

# The ArtsMan Chronicle

June 4, 2010

ARTS  
MANAGEMENT  
SYSTEMS  
AMS



## Busy Times for Everyone!

By Diane Tuma

It's that time of year again ... some venues are just ramping up for their new seasons, and others have finished and are making plans for the next season. Still other venues operate year round ...

Since our last issue of the Chronicle, we initiated [PA-DSS 1.2 Certification](#), Introduced [Paymentech Orbital](#) as an alternate method of credit card authorization, improved eblasts with WYSIWYG editing, added many more enhancements and wrapped it up in a soon-to-be-released [Version 9](#).

In this issue of the ArtsMan Chronicle, we have an interview with SPAC (Saratoga Performing Arts Centre); a description of our new credit card processing capability, additional information about our Facility Management Module, and much more.

I hope that you will take a short break from your busy work schedule to read the newsletter.

Please remember that if there is anything that you would like to see in a future issue, please send me a note. I'd love to hear from you .... Enjoy!

**Don't forget that our Special Offer for the Facility Management Module is only available until July 31st, 2010.**

*Introductory pricing is based on the number of user licenses a client site has assigned to them and the cost is \$250 per license. After July 31st, the price will increase to a flat one-time fee of \$5,000. Please see Page 3 for one example of this module.*

*For more information, please contact Tod Wilson at (403) 536-1214, or via email at [tod@artsman.com](mailto:tod@artsman.com).*

## Welcome to our Newest Clients ....

Please join us in welcoming the newest members of the ArtsMan family!

Peninsula Players Theatre ([www.peninsulaplayers.com](http://www.peninsulaplayers.com)) installed Theatre Manager in late April 2010. A summer theater located in Fish Creek, Wisconsin, it was founded in 1935 by Richard and Caroline Fisher and is known as "America's Oldest Professional Resident Summer Theatre". The theatre is nestled in a cedar forest overlooking the waters of Green Bay, where patrons can go to stroll along the shore, enjoy a picnic or have a cocktail while watching the sunset before curtain.

The Chilliwack Cultural Centre ([www.chilliwack.com](http://www.chilliwack.com)) is a \$22 million community cultural facility being constructed in the heart of downtown Chilliwack, British Columbia. Although they are currently still under construction, we were onsite to do their installation at the end of May. The completed Centre will include an art gallery, a 500+ seat performance theatre, a 150 seat recital hall/rehearsal space/dance studio/meeting space, music instruction rooms, arts and crafts studios and related amenities. The facility is scheduled to open in early September of this year, and they are already making good use of the facility management module to track bookings.

Also at the end of May, the Rising Tide Theatre, ([www.risingtidetheatre.com](http://www.risingtidetheatre.com)) joined us as new Theatre Manager users. Located in Trinity, Newfoundland, they are our first clients in the Province of Newfoundland. They are a professional theatre company that has been in operation since 1978, and operates the Seasons in the Bight Festival in Trinity all summer and fall with a cast and crew of 40. The company plays a major role in the cultural and economic life of their region and province telling stories firmly rooted in their history and culture.

## WYSIWYG Email Blasts

Eblasts have been completely revised in Version 9 to include WYSIWYG editing. Theatre Manager has always been able to do HTML emails since Version 5, and it just became easier and simpler.

With the new WYSIWYG style, images can be pasted in a form letter or placed from your desktop via drag and drop. When you send out the message, Theatre Manager will recognize the images and FTP them to the Apache server and replace those images with links to a specific folder in your Apache web listener. When the patron opens the message, they see the images the way you intended. At any time, you can also view the message that was sent to the patron in WYSIWYG format as well rather than as a web page - so you can see exactly what **they** see.

Theatre Manager users can now create and send picture-perfect emails and e-blasts with ease.

Eblasts from Theatre Manager give you absolute confirmation of the purchasing cycle and effectiveness. You know who you sent to and who bought, without inferring it from an 'open' rate on emails that is not truly accurate.

After upgrading to Version 9, setup instructions to get the Apache server ready for FTP access are included on [www.theatremanagerhelp.com](http://www.theatremanagerhelp.com) beginning at <http://theatremanagerhelp.com/frequently-asked-questions/setting-e-blast-image-access-theatre-managers-web-listener>

*Are you currently at Version 6 and want to schedule an upgrade to the latest version of Theatre Manager? Please contact Tod Wilson at [tod@artsman.com](mailto:tod@artsman.com).*

*Want to schedule an upgrade from Version 7 to the latest version? Please contact support at [support@artsman.com](mailto:support@artsman.com).*

*Are you a venue in British Columbia or Ontario that needs to get ready for the new HST?*

*Please click [here](#) for some reference information available on our website.*

*If you need information on how to change tax rates, please click [here](#).*

# Facility Management - Volunteer Scheduling & Calendars

As we introduced in the last issue, the Facility Management Module provides you with a new bag of tricks for managing your theatre or venue. It tracks tasks to be completed, lets you schedule volunteers, employees and staff, monitors project status such as move-in/move-out for a show, or special event setup.

By clicking checkboxes from a list, you can subset your data to see project items, look at only tasks for selected people, choose only selected events, or only specific venues. Additionally, you can see group calendars that include what is going on in multiple venues, what resources are needed in venues, and schedule volunteers via drag-and-drops into the calendar

Last month we introduced our new Facility Management Module. It's a powerful new tool which can save you time, and, more importantly, help you make sure that things don't fall through the cracks.

If you would like more information, you can check out the following pages on our website:

Last month's [newsletter](#)

[Theatre Manager Help - Facility Management](#)

Once a meeting has been scheduled, Theatre Manager can send emails to all participants inviting them to the meeting. The attachment is a standard meeting file that will put the event in their personal iCal or Outlook calendar and confirm their attendance back to you.

The same occurs when scheduling volunteers. Once the volunteer schedules have been set up, you can choose to send an invitation to all of them, indicating when and where they are being asked to work and Theatre Manager will once again record their responses.

# Facility Management -Volunteer Scheduling & Calendars ... (cont'd)


This is what a meeting notice looks like:

Scotte Meredith has invited you to Volunteer at StoryBook Theatre.

Job: Lighting Operator  
 Start Time: May 22, 2010 at 12:00 PM (-0700 (MST)).  
 End Time: May 22, 2010 at 2:00 PM (-0700 (MST)).

This is for the event "Control House Adventure.

To accept or decline this invitation, double-click the attached file, then accept or decline the invitation in your calendar.



[TM-12793.ics \(0.7 KB\)](#)

The Facility Management Module also includes a notification window which displays a variety of task-related information. The notification window will also display which volunteers still need to have an email sent to them and which ones have or have not responded to the meeting request.

Notifications

Status	Begin	Description Of Entry
	May 21 2010...	Error retrieving server status from the PC Charge server which may indicat...
	May 21 2010...	The last successful credit card settlement occurred on Sep 1 2009 (262 da..
	May 18 2010...	Alarm Go Off
	May 5 2010 ...	Email "Group" to: Person One
	May 5 2010 ...	Email "Fun Filled Theatre Camps" to: Person One
	Apr 10 2010...	"You'Re a Good Man Charlie Brown" Volunteers - awaiting responses
	Mar 4 2010 ...	"The Littlest Pirate" Volunteers - unsent notifications
	May 8 2010 ...	"Control House Adventure" Volunteers - awaiting responses
	May 21 2010...	The POP3 server 192.168.0.3 reports that there are 2 scheduling messages.

=Must view
 =Task
 =Letter
 =Email
 RED =Meeting
 =To Send
 =Waiting
 =New Response
 =To retrieve

Thursday, March 4, 2010 - 12:00 AM

Description: "The Littlest Pirate" Volunteers - unsent notifications

Notes:

First Name	Last Name	Description	Response Date	Event Title	Performance	De
Diane	Zissos	To Be Invited		The Littlest Pirate	2-FRI	

1 of 1

We will be exhibiting Theatre Manager at a couple of new trade shows this year.

League of American Orchestras Conference  
 - Atlanta, GA  
 - June 15 to 19, 2010  
 - Booth #402  
[www.americanorchestras.org](http://www.americanorchestras.org)

IAAM (International Association of Assembly Managers) Conference & Trade Show  
[www.iaam.org](http://www.iaam.org)  
 - Houston, TX  
 - July 23 to 27, 2010  
 - Booth #1329

If you attend either of these conferences, please stop by and say hello. We'd love to see you!

# Facility Management -Volunteer Scheduling & Calendars ... (cont'd)

First Name	Last Name	Description	Response Date	Event Title	Performance	Description	From
Barbara	Hankins	To Be Invited		You'Re a Good ...	4-SAT-M	Choreography	May
Diane	Zissos	To Be Invited		The Littlest Pirate	2-FRI	Choreography	Mar
Annette	Henders...	To Be Invited		You'Re a Good ...	1-SAT-E	Choreography	Apr
Annette	Henders...	To Be Invited		You'Re a Good ...	1-WED	Choreography	Apr
Annette	Henders...	To Be Invited		You'Re a Good ...	1-THU	Choreography	Apr
Annette	Henders...	To Be Invited		You'Re a Good ...	2-SAT-M	Choreography	Apr
Annette	Henders...	To Be Invited		You'Re a Good ...	2-SAT-E	Choreography	Apr
Annette	Henders...	To Be Invited		You'Re a Good ...	2-SUN-E	Choreography	Apr
Annette	Henders...	To Be Invited		You'Re a Good ...	3-WED	Choreography	Apr
Annette	Henders...	To Be Invited		You'Re a Good ...	4-SAT-M	Choreography	May

If volunteers are contacted by phone instead of email, the meeting responses can be manually entered into the system as well.

## PA-DSS 1.2 Compliance

In August of 2008, Theatre Manager underwent an audit for the purposes of verifying it met the requirements of PABP 1.4 standards that were in effect at that time. Version 8 of our software was certified to those standards and our application was submitted and accepted by VISA. Click [here](#) to view our current certification at any time.

In the late fall of 2008, the payment card industry council (PCI) took over the software certification process from VISA. The PCI Council grandfathered all PABP certifications that were completed for VISA. The PABP certification of Version 8 of Theatre Manager expires in October of 2010.

With this expiry date in mind, we are once again undergoing the process of an audit performed by a qualified assessor to certify Theatre Manager under the current PA-DSS 1.2 requirements. The PA-DSS certified version of Theatre Manager will be at release level Version 9.

The reason why we are doing this is simple. In these days of internet commerce and fraud potential, we want you, our clients, and your patrons, to feel confident that you are using software that is secure and certified to meet the most recent data security standards.

We are undergoing the certification process prior to the PABP expiration to allow an overlap time and allow clients to prepare to transition to Version 9. Under PCI guidelines, organizations are required to maintain their software at the latest release point to maintain PCI compliance.

As always, ArtsMan gives you the tools to upgrade on your own. For those clients that would prefer to have ArtsMan's support team do the upgrade for you, please contact [Tod Wilson](#).

Please click [here](#) to check out our Quick Reference Guides.

We are continually adding new ones, and encourage you to check back often to see what's new!

## SPAC - A Gem in the Woods

Saratoga Springs, New York, is home to the Saratoga Performing Arts Center ([www.spac.org](http://www.spac.org)), who were very excited to become part of the Theatre Manager family in February. They joined us after seeing how much more customer service they would be able to provide to their patrons compared to many years of using Ticketmaster. The Saratoga Performing Arts Center (SPAC) opened in 1966, and is an amphitheater set in a 2,400 acre park preserve surrounded by hiking trails, geysers and natural mineral springs. This amphitheatre seats 5,400 in sheltered seats, and can accommodate another 20,000 outside on the sloping lawn. They also operate a closed theatre which seats 500.

Rick Geary, the Chief Financial Officer at SPAC, said that they evaluated a number of different systems and found that Theatre Manager was a unique product that really suited their needs. He is extremely happy that they made the switch, and found that Theatre Manager more than exceeded their expectations. They love the amount of information that can be captured and how easy the system is to use. Initially, they opted to implement the ticketing capabilities. With ticket sales now running smoothly, they are preparing to integrate their membership and donor data this fall.

The people at SPAC have found that comparing their old Ticketmaster system to Theatre Manager is a night and day difference. Before, it was like pulling teeth to get any patron data from Ticketmaster whereas now they can just run a report and have any and all the information they want right at their fingertips. Their ticket fees have been reduced by 40% and they feel that they are still being competitive.

SPAC has put their entire season available for purchase online and they haven't had any complaints from their customers. In fact, Rick told me about an instance where they even had a customer call to say that he thought he had done something wrong with his online purchase because it was just too easy. They checked the client's file for him, and everything was exactly as it should be.

When asked what he likes the best about the system, Rick said that he loves having all the information available at a moment's notice. He can immediately see any activity, and monitor web sales. The information is always easy to get. When someone calls with a question, "it's so simple to pull up the client file and make any changes". He also is very impressed with the reporting features. "In accounting, we have to be able to account for everything, and this system allows us to do that. It's first class!"

Rick made the decision early in the process to be heavily involved in all aspects of the transition, including the training. He wanted to know everything the system could do. During the installation and training process, they were able to prioritize everything, so that once the trainer left, they were able to get up and roll. They are learning more every day and are "learning how we can adapt the system to what we want it to do based on how we operate. It has forced us to look at how we sell our tickets and how we want to going forward." Rick said that it has been quite a learning curve for them, but they haven't come across anything that the system can't do. By knowing how it works, they haven't been stumped yet.

Previously, SPAC only sold 6% of their tickets online, which is quite low. They found that the customers resented the fees that they had to pay, and now that SPAC has reduced the fees, they are hoping to achieve 20% online sales this year, and eventually reach 40%.

When I asked Rick how he likes Theatre Manager, he told me "it has put a smile on my face, and that's really saying something."



Saratoga Performing Arts Center®

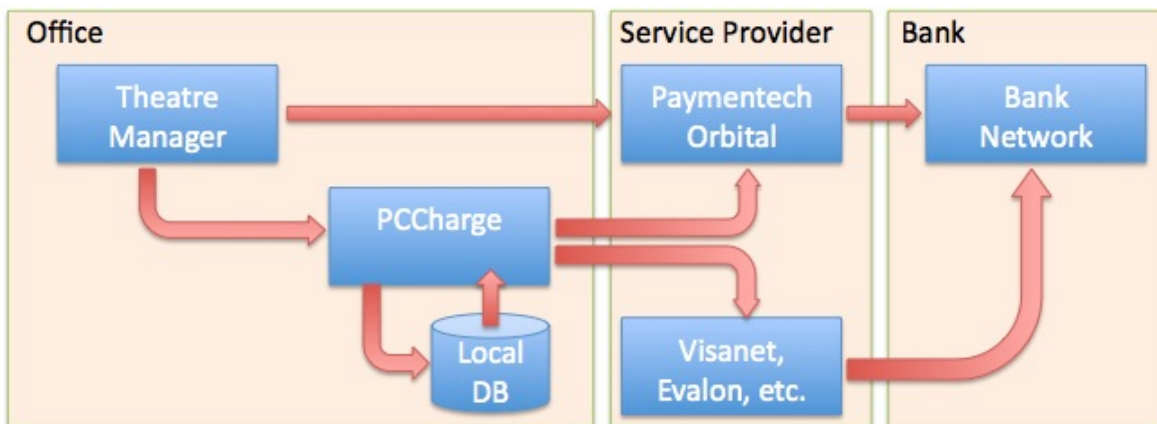
# Paymentech Orbital - A New Way to Process Credit Card Transactions

We're very excited to announce that Theatre Manager now provides two different mechanisms for credit card authorization, along with two modes of operating each option (PCI Schedule "C" or Schedule "D" compliance mode). Both are PCI PA/DSS 1.2 verified.

Orbital (which is only available through Chase Paymentech Merchant Services) is an internet based authorization mechanism that allows multiple simultaneous authorizations. Orbital is perfect for venues with huge onsales of tickets, since it does Massively Parallel authorizations. This means that more than one credit card authorization CAN occur at the same time. With the increasing trend in internet sales, and with more of our clients hosting large concerts and onsale events, this translates into many transactions occurring at the same time. Orbital easily handles these high load conditions

When using Orbital, PCCharge is no longer required to be used as a middleman to talk to the bank. Right now, Theatre Manager talks to PCCharge, which talks to the service provider, which talks to the bank. With this new technology, Theatre Manager talks to Paymentech, which in turn talks to the bank. A much smoother process, and much better for PCI Compliance.

Here is a graphical illustration of how the two processes differ, albeit slightly:



Since Paymentech is an internationally known service provider, their requirements for PCI Compliance is much higher. This means that any new guidelines the PCI Security Standards Council releases, Paymentech must meet them far quicker.

Another advantage to Orbital is that the online interface allows you to sign on and see the transactions, current batches, prior batches, search by patron, date and many other data elements. We've added functionality so that there is a direct tie back on the online interface to a Theatre Manager patron and order. This greatly improves your diagnostic capabilities.

If you would like to see a more in-depth comparison between the two mechanisms we use, please click [here](#).

Please click [here](#) if you would like to contact Chase Paymentech to get more information about Orbital.



## Why World Music/CRASHarts Made the Decision to Switch Over to Paymentech Orbital

World Music/CRASHarts is a non-profit organization located in Cambridge, Massachusetts. Because of funding commitments and knowing that they would have to upgrade their hardware, they put their Version 8 upgrade on hold until they had the appropriate financial resources in place. While discussing preparations for the upgrade with ArtsMan, they were advised about the Paymentech Orbital Gateway, and that by switching to Orbital would eliminate a server for the PCCharge software and save them hardware costs.

Jeff Mason, General Manager, said that when they started looking at everything that was involved with keeping PCCharge as their credit card processing software (hardware and upgrade costs), they decided that perhaps it was time to look at going a different route.

The rep from Chase Paymentech was very straightforward with Jeff in explaining the process and just how he himself fit into the arts and theatre market. He asked for a copy of World Music's current bank charge statement and did a comparison for him. The rep (Mark Lagé) provided a side by side view of where they are now, and where they could be. Jeff realized at that point that they would be making the switch, as they would end up savings \$7,000 per year in charges. Before looking into this, Jeff had felt that they were paying competitive rates, based on conversations with financial people at the venues World Music works with. World Music had also assumed that since they had been involved with the same bank for many years, that the bank was providing them with the best rates possible.

In the end, the amount they will save in fees more than offsets the training that they want on the new features and easily helped them reach the decision. They are scheduled to implement Version 9 and Orbital in July.

We are proud of this because it is one more instance where the ongoing development of features in Theatre Manager is helping clients reduce their total cost of ownership - and that's one of our goals.

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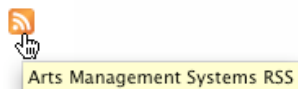
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We urge you to subscribe to the RSS feeds, as this is how you will receive Theatre Manager update notifications.