



The National Theatre for Children

June 5, 2026

Pennsylvania Public Utility Commission
Secretary's Bureau
Commonwealth Keystone Building
400 North Street, 2nd Floor
Harrisburg, PA 17120

Re: Application for Registration as a Conservation Service Provider (CSP)
Docket No. A-2026-3062639
The National Theatre for Children

Dear Secretary:

On behalf of The National Theatre for Children (NTC), I am pleased to submit this application for registration as a Conservation Service Provider (CSP) with the Pennsylvania Public Utility Commission under Docket No. A-2026-3062639.

The National Theatre for Children is an established educational outreach organization that partners with utility companies, government agencies, and educational institutions throughout the United States to deliver high-quality energy efficiency, conservation, environmental stewardship, and public awareness programs. Through live theatrical performances, classroom resources, digital content, and community engagement initiatives, NTC has successfully educated millions of students and families on energy conservation and responsible resource use.

NTC is not a new participant in Pennsylvania's utility conservation marketplace. The organization was previously registered as a Conservation Service Provider with the Pennsylvania Public Utility Commission and maintained that registration for several years while successfully supporting utility-sponsored education and outreach efforts. As our prior registration has expired, we are seeking to renew and reestablish our status as a registered CSP in order to continue providing conservation education services and support to Pennsylvania utilities and their customers.

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(763) 452-1100 - www.ntccorporate.com





The National Theatre for Children

The enclosed application materials demonstrate NTC's qualifications, experience, organizational capabilities, and commitment to supporting the Commonwealth's energy efficiency and conservation objectives. We respectfully request that the Commission review and approve this application and restore The National Theatre for Children's registration as a Conservation Service Provider.

Should the Commission require any additional information or documentation, please do not hesitate to contact us. We appreciate your consideration of this application and look forward to continuing our support of Pennsylvania's energy conservation and consumer education initiatives.

Sincerely,

A handwritten signature in black ink, appearing to read "Patrick Rowan", with a long horizontal line extending to the right.

Patrick Rowan
President

The National Theatre for Children

7003 W. Lake Street
Suite 200
Minneapolis, MN 55426
612-719-7958
prowan@nationaltheatre.com

Enclosures

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**CONSERVATION SERVICE PROVIDER (“CSP”) APPLICATION
FOR REGISTRATION IN THE COMMONWEALTH OF PENNSYLVANIA**

Conservation Service Providers (“CSPs”) have a specific role under Act 129, which requires a covered Electric Distribution Company’s Energy Efficiency and Conservation (EE&C) plan to include one or more CSPs to implement at least a portion of the EE&C Plan. 66 Pa.C.S. § 2806.1(b)(1)(i)(E). CSPs provide information and technical assistance to EDCs on *measures* that enable a person to increase energy efficiency or reduce energy consumption. CSPs must have no direct or indirect ownership, partnership or other affiliated interest with an EDC. 66 Pa.C.S. § 2806.1 (m). Only registered CSPs may advise an EDC and/or provide consultation, design, or administration or management services to an EDC related to the implementation of the EDC’s EE&C Plan. As such, registration of business entities as approved CSPs is required before entering into a contractual agreement with an EDC exclusively for the provision of consultation, design, administration, management or advisory services regarding that EDC’s EE&C plan. This registry is not intended as a resource for business, whose sole purpose is the installation of measures, supplying of equipment or other contracting work for use by the general public and EDC customers. If providing such services, registration as a CSP is not required for entering into an agreement with an EDC.

Any CSP subcontractor with an annual contract cost that equals or exceeds 10% of the CSP annual contract cost and is directly performing services pursuant to a contract with a CSP which has contracted with an EDC after Commission approval should also register as a CSP. This does not include third party contractors which participate in or support an EE&C Plan but are not directly contracted with a CSP which has a direct contractual relationship with the EDC subject to Act 129.

To qualify an applicant must have at least two years of experience in providing program consultation, design, administration, management or advisory services related to energy efficiency and conservation services. CSP registration is not required of entities that limit their services to the installation of energy efficiency measures or the provision of equipment or materials to EDC customers or the public in general.

1. IDENTITY OF THE APPLICANT

- a. Legal Name of Applicant: The National Theatre for Children, Inc.

Attach proof of compliance with appropriate Pennsylvania Department of State filing requirements.¹

See Exhibit A

¹ A copy of any document from the Pennsylvania Department of State (Pa. Dept. of State) documenting the Applicant’s Pa. Dept. of State entity number is adequate. However, the document must indicate that the Applicant’s Pa. Dept. of State registration is “active.” Certified copies of Pa. Dept. of State documents are not required.

b. Trade or Commercial or Fictitious Names Used by Applicant (d/b/a)—List all that apply.

The Applicant will be using a fictitious name or doing business as (“d/b/a”). Identify names below. If more space is needed, list names on the back of this page or append list to completed application.

The Applicant will not be using a fictitious name.

c. Applicant Address: 7003 W. Lake St., Suite 200
Minneapolis, MN 55426

d. Applicant Telephone No: 763-452-1100

e. Applicant Email Address: PROWAN@NATIONALTHEATRE.COM

f. Contact Information for Applicant. PLEASE NOTE: Upon approval of this application, this Contact Information will be listed on the Commission’s CSP Registry.

- Name PATRICK ROWAN
- Mailing Address 7003 W. LAKE ST. SUITE 200
MINNEAPOLIS, MN 55426
- Telephone 763-452-1100
- Email Address PROWAN@NATIONALTHEATRE.COM

g. Predecessor(s) & Other Names used by Applicant for past five (5) years of date of this application. Provide Name(s), Address(es) and Telephone No.(s).

Check Box if any Predecessor(s) is currently or was previously registered in Pennsylvania as a CSP. If affirmative, please provide Docket No(s). (A-[Year]-[Seven (7) Digits]) and names for all registered CSPs.

h. Parent & Subsidiary Companies & Affiliates:

- Parent Name and Contact Information.** Provide name and contact information for parent company. Check Box if any parent company is currently doing business in Pennsylvania as a CSP or Electric Distribution Company (EDC). If "None," do not check the box and answer "None" below. N/A

- Subsidiaries and Contact Information.** Provide name and contact information for all subsidiary companies. Check Box if any subsidiary is currently doing business in Pennsylvania as a CSP or Electric Distribution Company (EDC). If "None," do not check the box and answer "None" below. N/A

- Affiliate(s) and Contact Information.** Provide name and contact information for all affiliate companies. Check Box if any affiliate is currently doing business in Pennsylvania as a CSP or Electric Distribution Company (EDC). If "None," do not check the box and answer "None" below. N/A

i. Contracts & Business Partnerships:

Check Box if Applicant intends to or has operated under contract with or has partnered with an EDC within the past five (5) years. If "None," do not check the box and answer "None" below.

- Check Box if Applicant intends to or has operated under contract (subcontractor) with or has partnered with a CSP within the past five (5) years. If "None," do not check the box and answer "None" below.

If any box above is checked, please provide name(s) of EDC(s) and CSP(s) and contact information for each and briefly describe the nature of business services associated with each contract and/or partnership.

j. Identify principal officers (owners, executives, partners and/or directors), as appropriate for Applicant's organizational structure. Provide an organizational chart and the names, titles, business addresses and telephone numbers for each office.

Ward Eames, Founder, 7003 W. Lakes St, Suite 200, MPLS, MN 55426
Margaret Eames, CEO + Owner, 7003 W. Lake St. Suite 200, MPLS, MN 55426
Patrick Rowan, President, 7003 W. Lake St., Suite 200, MPLS, MN 55426
763-452-1100

k. Attach to this Application a brief biography or single page professional resume for all principal officers and management directly responsible for Applicant's operations.

l. Provide Applicant's Employer Identification No. (EIN): 411381625

2. **REGISTERED AGENT**

a. If the Applicant does not maintain a principal office in the Commonwealth, the Applicant is required by the Pennsylvania Department of State to designate an approved Registered Agent as its representative in the Commonwealth. Check one of the Boxes below, as applicable:

YES, the Applicant has registered its business with the Pennsylvania Department of State. Following is the Name and Contact information for the Applicant's Department-Approved Registered Agent.

- Registered Agent's Name
Corporation Service Company
- Registered Agent's Mailing Address
2595 Interstate Drive, Suite 103
- Registered Agent's Telephone
Harrisburg, PA 17110
847-289-1100
- Registered Agent's Email Address

NO, the Applicant has not registered its business with the Pennsylvania Department of State. STOP—To avoid denial of your application and forfeiture of your application fee, you should contact the Pennsylvania Department of State Bureau of Corporations to register as a business entity within the Commonwealth PRIOR TO completion and filing of this application with the Pennsylvania Public Utility Commission.

b. Applicant has registered its business with the Pennsylvania Department of State. Please check appropriate registration type for Applicant as designated with the Department.

- Sole proprietor (15 Pa. C.S. §4124)
- Domestic corporation (none)
- Domestic general partnership (15 Pa. C.S. §4124)
- Domestic limited liability company (15 Pa. C.S. §8913)
- Domestic limited liability partnership (15 Pa. C.S. §8201)
- Foreign corporation (15 Pa. C.S. §4124)
- Foreign general or limited partnership (15 Pa. C.S. §4124)
- Foreign limited liability company (15 Pa. C.S. §8981)
- Foreign limited liability general partnership (15 Pa. C.S. §8211)
- Foreign limited liability limited partnership (15 Pa. C.S. §8211)

c. If Applicant is not domiciled in the Commonwealth of Pennsylvania and is registered as a "foreign" entity as identified in Question 2.b., please identify all other states where applicant is registered and name the appropriate state department(s):

MN Dept. of State + Dept. of Revenue
Arkansas Dept. of State + Dept. of Revenue
CA Dept. of State + Dept. of Revenue
FL Dept. of State + Dept. of Revenue
Missouri Dept. of State + Dept. of Revenue
North Carolina Dept. of State + Dept. of Revenue
New Jersey Dept. of State + Dept. of Revenue
South Carolina Dept. of State + Dept. of Revenue
Virginia Dept. of State + Dept. of Revenue

3. **APPLICANT'S OPERATIONS**

Respond to each of the following four questions relating to Applicant's operations and its technical and financial fitness. Respond to each item and attach any additional information and/or statements to this Application as appropriate.

a. Describe nature of business:
The National Theatre for children (NTC) brings educational outreach
programs to K-12 schools to educate students in various subjects through
live theatre, in-school events, video, live stream, print and digital materials.

b. Current status of business (check one):

- Applicant is presently doing business in Pennsylvania
- Applicant is presently not doing business in Pennsylvania

c. The Applicant proposes to provide the following information and technical services to an EDC. Check all services that apply and identify all EDCs with whom Applicant intends to conduct business.

- Consultation
- Design
- Administration
- Management
- Advisory

EDCs:

NTC provides in-school and livestream
electrical safety and conservation
programs on behalf of PPL and PECCO

d. Attach to this Application a copy of any certification(s) or similar documentation that would demonstrate the technical fitness of Applicant, such as membership in trade associations, professional licenses, technical certifications, and/or names of current or past clients with a description of dates and types of services provided by Applicant.

See Exhibit B

e. Attach to this Application proof of current liability insurance coverage.

See Exhibit C

4. COMPLIANCE

Respond to each of the following Questions. Provide a statement as to the resolution or present status of any such proceedings, if applicable.

- a. In the past three years has the Applicant, the parent company, an affiliate or predecessor or partner (contractor/subcontractor business relationship) of the Applicant, or any person identified by the Applicant in this Application, been investigated or convicted of a crime involving fraud, theft, larceny, deceit, violation of consumer protection law, violation of deceptive trade law or similar activity, whether before an administrative body or in a judicial forum, in which the Applicant, an affiliate, a predecessor of either, or a person identified herein has been a defendant or a respondent?

- No
 Yes. Provide explanation:

- b. Is the Applicant, the parent company, an affiliate, or a predecessor of either, currently delinquent with any state or federal taxing authority?

- No
 Yes. Provide explanation:

- c. Identify all bankruptcy or liquidation proceedings for the prior three years. If none, state "None" below.

None

- d. Identify all customer complaints filed with a regulatory or prosecutor agency for the prior three years of the date of this application. In none, state "None" below.

None

5. **FALSIFICATION**

The Applicant understands that the making of false statement(s) herein may be grounds for denying the Application, or if later discovered, for revoking any authority granted pursuant to the Application. This Application is subject to 18 Pa. C.S. §§4903 and 4904, relating to perjury and falsification in official matters.

Signature of Principal Official: 

Official's Name & Title : PATRICK ROWAN - PRESIDENT
(Please Print)

Date : 5/19/2026

APPENDIX A - AFFIDAVIT

[Commonwealth/State] of Minnesota :



: SS.

County of Hennepin :

PATRICK ROWAN, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the PRESIDENT (Office of Affiant) of THE NATIONAL THEATRE FOR CHILDREN, INC (Name of Applicant);] (NTC)

[That he/she is authorized to and does make this affidavit for said Applicant;]

That the Applicant herein NTC has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be registered as a conservation service provider pursuant to Act 129 of 2008.

That the Applicant herein NTC acknowledges that it has answered the questions on the application correctly, truthfully and completely and has provided supporting documentation as required.

That the Applicant herein NTC acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

That the Applicant herein NTC acknowledges that it is under a duty to supplement information provided in answer to questions on this application and contained in supporting documents as requested by the Commission.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.

[Signature]
Signature of Affiant

Sworn and subscribed before me this 20th day of May, 2026.

[Signature]
Signature of official administering oath

My commission expires: Jan. 31st, 2028.

Exhibit A

PA Official Pennsylvania Government Website

Business UCC Trademark CROP

Business Search Info

Business Search

As of 05/19/2026 we have processed all business filings received in our office through 05/14/2026.

the national theatre for children, inc

Results: 1

Filing Information	Initial Filing Date	Status	Entity Type	Formed In	Address
THE NATIONAL THEATRE FOR CHILDREN INC (421725)	09/27/2013	Active	Foreign Business Corporation	MINNESOTA	Corporation Service Company

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Exhibit B

The National Theatre for Children

NTC is currently an active member of:

- AESP (Association of Energy Services Professionals)
- MEEA (Midwest Energy Efficiency Association)
- PLMA (Peak Load Management Association)

NTC Former & Current Client List (partial):

Client: Duke Energy

Date: 2011-2022

Description: In-school and Livestream Energy Efficiency Program, with residential opt-in home energy kits

Location: Indiana, North & South Carolina

Client: Florida Power & Light

Date: 2012 - Present

Description: In-school and Livestream Energy Efficiency Program

Location: Florida

Client: PPL

Date: 2009 - Present

Description: In-school and Livestream Electrical Safety Program

Location: Pennsylvania

Client: PECO

Date: 2009 - Present

Description: In-school and Livestream Energy Efficiency Program

Location: Pennsylvania

Client: Inland Empire Utility Agency

Date: 2009 - Present

Description: In-school and Livestream Water Conservation/ Pollution Program

Location: Southern California

Client: Piedmont/ Enbridge Energy

Date: 2009 - Present

Description: In-school and Livestream Natural Gas Safety & Conservation Program

Location: North Carolina

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

04/14/2026

Exhibit C

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Ross Nesbit Agencies, Inc. 5900 Rowland Road Minnetonka MN 55343		CONTACT NAME: Holly Schmitz PHONE: (952) 941-9418 FAX: (952) 941-9615 E-MAIL ADDRESS: hschmitz@nesbitagencies.com	
INSURED The National Theatre for Children, Inc. 7003 West Lake Street, Suite 200 Minneapolis MN 55426		INSURER(S) AFFORDING COVERAGE INSURER A: Westfield Insurance Company NAIC # 24112 INSURER B: Evanston INSURER C: Employers Assurance Company 25402 INSURER D: INSURER E: INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** 25-26 GL, Auto, Umb, WC **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INS. LTR	TYPE OF INSURANCE	ADJ. SUBR. INSD. / WVD.	POLICY NUMBER	POLICY EFF. (MM/DD/YYYY)	POLICY EXP. (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Abuse Molestation Coverage GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		CMM476929N	04/14/2026	04/14/2027	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Per Occurrence) \$ 500,000 MED EXP (Any one Person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY		CMM476929N	04/14/2026	04/14/2027	COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000		EZXS3197282	04/14/2026	04/14/2027	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ 3,000,000 \$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY <input type="checkbox"/> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N	EIG523353802	04/14/2026	04/14/2027	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Dawn Sime

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Margaret Eames

7003 W. Lake Street Suite 200, Minneapolis, MN 55426 • meames@nationaltheatre.com • 763-452-1103

EXPERIENCE

CEO

NTC

October 2021-present

- Board Member, CEO and Treasurer
- Responsible for overall management and leadership of the company

EXPERIENCE

CFO

NTC

January 1992-September 2021

- Board Member, Secretary and Treasurer
- Member of the Executive Team; oversee planning and management
- Manage and direct all financial activity within the company
 - Maintain relationships with banking and brokerage vendors
 - Perform ongoing financial analysis and create projections
 - Manage tax accountants for federal and multi-state tax filings
- Oversee HR functions
 - Oversee employee payroll and benefit plans including 401K plans

EXPERIENCE

Stay at home Parent

1989-92

- Domestic engineer
- Household CEO
- Director of child development

EXPERIENCE

ACCOUNTING MANAGER

U.S. STUDIOS,

INC.

1986-1989

- Managed all accounting functions relating to accounts receivable, accounts payable and payroll for video production company

EXPERIENCE

PROJECT COORDINATOR

U.S. CREATIVE SERVICES,

INC.

1980-1986

- Coordinated design and printing of promotional materials for marketing and promotion agency.
- Worked as liaison between Account Manager(s) and creative artists

EDUCATION

EDUCATIONAL INSTITUTION

1985-1987

Minneapolis Community College

1977-1978

Minnesota School of Business

Patrick Rowan

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EXPERIENCE

PRESIDENT

NTC

01/2022 – Present

- Oversight and management over all operational budgets and staff
- Lead Executive and All Staff meetings
- Lead NTC Strategic Planning group and 90 Day Focus groups
- Drive future plans and opportunities for NTC
- Oversight and management in the daily operations and all aspects of NTC's Theatre Production, Print Production, Digital Production, School Communications, IT, Marketing and Business Development departments
- Oversight and management over all aspects of NTC programs including all school assemblies, special live events, television, video, digital & social media, printed materials and distribution, school marketing, parent, teacher and student incentives, live events, television, video, digital media, printed materials and new product development, including executive management, directing, hiring, training, tactical staff meetings, creative sessions, troupe logistics, scheduling, school activations and strategic planning

EXPERIENCE

CHIEF OPERATING OFFICER

NTC

01/2011 – 12/2021

- Effective and efficient management of all aspects of NTC programs including but not limited to: school marketing, parent, teacher and student incentives, live events, television, video, digital media, printed materials and new product development.
- Responsible for oversight and execution in the daily operations and all aspects of NTC's Theatre Production, Print Production, Digital Production, School Communications and IT department including managing budgets for New Product Development and all Touring Productions
- Responsible for all aspects of NTC programs including all school assemblies, special live events, television, video, digital & social media, printed materials and distribution, including executive management, directing, hiring, training, tactical staff meetings, creative sessions, troupe logistics, scheduling, school activations and strategic planning
- Manage department head meetings
- Report and effective participation at Executive Staff meetings

EXPERIENCE

DIRECTOR OF TOURING OPERATIONS

NTC

01/2007 – 12/2010

- Managed and implemented all aspects of NTC productions and generate bi-weekly production updates
- Managed production touring budget
- Cast actors for all touring productions, including
- Budgeting, arranging and tracking information for individual audition trips
- Running motor vehicle records for individual actors, and checking references
- Made offers and guided actors through the contract process
- Assessing casting needs for upcoming season(s)
- Working with other members of NTC staff, when appropriate, to discuss and/or implement changes or improvements to casting system
- Direct touring productions for NTC.
- Manage car rental scheduling and communication with rental company.
- Oversee the Maintenance of an effective and efficient inventory of company props, sets, costumes, and equipment.
- Participate in Production meetings with the production staff.

EDUCATION
09/1993 – 05/1997

Bachelor of Science Degree in Theatre Arts
Graduated Magna Cum Laude

MANKATO STATE UNIVERSITY

SKILLS/QUALIFICATIONS

- Ability to work independently to produce quality work to execute and implement projects and deliverables in tight time constraints
- Strong project management skills, attention to detail and analytical skills
- Highly organized with strong time-management skills
- Demonstrated ability to produce high-quality materials under deadline pressure
- Highly organized, motivated and efficient self-starter with understanding of project management
- Working knowledge Salesforce as CRM systems
- Extensive work with budgets, logistics and creative processes
- Acknowledged as a JumpStart Coalition National Partner in the 2015 edition of the *National Standards in K-12 Personal Finance Education*
- Theatrical direction of over 200 NTC productions
- Technical development and building 35 unique educational programs for NTC
- Auditioning over 20,000 actors and hiring and managing 1,500 actor educators over 15 years
- Overseeing activation efforts that resulted in sending 583,700 energy efficient kits to households on behalf of 6 different clients and resulting in over 118 million kilowatt hours saved
- Producer for 3 seasons of M@dAbout™, NTC's nationally-syndicated, educational sketch-comedy television show

Eddie Eames

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EXPERIENCE

CHIEF REVENUE OFFICER

NTC

02/21/2022 - present

Participate actively in strategic and business unit planning to develop reasonable and thorough revenue projections for annual budgets and multi-year projections.

Responsible for closing new and existing revenue opportunities and negotiating and executing contracts between NTC and its partners. Focus on client acquisition to reach growth targets. Proactively plan and execute customers with a focus on retaining /expanding existing client relationships. Carry out price negotiations with existing and prospective customers.

Responsible for identifying, marketing, selling and creating relationships with corporate, governmental and non-profit organizations on a local, regional and national scale who want to actively engage their desired target audiences on important societal issues. Understand customer needs and wants, value drivers, challenges and opportunities to create a tailor-made offer and program around their needs.

Work closely with team members, assisting other managers to understand and implement policies and procedures. Manage and work as the liaison between client and NTC staff to see that all aspects of the project and/or program are communicated, executed and satisfied throughout the term of the contract.

EXPERIENCE

CHIEF MARKETING OFFICER

NTC

05/2018 – 2/21/2022

Responsible for closing new and existing revenue opportunities and negotiating and executing contracts between NTC and its partners. Focus on client acquisition to reach growth targets. Proactively plan and execute customer leads with a focus on retaining /expanding existing client relationships. Carry out price negotiations with existing and prospective customers.

Responsible for identifying, marketing, selling and creating relationships with corporate, governmental and non-profit organizations on a local, regional and national scale who want to actively engage their desired target audiences on important societal issues. Understand customer needs and wants, value drivers, challenges and opportunities to create a tailor-made offer and program around their needs.

Work closely with team members, assisting other managers to understand and implement policies and procedures. Manage and work as the liaison between client and NTC staff to see that all aspects of the project and/or program are communicated, executed and satisfied throughout the term of the contract.

EXPERIENCE

DIRECTOR OF MARKETING

NTC

11/2011– 05/2018

Responsible for identifying, marketing, selling and creating relationships with corporate, governmental and non-profit organizations on a local, regional and national scale who want to actively engage their desired target audiences on important societal issues. Understand customer needs and wants, value drivers, challenges and opportunities to create a tailor-made offer and program around their needs.

Work closely with team members, assisting other managers to understand and implement policies and procedures. Manage and work as the liaison between client and NTC staff to see that all aspects of the project and/or program are communicated, executed and satisfied throughout the term of the contract

Nikki Swoboda

7003 W Lake Street., Suite 200, Minneapolis, MN 55426 • NSWOBODA@NTCCORPORATE.COM • 763-452-1167

EXPERIENCE

Director of Sales & Marketing NTC CORPORATE

January 2021 - Present

- Responsible for effective and efficient marketing, sales and client services of the programs produced by NTC for schools and sponsors
- Manage NTC sponsor liaisons from negotiation and issues contracts through final evaluation reports
- Head school marketing efforts and lead nurturing through Salesforce, Conversica, mail, email, social media, conferences, and conferences
- Create, plan and execute yearly marketing campaign plan across departments as well as drive new revenue generation
- Member of senior staff and strategic planning committee

EXPERIENCE

Program Director

BOWMAN AXIS MANAGEMENT

September 2019 – January 2021

- Manage operations, schedules, contracts, budgets, and staffing for two separate DBA companies: West Coast Dance Explosion and Rhythmic Circus Productions. Both nationally touring dance companies employ cutting edge professional artists from around the country - WCDE, a 20+ year running dance convention/competition circuit with a \$3 million dollar operation budget and RCP with performance schedule throughout Performing Arts Center circuit for the last decade.
- Coordinate Artistic Executive Director with designers, technicians, and engineers across the country to achieve vision within desired timeline and budget; Spearhead transition to digital events with special attention to client engagement and event administration with talent, staff, and partner stakeholders

EXPERIENCE

Education Director

STAGES THEATRE COMPANY

June 2012 – September 2019

- Created and managed a \$700,000+ budget for Education Program that includes grant monies, salaried staff, contract employees, partnership contracts, and resource management – Board and Community facing Department Head.
- Annually found and engaged Greater Minnesota schools to partner with on Perspectives on Peace residency tour, collaborated on vision and schedule, facilitated the multi-week residency at each site (7/year), worked with community stakeholders for public performances and gather evaluation data
- Served on Outreach and Access committee, award tuition assistance and school subsidies to qualified applicants, arrange Access services for STC's main stage season, and lead diversity initiatives for Open Door Program
- Directed paid summer internship program for college-aged and high school students; hire, supervise, and assign workshops to 15 interns annually as well as lead the First Job in the Arts program, which paired teens with mentors
- Lead organization's initiative to engage the autism spectrum disorder community: create, implement, and teach new programming for youth affected by ASD entitled CAST Program (Creative Accepting Sensory-Friendly Theatre)

EDUCATION

2007-2010

1999-2004

TYPE OF DEGREE

Masters of Fine Arts

Bachelor of Fine Arts

EDUCATIONAL INSTITUTION

Minnesota State University, Mankato

University of Minnesota – Duluth

Morgan Marx

7003 West Lake Street, Suite 200, Minneapolis, MN 55426 • mmarx@nationaltheatre.com

EXPERIENCE

DIRECTOR, DIGITAL & VIDEO

NTC

01/2015 – Present

- Effective and efficient maintenance, management and creation of all websites and related, digital multi-media materials that support both NTC's educational programs, and the marketing of all programs to sponsors and schools.
- Coordinate with vendors or internal staff to assure effective and efficient budgets and timelines for digital and video projects.
- Effective and efficient management and creation of all video and video-based content, following Production timelines for pre and post production.
- Quality control and supervision over all websites and digital materials.
- Reported of website, video and marketing campaign analytics.

EXPERIENCE

VIDEOGRAPHER

Mocon Inc.

01/2012 – 04/2016

- Conducted extensive research to compile content from product manuals to create informative product videos.
- Wrote, directed, shot and edited all videos in a timely manner while also meeting all creative requests.

EXPERIENCE

WEB DEVELOPER

Weblease USA

11/2012 – 01/2015

- Designed, developed, tested, deployed, and maintained websites for an array of clients.

EDUCATION

BACHELOR OF ARTS

Augsburg College

2008-2012

Cinematography and Film/Video Production, Mathematics

SKILLS/QUALIFICATIONS

- Strong project management skills, attention to detail and analytical skills
- Responsive Design
- UX & UI Design
- Hosting & Maintenance
- Search Engine Optimization
- HTML5, CSS, JavaScript, PHP, Bootstrap
- Wordpress
- Adobe Creative Suite
- Final Cut Pro
- Videography
- Proficient in editing, directing, and writing for the camera