

Allegro



Association of Wisconsin Symphony Orchestras - www.wiscsym.org

Association of Wisconsin Symphony Orchestras Summer 2009 Newsletter

From the AWSO Board President

I am very happy with how the Friday, May 8th Workshop for AWSO went. From the 50 people in attendance, to the fabulous presentations of usable information, to the representation from so many orchestras, to the cross-section of reps from orchestras, it was a great day.

I want to thank all of you for your participation in our Annual Meeting. Your help in adding to many of the ideas that the Board has been working on over the past two years was beneficial. The new board members are excellent and will be welcome additions. Remember to please let me know if you would like to serve on the board of AWSO. I can appoint one more person for a one-year term so if you would like to give it a try and join this great group of people, let me know. I hope that you all came away knowing that AWSO does have much to offer you as a member. I want to thank Fran Richman (and her wonderful staff) and Mary Bell for all their hard work on putting this day together. What a great facility!

Our fiscal year begins on September 1 so your membership dues for 2009-10 can be paid at any time. The discount card was sent out via email as a pdf at the beginning of June. I will work with WPR to put together \$2000 worth of thirty-second spots to begin in early September. Mary will be in touch about program book ads. Information will come about next year's one-day workshop as it becomes available. If your orchestra is interested in hosting a workshop please let Mary Bell know. If there are other people in your office that you would like added to the AWSO e-mail list so they receive all the information, please let Mary know at mary@musicfestival.com. Lets keep the information flowing.

As always, I welcome your help and suggestions as I go through my final year as president of AWSO. I want to thank all of you for your input, participation and ideas that I have received so far. I look forward to working with all of you in 2009-10.

Sharon
sharon@musicfestival.com



AWSO Annual Meeting - May 8th at the AWSO workshop in Milwaukee

The Annual Meeting had the largest attendance ever at a AWSO gathering. This was an important year because the board needed some input from the membership on several issues.

Discount Card - The Discount Card was initiated last year and it was agreed to have it again, but allowing the individual orchestra to decide on the discount.

Ads in program books - This will help promote AWSO to many people who are unaware of our organization. We are asking member orchestras to give a free ad to AWSO to promote AWSO in their program book. Look for an e-mail soon for details.

WPR - AWSO has some money in the budget to spend on marketing. Why not advertise on WPR and let Wisconsin know about this organization.

Survey Monkey - Sharon Grutzmacher, President, AWSO, will be sending out a survey to all in attendance at the AWSO workshop on May 8th. This will be easily done on survey money. Please take a few minutes to do the survey so we can make the 2010 workshop an even bigger success than this year.

Link to website - We ask all member orchestras to please put the AWSO link on their website. Everyone going to your website can be aware of our organization. www.wiscsym.org



The AWSO workshop on May 8th provided much needed networking among our members. We have found that one day workshops are probably the way to go for AWSO, instead of 2 day conferences. There was a lot of interaction between speakers and participants during the entire workshop.

Continue to watch the AWSO website for more information about the 2010 workshop which will be held in Green Bay and sponsored by the Green Bay Civic Symphony.

www.wiscsym.org

AWSO WORKSHOP TOPICS & SPEAKERS - May 8th, 2009



Evan Richards, Webmaster & Database Consultant, demonstrated and explained the importance of utilizing video communication on your website and YouTube. Both are powerful & free communication tools. He explained AWSO resources for hosting podcasts.



Marta Weldon, Executive Director & **Jennifer Dieter**, Development Director of Fox Valley Symphony discussed the importance of Social Media Tools - Patronmail, Constant Contact, Facebook and Twitter and how the Fox Valley Symphony uses 21st Century Technology to Market and Promote their orchestra.



Judy Topitzes, past President of the Madison Symphony Orchestra League, explained the very successful fundraiser, "Passport to Parties of Note", that their Orchestra League has presented the past 3 years. She handed out instructions and copies of invitations so anyone could present this successful fundraiser.



Cathy Hoke-Gonzales, from the Peninsula School of Art in Door County, spoke about web based design, printing and mailing to save your orchestra money. She explored the many options currently available online, many which save over 30% over traditional print shops.



Wine & Cheese after Workshop

Fran Richman and the Milwaukee Youth Symphony Orchestra sponsored a wine and cheese reception after the workshop. It was a great time for conversation and to continue networking with colleagues. Fran later gave tours of the beautiful Milwaukee Youth Arts Center where the MYSO presides.

Many thanks to Fran Richman (2nd from left) for all her hard work in sponsoring the 2009 workshop. We really needed to have a workshop this year, and she stepped up to the plate and volunteered to have the workshop at the Milwaukee Youth Arts Center with MYSO sponsoring the event.

Not only did she set-up pastries and coffee for the morning sessions, but had a wonderful lunch brought in. The MYSO also sponsored a wine and cheese reception immediately following the workshop, along with tours of the facility. Thanks again Fran & staff!



Did you know that there are only three State Orchestra Associations left in the United States, California, Illinois and Wisconsin? It is even more important to support AWSO for only \$50 a year for an Individual Membership. Please fill out the form below, enclose your check and send to Mary Bell.

Association of Wisconsin Symphony Orchestras

www.wiscsym.org

2009-2010 MEMBERSHIP APPLICATION (9-1-09 through 8-31-10)

Individual \$ 50 _____

***Donations (suggested)** \$ 50 _____

AMOUNT ENCLOSED _____

Make checks payable to: AWSO and mail to: P.O. Box 340, Ephraim, WI 54211
 Questions, call Mary Bell 920-854-4060 e-mail: mary@musicfestival.com

Name _____

Address _____

City _____ Zip _____

Phone _____

E-mail _____

Name of Affiliated Orchestra _____
 (if applicable)

AWSO is a 501(c)3 organization. Individual donations are tax deductible.

**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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