



**ASSOCIATION OF WISCONSIN  
SYMPHONY ORCHESTRAS**  
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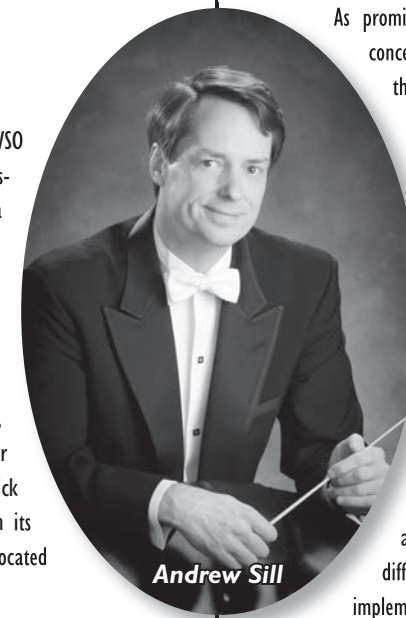
SPRING • 2007

*Come on down! ...*  
**to Racine for New Models,  
Different Voices,  
on June 29-30!**

Also scheduled for Friday afternoon are two panel discussions, both oriented around volunteers. **May I Have a Volunteer from the Audience, Please** will look at episodic volunteers, while **With a Little Help from Our Friends** will explore the changing role of the traditional volunteer.

As promised, Friday's events continue with dinner at the Racine Symphony Pops concert, conducted by their new pops artistic director, Richard Carsey. Perhaps the hallmark of its ambitious programming season, the RSO has performed a three-concert summer pops series for 20 years — and, as you will see, it's going strong. The RSO is the only orchestra in the state to have such a unique and vibrant concert series.

On Saturday, June 30, emphasis shifts to the programming and promotion of "different" music. **Andrew Sill**, who currently serves as music director at the Sheboygan Symphony, the Milwaukee Ballet, and the Lubbock (TX) Symphony, will set the stage for a day-long exploration of the changing nature of today's audiences and how orchestras are dealing with the challenges. In four panels that follow, a veritable host of experts will lend their insight and experience to pops, chamber music, and opera programming as well as ways to reinvigorate the bread-and-butter classics. Each session will examine each repertoire from several different angles: the music selection process itself, artistic integrity, marketing, implementation, and logistics (sites and cost.)



Andrew Sill

Hosted by the Racine Symphony Orchestra, the 2007 AWSO conference will be held at Racine's scenic lakefront Radisson. On Friday evening, you'll join your peers in a one-block walk to nearby Festival Hall for dinner and a Racine Symphony Pops concert. On Saturday afternoon we'll send you home with a notebook full of ideas on how you can use and promote new types of programming. Throughout the conference, we'll explore ways to attract, keep, nurture, use wisely, motivate, schedule, rejuvenate, show your appreciation for, and reward your volunteers. And after the conference, you're invited to stick around to check out Racine's charming downtown with its many shops, galleries, and the Racine Art Museum, all located nearby.

The conference begins on Friday afternoon, June 29, with a motivational speech given by Deborah Patel of Milwaukee. Debbie is currently the executive director of the Milwaukee Children's Choir, but before taking her current position, she was Interim Executive Director of the Milwaukee Symphony Orchestra. Debbie not only helps make it possible for a new generation to learn the art of choral singing, she's also a singer herself, having sung with the Milwaukee Symphony Chorus and even soloed with many of Milwaukee's major choral groups and orchestras. Debbie's success stories in working with and motivating volunteers will kick off the afternoon session.

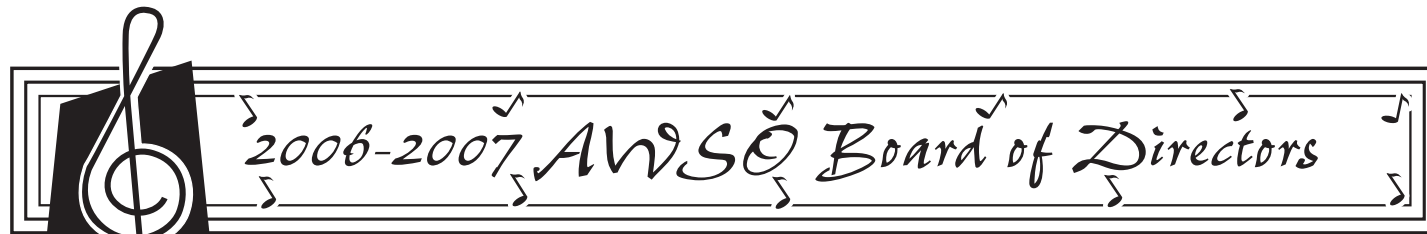
A conference brochure with all the necessary information will follow shortly, but in the meantime, we need YOU to do two things. First, if you haven't already done so, mark June 29-30 on your calendars. Second, help us compile our Notebook of Best Ideas. All our organizations struggle with not enough staff, money, or time. And we spend far too much energy reinventing the wheel. We can all learn from the efforts of others. What worked well in La Crosse, for example, can likely be reformulated and used again in Green Bay. What played at the Peninsula could be re-played in Eau Claire! It's time to show and tell!

**What are we looking for?**

- What we want are examples of things that worked well for you, such as:
- Programs that attracted a lot of interest — and big audiences! What did you play? How did you promote the concert? How do you account for your concert's success?
  - Successful fund raisers, especially those that didn't require Herculean efforts
  - Examples of educational outreach that enhanced concert attendance
  - Publicity "stunts" that called positive attention to your orchestra
  - All of the above - and more!

Send your success stories to Jennifer Samuelson, Racine Symphony Orchestra, P.O. Box 1874, Racine, WI 53401 or e-mail them to [Jennifer@racinesymphony.org](mailto:Jennifer@racinesymphony.org). We'll duplicate them on 3-ring paper and put them in a binder for each conference attendee to take home. Or bring copies of your best and brightest ideas to the conference and we'll add them then.

*See you in Racine on June 29 - 30!*



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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.





• Kristin Hansen is the new Executive Director of the Waukesha Symphony Orchestra. Hansen's experience includes development work for the Milwaukee Symphony Orchestra and the Milwaukee Public Museum. She was most recently the Director of Development for the Waukesha County Historical Society & Museum.

• The summer 2008 Madison Savoyard production will be a double bill: Gilbert and Sullivan's *The Sorcerer* and Bernard and Sullivan's *Cox and Box*. This is the Madison area premier of *Cox and Box* which was written for a private party and was Sullivan's first venture into musical comedy. *The Sorcerer* is the first two act production produced with D'Oyly Carte and is rarely performed, perhaps because the great popularity of the two that came next: *HMS Pinafore* and *Pirates of Penzance*. But *The Sorcerer* set the pattern for the later works and is brim full of delightful lyrics and music. It will be performed in Music Hall on the UW Madison campus the last two weekends in July. For details, see [www.madisonsavoyards.org](http://www.madisonsavoyards.org) <<http://www.madisonsavoyards.org>> .

• The Waukesha Symphony League is presenting its forty-fifth annual ball on Saturday, April 14, 2007 beginning at 6:00 pm at the beautiful Oconomowoc Lake Club. Continuing the event's theme, of "Music Around the World", the 2007 ball traverses the globe with a visit to Austria. "An Evening in Austria" presents a close to the WSO's celebration of Mozart's 250th birthday that has included some of the young genius' compositions played by the Waukesha Symphony Orchestra throughout the concert year. A performance by the Danube Cultural Society dancers will set the tone for a delightful evening that will include a wonderful dinner prepared by the Oconomowoc Lake Club's expert chefs noted for their fine cuisine. A four course dinner will be followed by a live auction highlighting a progressive Austrian dinner, "An Evening in Hawaii" theme dinner, a Boat tour, a stay at the White Gull Inn in Door County, a chance to conduct the WSO and more. County Executive Dan Vrakas will serve as the auctioneer for the evening. After dinner on the lake, dancing

will complete an evening of pure bliss! The cost is \$125 per person. For more information, please call (262) 542-3138.

• Judy Christl, Volunteer Council Member & Conference Chair wants to know, is your organization operating at peak productivity? How long since you've had a dynamic board meeting? Do you use consent agendas? Action items? Shared leadership to meet your goals? Is everyone too busy to do standard reports? Is your membership vitally engaged in supporting your organization and your orchestra? Have you won an award recently for a pet project or event? These are some of the topics that delegates to Conference 2007 in Nashville can anticipate discussing. There are 8 Gold Award Winners currently preparing to share their projects with you. Silver Roundtables will present another 20 projects for ideas and techniques that you can transfer to your home events. Programs will focus on leadership styles and skills. "Music City" is designed to broaden your horizons and develop a stronger relationship with your orchestra and your community. Volunteers already are tremendous representatives of music in their own cities; but Conference 2007 will highlight these relationships and emphasize your part in the big picture. You can return home with a better understanding of how your city is Music City.

• After you fill your brain with great information at the ASOL 2007 Conference in Nashville, you can come to Racine for the AWSO Convention and then on September 28, the Volunteer Council will present a Regional Workshop in Milwaukee. This is designed for volunteer associations within a radius of a day's travel to the location, so it will include Wisconsin and part of Illinois for certain. The content is not fixed yet but we anticipate keying off the presentations offered at AWSO.

• On Saturday, April 14, 2007, at 7:30 p.m., the Green Bay Civic Symphony under the baton of Seong-Kyung Graham, is presenting "Trumpeting the Stone" by Mohican composer Brent Michael Davids. The piece was commissioned by trumpet player, Christopher Moore as a dedication to his Oneida heritage. It includes the different music traditions from Iroquois social songs to military bands to the hymn singing. The concert takes place at the Meyer Theatre in Green Bay. Detailed information on the AWSO web site [www.wiscsym.org](http://www.wiscsym.org).

**Plenty of offerings to keep you informed, up to date and armed with information to help make your orchestra successful!**

### Congratulations to our 3 new AWSO Board Members!

**Mary Gerbig**  
Green Bay Civic Symphony

**Jessica Boor**  
Sheboygan Symphony Orchestra

**Jill Hanes**  
Sheboygan Symphony Orchestra

*Welcome to the Board!*



## FROM THE BOARD OF DIRECTORS ....

### I'M A DIRECTOR...WHY SHOULD I ATTEND THE ANNUAL CONFERENCE

**Donald Smith, Past President La Crosse Symphony Orchestra, Current AWSO director.**

**Short answer...because it will make you a more valuable director.** Most of Wisconsin Symphony Organizations are small not-for-profit organizations and our role is more than fiduciary. We chair committees, we fundraise, we recruit and evaluate Executive Directors and Music Directors. If you are an officer you are a colleague of the Executive Director. Colleagues challenge and stimulate each other. Attend with your staff and have a team building experience.

**Educational sessions: Each conference focuses on one or two topics.** Past presenters have included the caliber of Henry Fogel, former President of the Chicago Symphony Orchestra and current head of ASOL. I had lunch with him and was able to ask his opinion on a variety of topics.

**Meet and Share with directors from other symphonies:** Each Wisconsin symphony is unique, but their problems are not. Why keep reinventing the wheel? There is ample opportunity for interaction. I get energy and ideas from others....where do you get yours?

**Attend another Symphony's concert:** Each program has included the local symphony. You can see new opportunities for improving your performances or performance hall.

I believe good directors ask good questions. This is an opportunity to increase your capacity to ask good questions and to contribute to the vitality of your Symphony -- and that is reason enough to attend. And did I mention it is a good opportunity to ride your motorcycle on a road trip?

### AWSO WEB SITE NEEDS YOUR HELP!

Remember, AWSO now has its own web site - [www.wiscsym.org](http://www.wiscsym.org)

- We need photos from all organizations. The more variety of photos on the website, the better.
- Give us suggestions on ways to improve the web site. What would you like the web site to offer?

**E-mail photos and comments to:**  
Evan Richards at [erichards@evanrichards.org](mailto:erichards@evanrichards.org)

# INPUT FROM YOUR PEERS



This time the question comes from Jean Ericson at the Waukesha Symphony. Jean wants to know:

### What is the capacity of your performance hall and how many seats are sold on subscription? Of those subscription seats, on average, how many attend each concert?

**Here is some input from other AWSO members:**

• **Fox Valley Symphony:** Our hall has 1,964 seats and a total capacity of 2,072 with the pit seats in. We have 891 season subscriptions this year. Of these we average over 90% attendance per concert. Some of our patrons go south for the winter but give their tickets to others for the concert.

• **Central Wisconsin Symphony Orchestra:** Our theater seats 686 and we do two performances. (Sat. @ 7:30pm and Sun @ 4:00 pm) We have about 425 season ticket holders total. Attendance rate is about 70 - 80% from season ticket holders (Feb. concert being the worst attended - especially by "snow-birds")

• **Waukesha Symphony Orchestra:** This is an interesting question for us! We perform at three very different venues - a new hall that seats 620 (we do two performances), an historic chapel that seats 350 (2 performances, always sold out) and a hall that seats 1300 (one performance). We have 500 subscribers. A glance over the hall, especially when we know it's a sell-out, tells us that there are some no-shows but we don't track who they are (whether they are subscribers or single ticket buyers.)

• **Milwaukee Youth Symphony Orchestra:** We play in about 6-8 different halls around the metro area. Capacity ranges from 600-3,000. We do not sell subscriptions at this time, although our MYSO families (approx. 700 of them) are tantamount to subscribers, as they come to a series of concerts, typically those involving their own child(ren). Because they're quite invested in seeing their kids perform, they generally do attend. (Our standard audiences range from about 600-1500.) In most cases, the MYSO families pay for their tickets with a range of \$5-\$12, depending on the concert, etc.

• **Green Bay Civic Symphony:** We perform at the Meyer Theatre in Green Bay...the capacity is just under 1,000 seats. We only sell general admission tickets, and typically sell about 250 Season tickets a year, with another 350 at the door. It's almost impossible to tell how many of our season tickets attend...because we don't have different tickets for season or at the door.

• **Peninsula Music Festival:** The Door Community Auditorium has 700 seats. We sell about 350 on subscription - those are people who purchase nine concerts in three weeks. Our attendance by subscribers is in the 90 percentile for week one and week three of the Festival. It dips during week two. Probably because nine concerts in three weeks is tough on any schedule.



### Please make note. AWSO correspondence address and e-mail:

By snail mail - send to Mary Bell, P.O. Box 340, Ephraim, WI 54211 920-854-4060.

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**Would you like input from your peers on a specific topic? Send your suggestions to Mary Bell: [musicfestival@dcwis.com](mailto:musicfestival@dcwis.com) and maybe you will get the input you need in our next issue of Allegro!**