



ASSOCIATION OF WISCONSIN
SYMPHONY ORCHESTRAS
PO BOX 340
EPHRAIM, WI 54211

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FALL • 2006

2007 AWSO CONFERENCE - RACINE, WISCONSIN



OFFICERS:

Sharon Grutzmacher, President
Peninsula Music Festival
920-854-4060
musicfestival@dcwis.com

Judith Topitzes, 1st Vice President
Madison Symphony Orchestra League
608-231-1250
judytopytes@yahoo.com

Marie Breed, 2nd Vice President
Wisconsin Youth Symphony Orchestras
608-263-3320
mbreed@wysos.wisc.edu

Jean Ericson, Secretary
Waukesha Symphony Orchestra
262-646-4228
sericson@wi.rr.com

Harvey Turner, Past President
Beloit Janesville Symphony Orchestra
608-752-7145
h.turner@charter.net

DIRECTORS:

Audrey Baird
Milwaukee Symphony Orchestra
414-453-0732
bairda@milwaukeesymphony.org

Barbara Brenden
Chippewa Valley Symphony Orchestra
715-832-6366
barbb@cvsymphony.org

Claudia Ewald
Beloit Janesville Symphony Orchestra
608-754-5106
claudsanta@aol.com

Peg Garber
Central Wisconsin Symphony Orchestra
715-421-0244
epgarb@wctc.net

Joyce Gregg
Racine Symphony Orchestra
262-632-6341
lgregg@wi.net

Karen Laws
Fox Valley Symphony
920-733-3812
klaws_gw@gwicc.org

Fran Richman
Milwaukee Youth Symphony Orchestra
414-267-2990
franrichman@myso.org

Donald Smith
La Crosse Symphony Orchestra
507-895-6777
prodonald@aol.com

Wayne Wildman
Manitowoc Symphony Orchestra
920-452-5900
wwildman@excel.net

Mary Bell, Executive Director
P.O. Box 340
Ephraim, WI 54211
920-854-4060
920-854-1950 (fax)
musicfestival@dcwis.com

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.

Yesterday's volunteers stuffed envelopes, ushered at concerts and baked for bake sales. They hosted such events as teas, fashion shows, card parties, symphony balls, and often ran the annual subscription drive.

Through these and other fund raising activities, leagues, guilds, and auxiliaries raised a lot of money for their organizations. Perhaps more importantly, they raised the visibility of the orchestra within their community.



SAVE THE DATE!

AWSO CONFERENCE - RACINE, WI
June 29-30, 2007
Radisson Harborwalk Hotel

Today many orchestras find their pool of volunteers evaporating. It is sometimes easier to use mailing services than it is to find volunteers. The once dependable noontime teas and fashion shows are often poorly attended. The season ticket sales and patron drives are frequently handled by staff. Yet even in these changing times, volunteers are necessary to well-run organizations.

Besides ushering at concerts, what is the role of today's volunteer? How can your organization find good volunteers? And once you've found them, how do you keep them motivated? How can your organization make the best use of your volunteers' time and talents? Maybe it is time for **New Models! Different Voices!**

The 2007 Association of Wisconsin Symphony Orchestras' annual conference will take on the problem of the changing role of that elusive and endangered species — **the volunteer**. It will take a look at "different voices" as well. An array of speakers and panelists will share their thoughts on how different types of programming (and their marketing) can attract different types of audiences. Some of the "voices" to be examined are pops, chamber music, and opera, as well as innovative approaches to bread-and-butter classical programs. The goal of the conference is to send participants home with concrete ideas and examples of programming ideas and volunteer projects that have worked well for other organizations. Be prepared to share your ideas and success stories!

Hosted by the Racine Symphony Orchestra, the Friday and Saturday conference will be held at the Radisson Harborwalk on beautiful Lake Michigan in downtown Racine on June 29-30, 2007. Attendees will be treated to a Racine Symphony Pops concert in nearby Festival Hall on Friday evening (or can elect to stay after the concert for the Saturday evening show.) June may seem a long way away, but it will be here before you know it! Mark your calendars now!

FROM THE BOARD OF DIRECTORS

AWSO has a new web site

AWSO now has registered the domain names wiscsym.org and wiscsym.com. To visit the website, enter the following URL in your web browser: www.wiscsym.org <http://www.wiscsym.org> . We have registered both .org and .com because many browsers will automatically fill out the full URL after typing only "wiscsym" but will assume ".com". To make it easier to find the site and to prevent potential confusion if anyone ever registered the .com domain name for another entity, we registered both.

At the moment there is a simple page on the site indicating it is under development.

We plan to soon have the information one expects to find on a web site: information about the organization, contact information, links to member organization websites, news, meeting schedules, newsletters, archives of previous newsletters, forms required to be available to the public such as IRS form 990, etc.

For board members and staff there will be a portion of the site accessible by login and password for board communications, financial reports, and other items not intended to be accessible to the public.

The web hosting provider also provides email, FTP, and other services usually associated with a web site. The FTP accounts will be used to collect information from contributors that, because of the size of the files, photographs for example, that are too large for email attachments.

Suggestions for content are welcome as are contributions of material to be included on the site. Contact Evan Richards at erichards@evanrichards.org



**Congratulations on our
2 new members
to AWSO.**

**Green Bay Civic Symphony
Madison Savoyards**

Welcome to AWSO!



•Jill Granlund is the new Executive Director of the Chippewa Valley Symphony. Barbara Brenden retired from the position which she held for 16 years. Barbara is now the Development Director for Chippewa Valley Symphony. Jill was working with the Chippewa Valley Symphony for over a year before she was hired for the position as Executive Director.

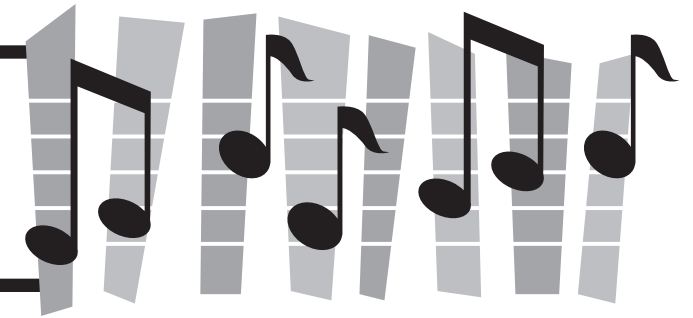
•Sally Jane McGovern is the new Executive Director of Beloit Janesville Symphony. The job she held before Beloit Janesville Symphony was the publication and marketing specialist at Utah State University.

•Fox Valley Symphony is celebrating their 40th Anniversary Season. One of the highlights of their season include:

Quiet Heroes" composed by Chris Brubeck.(A symphonic salute to the flag raisers at Iwo Jima). Actor Wilford Brimley will be the narrator for the world premiere of "Quiet Heroes". The work will honor John H. Bradley, a World War II veteran and Appleton WI resident, who helped raise the flag at Iwo Jima. For more information on the Fox Valley Symphony's season go to their website at: www.foxvalleysymphony.com

If you have other "News From Around The State" to include in the next AWSO newsletter, please e-mail Mary Bell at: musicfestival@dcwis.com

**INPUT FROM
YOUR PEERS**



Our current question is:

Do you have Musicians as Board Members?

Here is some input from other AWSO members:

- The **Sheboygan Symphony** has one chorus representative and one orchestra representative. Sheboygan also has Ex-Officio reps from Orchestra, Chorus, Youth Symphony, and the Volunteer Committee. They are not full board members with voting privileges, but they represent their interests.
- **Manitowoc Symphony** has had several orchestra reps over the years. No more than two at any one time. One of their musician/board members is the Orchestra Liaison.
- At the **Madison Symphony** it is a tradition to have an orchestra member on the board. They feel that it helps give the Orchestra Committee a board perspective and it nurtures trust.
- **Chippewa Valley Symphony** has at least two CVS musicians on their board and it is stated in their by-laws. They feel it keeps the lines of communication open and the crossover is beneficial in every way.
- **Red Cedar Symphony** board of directors has an ex-officio position for a musician from the orchestra. This person has so far been appointed or invited from the board, but there is a provision for him/her to be chosen from a vote among the orchestra musicians.

• It is a non-voting, ex-officio position for the Waukesha Symphony Orchestra. They serve as a voice for the musicians on the board and offer input from the musician perspective. This creates a more personal connection between the board and the orchestra members.

• The **Wausau Symphony and Band** has mostly musicians on their board, which is great for the musician perspective, but there are gaps in fundraising, marketing, etc. They are trying to recruit more community people for their board.

• The **Peninsula Music Festival** is exploring the musician as a board member topic with the executive committee later in November. With the orchestra spread throughout the country most of the year, the connection would be good for both sides.

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



**Please make note.
There is a new
AWSO correspondence
address and e-mail:**

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

E-mail: musicfestival@dcwis.com

