THE PRODUCER'S PERSPECTIVE **GAYLA MORGAN'S LEAD PRODUCER PATH** · Gayla met Ken at a TRU benefit where he was being honored and began following The Producers Perspective.com TO SUCCESS! DECEMBER 2013 DECEMBER 2012 **APRIL 2013** Eric bought a Equity Staged • First Draft Completed · Rewrites Continue home in Key West Reading of A Gayla met her based on feedback • First Table Read and they began to Dog Story collaborator · Rewrites Begin write together. Eric H. Weinberger **NOVEMBER 2013** while walking her dog in Key · Second Table West! They had Read previously met at a BMI workshop. **JUNE 2015 SEPT 2015** Gayla began monthly Ken helped bring Danny Goldstein on board for coaching sessions with Ken dramaturgical and developmental work. OCTOBER 2015 · DTE Management **MAY 2014** came on board · World Premiere at Waterfront Playhouse **JUNE 2014 MAY 2015 AUGUST 2015** Based on feedback from the production · Rewrites Continue · Gayla and Eric had a private · Front money Gayla and Eric received from Key script coverage session in began planning for NYC with Ken Davenport West production a NY run. where he gave her the advice leads to self-produce the show. **JUNE 2016 APRIL 2016 AUGUST 2016** · First Staged Reading in New York, • The performance directed by Danny Goldstein venue The Loft · A new director, Justin Baldridge, was secured · In a session with Ken, Gayla decided came on board · Ken came on to open the show in the Fall of 2016 Creative Team hires began board as · Gayla produced an event in Key West · Marketing Kick-Off Meeting **Executive** to raise money. She provided investor SEPTEMBER 2016 · Casting sessions commenced **Producer** packets and met with several · Rehearsals began potential investors. · Gayla secured an investment! **NOVEMBER 2016** JANUARY 2017 DECEMBER 2016 First Preview · Recorded Cast · Closing Night Album · Cast Album released · Opening Night · Cast appeared at BroadwayCon to sign the cast album · Ken introduced Gayla to a literary agent OCTOBER 2016 · Final budget set! **MARCH 2017** Licensing **APRIL 2018** deal was SEPTEMBER 2017 secured for • First licensed regional production at Bickford Script released on foreign Theater in NJ will open! Amazon.com language · Additional foreign produtions in contract! rights with Marton Agency **APRIL 2017** · Show Licensed by Stage Rights GAYLA MORGAN IS A MEMBER OF THE PRODUCERS PERSPECTIVE PRO

AND CONTINUES TO COACH WITH KEN.

SUCCESS DOESN'T END ON CLOSING NIGHT!