



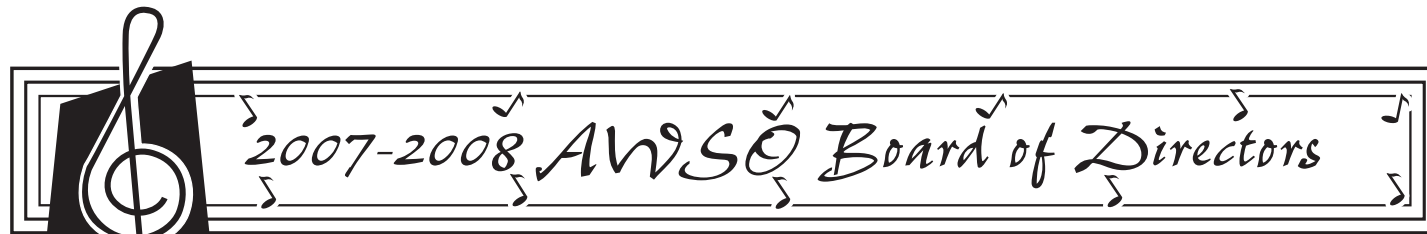
**ASSOCIATION OF WISCONSIN  
SYMPHONY ORCHESTRAS**  
PO BOX 340  
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ASSOCIATION OF WISCONSIN SYMPHONY ORCHESTRAS



WINTER • 2008

**AWSO CONFERENCE 2008**



**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.

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*Save The Date!*  
**AWSO CONFERENCE – MANITOWOC, WI**  
June 20-21, 2008  
Best Western Motel

The 2008 annual Conference of the Association of Wisconsin Symphony Orchestras will take place on June 20th and 21st and is being hosted by the Manitowoc Symphony Orchestra.

The Conference will take place at the Best Western Motel in the heart of Manitowoc's charming and historic downtown. The Conference theme is "Engaging Conversations" and the sessions will focus on Community Engagement and the building of Arts Partnerships among orchestras, schools and communities.

After Registration on Friday from 1:00 to 2:30 pm, the Conference will officially kick-off at 2:30 pm with words of welcome from the Hon. Kevin Crawford, Mayor of the City of Manitowoc. Two panel discussions with members from the Wisconsin Arts Board, the Wisconsin School Music Association and the John Michael Kohler Arts Center of Sheboygan will focus on the challenges and opportunities involved in developing arts partnerships, financial aspects of partnerships and arts advocacy at the local and state levels.

The Conference will then adjourn directly next door to Manitowoc's highly-acclaimed Maritime Museum for cocktails, networking and dinner. For the adventuresome, submarine tours will also be available! Following dinner, a leisurely stroll across the 8th Street Bridge will take conferees to a private chamber music concert on the stage of the ornate and charming Capitol Civic Centre.

After Continental breakfast and a brief AWSO annual meeting, the Saturday session will begin with a keynote address by Dr. David Myers. In 1996, Myers, along with Cynthia Thomas, published the landmark study "Beyond Tradition", a case study of successful orchestral partnerships funded by the National

continued ...

Endowment for the Arts and supported by the League of American Orchestras. The Milwaukee Symphony Orchestra's ACE (Arts in Community Education) Program was one of nine profiled in the book

Following his address, Dr. Myers will facilitate a group activity. While everyone is welcome to participate, Dr. Myers has said that member orchestras will gain the most from the session if they are able to send teams that represent the managerial, artistic and volunteer aspects of their orchestras.



Dr. David Myers

After lunch and the AWSO awards ceremony, the Conference will conclude with two further sessions highlighting successful partnerships that have been implemented by Wisconsin orchestras and an in-depth look at the state of our volunteer auxiliary organizations.

While the registration fee for the Conference has not yet been finalized, Manitowoc Symphony Orchestra Association President and Conference Planning Chairwoman Barbara Jenkins noted that the planning committee was working hard to try and keep the fees the same as for last year's Conference. There will again be a substantial discount for early registration (before June 1, 2008). Hotel rooms at the Best Western (which are not covered as part of the registration fee) are a modest \$75.

Manitowoc Symphony Orchestra Music Director Wayne Wildman added: "I hope that the Conference will serve to highlight the many accomplishments of Wisconsin's orchestras and that those in attendance will leave with new energy and commitment for their advocacy of the arts as well as with some very concrete ideas for implementing new partnerships."

### RECEIVE A DISCOUNT TO THE CONFERENCE!

Dr. David Myers, the keynote speaker on Saturday, June 21st, is going to facilitate a group activity and will need "teams" at the conference who represent the managerial, artistic and volunteer aspects of their orchestras" If your orchestra sends a team they will receive a discount to the conference. The amount is to be determined at a later date, please check the website for updates regarding this discount. [www.wiscsym.org](http://www.wiscsym.org)

**REMEMBER, please use the AWSO website!**  
[www.wiscsym.org](http://www.wiscsym.org)

## Congratulations On Our 5 New Members To AWSO!

*Beloit Janesville Friends of Symphony*

*Friends of Green Bay Symphony*

*Peninsula Music Festival  
Sustaining Committee*

*Red Cedar Symphony*

*Wausau Symphony Orchestra*

**WELCOME TO AWSO!**



### DID YOU KNOW ABOUT?

[MidWestOrchestraMusic.org](http://MidWestOrchestraMusic.org)

This is a way for Wisconsin Orchestras to share music. There is no cost to belong. In order to participate, you must be willing to share your music library as well. These files are available by both composer and title. The size of the combined holdings has increased to about 4,000 records and the number of orchestras belonging to this organization has expanded to 11, hopefully more will join!

## INPUT FROM YOUR PEERS



We have two questions for this issue:

### 1. Mary & Sharon of the Peninsula Music Festival is looking at computerized ticketing systems. They want to know what kind of computerized ticketing system you have and are you happy with it?

The Sheboygan Symphony currently uses Excel for their computerized ticketing system. "They make it work, but it is not the best solution."

The Waukesha Symphony Orchestra uses "Box Office in a Box" from Astor Street Software as their ticketing/box office software. For the most part they are happy with it. It is very user friendly, you can customize it to your programs and venues and they have had few problems with it. The tech support staff are very friendly and helpful and you are also supporting a local business because they are located in Milwaukee.

The ticketing software Green Bay Symphony is associated with is called AudienceView Ticketing. Their ticketing is done through the box office at the hall they perform in.

Green Bay Civic does not use an electronic ticketing system. Their tickets are printed and then sold through their website or by phone. They are also looking into on-line options in the future.

Madison Symphony Orchestra uses the ticketing system Folio. They have mixed feelings about it. "It is cheap and works fine for ticketing but is lacking in the reporting area."

The Fox Valley Symphony's tickets are sold through the Fox Cities PCA. They state that the ticketing software and connection with Ticket Master is "first-rate." They pay an annual ticket office set-up fee for their concerts. They also sell their group tickets and take a 10% commission for this.

### 2. A member of the AWSO BOARD wants to know: What kind of children's programming do you do?

The Sheboygan Symphony has an annual Children's Concert. All of the third graders in the county attend the concert. They also have a Youth Symphony that not only performs public concerts, but they also do school tours in the area.

The Green Bay Symphony does not currently have children's programming. However, their Youth Symphony performs an Education Concert for area 4-5-6- graders every spring.

The Green Bay Civic Symphony designates one of their concerts each year as a "Family Concert." They perform the evening concert as part of their series, but also invite local grade school children to attend a daytime version of the concert.

Madison Symphony Orchestra has a variety of children's programming, here are a few:

- Symphony Soup – The MSO performs for Up Close & Musical participants in Overture Hall
- Up Close & Musical – The Hunt Quartet combines teaching and performance in elementary school classrooms.
- Side-By-Side – MSO musicians mentor middle school musicians in the classroom
- Master Classes & Clinics – The MSO's world class artist interact with musicians of all ages.

The Fox Valley Symphony has several children's programming:

- Family Holiday Pops concert – they sell a "family package"
- Partners in Education program – 6 month free classroom instruction for 3rd graders, followed by a full orchestra concert in March.
- Youth Orchestras - one high school and one middle school!
- New community ensembles program – Ensembles perform at The Building for Kids (Children's Museum) and Boys and Girls Club 4 times per year.

The Chippewa Valley Symphony musicians take their instruments into every 3rd grade classroom in Eau Claire, some in Chippewa Falls and Altoona. Musicians take various instruments so each 30 minute visit is a bit different. Students are given a voucher for a free concert ticket if they attend with a paying adult. They reach over 1100 students.

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

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