



Climbing The Corporate Ladder, Tune by Tune

By Director Greg Ganakas

What is your vision for *How to Succeed in Business Without Really Trying*?

This award-winning musical is based on Shepherd Mead's book "How to Succeed in Business Without Really Trying or The Dastard's Guide to Fame and Fortune" which became a best-seller in 1952. Mead was a real businessman who had already succeeded in making this story come to life. A vice-president of the New York advertising firm of Benton and Bowles, Mead had ample opportunity to observe how people succeed in business, and his book spoofs their maneuvers. The original book was a great resource. The text discloses everything that is done in the corporate world but never talked about out loud. It's charming, fun, and light-hearted without "really trying."

The current interest for the time period has been influenced by the Emmy award-winning *Mad Men*. Apart from making 1960s fashion and décor stylish again, it has sparked interest in the mechanics of a big advertising firm.

It has been my privilege to collaborate on this production with Jo Loesser, the wife of the late composer Frank Loesser. She has attended rehearsals and been a key component to our process. I have been able to hear first-hand about the original collaboration, which re-teamed her husband and author-director Abe Burrows.

How do you think Goodspeed audiences will enjoy the show?

After directing numerous shows at Goodspeed, I almost feel as if I know the audience personally. *How to Succeed* is full of wit, memorable tunes, and energetic dances. It received the Pulitzer Prize and the Tony Award for Best Musical. The show dishes out a savage satire of the world of Big Business that everyone can relate to. One of the things that makes the script such fun is that it skewers all of the things that people take so seriously. The show's gifts and concerns are timeless.

Many Goodspeed audience members grew up in or lived through the 1960s and I'm sure they'll enjoy this peek back at what now seems to be a simpler time.

Tell us about the cast. How you chose them and what will the audience see?

After auditioning the best in New York, we assembled an extremely credentialed cast of clever and distinctive performers. They are individuals that, if you were at a dinner party, you would want to sit next to. Our rehearsal process has been a creative explosion and developing our World Wide Wicket world has been a thrill.

I am lucky once again to collaborate with the exceptional Goodspeed staff, as well as my top-notch artistic team who have infused an energetic heartbeat to the production and filled our world of big business with total personality and style. I am excited to share this timeless treasure with the Goodspeed audience!