coffee, Ousler's Sandwiches, Savage's Bakery, Wal-Mart, Creative Events of Birmingham, Crazy Lady Cakes, After Class, Sarah's Flowers, Buffalo Rock, Texas Roadhouse, RKO Photography, the Calera Hampton Inn, Piggly Wiggly Homewood, & Continental Bakery.

**In-kind support is from:** Vestavia Hills United Methodist Church, Southminster Presbyterian, The Unitarian Universalist Church, Samford University Theatre, Birmingham Festival Theatre, South City Theatre, Birmingham Southern College, UAB Theatre Department, Vestavia Hills High School, Highland Digital Media, Kwik Kopy Vestavia, Alpha Graphics, and our volunteer performers.

**Corporate Matching Programs:** AT&T and IBM.



Community Foundation  
of Greater Birmingham

### Community Sponsors

The Jefferson County Office  
of Senior Citizen Services  
The Alabama State Council  
on the Arts  
The Community Foundation  
of Greater Birmingham  
An Anonymous Donor  
through CFGB  
The UAB Benevolent Fund  
The Jefferson County Library  
Cooperative

The Hoover Service Club

### Corporate Sponsors

The Daniel Foundation of  
Alabama  
The Alabama Power  
Foundation  
The Wells Fargo/Wachovia  
Foundation  
The Thompson Foundation  
Alacare Home Health and  
Hospice  
Alabama Geriatric  
Specialists, Inc.  
Ferlisi, Jolley and Associates  
Columbia Cottage  
Travel Team Travel Agency  
Southlake Orthopaedics

### Community Partnerships

TSP values its relationships  
with other organizations in our  
community including:

Alabama Association of  
Nonprofits  
Birmingham Area Theatre  
Alliance  
All Saints Episcopal Church  
Ascension Episcopal Church  
Independent Presebyterian  
Church  
Virginia Samford Theatre



## Year in Review: 2009 - 2010

The year 2010 marked the 27th year of touring for The Seasoned Performers. During this season (October 2009 - September 2010), our associates and members totaled ninety-five (95) active individuals. The staff remains at four part-time members, including Barbara Sloan, Executive Director; Ellise Mayor, Artistic Director; Martha Haarbauer, Readers Coordinator; and Edwin Booth, Technical Advisor. We have thirty-five (35) members on the Advisory Council, and Beverly Brasell continues as head of the AC Steering Committee, which has done quite well with fundraising events as its mission. The Seasoned Performers Board went up to a record number of twelve, and ended the year with 10 people. We performed for 5,646 audience members for an astounding 172 presentations.

We started off the year with an interesting offering: a Life Writing Workshop for some of our Salon members and others in the community. A reading of the pieces was given in January at a Salon Sampler. Staff and readers gave a program for the Vestavia/Hoover Kiwanis Club and we also performed the touring play for the Alabama Power Energizers. In the fall and spring, we continued the run of Dr. Andrew Duxbury's *Grimm and Bear It*. A public performance of *Grimm* for Grandparents and Grandchildren at the Children's Dance Foundation on November 1 featured complimentary cookies (from Bud's Best) and milk (from Barber's Dairy). December was busy, with a reading of *A Child's Christmas in Wales* by Bob Penny for the ArtBurst series at the Unitarian Church, our first Red Hot Holiday Party at The Club, and a company holiday luncheon provided generously by Galleria Woods.

The Salon's Staged Concert Reading of *Don Juan in Hell* was revived and performed at the Bonnie Bolding Studio Theatre on the Samford University campus, featuring Sam Chalker, Ward Haarbauer, Sandra Lawler, and Bob Penny. Three new scripts debuted with the Readers: "Collectibles" for Christmas, "What Is It About Baseball?" to honor Rickwood Field's 100th Anniversary, and "The Workin' Life," all written by Martha Haarbauer. The Readers also took part in The Big Read, which featured Mark Twain's *Tom Sawyer*. Some Salon members took the piece out of the county, and to special events, all made possible by a grant from the Jefferson County Library Cooperative.

Norton Dill and the Dill Pickers allowed TSP to sell tickets for a Preview of their *Wedding on Sand Mountain* in April, just as we also began a partnership with the Virginia Samford Theatre and Episcopal Place seeking a Kresge Grant, which we received to create a SAASY theatre arts workshop for older adults. It was developed for FY 2011 to be taught by Beverly Brasell and Jan Hunter. In the spring, we also received a new website design and began looking for new office space.

Probably our biggest accomplishment of the year was to have fourteen Seasoned Performers, staff members, and fans attend the Senior Theatre USA Conference and Festival in Asheville, North Carolina June 6 - 9. Thanks to Mike and Mary Anne Freeman, Boots Carroll, Viva Health, Chick-Fil-A, South City Theatre, and a variety of other individual and corporate sponsors, we raised enough funding to participate in this extraordinary biennial event.

Attending were staff members Barbara Sloan, Ellise Mayor, and Edwin Booth; *Grimm* cast members Barbara Blackwood, Arlene Hall, Dorvy Jean, Beth McCord, Georgene Gainey, Mike Gerrells, Sue Ellen Gerrells, and Tommie Willis; Readers Inez Donahoo and Sarah Light, and fan Leo Hall. Our own playwright, Dr. Andrew Duxbury of the UAB Center for Aging, was the keynote speaker and he dazzled the audience with a presentation about Alzheimer's, Aging, and Creativity, which we later presented as part of the Kresge Grant public offering. Andy and Ellise entertained the entire conference at an after-hours Karaoke event, as did Edwin. TSP also performed *Grimm and Bear It*, once with the Monday/Wednesday cast and once with the Tuesday/Thursday cast to rave reviews. Both Fred Hunter (Fox 6) and Wendy Garner (WVTM 13) featured *Grimm* on television.

During the summer, Martha Haarbauer repeated her acting workshop for seniors called "Get Your Act Together," and it was featured on local CBS TV. We had a fun time and raised around \$1,000 at our *Cool Cocktails with Michael King* event held at Robert Hill Galleries. That reception featured food from Continental Bakery and Piggly Wiggly (Homewood), and wine and beverages from Wal-Mart.



*Program for the Kiwanis Club*



*Robert Hill & Stephen Dickerson were hospitable hosts for Cool Cocktails*



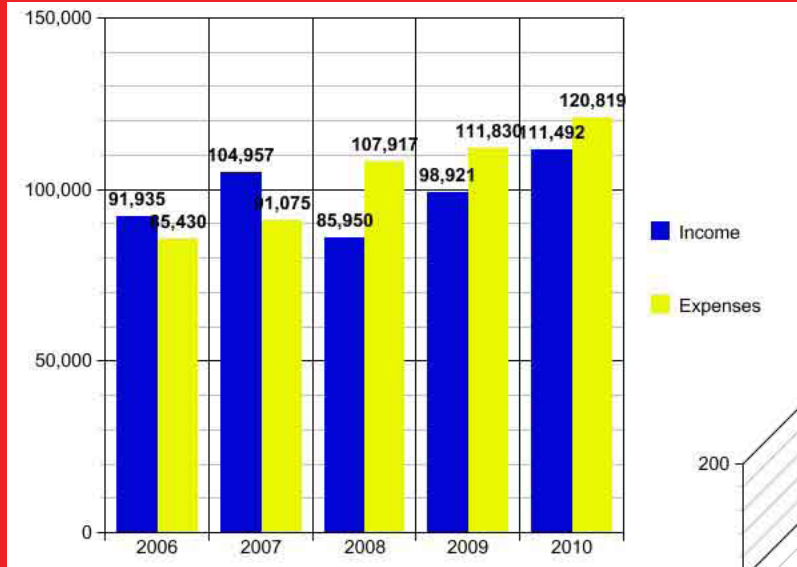
*Visiting Tupelo Honey Cafe in Asheville*



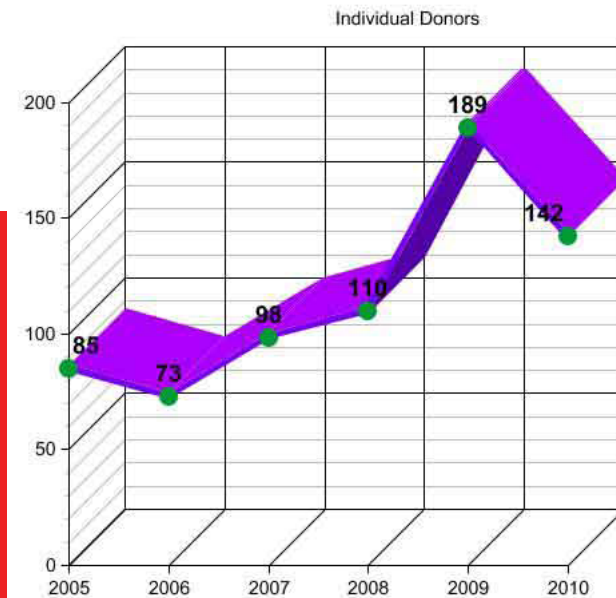
*Ellise Mayor with Fred Hunter of Fox 6*

# Financial Statements

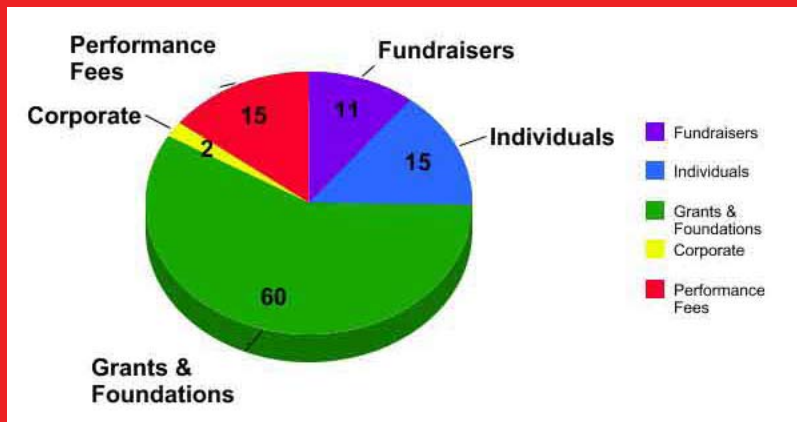
Income and Expenses 2006 - 2010 - Income needs to catch up



Individual Donors fell some in 2010 with the Economic Recession



Income Sources for 2010



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