

# the water coolers®

Are you looking for a fresh, funny, never-inappropriate, knock-their-socks-off act for your next event? Well gather 'round. **THE WATER COOLERS** is a terrific conference solution created for meeting planners by a meeting planner. The act is incredibly funny without ever being inappropriate. Their professional management team makes bringing them in as simple as bringing in a speaker. They have two different sized versions to help meeting planners working on a tight budget. But most importantly, audiences love them.

## The Act

**THE WATER COOLERS** is a New York-based music and comedy group that uses Broadway talent to satirically celebrate the things we share around the water cooler every day – life, work, kids, husbands, wives, travel, technology – and trying to balance it all. Think *Seinfeld* set to music. The act was conceived by consultant and former conference planner Sally Allen (National Skill Standards Board, Council on Hotel, Restaurant, and Institutional Education) with actor / comedy writer Thomas Michael Allen (*Tony n' Tina's Wedding*, *Late Night with Conan O'Brien*) and although it was created specifically for the meetings industry, the act crossed over and went mainstream in 2002. **THE WATER COOLERS** enjoyed a smash Off-Broadway engagement in the Fall of 2002, did a limited national tour in 2003 and continue to make corporate and theatrical audiences roar all around the country. *E! News Daily*, *E! Entertainment TV* calls their show “the sleeper hit of the season!”

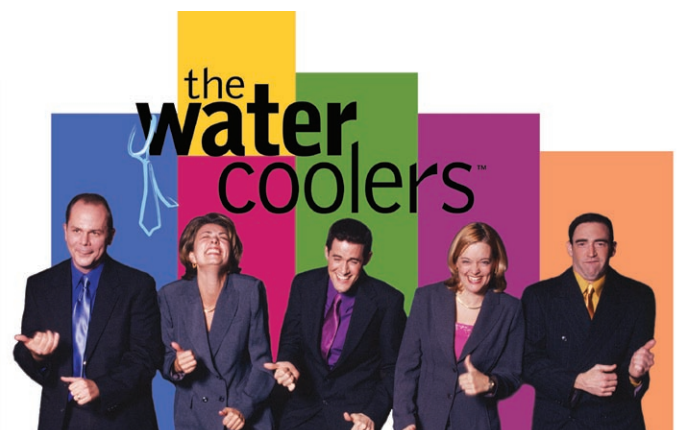
## The Talent

Head writer Tom Allen, one of the creators of the long-running international sensation *Tony n' Tina's Wedding*, recruited top talent from both the theatre world and the “real” world to take a fresh, new look at life, work and everything in between. The unique writing staff combines successful, working New York composers and comedy writers with a top sales rep, a retired CEO, and an editor from *Smart Money* magazine. Then he mixed in top Broadway talent to bring it all to life. Current performers' professional cred-

its include *Les Miserables*, *Grease*, *Nine*, *Sweet Smell of Success*, *Rent*, *Saturday Night Fever*, *Thoroughly Modern Millie*, *Mamma Mia*, *I Love You-You're Perfect-Now Change*, *Phantom of the Opera*, *Little Women*, *Forbidden Broadway*, *The Lion King*, *In the Heights*, *The Drowsy Chaperone*, *Wicked*, *The Great American Trailer Park Musical*, *Dirty Rotten Scoundrel*, *Ain't Nothin' But the Blues*, and more.

## The Payoff

The material is killer funny and it feels like it was written just for your audience. From pretending you understand what the tech guy is saying (“The IT Cowboy”) to your second job as a gift wrap salesperson (“Who Will Buy This Crap For My Kid's School”) to the perils of air travel (“What Are They Doing Way Up In First Class?”), **THE WATER COOLERS'** continually updated material will make you and your audience laugh out loud at the things we all face just making it through the week. Exactly like it did for *New York Life*, *Palm*, *Lee Hecht-Harrison*, *Cellular One*, *Sterling Jewelers*, *Ditech.com*, *GMAC*, *Manage 2000*, *Viacom*, *Deutsche Bank* and *IEX Corporation* among many others.



## What The Critics Are Saying About The Water Coolers...

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"Word of mouth has made **THE WATER COOLERS®** the sleeper hit of the season."  
**E! News Daily, E! Entertainment TV**

"Anyone who suffers through the 9-5 grind...will find plenty to relate to in **THE WATER COOLERS** ...sharp comic timing and enormous energy."  
**New York Post**

"...truly funny... office life's loss is show business's gain!"  
**New York Times**

"That hootin' and hollerin' you hear coming from the balcony...? It's like a big thumbs-up at a shareholders' meeting!"  
**Miami Herald**

"As long as huge corporations roam the earth, the earth needs **THE WATER COOLERS**...mercilessly funny!"  
**Democrat & Chronicle**

"...a breezy, satirical 'Dilbert'-like musical revue that tickles the ears and funnybones."  
**Associated Press**

"I laughed so hard my cheeks hurt...like a cross between Dilbert and Forbidden Broadway!"  
Ian Doherty, **Home Magazine**

"...they have their audiences in stitches...The Water Coolers makes a wonderful evening of theatre."  
**UPI**

"Truly golden veins of comic inspiration... combines the goofy, easy charm of a Saturday Night Live sketch with the polish and thoughtfulness of a piece that's had a much longer evolution...made this reviewer laugh as hard as he has at any new show this year."  
**TheaterMania.com**

"Taking a group from the office is a no-brainer since almost every moment induces laughter... hit the bull's eye!"  
**Whitney Radio**

"Fresh and refreshing...It is great entertainment for corporate sales meetings, parties, retreats, and larger industry functions."  
**Agenda New York**

"...A little soft shoe, a little razzle-dazzle, and a big dose of Broadway talent!"  
**Meetings & Conventions**

### HOW ABOUT AUDIENCES AND CLIENTS?

"**THE WATER COOLERS** have got the American workplace nailed. The hassles, headtrips, and hookups of our modern corporate culture are all captured in songs that are funny, lyrical, and dead-on. Move over Microsoft. **THE WATER COOLERS** have a new 'Office Suite' to install."  
**Fred Grandy, former US Congressman and CEO, Goodwill Industries, WMAL Radio**

"I can't thank you enough for working with us to bring **THE WATER COOLERS** to the March of Dimes. The comments we heard after the show were "what are you going to do to top that ending"; "I felt like I was at a Broadway show"; "I haven't laughed that hard in ages"... **THE WATER COOLERS** were the hit of our weeklong meeting!"  
**Meredith Raynor**  
**Director, Meetings and Special Projects**  
**March of Dimes**

"We're so glad to have you guys back this year...our client couldn't imagine who we could possibly find to top your performance at last year's meeting."  
**Irene Majer-McArthur**  
**Executive Producer/Director**  
**Impact Communications**

It was fantastic! I want to hire them for my next sales meeting. They captured so many things that are so real in an office and it was funny!"  
**Nancy McKay, Vice President of Sales**  
**Clinique**

"I love this show! I've worked for a small start-up company in middle America and now I'm on Wall Street and I think **THE WATER COOLERS** appeals to that whole spectrum of companies and workers."  
**Alicia Duran, Vice President of Research**  
**Merrill Lynch**

"We're still getting rave reviews from the 600 business leaders who attended our event... you made our team look great and me by association; we appreciate that."  
**Judy Gray, President/CEO**  
**Fairfax County Chamber of Commerce**

"It was super, I loved it. The ideas were brilliant; they really cut to the core of this office dynamic that I live every day and the talent was incredible!"  
**Shari Krikorian, Director of E-Commerce**  
**MasterCard International**

"**THE WATER COOLERS** is hysterical music comedy from beginning to end. Anyone who has worked in an office setting will roar with laughter – our membership did. Don't miss this show!"  
**Barry R. Manus, President**  
**Human Resources Association of New York**



## How The Water Coolers® Builds the Right Show for You



### First, We Listen

We meet with you by phone to learn about your meeting's objectives, the organizational culture, and the audience. One of our writers always participates in this call to ensure a solid connection between your needs and the creative perspective.

### Then We Build a Set List

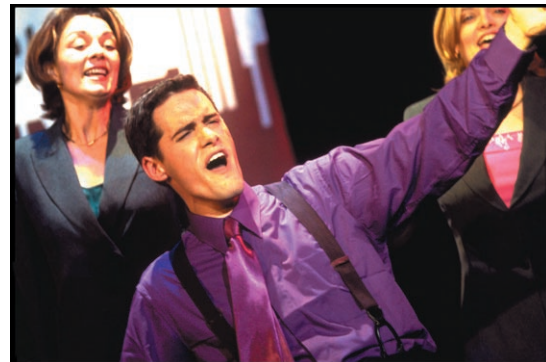
Drawing from our ever increasing wealth of existing material, we create a set list that aligns with your objective, fits with the culture, and is particularly relevant to your audience. For example, for audiences that travel a lot, we do our "Air Travel Medley" including "Flying In Economy" (sung to the tune of *Leaving On A Jet Plane*) and "De-Lay" (Harry Belafonte's *Day-O*). For sales audiences, perhaps "Nowhere Close To My Quota" (*Somewhere Over the Rainbow*) and "We Are the Sales Reps" (*We Are the Champions*). For audiences that spend a lot of time dealing with technology we'll include our IT medley, which speaks to anyone ever held captive by a help line ("And Hold Please"), who has pretended to understand an IT guy ("The I.T. Cowboy"), or found themselves judged by how many words a minute they can type with their thumbs ("Blackberry"). Where possible, language can be added to introductions and existing numbers that speaks directly to the audience.

### Add in a Special Number Customized to the Audience

Of course, we can also create a number just for your audience. Some clients like to send up the competition, some like to celebrate the craziness of "a day in the life" of their audience members, and some simply request a roof-raising showstopper that salutes audience members, customers, or even the conference theme. We work with you to determine which approach will work best and describe the information we'll need to write the number. You provide the information (often clients hand this off to someone else in the organization who knows the audience members and we work directly with that person); we develop the song; and send an MP3 demo of the number for your approval. We then arrange, stage, and rehearse your number. Generally speaking, there's an additional fee for this level of customization.

### Getting the Timing Right

We've done shows of almost any length. We recommend that a dinner show be approximately 45-50 minutes and an afternoon performance be 35-40. We've kicked off events with a 10-minute teaser and then come back after dinner to do a full set. The final decision is, of course, yours.



## Who Comes Up with this Stuff? The Writing Team



### **THOMAS MICHAEL ALLEN (Creator and Head Writer)**

- A creator of the long-running New York comedy hit, *Tony and Tina's Wedding*, winner of the New York Charlie Award for Comedy, the LA Weekly Award and the Outer Critics Circle Award, record-breaking seventeen-year NYC run, successful productions in Chicago, Los Angeles, Baltimore, San Francisco, Boston, Las Vegas and internationally in London, Berlin, Munich, Sydney and Tokyo
- Voices the character of Peanut on *Harvey Birdman: Attorney at Law* for the Cartoon Network
- Wrote and performed his stand up act in LA clubs, including the nationally recognized Igby's and The Improv
- Founding member of Artificial Intelligence, hailed by the New York Times as "the comedy group of the 90s"
- A successful voiceover and commercial actor ... hundreds of spots for such clients as Lincoln Mercury, Coca-Cola, Burger King, The Cartoon Network, HBO, Canon, EDS and many others
- Featured roles on television's *Law and Order* and numerous comedic appearances on *Late Night with Conan O'Brien*

### **JOE ALLEN (Contributing Writer)**

- Senior Sales Executive with Net2000 Communications.
- Has marketed information technology solutions to mid-size corporate clients with ICN and IKON Technology Services
- A Bachelor of Science in Business Administration from Radford University and a graduate of the Dale Carnegie Sales Advantage Institute
- Recently selected from a national field of hundreds of songwriters to train with Nashville artists

### **MARYA GRANDY (Contributing Writer)**

- Original Off-Broadway Cast of *The Water Coolers*
- Recent performing credits include *Beehive* and Lin in the critically acclaimed Off Broadway show, *The Great American Trailer Park Musical*
- *Law & Order: SVU*, regional productions of *Smokey Joe's Café*, *The Honky Tonk Angels*, *Cabaret*, *Annie Get Your Gun*, *Working*, and her one-woman show, *The Marya Grandy Vanity Project*
- A graduate of Yale University, she has recorded with Paul Simon and The Manhattan Transfer
- Collaborates with her husband, Matt Heimer, as a singer and songwriter in the bands Five Floor Monica and Serpentine Shelly

### **MATT HEIMER (Contributing Writer)**

- A senior editor and feature writer at SmartMoney magazine
- His journalism has also appeared in *Esquire*, *The Wall Street Journal*, and *Opera News*.
- The former chief film critic for *TheSquare.com* and a contributing comedy writer for *TheFelixes.com* (the anti-Oscars).
- Collaborates with his wife, the gifted Marya Grandy, as a singer and songwriter in the bands Five Floor Monica and Serpentine Shelly

### **DAVID NEHLS (Original Music and Lyrics)**

- Composer of critically acclaimed Off Broadway show, *The Great American Trailer Park Musical*
- Composer and lyricist with *Starting Another Day* at the Terrace Theatre at the Kennedy Center in Washington, DC
- His musical adaptation of Frank Capra's holiday classic *It's A Wonderful Life* was hailed by *VARIETY* and continues to be revived in resident and touring companies across America
- Musical director for Simple Gifts and the 1999 and 2000 annual benefit Carols for a Cure recording for Broadway Cares/Equity Fights Aids
- National touring roles include Seymour in *Little Shop of Horrors*, Eddie the Comic in *Ziegfeld: A Night at the Follies*, Sonny in *City of Angels*, and Sir Jasper Tring in *Me and My Girl*. Regional performances include Tom Sawyer in *Big River*, the Deputy in *The Mystery of Edwin Drood*, and George M. Cohan in *George M!*
- A MAC Award Nominee for Ida Ho's Kitsch-In

### **E. ANDREW SENSENIG (Original Music and Lyrics)**

- Former owner/operator of the Dallas-based firm, Data Processing Services, which provided computer and financial consulting to Fortune 50 companies including Exxon Oil, Mobil Oil, IBM, and Texaco
- Founder and Chairman, Travis Morgan Securities, a Dallas-based, full-service investment brokerage firm
- Lifetime composer

## Cool FAQs



### 1. WHO ARE THE WATER COOLERS?

Think *Seinfeld* set to music. **THE WATER COOLERS** is a New York-based comedy group that uses Broadway talent to deliver hilarious songs and sketch comedy about work, life, and everything in between. The act was created specifically for the meetings industry although they've since found an audience and gained critical acclaim in the mainstream entertainment world. They're constantly refreshing their material.

### 2. DO YOU GET A GOOD RESPONSE?

Audiences love this act. We feature top-notch NY singers, comics, and Broadway talent (the current company members' performing credits include *Les Miserables*, *Grease*, *Nine*, *Sweet Smell of Success*, *Rent*, *Saturday Night Fever*, *Thoroughly Modern Millie*, *Mamma Mia*, *I Love You, You're Perfect, Now Change*, *Phantom of the Opera*, *Little Women* and *Steel Pier*). The writing team includes professionals from both the corporate and entertainment worlds. Our head writer is a creator of the award-winning, *Tony n' Tina's Wedding* – the longest running comedy in NY history.

### 3. HOW'S YOUR REPUTATION?

We have a great client list and the press has been terrific to us. Here are a few of the groups we've performed for:

- Microsoft
- New York Life
- JP Morgan
- Deutsche Bank
- Sterling Jewelers
- DITECH.Com
- March of Dimes
- Drive Medical
- The National Reinsurers Association
- Deloitte Services
- Cellular One
- Palm Corporation
- Viacom
- GMAC
- Lee-Hecht Harrison
- Manage 2000
- Orthofix
- CBiz

There are additional press quotes in the package to give you a wide range of perspectives. We also had a special limited-engagement Off-Broadway produced by Richard Frankel Productions (RFP), one of the biggest names in the business (RFP's other shows include *The Producers*, *Hairspray*, and *STOMP*).

### 4. CAN I TRUST YOU TO BE APPROPRIATE?

Absolutely. **THE WATER COOLERS'** comedy is never inappropriate. Our producer is a former meeting planner who once actually had a comic mock her association's president at the annual meeting. She and our writers work with you to understand the organization's culture so the comedy is funny without ever being inappropriate.

### 5. WHAT ARE YOU LIKE TO WORK WITH?

**THE WATER COOLERS** make it easy. We've done hundreds of shows in almost every imaginable setting. Our dates are professionally managed by NYC stage and company managers. We feel that bringing in a musical act should be as easy as bringing in a speaker.

### 6. HOW MANY PEOPLE TRAVEL?

Seven: 5 performers, a pianist and a technician.

### 7. WHAT ARE YOUR TRAVEL REQUIREMENTS?

Very standard. For each person traveling, we require a coach airfare, a hotel room and \$50 per day per diem to cover meals and incidentals.

### 8. DO YOU HAVE HEAVY TECH REQUIREMENTS?

No. Our tech requirements are actually quite minimal for a musical act. But, if you have any concerns, we'll send you our complete Tech Specifications so you can forward it to your venue to get a cost estimate. Also, if you prefer, once you're comfortable with the cost **THE WATER COOLERS'** Production Stage Manager will work directly with the tech vendor to make sure everything goes smoothly on site.



## **TECHNICAL REQUIREMENTS (5 actors, 1 pianist, 1 stage manager)**

*What We Need to Do the Show*

### **THERE ARE FOUR MAIN COMPONENTS:**

1. A stage and a dressing room (green room)
2. A piano
3. Sound
4. Lights

Please read these specifications carefully and completely.

Let us know immediately if you have concerns regarding these specifications, or if your sound and/or light estimates seem unusually high. Any questions or problems may be directed to our Production Manager, Jason Brantman: 718-267-7062, [nycStageManager@mindspring.com](mailto:nycStageManager@mindspring.com)

In addition to the following technical requirements, THE WATER COOLERS™ require a minimum of 3 hours of dedicated time in the performance space prior to the room's opening, in which to set up the stage and conduct a sound check. The first hour will be for load-in, stage, electrics, and sound setup. The second and third hours will be for a full volume sound check, involving piano, amplification/microphones, and singers. This sound check is essential for a smooth final performance. Therefore, please be sure to verify that we may conduct this check at FULL VOLUME during a dedicated 2 hours so as not to affect events in the adjoining areas.

**MOST ASPECTS OF THIS PRESENTATION ARE FLEXIBLE AND NEGOTIABLE AS PART OF THE INITIAL LETTER OF AGREEMENT.**

### **1. STAGE AND DRESSING ROOM (GREEN ROOM)**

#### *Stage Requirements*

*A stage (preferably elevated), with good sight lines, so everyone in the room can see the actors, is fundamental to your audience enjoying the performance.*

- The ideal stage playing space is at least 18 feet wide x 15 feet deep. (The absolute minimum playing space required is 14 feet wide x 10 feet deep.)
- The stage risers should be stable and securely connected.
- There must be a 10-foot high, 10-foot wide pipe frame that stands on the stage approximately 6 feet downstage of the rear edge of the stage and equidistant from the sides. The Water Coolers' drop hangs on this pipe frame. Entrances and exits will be made behind the drop.
- We need a 6-foot table directly behind the drop. (Preferably a Schoolroom Table: 6' x 18")
- We need access to the stage, preferably in an offstage position. Stairs must be stable and have no exposed sharp surfaces.
- When considering sight lines for your audience, please bear in mind that our production is staged as a proscenium show - everything is staged to face front most of the time. It's best not to place seats beside or behind the stage.
- Comedy acts rely heavily on close proximity to the audience (if you've ever been to a comedy club, you know what we mean). The audience should be as near to the cast as possible. Please don't put a dance floor, a bar, or food stations between the audience and the cast. Also, please make sure the room is appropriately sized for your audience. A cavernous empty space anywhere in the room will diminish the success of your program.
- 3 straight-back chairs – no arms (banquet chairs are fine).
- Please have all these elements ready for use at the agreed-upon time of arrival.

#### *Dressing Room (Green Room) Requirements*

*Please provide access to a private dressing room (green room) area for the actors. This room should be large enough to comfortably accommodate 7 people. In addition, it should contain at least the following:*

- 7 chairs and 1 table
- Two pitchers of ice water and cups (or 24 water bottles)
- A clothing rack for hanging up the costumes (for example, a rolling rack or even a typical hotel luggage cart with a hanging bar)
- If possible, a couple of mirrors in the room (portable full length mirrors are fine)
- There should be bathrooms available nearby

## 2. A PIANO

*Do not underestimate the importance of having a high-quality piano in perfect tune for the success of your presentation. THE WATER COOLERS™ perform a musical comedy revue with approximately 90% of the show devoted to comic musical numbers. The piano must be in excellent condition.*

- An electronic piano/keyboard is preferable as it can be mixed best with the rest of the sound. The electronic piano/keyboard should be of high-quality: (full size, touch sensitive, weighted keys, sustain pedal, keyboard stand, and music stand attachment). An example would be the Kurzweil PC88. An upright acoustic piano would be the second choice, for space and volume considerations. A baby grand or concert grand piano is acceptable as a final option. In any case, the piano must be in excellent condition:
  - a. All keys working properly.
  - b. Pedals working properly.
  - c. Tuning done within 24 hours prior to the show
- The exact location of the piano depends upon the stage size and room layout. Usually, the piano should be placed on the floor to the right or left of the stage, as close to the performance playing area as possible. Sometimes, the piano may be placed on the stage itself. (Please discuss specific placement during our Site Survey.)
- A piano light (tensor, clip-on, or other music stand light), plus one electrical outlet or extension cord that reaches the piano. These items must be available for use by the pianist.
- Please have all these elements ready for use at the agreed-upon time of arrival.

## 3. SOUND

*THE WATER COOLERS™ is a theatrical show with staging, choreography, and exciting harmonies. The sound and lighting needs are simple, but critical to the success of the show.*

*The sound system should be of the highest quality. Hotel ballrooms, banquet halls and large function spaces have sound systems that are usually designed to amplify keynote speakers. You should plan on renting a sound board to support this show.*

The client provides:

- A mixing board with at least seven input channels and two separate monitor out channels. (The pianist's monitor should be set with a mix of about 75% vocal and 25% piano, the cast monitor should feed 50%/50%. We will set these levels during sound check.) This board should be located near the light board – typically in the rear of the house.
- Amplifier(s) sufficient to send clear sound to the full room.
- 1/3 octave equalizer(s) to enhance sound quality to the room and/or monitors.

- At least four quality speakers for the house (two, if the audience is 100 or less). These should be set up at least 5 feet off the ground so the people in the front row can enjoy the show too.
- Three monitor speakers (2 for the stage, 1 for the pianist).
- Six high quality wireless body microphones (headset or over-the-ear), with a small, unobtrusive element. Thin, flesh-colored headsets are preferred. (An example is the Countryman brand of headset.) One of these mics will be used as a backup/spare.
- New microphone batteries for the rehearsal and the performance.
- One piano microphone (if using an acoustic piano).
- A hand-held wireless microphone corded to the stage (if available) for emergencies.
- All necessary cables.
- An experienced sound technician (from the rental company with musical theatre expertise preferred) dedicated to all specified load-in/rehearsal/performance times.
- Please have all these elements ready for use at the agreed-upon time of arrival.

#### **4. LIGHTS**

*The lighting needs of the show are fairly simple and can be somewhat modified to accommodate your space.*

- Lighting instruments: at least 2 Lekos or Par cans with 2,000 watts or more. If the throw is more than 60 feet, you should add another 1,000 watts.
- Lighting instruments should be hung on trees near the front of the stage or on pipe overhead.
- A dedicated 20 amp circuit.
- A light board or other convenient method for controlling blackouts. This should be located near the sound board - typically in the rear of the house.
- Please have all these elements ready for use at the agreed-upon time of arrival.