

PATRON

In This Issue...

● Billy Joe Royal's
Last Stand

● Strand, Earl Smith
Share B-Day on 1/8/11

● Classics, Cult Classics,
TV on Big Screen

● A Theatrical Education

● AT&T Donates \$10K

● Bogart Celebrates
A Patron's B-Day



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PATRON

This is the inaugural issue of the *Patron*. Thanks for picking up a copy! The *Patron* is published by the Earl Smith Strand Theatre with the purpose of informing our patrons about upcoming events, important news, and fun facts. Thank you for your support of The Strand!

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Get on the Mailing List:
Over 4,000 Strand patrons will enjoy this issue. The Strand also publishes a weekly e-newsletter with upcoming events and other information.

If you'd like to be added to the mailing list or e-news list, please contact the Box Office.

BOX OFFICE CONTACT
Tickets can be bought by calling 770.293.0080 or, online at www.EarlSmithStrand.org, or by visiting us at 117 North Park Square Marietta, GA 30060. Box Office hours are M-F from 9 AM - noon and 1 PM- 4PM.



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The Strand in Numbers...

76 years that The Strand has been standing

13 couples have been married at The Strand

93,725 people came to The Strand in 2009

46 steps to Brew with a View

531 seats in the theatre

23,000 popcorn kernels popped per weekend

6,993 people saw a classic movie in 2009

940 brick pavers under the marquee

610 lightbulbs under the marquee

484 square feet of movie screen

272 keys on the organ

4 dressing rooms



Memories: Marietta Remembers The Strand

"I worked at The Strand in 1962 and 1963 in the concession stand and ticket booth... Once there was a 'midnight' horror movie, *The Screaming Skull*, and in one of the scariest moments a skeleton came sliding down a line that was connected to the projection room to the stage. Everyone screamed bloody murder! It was great." - Naucie Lovett Whitfield

"My first kiss was at The Strand in 1969!" - Cindy Wade

"I remember going to The Strand many times from 1952 to 1957 and riding around the square many times. I got a ticket for backing around the square - the wrong way!" - Ron Lynch

"My husband and I had our first date in The Strand in September 1975. We were married in 1979 and as of 2008, we have been married for 29 years." - Kim and David Hary

"I remember as a child the 10 am Tuesday summer matinee. I would work hard all week to catch lightning bugs and moths so that I could let them go in the movie and sit in the balcony and admire my work!" - Jac Greenlee

"In the sixth grade, I was a member of the safety patrol at Waterman Street Elementary. Every Saturday safety patrols were admitted to The Strand for free. My friends and I thought that was so neat!" - Robin Gravitt

"My sweet husband's first job was at The Strand. He lived a few blocks off the square and walked up there and swept the floor as a youngster... The reason he got a job at age ten was that he and his father got into an argument about the kind of tennis shoes his dad bought him. He wanted 'Pro Keds' so he went and got a job to earn the money to buy the shoes!" - Mary Ansley Southerland

"I celebrated my 12th birthday by seeing *Gone with the Wind* at The Strand, then eating dinner at Johnny Reb's, where Graham Jackson played 'Happy Birthday' to me on the piano and organ - at the same time!" - Carol Vien

Then & Now



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The Strand in 1935 A Night at the Movies

Staff Writer Manda Costoulas

The Strand Theatre opened its doors on September 24, 1935. That afternoon, the theatre screened *Top Hat*, a musical starring Fred Astaire and Ginger Rogers. All of Marietta turned out to this exciting event, and in doing so, became a part of the legacy of The Strand that still continues today.

In 1935, The Strand Theatre looked much like it does now. The inscription on the face of the Strand read: "A monument devoted to the best in music photoplays and the theatrical arts." The renovation of the façade and marquee reimagined the original decor of the theatre, revitalizing



Top Hat was the first movie screened at The Strand in 1935

Cinema was synonymous with modern technological progress, and a "movie palace," like The Strand Theatre in a community was an important source of pride. But it was the link between the technology of film and the art of theatre that made movies so special, and made a night at the movies in 1935 an extravagant event.

It is interesting to imagine what going to the movies was like in 1935, since going to the movies today is such a casual affair. Films had a kind of novelty about them in that time that is difficult to visualize today. Like today, movies were cur-

rent expressions of American cultural identity, but in the 30's, they represented one of the first and ultimately one of the most lasting and successful expressions of mass culture. People in different cities across the country could watch the same movie at the same time, and, importantly, movies could be transmitted to large audiences. In fact, the audience at The Strand Theatre in the 30's was much larger

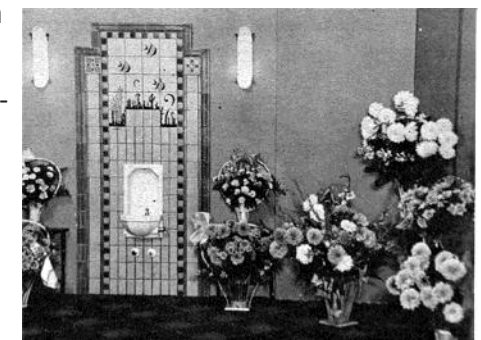
Going to the movies when The Strand opened would have been a much more formal affair, very much like going to the opera or the ballet today.

than it is today: The Strand originally held about a thousand seats.

Going to the movies when The Strand opened would have been a much more formal affair, very much like going to the opera or the ballet today.

People would wear fancy dress clothes, eager to appear in fashionable society. However, clothes and jewelry aren't the only differences: when the Strand opened in 1935, a movie ticket would have only cost about a quarter! For many years, The Strand stood as a movie theatre, later changing hands and functions through the years. Like the city in which it stands, The Strand has a diverse history. It has come out of disrepair and neglect to be restored to its former glory of a premier theatre.

Today, the renovated Strand Theatre plays host to many different forms of art and community events. It is a venue not only for movies but for live plays, musicals, concerts, special events, and more. A full schedule of events can be found at



A water fountain in the 1935 Strand. Art Deco details like this were commonplace in movie theatres built in the 20's and 30's. Image provided by Marietta History Museum.

www.EarlSmithStrand.org, or at the Strand Box Office at 770.293.0080



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Directions

*Earl Smith Strand Theatre
177 North Park Square Marietta, GA 30060*

The Strand is located on the north side of the historic Marietta Square at the corner of Cherokee St. and North Park Sq.

Going north on 75

Get off on exit 263 toward Marietta and merge onto South Marietta Parkway. After 2.8 miles, take a right onto Atlanta Road. After 0.4 miles, The Strand Theatre will be on your left at the northeast corner of the historic Marietta Square.

Going south on 75

Get off on exit 265 and take a right onto North Marietta Parkway. After 1.4 miles, take a left onto Church Street. After 0.4 miles, take a left onto North Park Square. The Strand Theatre will be on your left at the northeast corner of the historic Marietta Square.

From the Big Chicken at Cobb Parkway & Roswell Rd Go west on Roswell Road toward Marietta. After 1.7 miles take a right onto East Park Sq. and The Strand Theatre will be on your left at the northeast corner of the historic Marietta Square.

From Barrett Parkway and Dallas Highway Go east on Dallas Hwy. toward Marietta. After 1.5 miles, Dallas Hwy. turns into Whitlock Ave. Continue for 2.7 miles until you run into the Marietta Square. Take a left onto East Park Square. The Strand Theatre will be on your left at the northeast corner of the historic Marietta Square.



Strand FAQ

Q: Do you offer tours?

A: Yes! Every Monday at 10 AM we offer our "Behind-the-Scenes Tour" for \$5.

Q: When can I look inside The Strand?

A: The Strand is typically closed when there's not an event going on. As mentioned above, we have tours of The Strand on Monday mornings for \$5.

Q: When is your box office open?

A: Our Box Office is open from 9 AM- noon and 1 PM -4 PM Monday through Friday.

Q: How can I find out what is happening at The Strand?

A: There are several ways to stay in the loop:

- 1) Our Upcoming Events Flyer is available outside the theatre.
- 2) Our website is updated daily with events.
- 3) Our Upcoming Events e-mail is released every week. To be added, please send an email to: friends@earlsmithstrand.org

Q: How do I rent the theatre and/or event room?

A: Please contact our events manager at 770.293.0080.

Q: How do I buy tickets?

A: There are several ways to purchase tickets:

- 1) By phone: 770.293.0080
- 2) Online: www.EarlSmithStrand.org
- 3) The Box Office: 117 North Park Square | Marietta, GA 30060, M-F (see hours above)

Q: Are there volunteer positions available?

A: Yes, to get involved with our volunteer/usher program please e-mail volunteer@earlsmithstrand.org.

Q: Who is the Atlanta Lyric Theatre?

A: In August 2008, The Atlanta Lyric Theatre announced its partnership with the Friends of the Strand, Inc. to relocate to the newly renovated Strand Theatre on the square in Marietta as the new performance home of Atlanta Lyric Theatre, the only local professional musical theatre company in the metro Atlanta area. The Lyric has a full season of theatre shows that are performed at The Strand.

The Strand is Soooo Social

Join our FB group, follow us on Twitter, or check in to Earl Smith Strand Theatre on Foursquare!



Twitter: [StrandMarietta](https://twitter.com/StrandMarietta)



Facebook Group: [I Love The Strand Theatre!](https://www.facebook.com/ILoveTheStrandTheatre/)

GEORGIA POWER SALUTES

The Earl Smith Strand Theatre

Georgia Power recognizes the importance of the performing arts and the role it plays in shaping our culture and our communities. That's why we are proud to support such a historic landmark as the Earl Smith Strand Theatre. Giving back to the communities we serve is just one way Georgia Power honors its commitment to be a *citizen wherever we serve*, a phrase coined by our first president, Preston Arkwright.



Strand to Retire Construction Debt in Four Years with Community Support

Staff Writer Christy Rosell

The Friends of the Strand Board of Directors announced an aggressive plan to repay its \$2 million construction loan within four to five years. As of October 1, The Strand had achieved 51% of its annual \$400,000 goal by raising and paying its lender \$204,750. The Strand's stretch goal is \$500,000 by year-end.

"Thanks to the early support and faith in our project from thousands of individuals and businesses, the theatre is now a reality that is the pride of the Marietta Square!" said Strand Capital Campaign Chair Gene Weeks. "To continue the theatre's suc-

cess and availability to the people of Cobb County, we need their continued support. We've already started seeing a renewal in donations from businesses like AT&T and Atlanta Gas Light, and I am confident we will reach our goal."

Weeks was named capital campaign chair in August of 2010. He has been a member of the board since 2005 and has been responsible for raising thousands of dollars in cash and in-kind donations for The Strand. He revealed that in the last quarter of the year, the fundraising team plans to raise approximately \$200,000 to \$300,000 in cash by: 1. Collecting \$138,000 in outstanding pledges; 2. Raising \$10,000-\$110,000 in new major donations; 3. Raising a remaining balance of \$37,000 through the \$60 Grand for The Strand Team Fundraiser.

The capital campaign committee includes members Bob Ash, Otis Brumby, David Hankerson, Kim Gresh, Steve Imler, Sam Kelly, Christy Rosell, Earl Reece, Earl Smith, GA Sen. Doug Stoner, Gene Weeks, and Public Service Commissioner Stan Wise.

Headed by Kim Gresh and Mary Karas, the \$60 Grand for The Strand Campaign seeks to raise \$60,000 through a team effort where each team member will raise a minimum of \$2,500. More information on this campaign is available on page 15.

The Earl Smith Strand Theatre opened the doors to a newly renovated multi-use performing and event facility after an extensive \$5.7 million restoration in January of 2009. Though the board raised \$3.7 million in cash and materials donations, it had to borrow \$2 million to complete the project and open the theatre. Revenues from ticket and concession sales and theater and event space rentals have not only allowed The Strand to break even operationally, but to cover the \$8,000 loan interest on a monthly basis.

The Strand accepts donations of any size mailed to Friends of The Strand at PO Box 4186, Marietta, GA 30061 or over the phone at 770-293-0080. The Friends of The Strand is a 501(c)(3) nonprofit organization and gifts may be tax deductible.



Gene Weeks took the reins of The Strand's capital campaign in August.



AT&T Georgia representatives Don Barbour and Pat Wingo presented a \$10,000 gift to Strand director Earl Reece on Oct. 1, 2010.

AT&T Donates \$10,000 to Save Strand

AT&T presented The Strand with a \$10,000 check toward its campaign to raise \$400,000 by the end of 2010.

"The overall impact of the Earl Smith Strand Theatre has been tremendous," said Don Barbour, regional director for AT&T. "AT&T is pleased to support the Earl Smith Strand Theatre and

the Save The Strand Campaign with a donation of \$10,000."

The telecommunications company has supported the restoration of the Strand Theatre since the beginning of the effort in 2002, including the campaign that ultimately resulted in the theatre being named The Earl Smith Strand Theatre. In 2008, the company made a \$50,000 'naming rights' donation to name what is now known as the AT&T Box Office at The Strand. Overall, AT&T has donated \$70,000 to the theatre as well as

sponsoring various events.

"We recognized that the restoration of this important landmark would support economic development as part of a revitalized downtown Marietta," Barbour said. "Along with strong community leadership and support, the Strand is a great new asset for not only downtown Marietta, but also Cobb County and the entire region. We look forward to our continued partnership with the Strand."

Support

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Strand Lobby is Art in Progress

Staff Writer Andrew Cole

The Earl Smith Strand Theatre, a cultural center for performing and fine arts, has become a masterpiece of its own rite thanks to Eve Gray of Tuscan Impressions.

The owner and Master Artist of the Tuscan Impressions interior design firm fell in love with The Strand after it opened in 2009 and continuing into the summer of 2010. But Gray wasn't in love with the lobby, a dull space in comparison with the rich Art Deco exterior and majestic auditorium.

She began donating her time and talents to transform the lobby from acceptable to extraordinary in April of 2009. Using American Clay and authentic Italian plaster, Gray and her team of five plaster artists "returned the Hollywood romance to the space" and the work is valued at \$30,000.

"After Eve magically transformed the space with paints and plaster, she wanted to do more," recalled Strand Executive Director Earl Reece. "We begged for more."

Gray didn't stop at the walls. She flew in decorative metal diffusers from Morocco to cover the fluorescent canned lights and add to the Florentine palette of the room. The original and simple

Gray and her team of five plaster artists "returned the Hollywood romance to the space"

red doors to the auditorium now boast beautiful façades of copper plaster modeled after palace doors she saw in Morocco.

"The Moorish influence is so much a part of Art Deco," Gray explained. "I wanted to provide some focal points that spoke to the architectural style."

The formerly brown-purple concessions and gift shop cabinetry now shine with a brilliant gold and silver metallic finish to further Gray's incorporation of earth tones and elemental notes throughout the space. "The golds, greens, and browns are reminiscent of the older theaters. The Strand had to have gold," she said.

"We are so thankful to have these artists' support," Reece said. "Eve Gray is brilliant and we are stunned at what she has accomplished at The Strand out of the goodness of her heart. We haven't asked for her to do more, but she continues to dream up improvements for The Strand. We've told her our home is her home, the doors are always open to her."

More details about The Strand's history and its renovations can be learned on the weekly tour offered on Mondays at 10 AM and by appointment for groups of 20 or more. Information about Eve Gray and her company, Tuscan Impressions, can be found at tuscanimpressions.com.



2010 Donors

The Strand still needs the community's support to pay off a \$2 million short-term loan that was needed to complete the project. Gifts of all sizes make a big difference! The Friends of The Strand, Inc. is a 501(c)(3) organization and gifts are tax deductible. All funds generated are paid toward the loan which was used toward construction, furnishings, equipment, and start up operations for The Strand Theatre.

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Jim Budzinski
Carriage House Catering
Sherry King Castellanos
Brock Clay
Cobb Association of Realtors
Cobb Community Foundation
Coca Cola Bottling Company
Liz Cole
Steve & Terri Cole

Louise Crapps
Thomas & Faye DiMassimo
Ida Dixon
Kelly & Stephen Dmetruk Jr.
Anne Fletcher
Linda Flournoy
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Justice Harris Hines
Randolph & Elizabeth Hunt
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Mary Karras
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Sandy Woltering
Harriett Zins



Support



\$60 Grand for The Strand

The Strand Theatre on the Marietta Square is amidst a campaign to raise \$60,000 to help retire our \$2 million construction loan. Please help the Board reach its goal with a donation or a dedication of a seat plaque or brick paver (while they last!). The Friends of The Strand, Inc. is a 501(c)(3) organization and your donation is tax-deductible.

Please check your level of support:

- I would like to make a **one-time** tax-deductible donation of \$ _____
- I would like to make a **recurring** tax-deductible donation of \$ _____
If you checked **recurring donation**, please **circle frequency**: Monthly, Bimonthly, Quarterly (*credit card form is below*)
- I would like to **dedicate a brick paver** under the marquee for a tax-deductible donation of:
Circle brick size/donation: \$250 (4x8 brick) or \$1,500 (8x8 brick)

Please tell us what you would like your **brick** to say. **Names and dates only please.** (Maximum of 3 lines at 18 characters per line including spaces for the 4x8 and 6 lines for the 8x8. Legible copies are acceptable.)

- I would like to **commemorate a seat** (less than 100 remain!) for a tax-deductible donation of \$1,000

Please tell us what you would like your **seat** to say.
(Maximum of 5 lines at 35 characters per line including spaces. Legible copies are acceptable.)

Select Payment Method:

- My **Check** is enclosed for the amount selected above
- Charge my **Credit Card** for the following amount \$ _____ Please make a note if you would like us to split your total

into payments: _____

Circle one: **Visa** **Mastercard** **Discover** **American Express**

Name as it appears on card _____

Card # _____

Expiration Date _____ Phone _____

Billing Address/City/State/Zip _____

Signature _____ Date _____

Thank you for your support! The Friends of The Strand is a 501(c)(3) organization and your donation is tax-deductible. Please call 770-293-0080 if you prefer to make your donation over the phone.

PLEASE MAIL OR FAX FORM TO: **Friends of The Strand, Inc.** at PO Box 4186, Marietta, GA 30061 or 770-293-0075.

Karras, Gresh Launch \$60 Grand for The Strand Campaign: You Can Help!

Staff Writer Christy Rosell

Friends of The Strand Board members Mary Karras and Kim Gresh launched a \$60 Grand for The Strand campaign to help reduce The Strand's construction debt in 2010. They have assembled a team and each member is responsible for raising \$2,500 or more by collecting donations of any size. There are still a few open spots if other "Friends of the Strand" are interested in participating.

Many of the team members have sold \$250 brick paver inscriptions under The Strand's marquee to meet their goal. Also available are seat inscriptions at \$1,000 and 8x8 brick pavers for \$1,500.

The current team members include Alexis Amaden, Judge Beverly Collins, Bill Dunaway, Bonnie Buckner Reavis, Carol Ann King, Cassandra & Brian Buckalew, Clayton Hiatt, Darlene Pendley, Candace Medellin, Dawn McEachern,

Dempsey Kirk, Earl Stine, Elizabeth Manning, Fran Sutton, Jim Warren, Kim Gresh, Linda Flournoy, Liz Cole, Louise Crapps, Candace Medellin, Mary Ansley Southerland, Mary Karras, Mike Russell, and Stephen Imler.

The \$60 Grand for The Strand campaign is part of a larger effort to reduce The Strand's construction debt by \$400,000 in 2010. The good news is that The Strand has already paid \$200,000 in principal! But everyone who enjoys and benefits from The Strand needs to support it with a donation to help meet the goal. For information, see the "Strand Launches Capital Campaign" article on page 11.



Mary Karras (left) and Kim Gresh (right)

To make a donation, use the pledge form on the opposite page or call 770-293-0080. Thanks for your support!

Wish List

Want another way to help The Strand? Consider giving an in-kind donation!

The Basics

- A-Frame extension ladder
- Power drill
- Ornate or antique frames
- Painting supplies
- Barstools
- Decorative Easels
- Old pictures of the Strand
- Red carpet for VIP events
- Stanchions

Technical Stuff

- Touring Road Case (45" Truck Pack Utility Road Tour Case w/Casters or OSP ATA 7-Drawer utility case or similar)
- Soldering Iron
- Six 50' XLR mic cables
- Two SM-57 microphones
- Hazer
- Eight 21" Selador Lenses (H60)
- Two APC Back-UPS ES (8 outlet, 550VA, 120V) or similar
- Antenna Distribution System for Wireless Microphones
- 4 to 8, 1/2 ton chain motors and controls (or equivalent device) to make at least one (4 Motors) pipe rail movable.
- Followspot(s)
- A white cyc for the stage (sharks' tooth or chameleon scrim)

Steve Imler: A Strand Board Member and Patron

Staff Writer Earl Reece

When the staff of the Earl Smith Strand Theatre initially met to plan and create a publication for the theatre, one of the first things we wanted to do was establish a name. *The Patron* was chosen because our patrons are the people we serve. Without the generous support and friendship of our community, the theatre would not survive. As our first featured patron, we would like to salute, thank, and commend Steve Imler.

As a native of Birmingham, Alabama, Steve has resided in Cobb County since 1974. He moved to Marietta in 2000 and has been actively involved in our community. After a successful career in business, Steve adopted two major non-profits as his projects of choice. He is currently on the Board of Directors for the Humane Society of Cobb County and the Earl Smith Strand Theatre. Steve's enthusiasm is contagious. When he commits to a project, he is fearless in

his determination to get it done. Since The Strand opened, Steve has been instrumental in making quite a number of things happen. His early involvement included being an active member of the Save The Strand campaign. When this mission was accomplished, he became active in every aspect of the theatre. He is a member of the board, the facilities committee, and the capital campaign committee. In the past two years, Steve has donated over \$80,000 towards The Strand Theatre. He is one of the most unselfish and supportive people in our community. When you enter the auditorium and see our theatre organ rise from the orchestra pit, keep in mind that Steve Imler was responsible for the funding of the hydraulic lift. When you attend a theatrical production and notice the enhanced stage lighting, appreciation should be directed to Steve Imler. Steve's support and friendship of The Strand is incredible.

Steve will be producing "Putting on the Ritz", a fundraiser for the Humane Society, on February 12 at The Strand. This traditional black-tie event will feature great food, great fun, great fellowship, and great entertainment. A special thanks to Steve Imler for being the first Earl Smith Strand Theatre patron to be featured in our inaugural publication.

Support

Get to Know Your Ushers!

Staff Writer Cassi Costoulas

Whether it be a Saturday night concert, a matinee movie, or a midnight showing of *Rocky Horror Picture Show*, if you are coming to an event at The Strand, you are going to be greeted by a smiling face in a red vest and bowtie. Besides helping you find your seat or tearing your tickets, the ushers at The Strand can answer questions about the history and renovation, sometimes adding in a story or two of their own!

The men and women who volunteer their time to usher at The Strand have proven to be some of the most patient, professional, and good natured group of volunteers you can find.

Shirley McCollum Hinton and Rita Neal are two faces that regular patrons of The Strand will probably recognize immediately. Both women are at The Strand almost every weekend volunteering their time as ushers. Through the past few years The Strand has been open, we've had the privilege of getting to know these two dedicated volunteers. Thank you, ladies, for all of the hard work and joy you have brought to our theatre!

Shirley McCollum Hinton

"Ushering at the Strand is one of my favorite pastimes. Since I grew up in this theatre I feel right at home. The staff is great as well as the ushers and patrons and it is a fun place to be. I am so proud of the restoration of this venue and want to give back a small token of appreciation by volunteering."

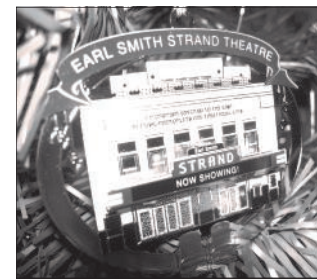


Rita Neal (left) and Shirley McCollum Hinton (right)

Rita Neal

"I am from Hannibal, Mo. and have lived in Marietta for 35 years. I think Marietta is a special, charming town with many appealing qualities. That is why having The Strand looking so proud and regal is extremely important to those who love Marietta."

"Having taught kindergarten for 33 years I am used to being busy, so I enjoy the contact with happy crowds of theatre-goers. Ushering here is a joy; patrons are so glad to have it back. The Strand staff is exceptional and it is my privilege to be part of this beautiful place."



A Merry Little Strand Tour

Staff Writer
Melissa Martin

Come have yourself a merry little holiday tour at the Earl Smith Strand Theatre. As an early Christmas and late Hanukkah gift to Strand patrons and the community, The Strand offers a

free "behind-the-scenes" peek of The Strand on Monday, December 20, 2010. Participants will have the opportunity to learn about the history of the theatre dating back to the 1930s, recent renovation efforts, and fun facts about the theatre business.

Free guided tours of the historic theatre will begin at 10 AM, 11 AM, and Noon. Tours will be given by staff and refreshments will be available.

Your Favorites on the Big Screen

The Strand puts a unique twist on movie-going

Staff Writer Cassi Costoulas
Unlike many movie theatres, the screenings at The Strand have engaged and lively audiences who aren't afraid to laugh out loud and applaud for the good guys.

Each movie shown at The Strand starts with an organ pre-show 30 minutes before the beginning of the movie. Lead by a volunteer member of the Atlanta Chapter of the American Organ Theatre Society, these organ shows include a pops concert and sing along on the Mighty Allen theatre organ.

Here are some of the movies coming up in November and December. We hope to see you in the audience soon!



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PARALLAX

Katherine Taylor



Marine, oil on canvas, 72" x 108"

In works drawn from four series of paintings, artist Katherine Taylor explores the ramifications of loss and the heartfelt attempt to recapture the positive, all the while pointing out the negative aspects of modern society's technological need to create engines of destruction and spotlighting humanity's helplessness in the face of nature's fury.

Meet the artist
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Events

TV On the Big, BIG Screen. Stay Tuned!

Staff Writer Melissa Martin

After the huge success of screening the series finale of *Lost* and the premiere of *Glee*'s second season, TV on the BIG SCREEN is in demand at The Strand! Now you can enjoy more TV screenings on the Big Screen. All tickets are free and general admission. Doors open 30 minutes before the screenings, so make sure you get here to get your seat and a big tub of popcorn.



CONAN SEASON PREMIERE

Monday, November 8, 2010 at 11 PM

What's big, orange, and premiering at The Strand? Conan! Team Coco get ready

because the Earl Smith Strand Theatre will be hosting the Comedy icon Conan O'Brien's new late-night talk show, *Conan*.



DANCING WITH THE STARS: SEASON

Finale

November TBA

You'll laugh. You'll cry. You'll want to get out in the aisles and start dancing with the stars. Come sit on the edge of your seat with drink and popcorn in hand as the remaining three couples face off in this year's finale of *Dancing with the Stars*. If The Strand is available on the date once announced, we'll surely host this viewing!



AMERICAN IDOL SEASON PREMIERE

January TBA

Season 10 of the No.1 show on television premieres in January. That's right! The Strand will host the screening of *American Idol*. Come watch as new hosts Jennifer Lopez and Steven Tyler join Randy Jackson for America's search for a superstar continues. If The Strand is available on the date once announced, we'll surely host this viewing!



SUPER BOWL 45

Sunday, February 6, 2011 at 6 PM

The quintessential Super Bowl is back! And it is not just a Super Bowl; it is Super Bowl Sunday at The Strand! Gear up and experience tailgating The Strand way as the world watches the game live.



Celebrating the Birthdays of Earl Smith & The Strand. Photo by Justin Hadley Photography.

A Double Feature:

Celebrating the Birthdays of Earl Smith & The Strand

Staff Writer Melissa Martin

This January marks a very special DOUBLE FEATURE event for The Strand.

"We have the opportunity to celebrate two legends. The two-year birthday of the reopening of the Earl Smith Strand Theatre and the 80th birthday of the theatre's namesake, Earl Smith," said Strand Executive Director Earl Reece.

The Strand Theatre opened its doors in 1935, providing movie entertainment to thousands until it closed its doors as a movie house in 1976. After serving as a variety of venues, a "FOR RENT" sign was placed in the box office window of the aged movie house.

Earl Smith saw the weathered and time-ravaged Strand and envisioned her classic beauty restored



Earl Smith steered the six-year fundraising effort to bring life back to The Strand.

at the center of a thriving community. With the assistance of many other volunteers, he organized Friends of The Strand, Inc. and steered the six-year fundraising ef-

fort to bring life back to the heart of Marietta.

"Earl Smith has accomplished a great deal of things in his life. One of his great achievements was spearheading the initiative to reopen The Strand Theatre

on the Marietta Square," Reece said.

"Through Earl's hard work and determination, The Strand has become a diamond on the square."

On Saturday, January 8, 2011, the community will gather to applaud two years of the theatre's renewed life and 80 unequalled years of Earl Smith, while raising funds to keep The Strand alive and well. Guests will enjoy a black-tie evening of live state entertainment, hors d'oeuvres, a birthday toast, and a silent auction benefitting The Strand.

Tickets are on sale at The Strand's box office and are \$60 per person. For more information, tickets, or to join The Strand's email list, visit www.EarlSmithStrand.org or call the Box Office at 770-293-0080.

And happy birthday, Mr. Chairman, from your fans at The Strand.

Dick Weaver Joins Strand Team to Raise B-Day Sponsorships

Staff Writer Christy Rosell

Dick Weaver joined The Strand team as Sponsorship & Advertising Coordinator to attain financial backing for productions. His current focus is sponsorships, ads, and silent auction items for The Strand's annual black tie gala fundraiser in January - *A Double Feature: Celebrating the Birthdays of The Strand & Earl Smith*.

"I'm looking forward to helping ensure The Strand continues its ability to produce high quality productions," Weaver said.

Sponsorships and ads are available from \$100 to \$5,000. The Strand is also seeking silent auction items. Will you

consider partnering with The Strand to make this birthday fundraiser a possibility? You'll be helping a nonprofit community theatre continue offering excellent productions and educational opportunities for another year. The Strand will credit sponsors in the program, website, weekly emails to Strand supporters (2,000+), lobby signage, and more. For more info, contact Dick Weaver at 770-851-5712 or dweaver@earlsmithstrand.org.

Weaver joins The Strand with 20 years of management and customer service experience. The Mississippi State University grad is a principal with The Wickham Agency/Wickham Financial Group located in Marietta since 1971 and is the Personal Insurance Lines Manager and a personal/commercial insurance Agent.

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Billy Joe Royal Brings His Career Full Circle at The Strand

Staff Writer Melissa Martin

Marietta boy Billy Joe Royal, the crooner nationally known for his 1960s hits "Down in the Boondocks" and "Cherry Hill Park," will perform New Year's Eve at the Strand Theatre.

A Valdosta native who grew up in Cobb, Royal worked for the Strand as a teen, placing the letters of movie titles upon its marquee. Royal also performed late-night rock shows with his band "The Corvettes." He has helped The Strand in its fundraising efforts since 2008 and this performance will be Royal's third New Year's concert on The Strand's stage. It also marks the last show of Royal's touring career.

"As far as official going on the road, Billy Joe Royal said this is his last hurrah. He'll do a few charities from time to time, but the bus trips and country-wide tours are over," said Rupert Raines, a close friend of Royal. "I'm so glad to be a part of it and live to see it. It's been a good ride.



Billy Joe Royal performing at The Strand in the 1950's. Photo courtesy of Bonnie Zimmerman.

He's one heck of a guy."

Raines reminisced that Billy Joe Royal and his friend, Rupert's brother, Carrol Raines, went to James Zimmerman, manager of the Strand in the 1950s, and talked him into letting Royal perform a concert while Carrol Raines emceed it.

Raines said that Billy Joe Royal is going to make this show a family affair. His mother will attend and Royal plans to fly in his teenage daughter from North Carolina as well. Royal is trying to prepare himself; he knows it will be an emotional show.

PARADOCS, opening for Royal, are no strangers to the Strand's stage. This band made up of local doctors and Wellstar staff covers new and classic rock, southern rock, country, and blues.

The show starts at 8 PM and Billy Joe Royal will bring in the New Year with the patrons on Friday, December 31, 2010. Tickets are \$35- \$45 and are on sale at The Strand's box office. The box office can be reached by calling 770.293.0080 or visiting www.EarlSmithStrand.org.



The Strand hosted Billy Joe Royal many times in the 1950's.

Music on the Menu

Staff Writer Sam Jacobsen

"A Monument Devoted to the Best of Music, Photoplays, and Theatrical Arts." It was etched on the marble face of the Strand Theatre in 1935, and it remains a goal today. The programming in the theatre must be as diverse as the community that built it.

The idea of an in-house produced concert series was announced at one of the many head-scratching sessions between theatre employees. "We will have a music series, and we will call it The Strand Music Series," proclaimed Christy Rosell, the Strand Theatre's Business Development and Marketing Director. That is exactly what was announced to the public in July 2010.

The idea was simple. Bring the blossoming music scene of metro Atlanta right to the backyard of eager Mariettians. Six daring bands were scheduled to take the Strand's stage. Their goal? To reach a whole new audience, make people dance, and to take advantage of the auditorium's naturally ex-

cellent acoustics.

The bands ranged from Blair Crimmins & the Hookers, an up-and-coming New Orleans style sextet from Atlanta, to hometown heroes Banks and Shane, with a set to honor the timeless music of the Kingston Trio. "It was a bit of a risk, but our patrons loved it," said Rosell. This was the first time the theatre itself has produced a series solely dedicated to concerts, but the public doesn't seem to mind the minor transition of the beloved movie palace to a music hall. The acceptance and attendance of the concerts has brought a new energy to the theatre.

The series continues throughout December. A1A, the official Jimmy Buffet Tribute Band has a dual headlining spot November 5 & 6. They promise once again to bring a slice of paradise to Marietta with their charming recreations of everyone's favorite beach music, as well as premiering a whole new catalog of original material. The series ends with a traditional New Years Eve performance by Billy Joe Royal, made famous by the hit "Down on the Boondocks." For ticket information please contact the Strand Box Office: 770.293.0080/www.EarlSmithStrand.org.



Photography by Steve Imler

Home, sweet home

By: Sally Litchfield, MDJ Features Editor

Reprinted with permission from the Marietta Daily Journal

The Earl Smith Strand Theatre and Marietta/Cobb Museum of Art are teaming up for their first joint fundraiser, the 2011 Designer Show House planned for March 12-27, 2011, which will benefit both sites.

"Sally Macaulay and I have wanted to do a fundraiser together for years," said Earl Reece, executive director of the Strand. "When Linda Flournoy had this idea, we didn't hesitate to say 'yes.' Linda is a major supporter of both organizations, and this had been a dream of hers for many years. After our first meeting, I was confident this would be a great event for our community."

Longtime Marietta resident Mark Kirk, who grew up two blocks from the Strand, owns the proposed show house. "I lived in Marietta all my life. I've been going to The Strand Theatre since I was 7 or 8 years old. I remember when the Art Museum was the post office and then the library. I've got a warm place in my heart for the city of Marietta," Kirk said.



From left, Design Coordinator Kathy Kuruc, Executive Chairwoman Linda Flournoy, event chairs Earl Reece of the Earl Smith Strand Theatre and Sally Macaulay of the Marietta/Cobb Museum of Art, and show-case house builder Mark Kirk pose outside of the home off of Whitlock Avenue in Marietta which will serve as the 2011 Designer Showcase home benefiting the Strand Theatre and Marietta/Cobb Museum of Art.

The joint effort between the Strand and MCMA will provide an avenue of support for Marietta and its arts community. "It is no secret that Marietta has become a cultural destination. Very few cities in the state of Georgia have the number of museums, theaters, restaurants and things to do that the city of Marietta has," Reece said.

"Designer show houses have been great fundraisers for quite a number of arts organizations in our state. This project will blend the skills of a large number of artists from designers to visual artists to members and supporters of the Marietta arts community," he said.

"We are in the initial planning stages for this event, and I can already tell that it is going to a plus for our city. When you sit in a meeting with (Flournoy) and (Macaulay) you cannot help but be excited and enthusiastic," Reece said.

A preview party is also planned at the Lawrence House, the original home on the property, on March 11. On March 9, a designer's reception is planned at the show house. A gift shop, art shop featuring local artists and tearoom are also planned at the Lawrence House.

For more information on the museum, visit www.mariettacobbartmuseum.org or call (770) 528-1444. For more information on the Strand, visit www.earlsmithstrand.org or call (770) 293-0080.

History Museum Spreads its Wings

By: Jan Galt Russell

Residents of Marietta are expected to come out in full force to support the Marietta Museum of History's newest and biggest project! The Aviation Wing is scheduled to open in November of 2010. The "Wing" is a 15.5 acre area which will eventually include static aircraft exhibits, a museum with technology based interactive activities, along with a park complete with picnic area and playground. The Wing's focus will be on the rich aviation heritage of Marietta and Cobb County. Bell Aircraft came to the area in the 1940s and created the most changes that the county has seen since the Civil War. Bell Aircraft closed its doors after World War II, and Lockheed took over the plant in the 1950s, and the plant continues to be a major influence in the area. Planes built at the Marietta facility have been used in many different ways. Cobb Countians have sent planes to help with humanitarian aid to all the corners of the globe and have defended our country. Residents of the area are proud their influence and contributions locally and globally and cannot wait to see these accomplishments showcased!

Of course, the opening of the new Wing is not expected to detract from the ever growing and expanding collection at the original Kennesaw House location of the Museum. The Museum recently negotiated a new lease so that they will occupy the entire Kennesaw House. This is a dream of Museum founder Dan Cox. Cox says, "This expansion will

The 'Wing' will include aircraft exhibits, interactive museum exhibits, a picnic area, and a playground.

enable us to have more of a presence on the Marietta Square." With ground level entry, expanded gift shop, and a new event space, the staff will have more room to display its many artifacts and curiosities.

The Museum's new mission is to "Preserve, Provide, Promote and Partner". Preserve and display the history of Marietta and Cobb County. Provide an educational, enlightening, and entertaining experience for all visitors. Promote discovery, curiosity, inspiration and learning for people of all ages. And to Partner with our community to help make it a desirable place to live work, and play.

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EARL SMITH STRAND THEATRE

LIMITED EDITION CHRISTMAS ORNAMENTS



Ovation Awards



Staff Writer Earl Reece The Cobb Arts Board and The friends of the

Arts, Inc are pleased to announce the 2011 Ovation Awards Ceremony, an annual awards event to recognize individuals and organizations that have made significant contributions to the arts in Cobb County, will be held on Monday, December 6 at the Earl Smith Strand Theatre. "It's time to stand up and give a round of applause to those individuals and groups who give some much to the arts in Cobb." said Elizabeth Weaver, the Director of Cultural Affairs Division Director for the Cobb County Parks, Recreation and Cultural Affairs Department. "The 2nd an-

nual Ovation Awards will be another great night. Thank you to the Cobb Arts board and Friends of the Arts for making this exciting night happen."

The arts are alive and well in Cobb County. Imagine what the world – OUR world in Cobb County – would be like without the arts. Creativity is everywhere in our community. From theatres to parks to arts centers to studios, we are constantly aware of the importance of the arts in our lives. It is once again time to celebrate the arts and to recognize special individuals who tirelessly contribute to making our lives more beautiful and more "artistic" every single day. Mark your calendars and plan to attend this important event. Details will be posted on the Strand website in November.

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The Organ, the Soul of the Theatre

Staff Writer Sam Jacobsen

There were a dozen amplifiers, even more speakers, a puzzle of wood-paneled circuitry, and over 2,000 feet of speaker wire covering the auditorium floor. Within the depths of the orchestra pit I could hear the faint sound of Ron Carter whistling. I didn't know it yet, but I had walked into the middle of The Strand Theatre's new GW₄ Allen Organ installation.

Over the next two weeks, other sections of the instrument were carefully delivered, unpacked, raised, and tuned mostly by Ron himself. Ron is a Strand Board member and a member of the Atlanta Chapter of the American Theatre Organ Society. Ron was instrumental in coordinating the donation and installation of the new organ. Upon the completion of the theatre organ install, the proud Mr. Carter took a seat at the instrument's throne and played a beautiful medley of classic show tunes. The instrument's sound flooded the auditorium and rumbled my seat. I couldn't believe my ears. What I was hearing sounded like a full live orchestra. "If you have been fooled, then my work is done," Ron chuckled.

The invention of the theatre organ was to do just that - replace a live orchestra with one instrument, and one musician (the organ even has settings for various drums, sirens, and whistles). "The theatre organ is often called 'the soul' of a theatre, because it uses the building's acoustics to enhance its unique sound and the console raises from the depths of the orchestra pit bathed in a golden spotlight," said Ron. It is hard not to get caught up in Carter's enthusiasm

about the new addition to the historic Strand Theatre. His continued involvement has brought classic silent movies and their accompanying scores such as *Phantom of the Opera* and *Wings* to The Strand's silver screen since the theatre opened in 2009.

The only other remaining theatres in Georgia that are presenting music and silent movies featuring the theatre organ are the Fox Theatre in Atlanta and the Rylander Theatre in Americus. With the efforts of Ron Carter and other members of the Atlanta Chapter of the American Theatre Organ Society, organ music can now be enjoyed right in the heart of downtown

Marietta. The board and staff of The Strand Theatre are very proud to be a part of preserving this historic instrument. As a 22-year-old who did not grow up with the organ, I personally encourage everyone to enjoy the music and share my excitement toward this truly beautiful theatre organ.

For more information on upcoming organ performances and showcases, please visit The Strand's website at www.EarlSmithStrand.org or contact the Box Office at 770-293-0080.



Loading in the Strand's new Mighty Allen Theatre Organ



Resident Organist: Ron Carter

Staff Writer Sam Jacobsen

Ron Carter is one of the founding members of the Friends of the Strand Board, serves as Secretary to the Strand Board, and now is chair of the facilities committee for The Strand Theatre. Besides being the proud owner of his own self-installed pipe organ in his home, Mr. Carter is the house organist for the Callanwolde Fine Arts Center in Decatur, Georgia, a Theatre Organ Consultant for Allen Organ Studios of Atlanta, and has been involved in several theatre organ installations throughout Georgia. He also serves on the Board of Directors of the Atlanta Chapter of the American Theatre Organ Society. His involvement with The Strand Theatre has remained tireless throughout the fundraising campaign, renovation, and continued operation of the theatre. Thank you, Ron, for all you do.

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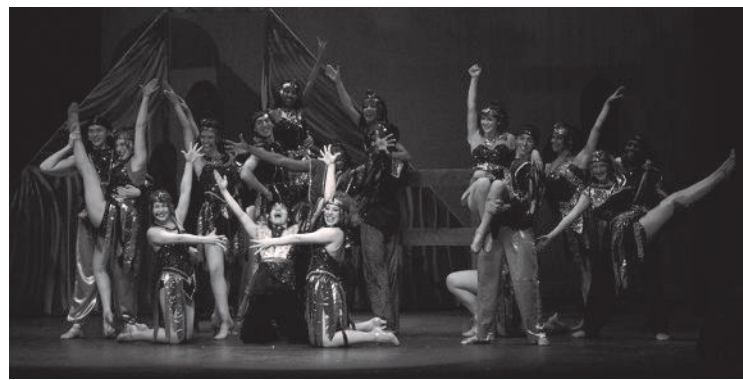
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Proud Partners in Education

Staff Writer Earl Reece

The Earl Smith Strand Theatre is honored to have three exceptional schools as Partners In Education: 1.) Hickory Hills Elementary School, an arts-integrated elementary school in the Marietta School District; 2.) Dowell Elementary School, an elementary school in the Cobb County School System, 3.) and Pebblebrook High School, the Cobb County Center for Excellence in the Performing Arts.

The Partners in Education Program is a collective effort of the Cobb Chamber, the Cobb County Public School System and the Marietta City Public School System that matches businesses and organizations with schools to provide extra funding, unique services and volunteer support.

The vision behind the Partners in Education Program is to enrich the learning experience of Cobb's children so that all develop a strong academic foundation, skills and core values that will benefit them in their community life and in a career.



Leah spends Mondays and Tuesdays at West Side Elementary School, assisting with the Drama Club provided by The Strand

From the Eyes of a MHS Intern

A "Backstage" look at The Strand from an intern's point of view.

My name is Leah Darby and I am a senior at Marietta High School. I am pleased to serve as the Education Theatre Intern at The Strand. I thoroughly enjoy my internship because I get to learn a lot about my two favorite things-- theatre and working with children. It is amazing how cohesively these two passions of mine are able to work hand-in-hand on a daily basis. My two major responsibilities as the Education Theatre Intern are assisting with the West Side Elementary School Drama Club and preparing a Student Works Festival that we will present at the end of the school year. At this festival, middle and high school students in Cobb County will be able to showcase a variety of talents in the arts. I am really looking forward to learning more and seeing all that is in a store for me throughout this year.



West Side Gets Dramatic!

In the fall of 2009, The Strand's education coordinator, Cassi Costoulas, teamed up with local school West Side Elementary to create the West Side Drama club, an afterschool program focused on teaching students theater basics and performing skills. This 21 week program runs twice a week and involves 60 children from the first through fifth grades.

The program The Strand developed uses play and games to teach students the key foundations of acting such as movement and physical expression. Students also are taught what it means to behave in a professional manner as an artist. The program culminates in a performance at The Strand with a full band, lights, and costumes.

The experience was wonderful on so many levels and serves as an example of how the arts can connect a community.
-Kimberley Sheram, West Side parent

What a FABULOUS performance last night! Congratulations to your and your staff in the successful reinvention of our little ones into Jr. Broadway actors! I was SO impressed with everyone.... She's hooked...got bitten by the acting bug. :)
-Alycia Tatum, West Side parent

If you are like me, after the *Alice* show, I was on a high for days from that AMAZING performance! (I can't get "I'm late! I'm late!" out of my head!!) I am so excited and proud of the kids - they really were incredible! We have got some talented children in our school!!
-Kelley Weiner, Drama Club Parent Coordinator

Strand Education

An education without the arts is not a true education

Staff Writer Melissa Martin

The Earl Smith Strand Theater's education program promotes an engaged, diverse, and responsive theater community, while instilling in students a lifelong love of and participation in the theater arts.

"We want students of all interests and talents to have access to the universal benefits of participating in an arts-infused community," said Cassi Costoulas, who coordinates the Education Programs at The Strand.

The goal of The Strand's education program is to expose students to film, live theater, and the performing arts. The program provides various educational activities, such as field trips, summer programs, seminars, and workshops throughout the year. Through these programs, the performing arts education that is provided through the local schools will be supplemented and enhanced. Students will learn about

We want students of all interests and talents to have access to the universal benefits of participating in an arts-infused community

the artistic vision and general operation of theater and will contribute to that vision by supporting education, marketing, and developmental programs that reach into the Cobb/Marietta community.

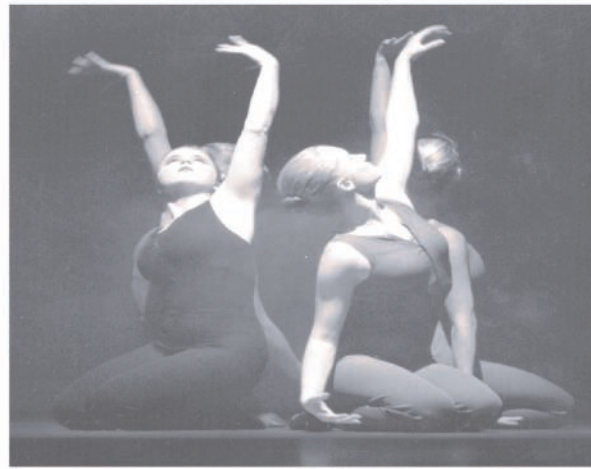
"Theatre does far more than just entertain – it enriches the community and provides nourishment for the mind and the soul," said Earl Reece, executive director of The Strand. "The staff at The Strand is committed to providing these opportunities and making them a reality."

The staff has strong hopes for implementing more educational initiatives soon. However, the staff can't STRAND alone.

"We sincerely need your help in growing the education program – gifts of all sizes will make a big difference," said Reece.

The Friends of The Strand, Inc. is a 501(c)(3) organization and gifts may be tax deductible. All funds generated will be used toward developing opportunities for the youth of the community to develop and present their artistic creativity.

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People Like YOU Around the Square

Compiled by Melissa Martin

"The Strand offers a warm and inviting atmosphere. It is a big improvement to the square and adds to the cultural aspect of the community."

Michael M., 22, Roswell

"The Strand offers a great experience. You will feel like you're back in the 1920s watching a production."

Shelly, 30, Atlanta

"Great renovation! Very Impressed!"

Bill L., 66, Kennesaw

"The Strand is a great place to hold an event or party. The view of the square and Kennesaw Mountain is terrific."

John N., 65, Marietta

"The Strand brought me back to a time where going to the theater was a special and cherished event."

Carolyn A., 24, Kennesaw

"The Strand has always been a nostalgic landmark, and after the renovations, I can't wait to see inside."

Julie K., 33, Marietta

"It's great that the Strand is perpetuating a local music scene in the suburbs by bringing in local artists and talent."

Elizabeth M., 22, Atlanta



An afternoon on The Strand's Rooftop Terrace. Justin Hadley Photography

"It is so refreshing to know that people listen and are willing to go out of their way to have happy customers. We come to The Strand often and think it is a great venue."

Danny Jones, 71, Powder Springs

Let us know what YOU think!

We love getting feedback about the community's experiences at The Strand. Call us at 770.293.0080, e-mail us at friends@earlsmithstrand.org, or stop by and give us your two cents!

From the Eyes of a KSU Intern

A "Backstage" look at The Strand from an intern's point of view.

Staff Writer Melissa Martin

Interning at the Strand as a Public Relations and Marketing Intern is an experience I will never forget. It began right before the summer of my senior year at Kennesaw State University. I started working in May 2010 and I have never written so much in my life! I was invited to come back in the fall as an intern and I was ecstatic to continue working with a great group of people. So now I'm back and my hands are cramping up already. But I haven't missed a beat. I've had the opportunity to gain an understanding of what a PR professional experiences on a daily basis while writing press releases, calling people for quotes, researching interest groups, promoting events, and setting up a press conference.

Another great thing about working at the Strand is the exposure I have gained beyond PR. It has indirectly exposed me to a world of theater. Being an admitted "Gleek," I thoroughly enjoyed watching the season 2 premiere of *Glee* on the big screen with the smell of popcorn in the air. And writing the press release about the *Glee* screening wasn't bad either.

*I started working in
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so much in my life!*

Along with the knowledge I have gained here as a student, I have a new appreciation for what goes on behind the scenes of a nonprofit. For instance, the amount of paper cuts one will acquire from stuffing envelopes. I can't thank the staff here enough for the patience and help they have given me over the last couple of months. My internship ends in December, but this isn't goodbye, dear reader. I've just officially joined the team and am now working private events and concessions as a bartender in addition to exercising my ink-stained hands. I'll look forward to seeing you soon at The Strand.

Cheers!

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Here's Looking at You, Charles

Staff Writer Christy Rosell

Sixty of their closest friends helped Charles Gay and his wife Jennifer Brett celebrate "the third anniversary of Charles' 40th birthday" this October at The Strand. The birthday guests were treated to a viewing of *Casablanca* from a private block in the balcony. A festive party sandwiched the movie with cocktails and cake for party guests before and after the film on the rooftop terrace.



"*Casablanca* is our favorite movie, because of its romance, style, snappy dialogue, and historical context. At one moment in the film, the Nazis barge into Rick's Cafe and sing *Die Wacht am Rhein*; in response Victor Laszlo leads the crowd

in *La Marseillaise*, to drown out the Germans," Jennifer said, sporting a diamond fleur de lis pin that once belonged to Charles' French grandmother.

Jennifer was looking for a place to host her husband's birthday party when she realized *Casablanca* was scheduled for a public showing on October 15. She immediately reserved tickets for her guests and booked the top level private event room at The Strand.

"It's really the crown jewel of the square and as proud Marietta residents we could not think of a better place to hold an event," she said in the days leading up to the

party. "Everyone who has been to The Strand loves it and is excited about attending the party there - and the people who have not yet experienced it are in for a treat."

Chairman of The Strand Executive Board, Earl Smith says...

"Having been involved with The Strand Theatre since 2002, I have watched an incredible transformation take place on the Marietta Square. When we began this project, no one would ever have imagined that the economy would change so dramatically. Our philosophy has been to push forward, persevere, and make miracles happen. And that's what we've done. The success of The Strand Theatre exceeds our expectations. I am thankful for the support and friendship of everyone who has been involved in this project. It has been a rewarding adventure."

Cultural Affairs Division Director of the Cobb County Parks, Recreation and Cultural Affairs Department, Elizabeth H. Weaver, says...

"As a fourth generation Marietta girl, I love the square. And what completes a great night on the square? A movie, musical, gallery opening or a concert at the fabulous Earl Smith Strand Theatre. I have been fortunate enough to be a part of the renovation of The Strand from a very early point in the process. It has been a great experience. And now, almost two years later to see The Strand have such great success, I am so proud! Cobb County has a wonderful arts scene. The Strand just adds that jewel that we needed. Thank you to all that love The Strand and welcome to those that have just started their love affair!"

Cobb Commission Chairman Tim Lee says...

"It has been a pleasure to watch the Earl Smith Strand evolve into such a source of pride for Marietta and Cobb County. The Strand has become a real asset to the performing arts, tourism and economic development in our county."

Brandt Blocker, Artistic Director and General Manager, Atlanta Lyric Theatre, says...

"Since making the Strand our home in 2008, Atlanta Lyric Theatre has experienced so much growth and success - not only in terms of an expanded subscriber base, but also financially, artistically and professionally. We are proud of our partnership with The Strand and enjoy being a part of the Marietta community."

Frank Timmerman, Director Cobb County Center for Excellence in the Performing Arts says...

"Pebblebrook's relationship with The Strand Theatre as our Partner in Education is a perfect fit for our performing arts magnet program. Our students benefit greatly from all the performance opportunities made available to them because of our partnership with The Strand. Earl Reece and the entire staff at The Strand are always coming up with innovative ways that The Strand Theatre can promote arts education. Our association with The Strand and that level of advocacy is an extreme source of pride for all of us at Pebblebrook."

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The Earl Smith Strand Theatre has been honored with the following recognitions since its grand opening in January of 2009:

Best Place to See & Be Seen
Cobb Life Magazine (2010)

Top 10 Rehearsal Dinner Space
Points North Magazine (2010)

TOP 43 Things to Do in Cobb
Cobb Life (2010)

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Georgia Dept. of Economic
Development (2009)

Best Old Thing
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Special Thanks

The Strand is truly a place for the community by the community! It would not be standing and operating without the support of so many people in so many different ways. This is by no means an all-inclusive thank you list! The Strand staff hopes to thank a few of you today. And when we come out with our next issue of the *Patron*, we'll thank a few more of you!

- | | | | |
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- Christy Rosell
Director of Business Development & Marketing
- Chuck Polasky
Technical Director
- Cassi Costoulas
Front of House Manager
- Andrew Cole
Events & Bar Manager
- Patricia Warren
Office Manager
- Dick Weaver
Sponsorship and Advertising Coordinator
- Anthony Hill
Maintenance

SPECIAL EVENT STAFF

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 Manda Costoulas
 Gus Fernandez
 Sam Jacobsen
 Melissa Martin
 William Webb

INTERNS

- Leah Darby
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Photo Courtesy of Jordan Fink Photography.

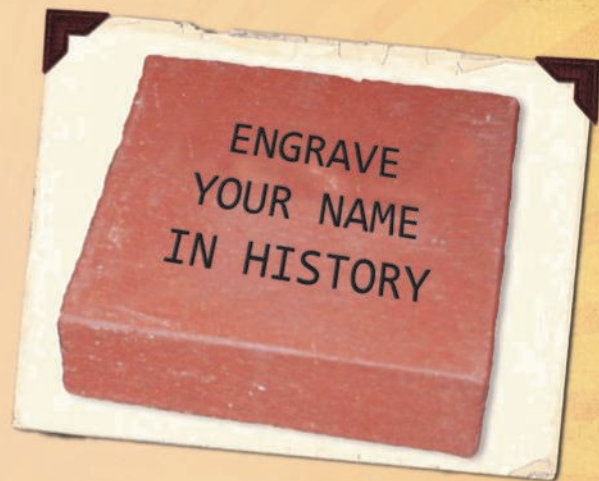


Photo Courtesy of Jordan Fink Photography.

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STRAND FUNDRAISING

The Friends of The Strand, Inc. is a 501(c)(3) nonprofit organization founded to recapture the look and history of The Strand. The group still needs to raise \$1.5 million to help cover the cost of the recently completed multimillion dollar renovation. You can help!

SEE YOUR NAME IN THE CREDITS

Take a walk on Marietta's own Walk of Fame by dedicating a brick paver under the marquee with a tax-deductible gift of \$250 (4x8 brick paver) or \$1,500 (8x8 brick paver).

Or, you can Have a Seat in the exclusive Grand for The Strand Club by dedicating one of the 531 seats in the auditorium with a brass plaque for \$1,000.

The organization also welcomes tax-deductible donations of any size! More information at the box office, by phone at 770-293-0080 or by visiting www.EarlSmithStrand.org.

