



T A S O N e w s

Texas Association for Symphony Orchestras

The purpose for this organization shall be, "To promote, develop and support symphony orchestras"

Fall – 2016

www.tasovolunteers.com



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Yaprak Soysal Photography



*From our President
Jan Woodward*

Dear TASO Friends:

I don't know about you, but I think we're already off to a great start for our TASO celebration year!

Our first meeting was out of the ordinary but everything went without a hitch. Special thanks to Heather Moore for making all the arrangements and thinking ahead for everything we'd need for our meeting at the Meyerson Symphony Center. She didn't overlook anything. It was a real treat to be there. The meeting room was large and the table space for each of us to spread out our papers was most appreciated. Maybe, just maybe, the Hyatt House will surprise us when we meet back there in September with a Board Meeting Room of our dreams. I'm sure their renovations will be wonderful however, and we can look forward to seeing all the great improvements and upgrades soon.

Ellen Jones distributed our beautiful green information-packed Board notebooks full of everything we need to know. It's a very big undertaking to do these books, and she worked really hard. So be sure to read all through yours (don't forget the Bylaws and Standing Rules) and let Ellen know if there are any changes or if any of you have a new email or phone number since print time.

TASO has an especially busy year ahead. We've made our list and now we're checking it twice. Here's an early list with lots of things to do:

- Support our 50th Anniversary All-Host Conference through donations, manpower and attendance (Hotel reservations are already available online).
- Celebrate our Recognized Projects and Awards of Excellence recipients and encourage future submissions.
- Help the Juanita Miller Concerto Competition project with sponsorships, program book advertisement sales, hands-on day of event volunteer help (January 14, 2017).
- Attend Board Meetings and return home to present a brief summary of the meeting at your next symphony board and guild meeting. (Be sure to get on their agendas.)
- Invite a symphony board or guild member to attend a TASO Board Meeting (may be a future Board Member in the making).
- Continue to submit articles and pictures for this beautiful, informative E-Notes Newsletter, and generously share it with your symphony groups back home.

Of course, this is just a partial list, but it's a great tool to keep us motivated for the Fall.

Also during the year, I'd like to challenge each of you to think about ways to "Make our Mission the Main Thing"... clever, out-of-the-box ways we can as individuals or groups promote, develop and support symphony orchestras; how this support and enthusiasm can become contagious; and how we can "show off" or publicize TASO. One of the first things I can think of is, we can check out and share information on the website (www.tasovolunteers.com) with our guilds back home and make sure they understand what a great tool it can be. Another is we each can consider becoming Patron Members of TASO and/or join Texans for the Arts, maybe even invest in State of the Arts license plates to show our support. (See back page!) I'm sure you can think of more and we can share these in the next newsletter.

For now however, mark your calendars for our next Board Meeting at 9 a.m. September 12. Please remember to bring with you 1) one idea to share at our Board Luncheon of a quick, pick-up type project that worked really well for your league or a really, really good idea that your symphony or guild has done with success, and 2) bring dates of some of the arts events in your community that take place in the Fall. Ellen will send around more of our arrangement details soon, so please watch out for her emails.

I appreciate all the time each of you gives to TASO and the hard work that you do. I hope you've had a fun, relaxing summer. I look forward to seeing you all in September.

Fondly

Jan Woodward

2016-2017 TASO President



Our Advisors

The advisors are primarily TASO Past Presidents and are invaluable to our organization. They impart wisdom, provide guidance and counsel, offer suggestions, advocate, recommend, urge, suggest, and encourage. Thank you to the 2016- 2017 advisors:

Jan Bradley - Grants

LaVerne Gollob - Communications

Laura Hyde - Conference

Tiffany Ammerman - Projects

Heather Moore - Secure Medallion

Grace Boner - Bylaws

Mary Padgett - Advocacy

Betty Wall - Finance

Helen Shaffer - Strategic Planning

Annette Findley - Administration

Nancie N. Rissing - JMCC

Member Organization Reports

Amarillo Symphony Guild

Music is Monumental

Submitted by Margret Brown

The Amarillo Symphony Guild introduced a brand new event entitled “Music is Monumental.” This exciting new event was a fundraiser in support of the Arts in the Amarillo area and was held in March of this year. Several talented musicians from the community were invited to perform for the luncheon guests. The guests were asked to host tables and invite friends to attend the luncheon. On each table there were donor cards asking that each person consider making a donation in support of the educational programs provided by the Amarillo Symphony Guild. There was not a ticket price to attend the luncheon. Monies collected were solely from the table hostesses and their guests contributions.



A delicious boxed lunch was presented by a local caterer while everyone was entertained by the young performers. Each table was beautifully accented with colorful flower and clever musical note arrangements. The feedback from this luncheon was extremely positive! The guests truly seemed to enjoy listening to the talented young musicians from our community. The Amarillo Symphony Guild will repeat this event next year with plans to increase attendance. Our goal is to raise even more funds in order to continue supporting the Arts in our community.



The Amarillo Symphony
JACOMO RAFAEL BAIROS
Music Director & Conductor



Austin Symphony Orchestra
Submitted by Susan Douglas



Women's
Symphony League
of Austin

2016 Jewel Ball

On May 19th, this year's Royal Court was announced at the Jewel Tea. Hosted by the Past Presidents' Council, the Jewel Tea is a time-honored tradition occurring each spring.

This year's Jewel Ball Events kick off with the Soiree on Sunday, September 4th; the Fashion Show & Luncheon is on Friday, September 23rd; and the Jewel Ball Presentation and Gala is on Saturday, September 24th.



YOUTH LEADERSHIP COUNCIL WRAPS UP AN OUTSTANDING YEAR

The Austin Symphony Youth Leadership Council (YLC) started the year with great promise and kept the momentum going. Over the summer, YLC volunteers attended Children's Day Art Park earning service hours while helping entertain Austin area children. An August recruitment party featured guests Patrick Terry and Vince Young. Students had the opportunity to learn more about the organization while being entertained by teen band, Vermillionaires.

Over the year, 103 students met quarterly to mingle and enjoy personal interaction with area leaders. They also provided hours of volunteer service at WSL and Austin Symphony Orchestra events, including decorating for the Halloween and POPS concerts and providing support at the Red Haute Valentine Party.



This year's speakers included:

- State Senator Judith Zaffirini
- Cotter Cunningham, CEO of RetailMeNot
- Casey McPherson, lead singer of rock band, *Alpha Rev*
- Major General Tony Cucolo, Vice Chancellor of Leadership at the University of Texas

The year culminated with a Reception and Recognition Ceremony before the April 8th Austin Symphony Orchestra concert performance. YLC participants were given free tickets to that concert performance.

YLC is open to all Austin area high school students.

CHILDREN'S DAY ART PARK



Every Wednesday morning in June and July, musicians, storytellers, professional face painters, and clowns who make balloon art entertain hundreds of children. In addition to the weekly featured musical act, guests visit the Instrument Petting Zoo, listen to stories under the Magic Oak Tree, and create arts & crafts in the Art Tent.

Admission is 50 cents per child – adults get in free when accompanied by a child.

WSL volunteers collect admission fees, serve lemonade, hand out balloons, and help the children at the Instrument Petting Zoo.



Friends Association of the Symphony Orchestra of the Brazos Valley

Submitted by Alice Hoelscher



The 2016-2017 Friends Association of the Symphony Orchestra of the Brazos Valley began the year with a bang or rather the pop of popcorn. The board emailed members an invitation to a



*Pop Corn Party - Lou Ellen
Ruesink and Rose Van Arsdale*

popcorn party. The FASO board was looking for new ways to financially support our children's concerts, youth concerto competition and other music education and appreciation efforts in the Brazos Valley. The party was held at the Brazos Valley Symphony Office. Invitees were asked to bring their best fund-raising ideas (called kernels) and to see which ideas popped up through group brain storming. Appetizing, attractive possibilities would be seasoned and bagged for FASO board considerations. Treats were served to all. Many ideas were presented with plans to further develop and implement the best possibilities.

FASO's opening membership reception was held on September 13, 2016 at Ambrose Furniture in historic downtown Bryan. Ambrose Furniture is an interior design studio in a repurposed International Harvester business building. The owners, Symphony supporters, opened the studio with its furniture and design areas to showcase the beginning Symphony season. Appetizers and wine were catered and served. The Symphony Belles welcomed members and their guests. Mary Francis Ross was honored for her many years of service and her commitment to the Symphony for serving refreshments at the Saturday and Sunday rehearsals. Her long-time commitment is greatly appreciated by FASO and Symphony musicians.

Maestro Marcelo Bussiki unveiled the new season of the Brazos Valley Symphony Orchestra. In the 35th season, the BVS O brings you another unforgettable year of outstanding live performances. In fact, this season is full of innovative programming and classical favorites put together in Positively Wicked fashion. In September the BVS O season opener will feature Russian composers such as Shostakovich and Prokofiev. Plus, the accomplished and acclaimed pianist, Anton Nel, will join the symphony in performing Tchaikovsky's Piano Concerto No. 1. A "Festival of Guitars" will be performed in October. Our community is looking forward to a great season.



Conroe Symphony Orchestra, Friends of the Symphony

Submitted by Mimi Devereaux

When compared to other member organizations, the Conroe Symphony Orchestra and the Friends of the (Conroe) Symphony may be young, but we are here to stay! Under the capable direction of our talented and inspiring conductor, Dr. Don Hutson, we will mark our 20th year during the 2016-2017 season, and planning is underway to fully exploit the celebration of this important milestone in our history.



Ron Raines

Our anniversary season will open on October 1st, and we are thrilled to have acquired an incredible artist to inaugurate the year. Emmy winner and Tony nominee Ron Raines, a native of Texas City, will perform. Raines has entertained audiences on television, and in countless Broadway roles, including as Daddy Warbucks in “Annie.” However, many will remember him best as the scheming Alan Spaulding on the daytime drama “Guiding Light.” Mr. Raines will also perform at a pre-concert gala, making for a full weekend of musical fun and festivities. We couldn’t be more excited about our 20th season opener!

Patrons will be invited to continue celebrating our anniversary throughout the year:

- Orchestra members will be recognized for their particular years of service,
- Supporters will be invited to honor or memorialize loved ones with a one-time \$20 donation, and
- A jazzy “Roaring Twenties” party will be held in the spring, featuring an ensemble of our own musicians.

The 20th promises to be our most delightful season yet, and excitement is building as we prepare for the many ways we intend to mark such a special time in the life of the CSO!



DALLAS SYMPHONY

Dallas Symphony Orchestra League

Submitted by Deborah Brown

Dallas Symphony Orchestra League Introduces 35 Debutantes for the 31st Annual Presentation Ball At Announcement Weekend Events



The Dallas Symphony Orchestra League introduced the 2016-17 Debutantes during Announcement Weekend festivities June 3-5. The weekend marked the official



*Honorary Chairs Harriett and
Chuck Gibbs*

start of a season of events culminating with the 31st Presentation Ball, which will be held February 18, 2017. Presentation Ball Chair is Jolie Humphrey and DSOL President is Sandy Secor. Honorary Chairs are Harriett and Chuck Gibbs.



*DSOL President Jolie Humphrey,
Presentation Ball Founder Tincy Miller and
DSOL President Sandy Secor*

The Presentation Ball, which was first held in 1987, is the largest fundraiser for the DSOL. Over \$10 million has been raised for the Dallas Symphony Orchestra through the annual event, which was created with the vision of long-time League member Tincy Miller, who chaired the first ball. *(Photos by Deborah Brown)*

Debutantes honored at DSOL Honor Guard Polo Cup



*Layne Anderson, Madeline Hendrick, Heather Hall,
Natalie Monger, Bailey Turfitt, Gabrielle Crank,
Grace Beal, Aspen Moraif, Caroline Downing,
Olivia Burnett, Lilli Boren, Ashlyn Matthews,
Juliana McIlveene, Eva Blanton*

Photos by James French

The 2017 Dallas Symphony Orchestra League Debutantes were honored at the first DSOL Honor Guard Polo Cup held at the Prestonwood Polo Club on June 11. The debs, honor guard, and their families viewed the polo games from the pavilion, enjoying halftime champagne and a traditional divot stomp sponsored by Bentley.



*Figure 1Brooky Sanders Tubb, Kendra Averitt, and
DSOL President Sandy Secor and husband John.*

Dinner, Dancing and Casino Games For Dallas Symphony Debutantes

Tuxedos and cocktail dresses were the attire for the Dallas Symphony Orchestra League's debutantes Casino Party held in Arlington Hall at Lee Park on June 24. The debs, honor guard, and their families had a generous buffet dinner, casino games, and dancing with live music. The event chair was Eleanor McClendon Bond. Presentation Ball Chair is Jolie Humphrey, and DSOL President is Sandy Secor. Honorary Chairs are Harriett and Chuck Gibbs.



Judy, Molly and Perch Nelson.



Presentation Ball Chair Jolie Humphrey, Event Chair Eleanor McClendon Bond, and DSOL President Sandy Secor.



Ken Lambert with Madeline Hendrick and Lucy Myers-Lambert.

Photos by Deborah Brown

Fashion Notes Proceeds Benefit DSO Programs



It was obvious that the children and young adults were the center of attention when the Dallas Symphony Orchestra League held its second annual Fashion Notes Women's and Children's Fashion Presentation and Luncheon at The Warwick Melrose Hotel on May 26. DSOL members and their families modeled the clothes so there were many familiar faces on the runway.



Amanda Kadesky, granddaughter of DSOL Past President Dean Kadesky.

Photos by Chuck Clark

Cathy and Michael R. Haynes, Sr. served as Honorary Chairs. Event co-chairs were Mari Epperson and Sharon Ballew. Stanley Korshak provided the adult fashions and Kid Biz provided the children's outfits.

The Warwick Melrose Hotel was the underwriter for the event allowing all proceeds to benefit the education and community programs for the Dallas Symphony. Additional sponsors included Veritex Community Bank and Heritage Auctions.



Event co-chair Mari Epperson with Honorary Chairs Michael and Cathy Haynes, DSOL President Melissa Lewis, and event co-chair Sharon Ballew

Fashion Notes was launched last spring and its success was recognized by the Volunteer Council of the League of American Orchestras. Fashion Notes has won a Roundtable Award in the annual Gold Book competition which was presented at the League's National Conference in Baltimore, MD from June 9-11.



Houston Symphony League

Submitted by Ann Cavanaugh



Officers for 2016-17

**President
Darlene Clark**

**President-Elect
Beth Wolff**

**Recording Sec
Gina Saour**

**Corresponding Sec
Ursula Muenzel**

**Treasurer
Rossitsa Nicolova**



Gina, Darlene, Beth and Ursula, missing from pic is Rossitsa Nicolova

PRESIDENT'S MESSAGE

I hope your summer has been as busy and fun as mine has been! Here is a picture of my husband, Edwin Friedrichs, and me at the July 4 Houston Symphony concert at Miller Outdoor Theater. What an



amazing concert! At one point, our Principal POPS Conductor Designate, Steven Reineke, sang a duet with Billy Tighe from "The Book of Mormon," while still conducting! How many conductors can do that! Be sure and attend an upcoming POPS concert to see what the excitement is all about!

Our 2016 Ima Hogg Competition was the best ever thanks to Chair Jo Dee Wright, all of her committee chairs, and our fantastic Symphony staff! Our first place winner, violinist Luke Hsu, won three awards – first place from the judges, the Artistic Encouragement award given by members of the Symphony and the Audience Choice award! What an accomplishment! Our second place winner, cellist Christine Lee, performed at Miller Outdoor Theater on Saturday, June 25. Thanks to all who volunteered and/or attended the competition!

The fourth annual Houston Symphony Free Day of Music was held on Saturday, July 9, at Jones Hall. There was music of all kinds, plus the Instrument Petting Zoo and crafts for the kids. This event was extremely well attended. The highlight of the day was a concert from our own Houston Symphony, including our Ima Hogg winner, Luke Hsu, performing the Mendelssohn violin concerto in front of the Symphony. It was wonderful to see so many volunteers and attendees during the day!

Also, thanks to all who volunteered at the Instrument Petting Zoo at the Symphony's Community Concerts all over the Houston area. Those who volunteered had the pleasure of

introducing many children to the joy of making sounds on orchestral instruments, plus the opportunity to enjoy a concert by our Symphony! Special thanks to Donna Mello for spearheading this activity!

Updates from HS July Management Report

The Ima Hogg Competition: 2016's competition generated a record-setting \$335,000 in contributed revenue.

Jones Hall Renovation: At the May 24 Annual Meeting of the Houston Symphony Society, the Houston Symphony announced its intention to participate in a major renovation of Jones Hall, in collaboration with the Foundation for Jones Hall and the Society for the Performing Arts. We look forward to sharing new information as the dynamic planning process evolves.

Frank Huang has officially accepted the position of concertmaster of the New York Philharmonic. As such, he has resigned his concertmaster post at the Houston Symphony, a position he has held since 2010.

[Click here](#) for article about the 2016 Symphony Ball.

Instrument Petting Zoo

Let's make some noise! We would like to have our volunteers show the young patrons that plucking on a violin is COOL, beating a drum ROCKS, and blowing on a flute is AWESOME! Your perk is the opportunity to enjoy the Houston Symphony performance that day. We'd like 10 volunteers per shift at Jones Hall.



No Experience is needed!!

Dates: Saturday-

October 15th, December 3rd, February 18th, April 29th

Volunteer schedules:

(Shift 1) 8:30 am to 10:00 am (You see the concert at 10:00 am)

(Shift 2) 12:15 pm to 1:15 pm (You see the concert at 11:30 am)

Contact : Donna Mello at donnatexan@yahoo.com

phone 713-857-5707



TRACKING THE IMPACT OF HOUSTON SYMPHONY'S COMMUNITY-EMBEDDED MUSICIANS PROGRAM

There is a new opportunity for Houston Symphony League volunteers interested in supporting education programs of the Houston Symphony. More than 20 Houston Symphony League and Houston Symphony League Bay Area members attended an initial information session in June, but there is room for more volunteers!

If you attended the League's Fall Membership Volunteer Fair and Luncheon last September at the Houston Junior League, you had an opportunity to experience a presentation by two of Houston Symphony's Community-Embedded Musicians. The Houston Symphony family has been very excited about this innovative program which debuted last season. The Community-Embedded Musicians (CEM) program was one of the first initiatives to emerge from the Houston Symphony's new Strategic Plan and is the first of its kind for a full-time American orchestra. Designed to engage the broadest possible range of Houston-area constituents, the industry-leading CEM program is a real game-changer, both for the Houston Symphony's performing forces, as well as, for the Education and Community Programming.

The CEM program expands the Symphony's full-time team of professional musicians with four outstanding musicians who have strong backgrounds in education and community programming. CEMs are spending the majority of their working time engaged in 650 Houston Symphony educational and community activities in schools, neighborhood centers, hospitals and other non-traditional venues throughout Greater Houston. As contracted substitute musicians for the Houston Symphony, the four CEMs also have a significant number of performance opportunities over the course of the Symphony season including Student Concerts. The CEM program augments the Symphony musicians' existing Community Connections program.

As the program moves into its second year, the Education & Community Programming department is working with two professional researchers in arts education from Texas A&M University to conduct an evaluation of the school partnership program in which the CEMs are engaged. CEMs will visit schools participating in Student Concerts, both before and after they attend. The purpose of the evaluation is to measure the influence of pre- and post-concert visits and attendance at the Student Concerts on students' critical thinking, interest in and knowledge of classical music. It will also allow the Symphony to track the impact it has across socioeconomically and ethnically diverse school communities in the Greater Houston area.

So where do YOU fit into this picture? - Working in pairs, League volunteers will collect data from students by administering a 15-minute survey to participating classrooms, some who only attend the student concerts and some involved in the pre- and post-concert CEM visit program. Volunteers will also be needed to help with codifying the results and entering them on an Excel spreadsheet, an activity that can be done at home. All volunteers will receive training and information on the time required and the schools to be visited.

Details on the schools that will be participating, the dates of the pre- and post-concert survey visits and deadline for codifying the responses are still being developed, but most of the activity will take place from September to November this year. **For more information or to volunteer, please contact Vickie Hamley, Director, Volunteer Services at vickie.hamley@houstonsymphony.org**



2016 HOUSTON SYMPHONY IMA HOGG COMPETITION

Despite an early evening downpour, a sold-out crowd made it to Stude Hall on June 4 to hear the 2016 Houston Symphony Ima Hogg Competition Finalists perform a fabulous evening of concertos with the Houston Symphony conducted by Daniel Hege, Music Director of the Wichita Symphony and Principal Guest Conductor of the Tulsa Symphony.

Congratulations to this year's Ima Hogg Competition winners:

Competition winners with Ima Hogg chair, Jo Dee Wright

- First Prize Luke Hsu, Violin
- Second Prize Christine J. Lee, Cello
- Third Prize Brian Lin, Piano
- Fourth Prize Samuel Chan, Marimba
- Audience Choice Luke Hsu, Violin
- Artistic Encouragement Luke Hsu, Violin



Competition winners with Ima Hogg chair, Jo Dee Wright

Luke Hsu performed a special recital for all "IMA103" donors on July 8 at The Corinthian and an encore Finals performance on July 9 with the Houston Symphony at the 4th Annual Day of Music. Also, as part of the Education and Community Engagement Residency, he will return in the next year to receive professional development training for education and community engagement work and participate in a series of educational clinics and/or performances benefiting the Houston community.

The planning and celebration of the 41st year of Competition is accredited to the thirty-four team members of the 2016 Ima Hogg Competition Committee whose initiative began with a simple quote found on Twitter which said: "A musician spends their (sic) entire life trying to get back to the place where their heart was first opened up." Each committee member's leadership ensured the many aspects of organizing this competition came together flawlessly for the Semi-finals by providing a warm and welcoming atmosphere for all who attended. In addition, the Semi-finals ran smoothly and efficiently with over 100 passionate volunteers supporting the competition through hospitality, transportation, and In-Hall roles and responsibilities.

The enormous accomplishment of this year's Competition Committee was extraordinary raising over \$335,000 from a total of 257 donors and achieving our goal of 103 "IMA103" donors contributing \$1,000 or more under the leadership of Helen Shaffer, Underwriting Chair. Our special thanks to John Neighbors for his remarkable challenge gift of \$50,000 to the competition which encouraged increased participation by the Houston Symphony Central and Bay Area Leagues' Boards and membership.

On behalf of this dedicated Committee of volunteer leaders, our sincere and heartfelt gratitude to the many sponsors and donors, Symphony patrons, friends and guests who return year after

year to experience the joy of listening to young classical talent and to the host families who opened their hearts and homes to the Semi-finalists. Thank you one and all for making this year's competition a record-setting and resounding success!



[Click here](#) to access additional pictures of the competition taken by HS League member Robert Chanon.

DAY OF MUSIC VOLUNTEERS

On July 9, our Houston Symphony sponsored a day-long event showcasing Houston's diverse musical landscape. The 4th Annual Day of Music featured musical groups from all over Houston representing rock, classical, jazz, mariachi, salsa, blues/soul, world music and more. Plus there were Salsa dancing lessons, harmonica clinics and The Symphony League's "Instrument Petting Zoo" along with other fun activities for kids and music lovers of all ages.





Midland Symphony Guild
President's Letter 2016-2017



Midland Symphony Guild (MSG) is proud to begin its 54th year continuing in support of the Midland-Odessa Symphony & Chorale (MOSC). MSG was created to support and raise funds for our local symphony music program. That effort has grown over the decades as a non-profit organization and now supports MOSC and all the fantastic music events it produces. From choral and ensemble performances to the full symphony events, MOSC is a shining example of how fine arts enrich our culture.

Our Guild is made up of members who invest time and money supporting our local community. We believe the effort is not only worthwhile, but that partnering with an organization like MOSC grows and sustains our communities and cities. Midland Symphony Guild established a Symphony Belle program to encourage this effort. Daughters of guild members volunteer in the Belle program from 8th – 12th grade. Each young lady volunteers service for local events and also learns the quality value of giving back to her community. Friendships are made and life lessons learned. Belles work at great community organizations like Safe Place, Midland Festival Ballet, Museum of the Southwest, Arts Council of Midland, Midland Community Theatre, Mission Center Adult Day Service, and The Wagner Noel Performing Arts Center.

In February 2017, we will host our Diamond Gala Weekend starting with a black tie dinner and dance on Friday, February 3rd to present our Senior Belles and honor their 4 years of service. On Saturday, February 4th, we introduce our incoming Freshmen Belles with a luncheon and fashion style show. On Saturday night, we conclude the weekend festivities with the Belle Ball for all our Belles as a thank you for their service.

It is my privilege this year to serve as president of the Midland Symphony Guild. I am honored to work with such an enthusiastic group of volunteers. It is our mission to support the musical arts while continuing to build and grow our organization. Leadership, volunteerism, and love of community are encouraged and strengthened. From our Belles through all the guild membership, we proudly support MOSC. We are incredibly fortunate to have an organization in our midst that fosters the talent of our local musicians and provides us access to musical performances and educational programs. Congratulations to the Midland-Odessa Symphony & Chorale on another season of enriching our lives through music!

Thomas W. Elrod

Thomas W. Elrod
2016-2017 President, Midland Symphony Guild
July 2016

Guild Uses Social Media to Attract Membership

Thomas Elrod President 2016-2017

Midland Symphony Guild (MSG) has looked to a modern tool in the effort to maintain and grow membership. In 2016 and beyond, finding members can and will be a challenge for volunteer organizations. Modern culture has each of us racing to the next work or social event. There simply is not time in the day to complete all the tasks we burden ourselves with. Our guild is made up of parents with kids living busy lives as well. This combination means that only organizations that provide quality programs and recruit well will grow and flourish.



MSG has chosen to use social media as one tool of recruitment. We have partnered with a local marketing agency to assist the guild in this process. Facebook, Instagram, and Twitter are accessed daily by many of the same people living those busy lives we discussed. Our campaign includes an increased presence on these platforms supported by our membership. But that is not all. We budgeted funds for recruiting and have chosen to put that money to work. As assisted by our marketing partners, we are advertising on FB and Instagram. Our adult membership tends to a higher usage of FB, while our young Belle members favor Instagram. We will be tracking this effort over time, but I am pleased to report we already gained membership via the advertising campaign.

MSG is setting new goals and will be looking to provide new events and programs. Finding ways to use modern technology will boost our guild in the future.



Plano Symphony Orchestra Guild

Submitted by Irma Landis

The Plano Symphony Orchestra held its annual meeting on June 6, 2016 at the Gleneagles Country Club. At that time, the new Guild President, Darlene Morford, was sworn in as was her Executive Board. The Vice-President is Beverly Wester, and Secretary is Sherry Stone. A new position was created this year. Presiding as Parliamentarian will be Janie Orr, our Past President.



Darlene Morford has assembled her Guild Board for this coming year. All the women serving on this board have extensive experiences both in their personal lives, as well as, in their commitments to other organizations. Beverly Wester, our Vice-President, is a former educator and is very active in her church community. She is a chaplain and sings in their choir.

Sherry Stone continues to serve as Guild Secretary. Her background is the banking area. While working in this field, Sherry was responsible for overseeing projects as new banks were being built, as well as, internal management.

Darlene Morford, our new Guild President, is indeed very qualified for this position. She has served as Guild Secretary and was Vice-President for two years under Janie Orr. Darlene has also served on PSO Board Committees as a liaison for our Guild. Her focus on the Board was Strategic Planning and Education. This a very important component for us because Education is a part of our mission. Darlene is in the telecommunications field and is presently IT Solutions Manager for her company.

Darlene has hit the ground running and has already formed a Focus Group to analyze how best we can improve our already successful Guild. Her emphasis is on reaching out to other members of our group such as our subscribers and donors. She thinks that involvement is the key to growth and sustainability of our Guild. She is reaching out to the Guild Chairs and encouraging them to meet with their committee members to keep them involved. Many of Guild Chairs have served before and are happy to help Darlene in her new role.

The newest member of the Guild Board is Anna Hale. Anna, like the Guild Chairs, comes to us with an extensive resume. She will be chairing the Education Committee. This committee is the face of the symphony with the youngest of our patrons. It is done through our wonderful outreach program, The Petting Zoo.

Anna attended OSU majoring in Medical Technology, but somehow she ended up the the business field and has never regretted it. Her work experience is varied. She started out in banking and then became her own boss as a representative for the Tupperware Company. In this endeavor, Anna excelled and was recognized in her region a top performer. She moved to Plano in 1974 and joined the Chamber of Commerce Women's Group. She also joined the Junior League.

She volunteered for Sam Johnson, State Representative, and later became part of his office staff. She is currently a member of the Republican Party Women's Group. She serves on the Caring for America Committee, which provides food and clothing for people in need. She also works on the Fourth of July Parade in Plano.

Anna joined the PSO in 1995 as Volunteer Coordinator. She was never afraid to take on projects, and with her help and direction, many fundraisers were held that benefited the organization. One of the fundraisers was The Mystery Theaters. She left the PSO in 1998 due to family issues. She is now back with us and happy to help again. One of her jobs as Education Committee Chair is to oversee the Petting Zoo Schedule.

The Petting Zoo is one of our most recognized outreach program. The instrument cases are decorated with paint and collages and frills to entice the children to pick up the instruments and participate in the fun. The Petting Zoo serves our community in many ways. It is a reminder of how important music is to everyone. The children get to pick up the instruments and play in a safe and friendly environment. The Petting Zoo is also on display at many community functions such as the Plano Balloon Festival. Schools borrow the Petting Zoo for their schools. We take it to Business Events, which host Children's Programs too. We serve approximately 10,000 people in our area, annually.

It is a big job, but Anna is up to the job. She says that music is as important to her as her heart beat. You can't beat that ! Thanks, Anna.

Thank you to all the returning Chairs: Maria Mott – Membership and Co-Chair Lillian Stankunas; Lori Roberts – Guest Hospitality; Gladys Chan – Young Artist Competition; Christina Forte – Hospitality; Richard Mott – Concert Services; and Irma Landis – Communications.

Thanks to all who serve and make our PSO Guild so successful.

Irma Landis

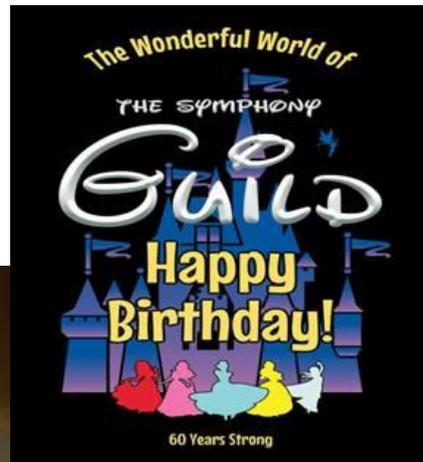
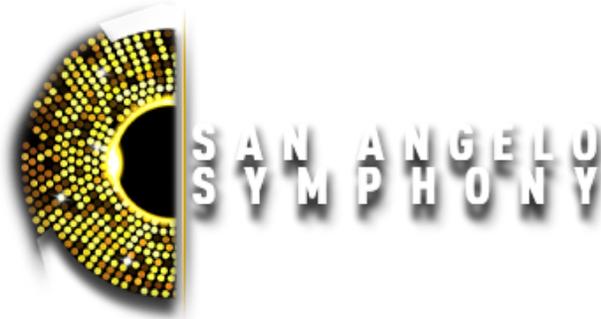
Communications Chair



San Angelo Symphony Guild

Submitted by Candis Hicks

The San Angelo Symphony Guild has just completed a fabulous Wonderful World of the Guild themed year celebrating our 60th year with Disney-themed princess meetings and a fabulous successful gala in January. The theme also promoted our April symphony pops concert, which was Disney themed and featured Disney artists performing with the symphony. The final meeting in May featured Sleeping Beauty's huge birthday cake, and the attendees singing Happy Birthday to the Guild. The year also saw a transition of our Art to Music program from the schools to the Art Museum. The dedicated work of the belle/beaux sponsors has seen a record recruitment that started with an ice cream informational party at Bentwood Country Club in April. We borrowed Amarillo's Celebrate 60 and ended the year on a up note (pun intended).





Women's Symphony League of Tyler

Submitted by Cindy Kidwell

The Women's Symphony League of Tyler launches its year with a gift of \$100,000 to the East Texas Symphony Orchestra and an extra \$5,000 to help underwrite ETSO's opening night, "Rock the Classics". Richard Lee, Music Director, will host this exploration of the connection between classical and popular music. Center stage for the concert is the Stanley's BBQ All-Star Band, a group assembled exclusively for this concert.



Lee will be the special guest at WSL's first meeting of the year in September where he will introduce his bride, Julie, and reveal details of the 2016-2017 ETSO concert season.

WSL hosts its fall fundraiser, "A Fresh Approach to the Classics", Thursday, October 27, on the terrace of an upscale food store, Fresh by Brookshire's. A popular evening for couples and guests, the relaxed event features wine, hors d'oeuvres and music amid lively conversation.

Two members represented WSL when the League of American Orchestras (LAO) met in Baltimore in June. Beth Whitney, WSL President, presented a Gold Book Award winning submission from Tyler, "Annual Pictorial History, A New Approach to Scrapbooking", and presided over a round table discussion on "One and Done" where she discussed ways members may fulfill their placement obligations by volunteering with one 4-hour project. Cindy Kidwell described "Jazz Spectacular", a college music education program and community event, during another Gold Book session coordinated by the Volunteer Council.

Victoria Symphony League

The Victoria Symphony League in Victoria, Texas, which is centrally located between Austin, Corpus Christi and Houston, is experiencing a busy summer planning for their Annual Fundraiser, which is a Luncheon and "Tea Room"

Style Show complete with an accomplished vocalist as a backdrop. Elaborate TableScapes will mirror the theme of "Around the World in Eighty Minutes".



Homemade Baked Goods, as well as, elegant baubles, beads and other desirables can be found in the Silent Auction! The entire League, which is 58 members strong, comes together to host this yearly event at which approximately 450 persons attend.

Last year, the League was able to fulfill their Pledge to the Victoria Symphony Society with \$15,000 towards their general support fund and another \$5,000 towards the society's educational fund. In addition, the League gifted Victoria Symphony Office with \$6,000 towards the new Symphony Headquarters which had been purchased earlier in the summer, however, was in need of office furniture. The League most recently enjoyed their first executive session in the Board Room!

Wichita Falls Symphony League



wichita falls | **SYMPHONY ORCHESTRA**

Spring Fundraiser Wows Audience

A large and enthusiastic audience enjoyed our Wichita Falls Symphony League Spring fundraiser, "From Pearl to Pembroke with a Few Stops in Between," presented by native Wichitan and current League member Susan Mansur Bahr. The Kemp Center was full of energy and excitement as Susan shared experiences from both her time in Wichita Falls and her career in New York. The title refers to Pearl, the street where Susan's parents lived when she was born; Pembroke to the street where she now lives; and the "Stops in Between" include her addresses in high school and college and her time on and off Broadway.

This year she sponsors the League's **Applause** group of high school performers. Two **Applause** members, Kara Hicks and Mary Grace Scales, performed several musical numbers with her while Karen Bacus, our president, accompanied on piano. Susan's son, Mitch, came from Austin to handle the technology.

The delicious hors d'oeuvres prepared by John Humphries and Josh White and the lovely wine donated by Warren and Pam Ayres were a great addition to the festivities!

Dee King who has known Susan and acted with her in high school revealed some entertaining facts in her superb introduction of our star, and Susan did not disappoint!! It was amazing to hear her stories and songs from her very exciting years in show business during which she starred on Broadway, TV, soap operas, movies and commercials. Her pictures and movie clips gave us a glimpse into the life of our local girl who "made it in the big time." She shared lots of memories from growing up here in Wichita Falls and then took us with her as she related so many fascinating experiences from her long and exciting show business career.

Many other people helped make this special event successful. Charlotte Johnston, Barbara Baird and Sheila Meador handled checking in the guests. **Applause** members Elayna Anderson, William Heyen, Alex Lewis, Caroline Presson, Annie Scales, Austin Taack and Alyssa Wilkins were available to assist and give directions to guests.

Marilyn Spitsnaugle and Doug Goode served the wine while Georgeann Blankenbecler, Barbara Baird and Bunny Kennedy handled the raffle tickets, and five very lucky guests won the outstanding gifts.

Marie Donnell, Fundraiser Chair, reported there were 153 reservations. She has expressed appreciation also to the donors of the raffle items.

We enjoyed a wonderful evening and in so doing, we earned needed funds for us to support our **Wichita Falls Symphony Orchestra**.

League Feeds WFSO

On the Friday night before each Saturday Wichita Falls Symphony Orchestra concert, several League members provide a light supper for orchestra members at their evening rehearsal. For the 2015-16 year, Georgeann Blankenbecler organized the meal, and hosts Carolyn and Bill Looney and Anita and Don Beeks set up and served the food during the rehearsal break. When

the Looneys were out of town. Pam and Ralph Whitehouse stepped up and helped set up and serve the refreshments.

Foods served include homemade sandwiches and cookies along with chips, lemonade, tea and water. In addition to making sandwiches or cookies, members can provide funds to purchase chips, plates, drinks and ice.

For the 2016-17 season, Elaine Davenport has already been lining up refreshment providers and several “new twists” are being considered.



In Memorium:

Jerome Kenneth "Kenny" Findley II (12/27/1976 - 8/8/2016)



J. Kenneth "Kenny" Findley II of New York City, New York, was born on December 27, 1979 in Houston. He lived his life to the fullest, a life that was ended too soon on August 8, 2016. He was truly one of a kind with a unique blend of fierceness and kindness, confidence and humility, strength and gentleness. Kenny had a contagious and loving personality that made him a stranger to no one. His interest in travel and seeing the world took him on journeys spanning continents that most people only dream of, and he had been to more countries and seen more things in his

short time than most people see in a lifetime. He loved the mountains, music, playing guitar, friends, family and his strong Catholic faith.

A sixth generation Texan, Sons of the American Revolution and Sons of the Republic of Texas, Kenny grew up in Tyler and attended All Saints Episcopal School. He was an Eagle Scout which started his love for the outdoors. Kenny excelled in school and attended New Mexico Military Institute and received the highest honors, the Military Order of World Wars, and was a member of Phi Theta Kappa. He continued to quench his thirst for knowledge and went on to receive his Bachelor of Arts degree from Georgetown University in Washington, DC, where he worked on Capitol Hill for Congress.

Upon graduation, driven to succeed in the most challenging real estate environment in the country, Kenny moved to New York to begin a career in commercial real estate and enrolled in the New York University Real Estate Institute. He began his career at ABS Real Estate Partners in New York City and for the next 13 years made New York his home. He excelled in real estate and moved his way up to becoming the Director of Medical Leasing at ABS Partners, and later became a Managing Director at Transwestern Commercial Services. Just recently, Kenny was recruited and accepted a position as a Director at the prestigious international real estate firm, Cushman & Wakefield. His love for the city, music, people and good deals endeared him to everyone he knew. His smile, infectious laugh, big personality and love for any good adventure is remembered by everyone he knew and will be dearly missed.

Kenny was preceded in death by Grandparents, Doris and Howard Hinson, Michael J. Sterlacci, and Lucia Marie Garth.

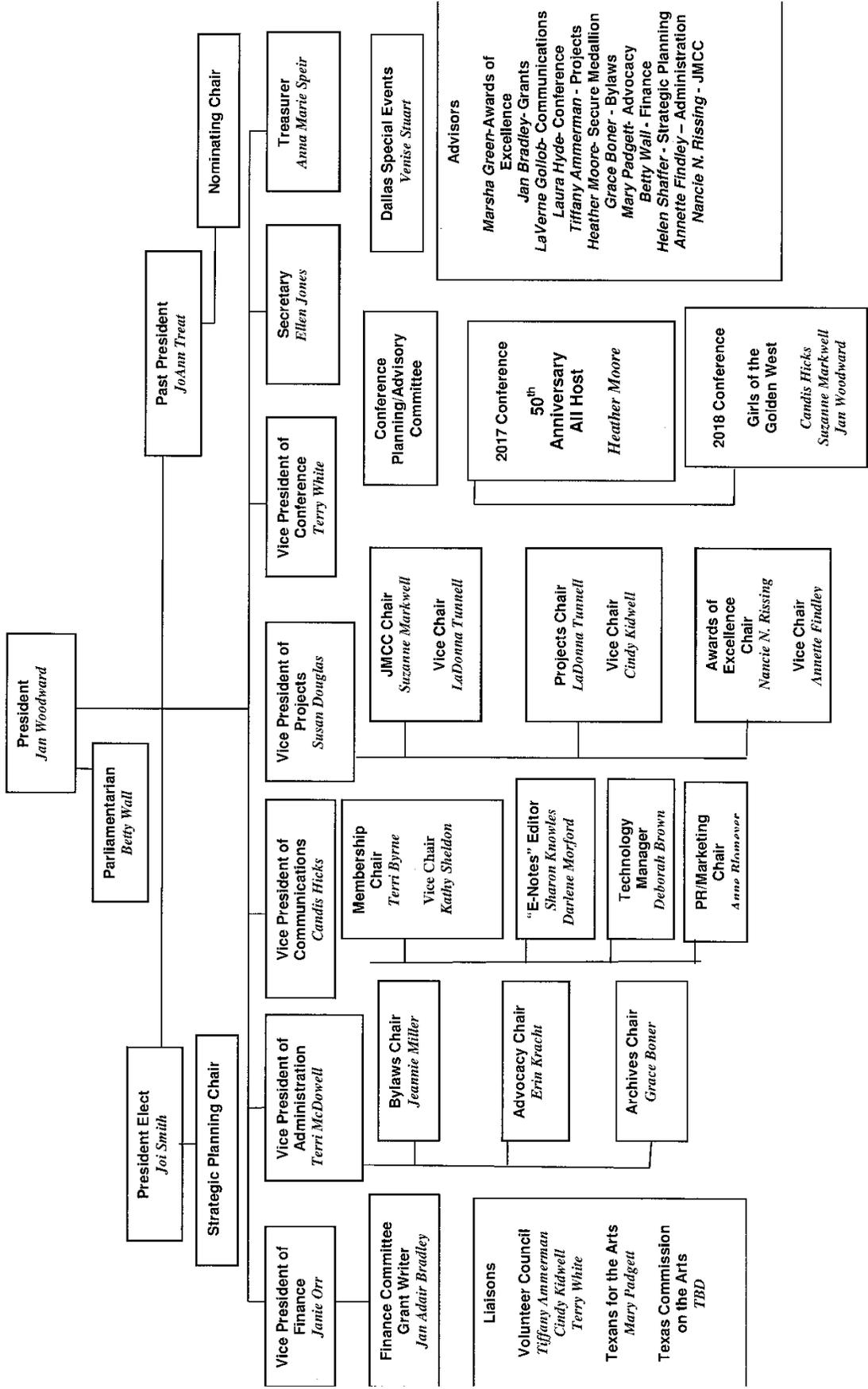
He is survived by his loving family and two loving parents, Annette and J. Kenneth Findley of Tyler and his best friend and brother, Kyle Findley of Houston. Grandmother Linda Sterlacci of Dallas. Aunts and uncles Heidi and Mike Sterlacci of Dallas; Susan and Peter Demiduk of Clearwater, Florida; and Jacqueline Findley of Gladewater. Cousins Michael, Christopher, and Samantha Sterlacci; Ashlee Demiduk; Wendy and Richard Ramires; and countless friends from all over the world.

A scholarship has been started in honor of Kenny's love of music. In lieu of flowers, please send donations to the J. Kenneth Findley II Scholarship for Children with Musical Aspirations at the Women's Symphony League of Tyler, P.O. Box 6823, Tyler, Texas 75711.

Visitation was held at Lloyd James Funeral Home, Tyler on Thursday, August 18, 2016, from 5:00 - 7:00 p.m. Rosary followed.

A celebration of his life was also held at Cathedral of the Immaculate Conception on Friday, August 19, 2016, at 2:00 p.m.

**TASO 2016-2017
ORGANIZATIONAL STRUCTURE**



*Click on **TASO Website** for more news and Newsletter archive*

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www.tasovolunteers.com

LEAGUE OF AMERICAN ORCHESTRAS

www.americanorchestras.org

Laura Hyde, Cindy Kidwell (Tyler), Tiffany Ammerman (Marshall), and Terry White (Amarillo) - Volunteer Council Members



www.arts.texas.gov

Submitted by Linda Hatchel

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