



April 2009
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High Point Theatre
220 East Commerce Avenue
P.O. Box 230
High Point, NC 27261

HIGH POINT T H E A T R E

THE STAGE DOOR

From the Director's Chair . . .



Greetings all!

Things are bustling at your theatre as we prepare for next quarter's busy dance season. A big welcome to our new renters – Arts Evangelica, Center Stage, and Dance Edge. The High Point

Theatre staff looks forward to working with you.

The booking of events for the 2009-2010 Star Spangled Series is very close to complete. Thanks to all of you for your suggestions...the new season will be announced in July. However, please continue to send me your ideas on what you'd like to see as part of the series because I will keep the suggestion for future consideration.

As I mentioned in the last newsletter, January is the time that theatre staff focuses on planning for the upcoming year. This year, as part of the planning session, we reviewed our vision and mission statements which resulted in changes to both of them! Our new vision statement is: *"To provide the highest quality experience for our guests."* Our new mission statement is: *"To serve the community by providing a venue for diverse cultural events."* I would certainly welcome your thoughts on these revised statements.

Additionally, in tandem with our partner Emisare, theatre staff is working on developing a logo that assists in describing the multi-faceted use of the theatre. While the facility is titled a theatre, the fact is that the venue serves the community in many more ways than a performance space. It houses an Art Gallery which displays works by artists from all over the USA;

art classes for children and adults are conducted in the facility; High Point citizens use facility spaces for their wedding receptions (and in one case wedding!), for retirement parties, for corporate meetings, for school/college graduations, etc. The facility also serves Furniture Market by providing space for the Media Center – journalists from all over the world visit here. Finally, the auditorium itself has as many diverse uses as the rest of the facility: State bodybuilding contest, Shakespeare Festival, Miss North Carolina USA pageant, seminars by people such as Martha Stewart, etc...the list goes on and on. The point is: what kind of logo can best tell the theatre's story? I will keep you apprised on the matter.

Other news to report – I am pleased to announce the theatre box office is now accepting Mastercard, Visa and Discover. Many of you have asked for this service. We continue to work with the City's Finance Department to explore the possibility of an ATM machine on premise since several of you have also asked for this service...I will keep you updated in future newsletters.

Finally, for those of you who watch UNC-TV, they will be at the theatre in the near future to tape a segment for an upcoming Carolina Weekend series. We will be featured together with a local restaurant and, of course, they will be recommending that visitors come to High Point and the theatre! I hope you'll be able to catch it!

Thank you all so much for your ongoing support and I look forward to seeing you at the High Point Theatre soon!

Louisa Hart, Theatre Director
louisa.hart@highpointnc.gov

Theatre Newsletter Going Electronic

The High Point Theatre, like most organizations, is faced with a continuously shrinking budget and rising costs. We too find ourselves challenged with the task of continuing to provide services to our patrons, all the while reducing our operating expenses.

Among the many upgrades we had already planned for the coming season was the conversion of the Theatre's quarterly newsletter to an electronic format. The current state of the economy is all the more reason to speed up that conversion in the coming months.

If you enjoy receiving this newsletter, and wish to continue getting news about Theatre events and other informational announcements, we encourage you to sign up to receive the newsletter by email, if you have not already done so.

You may add your name to our email list by going to our website at www.highpointtheatre.com. Scroll down the Calendar/Tickets link to "Mailing List." Provide us with your contact information including your email address, then ask to be added to our mailing list to receive the newsletter.

Once everything is functioning properly, and your newsletter arrives in your inbox, all you need do is sit back and enjoy it at your leisure. Important: be sure to also add us to your "Safe Sender's List!"

Volunteers Needed...

Opportunities for Everyone!

**Contact Karen Loman at
336-883-3625 for information**

In the Spotlight . . .

ATLANTA RHYTHM SECTION



SATURDAY

MAY 9

8:00 PM

Part of the Southern Rock scene for more than 30 years, Atlanta Rhythm Section earned its place on the list of DigitalDreamDoor.com's "Greatest Soft Rock Artists" by first becoming one of the hottest bands of the 1970s.

With a polished style similar to Fleetwood Mac and Steely Dan, ARS first broke into the Top 40 with the single *Neon Nites*, then made their way into the Top 10 with *So Into You*. The success of these songs drove sales of their album, *A Rock and Roll Alternative*, to the top of the charts, earning it gold record status in 1977. Some of the group's other biggest hits include *Imaginary Lover*, *Spooky* and *Champagne Jam*.

**HIGH POINT
THEATRE**

Questions & Answers

There are some questions we are often asked by our patrons. We would like to address some of the more commonly asked questions as a regular feature in our quarterly newsletter.

Question: When I picked up my tickets for a recent show, I asked about purchasing tickets for another upcoming event. I was told it wouldn't be possible at that time ... why not?

Answer: During each show, we make every effort to get our Theatre patrons into their seats as quickly as possible in order to begin events on time. We limit our transactions on show night to those relevant to that show only as a courtesy to our other guests and to our artists. This greatly speeds up the process of getting everyone into the facility in a timely manner.

Theatre Patrons Adore Hiromi!



Theatre patron Louise Rice poses with Hiromi during meet and greet with artist

Music lovers enjoyed an evening of high-energy excitement when young piano phenom Hiromi Uehara took the stage at the High Point Theatre February 21.

"I want direct communication from heart to heart. I want the audience to feel what I feel," says Hiromi. And from the positive feedback received, she did just that. The audience responded to this rising young star with great enthusiasm and heart-felt adoration.

Safely Discard Your Hazardous or Electronic Waste During Summer Cleanup Day

The City of High Point and Guilford County are partnering for Summer Cleanup Day on Saturday, June 20. Take advantage of this opportunity for convenient, safe and environmentally friendly disposal for FREE!

Items Being Collected: Tires with rims removed; white goods (appliances); plastic pesticide containers; household hazardous waste including pesticides, antifreeze, motor oil, paint and supplies, cleaners, batteries, and other household chemicals; household electronic waste including computers, televisions, electronic games, cell phones, or items with an electronic chip.

Collection hours are 8:00 am to 2:00 pm
at the Mendenhall Transportation Terminal
200 E. Commerce Ave., High Point

Sponsored by Showplace and the High Point Theatre

For additional information, call 883-3517.

Calendar of Events

April 2009

- | | | |
|----|--|---------|
| 4 | Stanley Jordan | 8:00pm |
| 18 | NC Bodybuilding-Prelims | 10:30am |
| | NC Bodybuilding-Finals | 6:00pm |
| 24 | Opening Day for Furniture Market
Media Center - Closes April 30 | |

May 2009

- | | | |
|----|---|---------|
| 2 | Dance Recital - Dance Edge | 7:00pm |
| 7 | National Day of Prayer
(Outside Terminal) | 12:00pm |
| 9 | Atlanta Rhythm Section | 8:00pm |
| 14 | HPCT: Smoke on the Mountain | 7:30pm |
| 15 | HPCT: Smoke on the Mountain | 8:00pm |
| 16 | HPCT: Smoke on the Mountain | 8:00pm |
| 17 | HPCT: Smoke on the Mountain | 2:00pm |
| 22 | Arts Evangelica in Concert | 7:00pm |
| 23 | City of High Point Sesqui-
centennial Festivities
(Auditorium+Outside Terminal) | 10:00am |

June 2009

- | | | |
|----|--|--------|
| 6 | High Point Ballet | 7:30pm |
| 12 | Dance Recital - Center Stage | TBA |
| 13 | Dance Recital - Center Stage | TBA |
| 18 | Opening Reception Theatre
Art Galleries New Exhibit | 5:00pm |
| 20 | Hazardous/Ewaste Collection
(Outside Terminal) | 8:00am |

For more information or reservations call the box office at (336) 887-3001, Monday - Friday, 12:00 - 5:00 PM. Reserve online at www.highpointtheatre.com

Note: Not all events are open to the public and programs are subject to change.

The perfect gift for your
Mother or Father on their
special day . . .

High Point Theatre Gift Certificates

Available through our box
office. Call 336-887-3001



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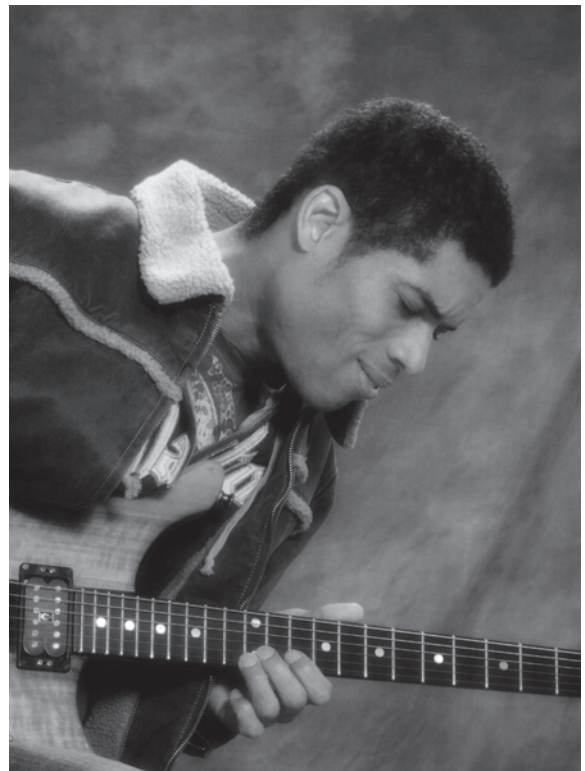
RETURN SERVICE REQUESTED



Stanley Jordan's Trio *Saturday, April 4, 8:00 PM*

Stanley Jordan offers his audiences a richer, deeper, more varied musical experience than perhaps any other modern musician. Spanning a range of styles from swing to rock, Jordan's singular interpretations of Michael Jackson's "The Lady in My Life" and the Beatles' "Eleanor Rigby" catapulted his debut album, *Magic Touch*, to the top of billboard's jazz charts for a stunning 51 weeks.

Inspired more by his passion for music than the seductions of fame and fortune, Jordan is recognized as the leading innovator of the "tapping" technique of guitar playing, in which notes are created by tapping the fretboard, rather than via conventional strumming and picking.



Tickets: 336.887.3001 / www.highpointtheatre.com