

AMSOV 38th Biennial Conference

Houston - April 27 – 30, 2011

Hilton Post Oaks Hotel



The Houston Symphony Volunteers are planning an exciting conference which will be inspirational and fun for both new and experienced volunteers. Days will be filled with networking, sharing ideas and meeting new friends. Evenings will be filled with music, dinners at private homes and more networking. There will be three days of activities and workshops, so start talking to your volunteer organization about bringing your volunteer leadership team to the conference. Online Registration will soon be available for the conference with a link to the Hilton Post Oaks hotel to book your room at conference rates. We look forward to seeing you in Houston.

Helen Shafer, AMSOV Conference Chair

Preliminary Conference Agenda

Wednesday, April 27 - Conference Opening

- Pre-Conference Activities for early arrivals: Tour the NASA Space Center Tour or visit the Menil Private Art Collection and Rothko Chapel
- Conference welcome: The Mayor of Houston and Mark Hanson, Houston Symphony Executive Director
- Gala dinner and performance by University of Houston Moore's School of Music



Hilton Post Oaks Hotel

Thursday, April 28

- *Getting to Know You* presentations. Each delegation will have two minutes to share news from their organization. Come prepared to tell us about your volunteer activities and organization in two minutes.
- "State of the Arts" Panel. Moderated by Jesse Rosen, President and CEO of League of American Orchestras. Panel members include Dean Gladden, Alley Theatre Managing Director and Mark Hanson, Houston Symphony Executive Director
- Alley Theatre tour and lunch. Bus to the theatre and learn how this innovative theatre makes its sets, costumes, and wigs.
- Effective Leader workshop. Anne Murphy, Dini Partners, discusses how to identify leaders and nurture new volunteers into leaders.
- Dinner at private homes. Hosted by Houston Symphony volunteers and always a conference highlight.

Friday, April 29

- *Getting To Know You* presentations continue.
- *Mentoring Volunteers* led by Dolores Barzune, AMSOV past president, followed by a membership panel.
- Concert and dinner at Jones Hall. Program overview by Ira J. Black and Aurelie Desmarais.
 - ♪ Alexander Nevsky - Prokofiev
 - ♪ Prelude to Parsifal - Wagner
 - ♪ Suite from The Firebird - Stravinsky

Saturday, April 30

- A day filled with surprises.
- Public Radio Station and Melcher Building tour. Home to Houston's public radio station and PBS which opened May 25, 1953. This was the first educational TV station in the US.
- Fundraising education, which is a favorite topic for everyone, will take place at the Moore's School.
- Texas BBQ dinner at the home of Betty and Jess Tutor in Galveston.

Sunday, May 1 – Optional Post-conference Activities



Bayou Bend

Bayou Bend Excursion - Visit the home of Miss Ima Hogg, a collector of American Decorative Arts. Norma Jean Brown, one of the most experienced docents, will guide us through the home to see remarkable furniture and the exhibits.

www.mfah.org/bayoubend

Galleria Shopping - With 26 million annual visitors, The Galleria has consistently been named the most visited attraction in Greater Houston. Anchor stores include Neiman Marcus, Nordstrom's, Macy's and Saks Fifth Avenue. The Galleria is located a couple of blocks from the hotel and can be reached by taking the hotel shuttle.



Houston Galleria Mall



Menil Art Collection

The Menil Collection, a museum and neighborhood of art, is dedicated to preserving and exhibiting the art collection of Houston philanthropists Dominique and John de Menil. The museum's diverse holdings represent many world cultures, from prehistoric times to the present day. As it continues to grow, the collection is recognized for its depth and eclecticism. Visitors view and experience art in a tranquil, contemplative setting. Admission to the Menil is free of charge.

www.menil.org

New AMSOV Board of Directors to be elected at the 2011-2013 Biennium Conference

Contact Immediate Past President Heather Moore

amsov07@hotmail.com or 214.363.9682 with questions or to request for a nomination form

A new AMSOV Board of Directors will be elected to at the Houston conference to serve for 2011-2013 Biennium. There will be six vacancies to fill which include Secretary, Treasurer, Membership/Database, Membership/Directory, Newsletter/E-news, and Website.

As per our bylaws, the Conference Chair will become president, the incoming Conference Chair will be vice president and the presiding president will become the immediate past president. This trio of positions guarantees the continuity of AMSOV and provides the institutional memory for the organization.

Eligibility and the election process specifics are stated in the bylaws located in your AMSOV directory or Detroit Conference binder.

For your nomination, it is necessary to attend the Houston AMSOV Conference where you will be presented to the membership. You will also need a *proposer* nomination from your orchestra and a *second* from another orchestra which may be obtained at the conference itself.

If you are elected to the Board, plan on staying Sunday morning through noon in order to attend the turnover meeting of the Board of Directors.

The First Time You Forget To Thank Someone May Be the Last Time You See Her (Or Him)

Over the years, I've had occasion to study numerous articles and books about the qualities of an effective leader. Among the various items usually mentioned are a clearly articulated vision for the organization, strong organizational and planning skills, good communication techniques, aptitude for effectively chairing meetings, and the expertise to create teamwork among disparate personalities.

The one glaring omission in many of these lists, that of showing constant appreciation to everyone with whom you work, is in my view one of the very most important skills for any leader to develop, particularly any leader of volunteers.

There are endless numbers of worthy causes for which our volunteers can donate their time and money. If we want them to keep working for our orchestras instead of going elsewhere, the best way to ensure their continued commitment is to thank them for every little and big thing they do.

Showing appreciation can be something as simple as always acknowledging every report given or submitted, every suggestion offered (whether put into use or not), and every job done, no matter how small.

AMSOV Board Hosted by Chicago Symphony Orchestra League

The AMSOV Board met February 19 – 21 in Chicago and was hosted by AMSOV Treasurer, Judy Konen and the Chicago Symphony Orchestra League Volunteers. Key discussion topics included the 2011 Conference in Houston, AMSOV membership goals and publishing a value statement to help members understand the benefits of our organization.

The Chicago Volunteers hosted a reception which enabled us to network and learn about their programs and activities. The last night we attended a performance by the Chicago Symphony Orchestra led by guest conductor Michael Tilson Thomas of the San Francisco Orchestra.

The next Board meeting will be held in Seattle, October 14-17, 2010. The AMSOV Board is responsible for governing the association and representing the major symphony orchestra volunteer

Acknowledgment can be offered verbally in the course of conversation or a meeting, or via email in reply to something sent via email. Among the top strategies for effective expressions of acknowledgment are hand written thank you letters and public expressions of appreciation.

This issue of the AMSOV Newsletter is chock full of ideas from our various member orchestras about how they acknowledge and honor their volunteers. You are sure to find at least a couple of new ideas that you can use to the advantage of your own volunteer group.

In these challenging times, the service of volunteers is more crucial than ever to ensure the continued viability and strength of our orchestras. Therefore please allow me to express my very great appreciation to you for your dedication to your own orchestra and to the classical orchestra world as a whole.

May you enjoy great success in all your worthy endeavors.

Marjorie Shuman Saulson, AMSOV President

groups. Currently, there are thirty-one member orchestras represented by a nine member board.



AMSOV Board of Directors

*Front (l to r) Helen Shaffer, Houston; Marjorie Saulson, Detroit; Heather Moore, Dallas; Juliana Pleines, Montréal
Back (l to r) Linda Tojek, Milwaukee; Linda Hartman, Kansas City; Linda Stevens, Seattle; Judy Konen, Chicago; Ann Philbin, Boston*

Creating a Value Statement for your Volunteer Organization

In order to maintain a healthy organization, volunteer organizations need to be able to communicate the value of their organizations to the staff, the orchestra and potential volunteers in the community. This is especially important when budgets are tight and symphony staffs are stretched.

The process to create a value statement often starts with brainstorming ideas to describe an organizations purpose and its value to its members and supporting orchestra. It must be realistic in terms of what the organization is capable of accomplishing and supported by goals, timelines and resources.

The AMSOV Board is developing a new value statement to articulate the benefits of being an

AMSOV member. We intend to finalize this at the October 2010 Board meeting in Seattle, so let us know your thoughts about the proposed AMSOV Value Statement. Will this statement help you explain how being an AMSOV member benefits your orchestra?

Supporting our Orchestras' Missions through effective volunteerism

- *Sharing best practices and resources*
- *Developing and training volunteer leaders*
- *Representing our orchestras as community ambassadors*

AMSOV Past President Heather Moore

Inducted as President of League of American Orchestra Volunteer Council



Heather Moore

The League of American Orchestras (LAO) Conference was hosted by the Atlanta Symphony Orchestra June 15 – 19 and was attended by over 1000 delegates including orchestra staffs, musicians, board members and volunteers.

AMSOV Past President, **Heather Moore** (Dallas) was

inducted as President of the LAO Volunteer Council. AMSOV Board members **Marjorie Saulson** (Detroit), **Helen Shaffer** (Houston) and past board member **Charlene Morse** (Cincinnati) also serve on the LAO Volunteer Council.

The conference provided a rich forum to exchange ideas, with discussions centered on four key orchestra needs:

- fresh ways to sustain artistic vitality
- inventive and adaptive leadership
- innovative artistic and operational models
- new frameworks for engaging with our communities

The conference opening session was broadcast live and reached hundreds of orchestra staff members, musicians and volunteers across the US who were not

able to attend the conference but connected to it via the internet.

Additional LAO Information:

The Atlanta Conference opening session, videos, audio recording, texts and photos can be downloaded at www.orchestrarevolution.org.

The next LAO Conference will take place in Minneapolis, June 6-10, 2011.



Issues of the award-winning *Symphony Magazine* are available online free of charge at: http://www.nxtbook.com/nxtbooks/symphonyonline/jan_feb_2010

Award winning volunteer projects submitted to the LAO Volunteer Council are summarized at www.goldbookonline.org. This is an online source for successful volunteer audience development / community engagement, communication/technology, education, leadership/organizational structure, membership, fund-raising, and service projects.

Boston Symphony Association of Volunteers Recognition Program

The Boston Symphony Association of Volunteers (BSAV) is featured in this issue for its comprehensive volunteer recognition program. Individuals are recognized for volunteering in the true spirit of service, not for what they get out of the opportunity.

The BSAV has two very special awards given out each year in honor of two extraordinary volunteers, Hessie Sargent and Carrie L. Peace, who enthusiastically and wholeheartedly dedicated their lives to volunteerism and the service of others. Hessie Sargent, a long-time volunteer at Symphony Hall, and Carrie L. Peace, a committed volunteer at Tanglewood, embodied the very essence of what it means to be a volunteer. In honor of their countless hours of devoted service to the BSO, the **Hessie Sargent Spirit of Volunteering Award** and the **Carrie L. Peace Spirit of Volunteering Award** were established to highlight annually the dedication of a BSAV member.

The BSAV Board of Directors seeks to honor a volunteer who embodies the volunteer philosophy of both Hessie Sargent and Carrie L. Peace, emphasizing that an outstanding volunteer is one who volunteers in the true spirit of service, and not for what he or she can get out of the opportunity. This philosophy includes many admirable characteristics, such as being dependable, adaptable, aggressive in reaching out for new talent, open to advice from others, and able to delegate.

In addition to the qualities outlined above, the BSAV Board of Directors wishes to honor a volunteer who has not only dedicated him/herself to the organization, as evidenced by the number of hours spent volunteering, but one who has displayed breadth of service, such as volunteering for multiple projects and events over a number of years.

Volunteers can nominate other volunteers by completing a nomination form which describes how the nominee's service, qualities, accomplishments and actions meet the guidelines set forth for the award. A subcommittee then pares down the field to ten finalists who are then recommended to the BSAV Board of Directors for their consideration and ultimate decision. The Board of Directors and the

Award subcommittee members are not eligible for the award. The purpose is to reach into the organization beyond the leadership.

The recipient receives an award plaque and has his or her name displayed in the Boston - Tanglewood Volunteer Office, joining the list of exceptional preceding recipients.

AMSOV Member Volunteer Programs

Recognizing and honoring volunteers for their commitment can be done in many ways. Following are a few programs and awards reported from AMSOV members.

Atlanta Symphony Associates are recognized in newsletters.

Baltimore Symphony Volunteers receive vouchers for summer concerts.

Cincinnati Symphony Association hosted a volunteer appreciation luncheon May 12, attended by over 100 volunteers and CSO staff members. CSO President Trey Devey thanked everyone for their incredible service to the Orchestra. Volunteers received a pack of Music Hall note cards that had been specially printed for the occasion.

The Cleveland Orchestra Volunteer recognition includes individual thank you notes from chairmen, but the organization understands the importance of recognition and would like to do more. Years ago a "volunteer extraordinaire" was awarded the "Emily Award" named for a founder of the music festival.



CSO President Trey Devey and Volunteers

The Detroit Symphony Orchestra Volunteer Council recognizes one or two members with a *Volunteer of the Year* award at the annual meeting. The recipients receive a lovely cut glass award.

The Alice Berberian Haidostian Service Award is also presented periodically to a member that exemplifies the qualities and commitment demonstrated by Alice Haidostian throughout her career as a volunteer.

Thus far the award has been given twice, first to Alice herself and then to Volunteer Council past-president and current AMSOV president, Marjorie Saulson.

The Grand Rapids Symphony has a yearly volunteer appreciation event to recognize donations of time and commitment. Each year the format is different and might include an open rehearsal or a concert performed exclusively for volunteers. A free concert, refreshments, and a large check presentation from the stage highlight the efforts of over 400 individuals on our board, women's committee, musicians, three choruses, youth symphony and our dedicated Grand Rapids Symphony volunteer base. Volunteers also receive free admission and parking to concerts when they provide volunteer assistance.

The Indianapolis Symphony Orchestra includes five city groups and two state units. Each group chooses a Volunteer of the Year who is recognized in group or unit newsletters and spring luncheons and later awarded a certificate of appreciation at the Executive Board Annual Meeting. Also at that meeting the Executive Board gives special recognition to an overall Volunteer of the Year. On rare occasions, the president chooses a member to receive the Lifetime Service Award.

The Kansas City Symphony rewards its volunteers and donors with an annual "Contributors' Concert" held in late May. Officers of the five auxiliaries are treated to a reception prior to the concert, to show extra appreciation for their many hours of service, at which time the president of each auxiliary is given a crystal memento engraved with the KCS logo and the year of their service. The program book for the concert includes the names of each donor and volunteer and their various categories of service.

Donors also qualify for invitations to events and special concerts based on their level of giving. For example, donors receive VIP tickets to the outdoor

Memorial Day concert, *Celebration at the Station* which includes dinner, drinks, and reserved seating and parking. They also have access to the Symphony Suite for refreshments prior to concerts and during intermission

The Milwaukee Symphony Orchestra Volunteers are often thanked in the *League Notes* newsletter. Individual chairmen for fundraisers and education projects send thank you notes to all volunteers after the completion of a project. Chairmen are also recognized with a small personal gift from the President. Volunteers receive a special invitation to attend the two free *Backstage with the MSO* continental breakfast/open rehearsal events with the MSO musicians, as well as the Audrey G. Baird *Stars of Tomorrow Concert*, featuring winners of the Young Artist Auditions.

This year the MSO League is celebrating its 50th Anniversary. A special 50th Anniversary Celebration is planned for October 10, 2010. All League members and volunteers will be receiving a personal call in the coming weeks to invite them to join in the festivities. They will also be asked how we can improve the MSO League and increase the value of membership. All current and past Board members will be formally recognized at the event and will be complimentary guests for the MSO concert and reception. A special printed brochure will highlight volunteers from the past fifty years.

The Membership Committee Chairman is actively recruiting committee members and a think tank session is planned during the summer to strategize on recruitment, retention, utilization, and recognition of volunteers.

Minnesota Orchestra Volunteers (WAMSO) receive individual thank you notes from event and project chairmen to recognize their volunteer contributions. Chairpersons are presented with a small personal gift by the president at the final wrap up meetings. The Board also chooses a *Volunteer of the Year* from a list of names submitted by members. That individual is featured in the fall newsletter and is presented with a plaque at the WAMSO Annual Meeting in early September. A listing of all those who have been honored during the past twenty years is included in the membership Directory.

The WAMSO Board has recently appointed an Ad Hoc Committee to research improving volunteer engagement, particularly among those of the boomer generation. AMSOV members might be interested in looking at a book they have found particularly helpful called *Boomer Volunteer Engagement – Collaborate Today & Thrive Tomorrow* by Jill Friedman Fixler. The book includes down-loadable PDFs for use in discussions.

The Orchestre symphonique de Montréal volunteer program awards tickets for specific types of work and hours volunteered. Volunteers working at concerts are able to attend the concert free of charge. The Committee pours sherry at the Fall Tea as well as a small part of the expenses of the Spring Luncheon. For the first time this year, we had a luncheon for all volunteers involved in the OSM Standard Life Competition. The staff manager is planning activities for Volunteer Week.

Nashville Symphony Orchestra League shows appreciation to its volunteers on a daily basis with small things like lunch vouchers, accommodating tour and ticket requests, parking reimbursement, and a simple thank you from staff. On a larger scale, we host an appreciation luncheon, complete with an awards ceremony, and a holiday potluck. We also participate in community-wide volunteer recognition programs such as Hands on Nashville's Mary Catherine Strobel Awards.

The Oregon Symphony recognizes the five Chapter Presidents with certificates of appreciation at its May meeting. In addition, four outstanding volunteers, Donna Larson, Paula Johannsen, Allison Howard, and Dan Rasay, were recognized with



Lois King
Oregon Symphony

AMSOV Alumni Dues Renewal

To renew your membership for the 2009-11 biennium, download the alumni dues form at www.amsov.org or email info@amsov.org. To attend the conference in Houston, you must be a delegate representing your orchestra or a member in good standing of AMSOV (2009-11 dues paid).

AMSOV Information:

Email info@amsov.org or check out our web site at www.amsov.org

certificates of appreciation. Lois King was as recognized as Volunteer of the Year for 2010 and received a trophy.

The Pittsburgh Symphony Orchestra Board recognizes six or seven individuals each year. Individuals are featured in newsletters, highlighting a history of their support to the Pittsburgh Symphony and the community. Volunteers and musicians who have served for twenty years are also recognized at the Annual Meeting of the orchestra with a glass award. One Pops concert every year is also designated *PSA Night at the Symphony* and the contributions of the group are highlighted. The Board is currently working to increase membership and has planned a coffee and two cocktail parties this fall to recruit new members.

Saint Louis Symphony Orchestra Volunteer Association hosts *Winter Heat*, an evening party in early December, to thank all volunteers at a private home. The event is free to members and guests and the Board provides appetizers, wine and soda. A tradition is our *C-Note drawing* for a \$100 bill, in addition to other drawing items procured from local businesses or donated by members.

Seattle Symphony Volunteers hosts an annual volunteer appreciation event to recognize volunteers who have contributed over 40 hours in the past year and pay membership dues. The event includes a ticket to a matinee which is followed by a social hour with plenty of food and drinks. Volunteers are recognized for hours donated and receive lapel bar pins. Several volunteers have contributed over 1000 cumulative hours and one has exceeded 10,000. The highlight is naming one person who is selected as *Volunteer of the Year* for his or her service. This year's award went to Mariko Fujioka, who is 89 years young and has been a volunteer since 1999.

AMSOV Directory Updates:

Additions:

Sally Beanland
715 Rosedale Road
Woodstock, GA
30189

Angela V. Choquette
2215 Cedar Springs
Rd. Ste 801
Dallas, TX 75201

Judith DeStafano
1323 N. Maple Ave.
Evanston, IL 60201

New address:

Rose Mary Gatlin
156 Via Francesco
Florence, TX 76527

Lenna Hughes
7001 Brookvale Rd.
Fort Worth, TX
76132-3533

Alexandra Kusic
5470 Fair Oaks Street
Pittsburgh, PA 15217

Nancy Leedy
5225 Old Dominion
Drive
Arlington, VA 22207

Belinda Massafra
180 Indian Hills Ct.
Marietta, GA 30062

Bunny Raasch
Hooten
9240 N. Tennyson Dr.
Bayside, WI 53217

Sadhna Williams
812 Westview Avenue
Nashville, TN 37205

Sara Woodward
311 Wildberry Rd.
Pittsburgh, PA 15238

AMSOV Directory Update Scheduled for Fall 2010

This invaluable tool provides contact information for AMSOV members and AMSOV Bylaws. Many orchestra volunteer groups change officers over the summer, so please ensure we have the correct information before we print the next directory. The Directory includes Volunteer Coordinators and/or Executive Directors of all current member orchestras, presidents or chair of Principals and Affiliates, and Alumni with paid memberships from the 2009-2011 and/or 2007-2009 biennium. Email corrections for the directory to info@amsov.org by September 30, 2010.
