

The Business Side of Theater in NYC



If you have ever longed for a peek behind the curtain to see the business side of theater in New York, please join us to hear from Wendy Federman, producer and FOUR Time TONY Award Winner for [HAIR](#), [PIPPIN](#), [ALL THE WAY](#), and [Curious Incident of the Dog in the Nighttime](#) -- as well as a member of Beta Gamma Sigma Alumni in NYC. As she says, “business is business” and Wendy will share with us what it takes to make a show successful in the glamorous, but perilous world of New York Theater.

November 3, 2015

6:00 p.m.– 8:00 p.m.

The Union League Club, 38 East 37th Street

Fee:

\$35 for Members of BGS Alumni in NYC

\$45 for Non-Members and Guests

Dress: **The Union League requires business attire**

[Register Here](#)

About Our Speaker:

Wendy Federman is a multi Tony Award, Drama Desk Award, Drama League Award, and Outer Critics Circle Award winning Producer. She comes from a family who was firmly entrenched in the theatre and entertainment industry and was inspired by her family’s colorful history.

Wendy began her own theatrical career studying dance, singing, acting, piano and guitar at a very young age. Growing up in a home whose walls echoed the sounds of her mother’s

beautiful soprano voice, Wendy began her own theatrical career studying dance, singing, acting, piano and guitar at a very young age. She dedicates every new production to the memory of her mother. Wendy began her theatrical life intending to be a performer, but she always had an eye for business. While earning a degree in behavioral science and management from New York University, Wendy would work behind the desk at her father's office. This didn't stop her from taking acting classes and attending auditions. However, when her father suddenly died at 60, she gave up her theatrical dreams: following the motto, "family first," she joined her brother to become the third generation owner and operator of a global floral ribbon manufacturing and importing company. Through it all, Wendy still found time to keep up with her dance, singing and acting lessons in order to maintain her connection to the entertainment world.

Theatre producing is about a great product you believe in, finances in place, costs under control, and reaching your target market in order to achieve maximum sales. Business is business. Theatre will always be Wendy's first love, and as luck would have it, the father of a child in her son's playgroup happened to be a Broadway Producer. He realized Wendy's passion and understanding for the theatre world, eventually asking her to co-produce the National Tour of "Legends", starring Joan Collins and Linda Evans. Wendy now has 38 Broadway producing credits in addition to numerous National Tours and London productions. Today, this multi Tony Award winner is a fixture amongst the "who's who" of Broadway insiders. Wendy is constantly attending readings and workshops of new and revival materials while traveling throughout the United States and London looking for that special play or musical that may have Broadway potential. In the little down time she has, Wendy reads through the numerous play submissions. To learn more about Wendy, please go to www.foolishmortalsproductions.com.

For those of you that did not catch Wendy's interview with Sandy Kenyon which aired on ABC TV news in August and ran in 6000 NYC taxis on TaxiTV , here it is :

<http://7online.com/entertainment/new-jersey-mom-becomes-Broadway-theater-producer/893760/>

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