MEMBERSHIP—THE HEART AND SOUL OF THE LA PHIL AFFILIATES

Young professionals, parents of preschool children, parents of school aged children, empty nesters, newly retired, men, all ethnicities, corporate volunteers and college students. What do these groups all have in common? They offer a wealth of opportunity for the recruitment of new Affiliates! A challenging and daunting task? You bet! But, it’s a task that more than 20 committee presidents, membership chairs, and other

(Continued on page 2)

MESSAGE FROM AFFILIATE CHAIR

A spark of enthusiasm for membership recruitment and retention was lit at the recent Membership Roundtable. Presenter Sue Clauss ended the workshop with this apt analogy. When green beans first appeared on grocery store shelves in cans, people touted this packaging as convenient and wonderful. The packaging of green beans continued to evolve over the years as frozen, microwaveable, and organic, but the green beans retained their nutritional value. So it is with the Affiliates. Our purpose to support the LA Phil has remained constant since 1923 but our packaging has changed over the years. In 2010, new packaging for membership recruitment is our focus. Thanks to Sheri Gill, Wendy Kelman and Sue Clauss for an outstanding membership workshop.
AFFILIATES NEWS

One idea that emerged was for each committee to form a membership committee that meets regularly and includes, in addition to the overall chair or vice-president of membership, three co-chairs for 1) recruitment, 2) retention, and 3) integration of members.

Recruitment

- Emphasize the social and cultural incentives for joining. What are the "perks" of being a member?
- Consider bringing in new members throughout the year, rather than just once at the end of their year.
- Consider new categories of membership such as adding a Men's Auxiliary.

Retention

- Plan ways to recognize and engage continuing members, especially those not on the Board.

Integration

- Invite new members to a board meeting when they first join.
- Make a special effort to invite new and continuing members to participate in Affiliate activities: the New Member Symposium, Invitational Rehearsal, Symphonies for Youth and for Schools, Music Mobile™ at the Hollywood Bowl, and Spring Celebration.
- Encourage members to enjoy concerts together by publishing members’ concert series in the committee roster.

**Membership** (Continued from pg.1)

interested persons gathered to discuss on January 11, 2010 at the Volunteer Cottage at the Hollywood Bowl.

Sheri Gill, Affiliate Membership Coordinator, hosted the Membership Roundtable with Sue Clauss and Wendy Kelman, Strategic Planning Co-Chairs, serving as the program presenters.

Sue Clauss outlined the workshop goals and the keys to success in a membership campaign. Wendy Kelman shared ideas for recruitment, retention and integration of new members. Breakout groups worked on different issues and reported back sharing some great ideas.

The final challenge was—write down one good idea and do it!

**BREAK OUT GROUPS**

From left: Nancy Howard (Affiliates @ Large), Myrtle Watilo (Long Beach Aux.); Kathy Keller (Peninsula Com.); and Marie Chaplar (Glendale Committee)

From left: Arlyss Burkett (Affiliate Chair); Nancy Thum (Foothill Com.); Ursula Krummel (Women's Com.); Aida Gaona (International Com.); and Mary Curtin (Peninsular Com.)

From left: Karen Lehman (SouthWest Heights Com.); Alicia Aertgeerts (Long Beach Aux.); Colleen Robertson (COPW); Velma McKelvey (Foothill Com.)

Spring 2010
NEW MEMBER CONTEST

To encourage Affiliate Committees to bring in new members, an exciting membership contest is in progress, reports Membership Coordinator Sheri Gill. The Committee that brings in the most new members, as a percentage of their active members, will win a prize. The prize? The Philharmonic will provide free bench seats to a Tuesday or Thursday concert at the Hollywood Bowl next summer, plus free use of the Volunteer Cottage, for all members of the winning committee. The winner will be announced at Spring Celebration on Thursday, May 27, 2010.

AFFILIATES INVITATIONAL REHEARSAL FEATURED RUSSIAN SUPERSTAR NIKOLAI LUGANSKY ON PIANO

Russian pianist superstar Nikolai Lugansky was the featured artist for the Affiliates Invitational Rehearsal on February 19th at Walt Disney Concert Hall. Considered “a pianistic phenomenon of exceptional class” by the European press, he performed Ravel’s Concerto for the Left Hand. This piano piece Ravel composed especially for Austrian Paul Wittgenstein (1887 – 1961) who was a concert pianist until he lost his right arm in WW I. He nonetheless decided he would pursue his career, and he devised novel techniques, including pedal and hand-movement combinations that allowed him to play chords previously regarded as impossible for a five-fingered pianist. He approached many great composers to compose music for the left hand alone. Ravel’s contribution has come to be the most performed all these works. Other works in the “Dutoit Conducts Ravel and Stravinsky” program, conducted by Chief Conductor of the Philadelphia Orchestra Charles Dutoit, included Ginastera’s Variaciones concertantes and Stravinsky’s Petrushka.

Following the invitational rehearsal, the Affiliates gathered in BP Hall for a buffet luncheon. Guest speaker was David C. Bohnett, Chairman of the Board of the Los Angeles Philharmonic Association. He thanked the Affiliates for their volunteer work for the LA Phil. Elizabeth Baker, LA Phil violinist, spoke as well and recounted her experiences in Hong Kong during a leave-of-absence.

The day ended with a free opportunity drawing for a box at a classical music concert at the Hollywood Bowl next summer. Thank you to Invitational Rehearsal and Luncheon Coordinator Vickie Pushee who pulled the event together.
The Presidents and Coordinators board hosted a coffee reception on February 22nd to meet and thank the senior staff of the LA Philharmonic Association for their efforts in helping make the LA Phil the world class orchestra it has become with its current $95 million dollar budget! Many thanks to Phyllis Sherwood for coordinating the get-together. Those pictured here are identified from left to right.

Jan Corey, DeAnne Hayes, Marilyn Kezirian

Julia Holmes, Marie Chaplar, Annette Jones

Lydia Mulkey, Cindy Norian

Rune Freeman, Erin Johnson, Robert Albini, Julia Holmes, Julia Ward

Mike de Martini, Arlys Burkett, Regina Burhenn

Myrtle Watilo, Ashley Tierny, Ellie Hamburger

Janice Tanenbaum, Marie Stiebing, Jeannie Kim

Carole McCormac, Teresa Bond, Rada Jovicic, Phyllis Sherwood

Sue Clauss, Cindy McHale

Marie Stiebing, Ashley Rumburg, Joan Gustafson, Ashley Tierney, Mary Curtin

Save The Date
Affiliates Night at the Bowl
July 3, 2010
AFFILIATES NEWS

SYMPHONIES FOR SCHOOLS ATTRACTION THOUSANDS OF SCHOOL CHILDREN AND YOUTH

On February 23rd, 24th, 25th, and 26th, Affiliates will arrive at Walt Disney Concert Hall at 7:30 a.m., check-in for their volunteer assignments in the Grand Avenue lobby, grab a cup of coffee and a roll, and take part in a short orientation for the day’s events.

Many volunteers will prepare to greet the buses bringing elementary students to Walt Disney Concert Hall for concerts on February 23rd and 24th. “For most children, this is their first exposure to Walt Disney Concert Hall,” said Symphonies for Schools Coordinator Sydney Tanner. Many third grade students are prepared for the concert’s program by Affiliates who volunteer in the Music Mobile™ program and in the Speakers Bureau.

At the concerts on February 23rd and 24th elementary school children will hear the LA Philharmonic present “Beethoven’s in the House.” The children will be led on an imaginary tour of the house where Beethoven was born as they listen to music composed by Beethoven, explains Sydney. On February 25th and 26th, the LA Philharmonic will perform Beethoven’s Seventh Symphony for middle and high school students. Also performed on this program will be pieces composed by Los Angeles area high school students.

Perks

A special perk for volunteers is a February 25th docent-led tour of MOCA’s exhibit “Collection of the First 30 Years, 1940 – 1970.” “This tour is free and scheduled for one o’clock on Thursday, and I hope our Affiliate volunteers will join us,” says Sydney. The standard perks are free parking at Walt Disney Concert Hall and, for each day of volunteer service at Symphonies for Schools, two Hollywood Bowl ticket vouchers for next summer.

NEW TICKETING PROGRAM STARTS FOR TOYOTA SYMPHONIES FOR YOUTH (TSFY)

The Affiliates recently experienced a change in the LA Phil’s operating procedure for the Toyota Symphonies for Youth (TSFY) program. Affiliates who volunteered on January 16th at the pre-concert activities for children discovered that they had assigned seats for the 45-minute concert performed by the LA Philharmonic. Each volunteer now receives a concert ticket for a specific seat in the Walt Disney Concert Hall. The Youth Activities Coordinators hand out the concert tickets when Affiliates check-in, pick up their name tags, and receive their volunteer assignments.

To help with the planning, Affiliates need to indicate when they sign-up for volunteering if they intend to stay for the concert. This information is forwarded from the Committees’ Youth Activity Chairs to the Affiliates Youth Activities Coordinators, who are Shirley Farley (Peninsula Com.), Meg Evans (COPW and Speakers Bureau); and Nora Butler (Foothill Com.). “We will have your ticket waiting for you,” says Meg Evans.

Affiliate Chair Arlyss Burkett recently sent a letter to all Affiliates (Continued on page 6).

SAVE THE DATE
May 27, 2010
Spring Celebration
Annual Meeting and Luncheon
Jan Corey (Foothill Committee) is serving as Chair of the Affiliate Bylaws Task Force. The Task Force is charged with a one-time review of the Affiliate Committees’ bylaws and a review of the Los Angeles Philharmonic Association Policies and Procedures under which the volunteer committees operate. The Policies and Procedures have been referred to the LAPA Board for an update. As a result, there may be some changes suggested to the committees, but it will be up to each committee to decide if they wish to implement those changes. The Task Force includes Affiliate Chair Arlyss Burkett; Sue Clauss (Valley Committees); Ursula Krummel (Women’s Committee); Meg Evans (COPW and Speakers Bureau); Marilyn Kezirian (LA Philharmonic Committee); Joan Callanan (Glendale Committee); Nancy Howard (Affiliates@Large); and Yvonne Hessler (Business & Professional Committee).

Mark your calendar for Saturday, May 8th for a day at the YOLA Symposium running from morning through early afternoon, with lunch. On this day, Gustavo Dudamel will conduct YOLA-Expo in a one-hour rehearsal on the stage of the Walt Disney Concert Hall.
AFFILIATES AT LARGE

At their Holiday meeting, the Affiliates At Large honored one of their members for outstanding volunteer services and gracious spirit. Sachiko Higuchi received a certificate and pin in recognition of her excellent participation in and support of so many LA Philharmonic Association events; she has been one of the most active Affiliates At Large members. The members and guests also socialized while enjoying a cheese and dessert tasting. Everyone is looking forward to the coming season of active volunteering.

BUSINESS AND PROFESSIONAL COMMITTEE

The B&P (Business and Professional) Committee enjoyed a great luncheon program on January 14 in which Rotem and Adam Gilbert, who teach Early Music and Musicology at the USC Thornton Music School, played and discussed ancient instruments. We saw and heard the precursors to the oboe (shawm), bassoon (dulcian), bagpipe, and modern recorder. Our group not only understands these ancient instruments from a new perspective now but also better appreciates their modern counterparts. Rotem and Adam are both founding members of Ciaramella, a Renaissance ensemble that has performed widely in Europe and at music festivals in the United States.

Programs coming up:
- March 27th
- April 8th
- May 13th

COMMITTEE OF PROFESSIONAL WOMEN (COPW)

Over 70 COPW members and friends took a trip down memory lane on January 9th in celebration of COPW’s 45th year as an LA Phil Affiliate Committee. The event was most special as it was held at the historic library of William Andrews Clark who single-handedly founded and financed the LA Phil in 1919.

In addition to a lovely piano recital by Junko Ueno Garrett, the audience was treated to conversations with David Garrett, Junko’s husband and an LA Phil cellist, and Susan Tatian and Bruce Whitman of the Library who discussed Mr. Clark’s founding of the LA Phil and his book collection.

Marian Burke, a COPW founding member, cut a 45th year birthday cake and Jackie Johns, another long-time member wrote a "Look Back at the Founding Members" which has been added to COPW’s Website. Many thanks go to Pat Chock and Martha Curtis, the event Co-Chairs.

**FOOTHILL PHILHARMONIC COMMITTEE**

Foothill Committee is busy organizing their “Tea for 200” fundraisers. Although dates and themes are still being developed, the group expects to have four teas, tentatively scheduled for April 10th, April 16th, April 24th, and April 27th. Themes will range from an evening cocktail (cockTEAl) party to a bridge luncheon to traditional and recital teas. Committee members are looking forward not only to the fun of planning and participating in these events but also to meeting new people and extending awareness of the LA Phil.

**Encore**

The fifth floor of the Dorothy Chandler Pavilion was the festive setting for the traditional Encore-sponsored Orchestra Party on January 17. Attendees enjoyed visiting with cherished orchestra members and friends. Tim Landi, Vice President of Development, greeted everyone and thanked Encore for their continued and valued support of the Orchestra. Trudy Park, a 1965 founding Encore member, received heartwarming applause.

The Encore Holiday Tea was in the beautiful home of Ruth Straatsma. Aida Gaona organized the lovely tea with an abundance of delicacies for all. Pianist Angela Cholakyan entertained with familiar classics, holiday songs and carols for an enjoyable sing-along.

**GLENDALE PHILHARMONIC COMMITTEE**

The Glendale Committee hosted its Annual Christmas Musicale and Luncheon at the Annandale Country Club in Pasadena. LA Phil musicians, Jonathan and Catherine Karoly, charmed the audience with their music and engaging commentary. Nearly 100 guests celebrated the day.

Members were busy staffing the Music Mobile™ during January. The van is taken to 18 Glendale schools and 3rd grade students are introduced to the instruments in the orchestra. Watching students' excited expressions and delight in playing the instruments reminds the members of the importance of music in all our lives.

Music Education is an important part of the Glendale Committee’s mission. The Committee funded 40 Marge Parks Instrument Rental Scholarships this year to students enrolled in 20 elementary schools' instrumental music program. The Committee endeavors to support not only the LA Phil, but also music education within the Glendale community as well.
The International Committee suffered great losses this year. In the Friends category, they lost Hernst Herman, and the Consular Corps saw the loss of honorary Consul General of Lithuania, Vytantas Cekanauskas. The general membership lost Delia Duarte, a member since 1958, and lastly, Gertilda Conti, a member since 1968 and a past president from 1987-1989.

On a happier note, save the date for the 2010 International night Benefit Ball on May 15th, the theme, “Viva Mexico,” Gala del Bicentenario. The Committee in collaboration with the Consul General of Mexico and Mrs. Juan Marcos Gutierrez promise a spectacular and unforgettable event.

The Long Beach Auxiliary kicked off the holiday season with a “Meet, Greet, Eat and Decorate a Tree” fundraiser at the home of Co-President Carole McCormac. Members and guests brought ornaments to adorn the tabletop trees, which were then auctioned off. The holiday musicale and luncheon at Virginia Country Club featured John Rusnak on piano. Members enjoyed another opportunity to hear Mr. Rusnak who was the featured artist at October’s Crescendo in Long Beach.

There are several fundraising campaigns coming up in 2010 including an opportunity drawing for a beautiful quilt, made by members of the auxiliary. The February event, “For the Love of Music,” features members in a fashion show from Glory M’Lou’s Boutique, and love songs performed by LeRoy Kehret, baritone.

The Los Angeles Philharmonic Committee gathered at the festively decorated California Club for their annual Holiday Party in December. All first enjoyed socializing, then a delicious meal planned by Nancy Wayte, followed by a delightful program of holiday music performed by the Beverly Hills High School Madrigal Singers, under the direction of Joel Pressman. Many others worked to make the evening a huge success. They included Claudia Shahanian, Grace Chemssian, Sydney Tanner and Associate Liaison Catherine Crahan-Florek.

Planning is underway for the year’s fund raiser, “Denims and Pearls,” to be held on May 22nd at the Los Angeles Equestrian Center. The benefit is the year’s big event to raise funds to support their music education programs. With a western theme, music and dancing, “it will be a chance to get ‘gussied up’ and have fun at a real hoedown,” says Cindy Norian.

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Peninsula Committee held its annual Installation Luncheon on January 21st at the Rolling Hills Country Club. Pictured above is the incoming Board. Prior to the installation ceremony, when new officers were presented with flowers, Sheri Gill presided over an amusing "Roast" of the Incoming president, Mary Curtin, with background material happily provided by friends and two of her adult children, also attending. The Committee happily welcomed two new provisionals. The three provisional members from last year, having fulfilled all provisional requirements, are now active and all three will serve on Board positions. Over 80 members gathered for the event which not only honored past presidents who attended but also presented Honorary Memberships to Mrs. Richard Park (Trudi) and Mrs. George Partridge (Kathryn), both of whom have been members since 1952.

SANTA MONICA-WESTSIDE PHILHARMONIC COMMITTEE

The first 2010 General meeting and Program was held in the beautiful home and garden of Norma Futterman who provided a lavish reception for our many members and guests. Barbara Jones, Program Chair, presented an outstanding musical program featuring Cecilia Tsan, Cello and Robert Thies, Piano. Ms. Tsan is a graduate of the Conservatoire Nat’l Superieur de Musique de Paris summa cum laude and is Principal Cellist with the Long Beach Symphony. Mr. Thies is the first Gold Medal winner at the International Prokofiev Competition in St. Petersburg since Van Cliburn. All felt honored to hear them play selections by Gabriel Faure, Beethoven and Cesar Franck. Our next salon will be on February 17th when again Norma Futterman will host a program with Gary Gray, clarinet and Ayke Agus, piano and violin.

SPEAKERS BUREAU

Speakers Bureau is working in 160 classrooms with 4,000 students in preparation for the Symphonies for Schools concerts February 23rd & 24th,”Beethoven’s in the House.” This year, children will not only learn about the composer, but will also learn about on Disney Hall, the LA Phil and much more!
**WESTSIDE COMMITTEE**

The Westside Committee once again held its annual *Dessertimento* fundraiser in the Frank Gehry designed home that comfortably accommodated the over 100 people who came to hear LA Philharmonic oboist Anne Marie Gabriele.

She performed works by Handel, Britten and Hindemith. Interestingly, she also explained how her strong public school music program led her to her marvelous career. All were additionally charmed by her discussion of her instrument and the intricacies of making reeds for them. Thanks go to Janet Ceske and the Peninsula Committee for donating their case of Gallo Muscato adding to the evening’s enjoyment. Thanks also to Felicia Bradley and Virginia Teller for chairing this entertaining event.

It’s now time to concentrate on the Westside’s major benefit which will again be held at Duke’s Malibu for some “Malibu Magic.” Performing this year will be Baritone Patrick Bell and his *Opera-Kadabra*. Save the Date - April 25th.

**WOMEN’S COMMITTEE**

For the third year, Women’s Committee started their holiday celebrations by joining the Women of Salem Lutheran Church, Glendale, in their annual Christmas High Tea festivities.

Once again, the yearly schedule is being laid out with plans for the spring benefit luncheon and meeting salons in the works.

All of the members are anticipating the magical effect of Gustavo Dudamel’s personality on the Orchestra and are still electrified by the summer’s activities. Enthusiasm is likewise high for the Toyota Symphonies for Youth and Symphonies for Schools concert programs.

Chair, Ursula Krummel, has volunteered to work on many of the Affiliate committees. Her energy is infectious.