



ASSOCIATION OF WISCONSIN SYMPHONY ORCHESTRAS
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 www.wiscsym.org


ASSOCIATION OF WISCONSIN SYMPHONY ORCHESTRAS

Allegro




SUMMER • 2007

2007 AWSO CONFERENCE - RACINE, WI - June 29-30



2007-2008 AWSO Board of Directors

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AWSO MISSION STATEMENT

The Association of Wisconsin Symphony Orchestras serves as a resource for the growth and appreciation of orchestral music in the state of Wisconsin. The Association promotes and facilitates the exchange of ideas among the various state orchestras and their affiliate organizations by holding periodic educational conferences and by providing a structured network.



The theme of this year's conference was **NEW MODELS DIFFERENT VOICES.**

The conference was hosted by the Racine Symphony Orchestra at the Radisson Harbourwalk in Racine.

The conference committee was Jeri Smith, Joyce Gregg & Jennifer Samuelson.

Friday, June 29, 2007

Jim Spangenberg, President of Racine City Council gave the "welcome" He has a daughter in the Cincinnati Symphony and knows the importance of the arts. He is quoted as saying **"we will lose our heart & soul if we don't have arts."**

The keynote speech

"Volunteers: Still Alive, Still Kicking"

was given by Deborah Patel, Executive Director of the Milwaukee Children's Choir.



- Babyboomers and seniors are volunteering now, what happens when 25-30 year olds get to be 50-60, will we still have volunteers? How will we have to change the role of volunteers?
- Volunteers, can't live with them, can't live without them.
- Could we live without volunteers? Sure, if we can afford to pay everybody.
- How do we live with volunteers? Follow the Golden Rule, and treat them the way you would want to be treated. Give them a clear description before they start. Give them review, praise, loving criticism.
- Always remember volunteerism is work by choice, without salary and they are good for the organization.
- She ended by giving a list of websites to help with questions people may have regarding volunteers.

continued ...

The next two sessions on Friday were panel discussions.



May I have a volunteer from the Audience, Please?

(How do these groups use episodic volunteers and keep them.)

Karen Laws - Goodwill Industries of North Central Wisconsin

Cheryl Christensen - Retired & Senior Volunteer Program (RSVP)

Carl Komassa - United Performing Arts Fund (UPAF)

Beth Jurgaitis - Racine Theatre Guild



With A Little Help From Our Friends

(New approaches to traditional volunteer groups, and how to rejuvenate your volunteer corps.)

Deborah Patel - Milwaukee Children's Choir
Judy Christl - Milwaukee Symphony Orchestra League

Cindy Clemens - All Saints Hospital Volunteer Coordinator

Renee Mura - Kenosha Symphony Orchestra

Amber Oosterwaal - Milwaukee Youth Symphony Orchestra

Save The Date!
2008 AWSO Conference
Manitowoc, WI
June 20-21st, 2008

The evening began with a cocktail reception, and dinner at Festival Hall and ended with a wonderful pops concert by the Racine Symphony under the direction of Richard Carsey.



Saturday, June 30th

The Keynote Speech was given by Andrews Sill, Sheboygan Symphony Orchestra Music Director.



He spoke about **"Different Faces, Different Places: How today's orchestras can - and must - respond to changing audience dynamics."**

- Must have a mission statement, vision (what are you going to look like in 10-15 years) and have a strategic plan.
- Orchestras are built on relationships.
- Every aspect of the concerts should be appealing, even flowers on the stage. We are a visual culture.
- Must relate well with customers.
- People haven't changed that much, they want to be entertained. They come for the experience.

The rest of the conference was made up of panel discussions.



Invigorating the Classics

(What conductors and managers consider when programming the classics for today's fickle audiences.)

Andrews Sill, moderator - Sheboygan Symphony Orchestra

Monte Perkins - Festival City Symphony

Andrew Sewell - Wisconsin Chamber Orchestra

Bob Sorge - Wisconsin Chamber Orchestra

Wayne Wildman - Manitowoc Symphony Orchestra



Pops! Programming and logistics for a Pops Series.

Greg Berg, moderator - Racine Symphony Orchestra

Richard Carsey - Racine Symphony Orchestra

Renee Logee - Milwaukee Symphony Orchestra

Bob Sagadin - Racine Symphony Orchestra

Andrew Sewell - Wisconsin Chamber Orchestra



Avoiding "Pit" Falls - Producing the Small Opera

(A conversation about operas that are accessible to community orchestras and how to do the performance "on the cheap.")

Greg Berg, moderator

Richard Carsey - Skylight Opera Theatre

Laura Deming - founder of Pine Mountain Music Festival and cellist with Lyric Opera of Chicago.

JOIN US FOR OUR NEXT AWSO BOARD MEETING

Any AWSO member is welcome to come to any of our board meetings. The next meeting will be in Green Bay on Friday, September 14th at 11:00 a.m.

The meeting will be at the offices of David & Kuelthau
318 South Washington Street,
Suite 300, Green Bay.

Call Mary Bell at 920-854-4060 if you plan on attending.

Finding Key Personnel - Tips from recent search committee members on planning and executing a music or executive director search.

Patricia Badger, moderator - Racine Symphony Orchestra
Nancy DeKraay - Racine Symphony Orchestra
Rich Balge - Sheboygan Symphony Orchestra
Michael Bohren - Waukesha Symphony Orchestra
Betty Reul - Waukesha Symphony Orchestra



Something Old, Something New - Chamber Orchestra

Why perform chamber music? How do you build an audience for chamber music?

Sharon Grutzmacher, moderator - Peninsula Music Festival

Patricia Badger - Racine Symphony Orchestra

Bob Sorge - Wisconsin Chamber Orchestra

Jamin Hoffman - Concord Chamber Orchestra



AWSO Award Ceremony - Outstanding Service to Music Awards

This year the AWSO awarded two Outstanding Service to Music Awards **JoAnne Krause & Jeri Smith**

JoAnne Krause for her years of volunteer service in Milwaukee and surrounding areas, dedication to music education, her years with AWSO as a board member and president as well as her generosity as a patron and donor.

Jeri Smith gave the AWSO numerous years of service as the first Executive Director.



AWSO is proud to announce the appointment of 3 new board members.

Carol Fosshage has lived in Janesville since the early 1970s. She has been active in the Beloit Janesville Symphony Guild as well as in the Federated Music Club and her church choir. Before her marriage, she taught elementary vocal music in Kenosha and Madison and later served as a substitute teacher in public and parochial schools. In the 1980s, she began working for Crawford Gates, former conductor of the BJS, doing secretarial work for him and serving as his music copyist. She plays organ and handbells and has been a vocal soloist in various venues. She is a graduate of Northwestern University and holds a master's degree from the University of Iowa.

Audrey Nowak holds a degree in Music Education from Michigan State University. From 1990 to 2006 she taught strings in the Appleton Area School District. In 2004, she began conducting the youngest of the Green Bay Symphony Youth Orchestras, the String Orchestra. In 2005 she added the position of Youth Orchestras Coordinator. And in 2006, she left the school district to begin a full-time position with the Green Bay Symphony as Community Relations Director. Audrey enjoys playing the violin, harp and hammered dulcimer with many orchestras throughout Wisconsin.

Evan Richards holds Bachelor's and Master's Degrees in Electrical Engineering from UW-Madison. He worked on the communications and data system for the Apollo space program before joining the UW Space Science and Engineering Center where he worked on several space flight scientific instrument development projects including the Orbiting Solar Observatory, Pioneer Venus and the Hubble Space Telescope.

Evan purchased the third and fourth season tickets ever sold by the Milwaukee Symphony Orchestra, having been hooked on classical music after hearing a program by the Chicago Symphony Orchestra at the Pabst Theater in 1956. Evan currently serves on the boards of the Wisconsin Youth Symphony Orchestra (Advisor), the Madison Youth Choirs (Treasurer), the Madison Savoyards Ltd. (Secretary) and the League of American Orchestras' Youth Orchestra Division (Secretary). He is also the webmaster of the AWSO and the Madison Savoyards and is helping to develop a new web site for the Wisconsin Chamber Orchestra.

Appointed to fill the remainder of a term as Secretary:

Mary Gerbig is a shareholder with the firm of Davis and Kuelthau, and is located in the firm's Green Bay and Madison offices. She represents private and public employers on labor and employment matters and represents many school districts throughout the state on school law issues.

Prior to her legal career, Mary was a public school teacher and taught instrumental music for ten years. She has served on the Board of Directors and served as the President of the Green Bay Civic Symphony. She is also the principal flutist with the Green Bay Civic Symphony and has performed with a variety of other community groups such as the Concord Chamber Orchestra, the Sheboygan Symphony and the Manitowoc Symphony.