



## *De's Dazzles – How do we choose our entertainment?*

A popular question I am asked is *How do I choose which performers to have?* There are many facets to this question.

- a. Our Board of Directors desires the Corning Opera House to be a family friendly place, so parents know it is a safe place to bring the family! We encourage generations to attend events together. Grandparents bring your grandchildren and introduce them to music you liked or Adults spending time with their parents.
- b. I communicate with opera houses in Iowa, Minnesota, Nebraska, and Missouri and route performers together, which saves money by splitting the travel costs between the different locations. I.E. the performer will fly into Omaha and spend Friday in Nebraska and Saturday in Corning before flying out again.
- c. Sometimes, various performers will recommend their friends in other bands. They share what they really liked such as the homecooked meals, intimate performing space and our appreciative audiences that actually listen to the musicians. This is one of our strong suits, that performers ALWAYS comment on!
- d. Agents usually have multiple performers therefore they suggest different ones, because they know our size, location, and price range. We look for different genres of music, too.
- e. Occasionally, a performer is traveling from Chicago to Denver or Minneapolis to Kansas City searching for a location in the middle to fit in a concert to break up their travel and will ask for a reduced fee – which we like.
- f. Sometimes, I receive an unexpected phone call or email, which is what happened with Steve Dorff. Out of the blue, an agent contacts me and says the Corning Opera House is a perfect fit, wouldn't we like to host songwriter, Steve Dorff? I say Who? Then I spend a few days researching the musician, watching YouTube videos, following his/her social media, learning all I can on their website, and more. Then I'll start a conversation with the agent. As for what I found out about Steve – I was blown away! And he's coming to Corning!!
- g. After a month of emails and phone calls negotiating the fee, food, lodging, etc. then comes reading through the rider with all the technical details such as stage requirements, diet restrictions, to the number of water bottles needed on stage! After those details are worked out, the contract is ready to be signed and the date can be announced.

As for Steve Dorff – don't miss this opportunity on January 28!! A Night of Stories and Songs, as Steve tells of meeting famous singers, inspiration behind the songs, and the struggles. I've read his book "I Wrote That One, Too!" and it is fabulous! See you at the Corning Opera House!

Sincerely,

De Heaton, Executive Director