

The Penny Executive
A Richard H. Jonsen & Thomas A. Fusco Production

1. Executive Summary - Rick and I will be producing *The Penny Executive*, a one woman show written and directed by Foster Solomon. *The Penny Executive* is a one-person play depicting the life of Maggie Lena Walker, an African American feminist social entrepreneur during the “golden age” of black business in the United States (1900-1930). Under Mrs. Walker’s leadership as chief executive, the Independent Order of Saint Luke established a newspaper, bank, and department store in Richmond, VA, all with the purpose of Black economic empowerment. As chief executive of the Saint Luke Penny Savings Bank, Mrs. Walker became the first Black woman to serve as a bank president in the United States.
2. Production Team -
 - a. Producer Richard H. Jonsen, Lecturer, Department of Management, Rohrer College of Business
 - b. Producer / Production Manager Tom Fusco, Associate Professor of Theater and Dance, Head of Design / Tech. Concentration, Technical Director
 - c. Director, Foster Solomon - actor and director, known for [Tamed](#) (2005), [Hawks Ridge](#) (2020) and [Remember the Daze](#) (2007).
 - d. Production Stage Manager, Hallel Jackson
 - e. Set Design, Lighting Design, Sound Design, Costume Design TBD
3. Production: This project will be a one weekend long event, with nightly shows followed by discussion groups and a reception. This will take place in the Rohrer School of Business Atrium February 3, 4, & 5, 2023. This event will host a variety of artists, scholars and professionals with the goal of showing how the example that Maggie Lena Walker set can be and is being followed today. It is also a celebration of what an incredible person Maggie was, a pioneer in social entrepreneurship, women's rights, and social justice.
4. Market Analysis - Our goal is to create a nexus of campus wide colleges, departments and SGA Clubs. Stemming from the inaugural collaboration between the Rohrer College of Business and The College of Performing Arts we would like to find like minded folks who would value the telling of this story. Some potential collaborators or parties of interest would be The Division of Diversity, Equity and Inclusion, The Antiracist Pedagogies and Practices Task Force, The Black Cultural League, The Council for African American Studies, NAACP, The Rowan Collegiate Entrepreneurs’ Organization Club, The Diversity, Inclusion, and Belonging in Business Club, The Society for the Advancement of Management, The Department of History, alumni and local community organizations. By connecting with these organizations we should be able to create enough financial and community support to produce a quality production. We will not be charging for admission, insteads we will be asking for donations towards the scholarship fund, TBD.

5. Value Proposition - This event is unique in that it is stemming from a cross campus collaboration, The Roher College of Business and The College of Performing Arts. Specifically, a Management Lecturer and a Professor of Stagecraft. Our intersectionality is a desire to create an educational opportunity for the campus. We are examining the biography of an undersung woman whose remarkable hard work and dedication to social justice is a model for everyone. The way in which we are going about this is non-traditional, we are outside the classroom, in the community. We want to bring this perspective to the literal light of the stage. Using theater to teach social entrepreneurship, and to create a deeper understanding of the contributions to American History of African Americans.

6. Operations -
 - a. Script is secured
 - b. Director Secured
 - c. Marketing Plan will be finished September 2022
 - d. Fundraising Program in process
 - e. Timeline for production-
 - i. We will hold auditions in November.
 - ii. Guest speakers invited starting in the Fall of 2022
 - iii. Panel discussion programmed Fall of 2022
 - iv. Table work and Zoom rehearsals through December and January
 - v. 10 days in person rehearsal January 2023
 - vi. 1 day tech followed by three nights of performances and discussions.
 - vii. Strike
 - f. Budget Rough and Estimated -
 - i. We have broken down the budget into two parts, the first is the actual performance needs. Part two is the panel discussions and reception. We feel that once we have green lighted the production we can then turn our efforts onto the panelists. We will endeavor to find resources on campus, but we may need to ask for more funds to find qualified participants.

	Production Costs	Panelists/Reception
Royalties	\$425.00	
Directors Fee	\$3,000.00	
Actor Fee	\$2,000.00	
Production Stage Manager Fee	\$1,000.00	
Speakers Fee		\$4,000.00
Marketing	\$100.00	\$200.00
Lighting Rental	\$800.00	

Sound Rental	\$200.00	
Reception		\$800.00
costumes	500	
Travel and accommodations for Dir	\$2,000.00	
Est. Total	\$10,025.00	\$5,000.00

- Marketing/PR - Using Black History Month as a springboard we will look to other like minded organizations to establish a network of patrons. Also creating the speaker series will also provide an additional source of community pull. We will also utilize social media, print and mailings.