



# TEMPO

Newsletter of the San Antonio Symphony League

SEPTEMBER  
2011

## ***Celebrate with Us: Our League Season Opener and Gorgeous Weather***

Martin Kushner, Editor

On Thursday, October 6th, the San Antonio Symphony League will open our 2011/2012 Season with a get together that you will not want to miss. After our extremely HOT summer, we invite all League members to join us for a lovely fall evening accompanied with delicious cuisine and the opportunity to rub elbows with our Symphony Music Director, Sebastian Lang-Lessing.

The first SASL event of the year will be held at the Vela Wine Bar, located at 5800 Broadway, next to the Paloma Blanca Restaurant. The evening will begin at 6:30pm and will feature food, drink and friendship. We are planning a bountiful sampling of Paloma Blanca's homemade hors d'oeuvres — including shrimp and scallop ceviche, hand rolled chicken flautas, hand breaded stuffed jalapenos, quesadillas al carbon with fresh cilantro, homemade guacamole and much more.

The cost for members will be \$25.00; a cash bar will be available for all beverages. In case you are wondering, Vela Wine Bar offers convenient FREE parking.

Look for your invitation in the mail mid-September or feel free to RSVP now to Lynette Nelson at (210) 829-5097 or [lfnelson@live.com](mailto:lfnelson@live.com)

Submitted by Lynette Farrimond Nelson, VP Social Activities

## ***Freshman Belle Enrollment Still Open***

Every year, the San Antonio Symphony League sponsors a new class of belles, who participate in Symphony Belle service hours and other Symphony social activities throughout their four years. During their senior year, belles are escorted down the runway by their fathers as they are presented at the exquisite Symphony Ball — a beautiful culmination of an unforgettable time for the lovely assembly of Symphony Belles and their families.

The Class of 2015 Belle Enrollment is still open to a handful of high school freshman young ladies. For more information on the League's Belle Program or if you know of an interested freshman, please contact Joy Fuhrmann, Belle Development Chair, at [tfuhrmann@aol.com](mailto:tfuhrmann@aol.com) or (210) 771-9735.

### **Upcoming Events**

September 11, 2011 - 3-4:30 pm  
Senior Belle Informational Tea  
San Antonio Country Club

October 6, 2011 - 6:30 pm  
Season Opening Reception  
Vela Wine Bar

October 5, 6, 7, 2011 - 9 am  
Young Peoples Concert #1  
"Reading Music - Orchestral  
Grammar"  
Laurie Auditorium - Trinity Univ.

October 13, 2011 - 11:30 am  
Orchestra Hospitality Luncheon  
Majestic Theatre Rotunda

October 14 & 15, 2011 - 8 pm  
Symphony Opening Concerts  
Majestic Theatre

November 1, 2, 3, 2011 - 9 am  
Young Peoples Concert #2  
"A Symphonic Story"  
Laurie Auditorium - Trinity Univ.

November 4 & 5, 2011 - 8 pm  
League Appreciation Concerts  
(Pops Series)  
Laurie Auditorium - Trinity Univ.

November 18 & 19, 2011 - 8 pm  
League Appreciation Concerts  
(Classics Series)  
Majestic Theatre

## **WORKING TOGETHER.**

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## **SUPPORTING EACH OTHER.**

**President's Message:**

Here's hoping you had a wonderful summer. For me, it's been a whirlwind of activity, as I have been meeting with this season's board members and learning about the intertwining aspects of the League's divisions and committees. It's the synergy of us all that energizes the League. The League is financially fueled by membership dues, but if we don't have enough members, it affects what activities and events we plan and how elaborate they can be. If we don't organize activities that inspire or make a difference, then why should new members sign up or established members renew? If mothers with high school-age girls haven't heard about our Belle Program, then how can it be sustained? That's where OUR advocacy and ambassadorship for the League and the Symphony come into play.

As we start the new season, think about your ambassador role. When was the last time you mentioned your League membership to a friend or new acquaintance? How have you helped promote the Symphony to the community? And, how can your League leaders help you to better serve the League and the Symphony? We want YOU to know the League, to talk the League and share the League. And, in doing so, you pass on your passion for symphonic music and your accolades for Sebastian Lang-Lessing, who in less than a season, has taken his musicians to a higher level of excellence.

I look forward to a year where we all take our League to a higher level.

## 2010/2011 Season Closing and Installation of Officers Celebration

On Tuesday, May 10, 2011 Melanie Little graciously welcomed us to her beautiful Olmos Park home for our End-Of-Season Reception and Installation of 2011-12 Officers. More than 50 members attended and enjoyed the wine, hors d'oeuvres and company. We even had our good friend Nancy Cook-Monroe who writes "Social Studies" for the SA Express News attend and write a lovely article about the event in the paper (with color picture). I was presented with a gorgeous SASL President's Pin and the outgoing board received bottles of champagne as a thank you for their service to the League. Deborah Moore presided over the installation of new officers and wrote a very clever "musical" statement about each officer position. The new board, led by Kathy Rafferty, was installed.

It was a very successful End-Of-Season event. While I am somewhat sad about turning the "reins over," I am glad that I will be able to visit with more of our members at each event. Thanks again to Melanie Little for a wonderful evening!

Submitted by Maureen Hillman, Past President



Christine Frank Green thanks outgoing President Hillman



The 2011/2012 Executive Board

**Standing:** Lynette Nelson, Dottie Huffman, Christine Frank-Green, Lynn Amos, Deborah Gittinger, Penny Wiederhold, Deborah Moore, Marty Kushner  
**Seated:** Kathy Rafferty, Maureen Hillman  
**Not Pictured:** David Kinder, Agnes Lowe, Suzi Walker, Joan Whiteley



Mike and Penny Wiederhold



Our Hostess, Melanie Little



Lynn Amos (L) and Maureen Hillman (R) welcome President Kathy Rafferty

## SASL Education Efforts at Work

Each year the League, along with the San Antonio Symphony, sponsors a number of educational programs to further music education for the youth of our community. Two of the major programs are the Paint to Music Contest (conducted in conjunction with the Young People's Concerts) and the SAS Future Stars Competition. The League provides financial and administrative support for Paint to Music as well as significant financial support to the Future Stars Competition. The top winners in both events were honored during the May 22, 2011 SAS Family Concert at Laurie Auditorium.

Submitted by Joan Whiteley, Co-Chair Paint to Music



Li Qi was the 2011 Paint to Music Best of Show winner. She poses beside her winning work of art inspired by Tchaikovsky's Romeo and Juliet Fantasy Overture.



Thomas Steigerwald (left) was the Future Stars Grand Prize Winner. He is pictured with his teacher, Kenneth Thompson (Executive Director, Musical Arts Centers of San Antonio, Inc.)

## Haven't Renewed Your SAS Season Tickets?

Once again, the San Antonio Symphony is offering League members a 20% discount on all individual ticket purchases for any of our REGULAR classical and pops concerts. (The discount is not available for Special Events such as Nutcracker, Renee Fleming, Messiah or the Family Series.) Not only that, if you make a group purchase of 10 or more tickets to a concert, the Symphony will add two extra complimentary tickets to your order.

To receive your SASL 20% discount, please contact Karen Cramer at 554-1066 or call the Symphony box office at 554-1010. Another option is to stop by the box office (located at 130 East Travis St., Suite 550) during business hours 9am-5pm Monday through Friday. Regardless of how you order your tickets, be sure to request your SASL discount when you place your order.

Don't forget it isn't too late to renew your SAS subscription and receive a 20% SASL discount. As a special incentive, if you haven't been a subscriber in the past two years, the Symphony is offering you a 50% discount on your subscription order.

Individual concert tickets go on sale September 12, 2011.

Submitted by Karen Cramer, San Antonio Symphony Group/Corporate Sales Co-ordinator

## Membership News

Thank you to everyone for getting your membership renewals in early. Our Membership volunteers have been hard at work and the 2011-2012 Directory will be on its way to you in September. Kathleen Meriwether is in charge of the database and Carolyn Hoelscher is putting the directory together. Special thanks for their many hours spent on the directory.

We are hoping to increase our membership numbers this year. Help us to grow the League by encouraging your friends, family, colleagues, etc. to join the Symphony League. A membership form is included in this newsletter for your convenience. Don't forget that Symphony League members receive a 20% discount on their Symphony Season Subscriptions and individual tickets.

### Results of Membership Survey

We sent the survey request to our League members with our renewal letter in the spring and received an overwhelming 45% response rate! Here are the highlights of the responses:

- **Reason/Interest for Joining:** Most often mentioned as a reason for joining the League was "civic pride," which is the feeling that we have to work to cause good things to happen in the San Antonio performing arts community. A close second was a love of music and the symphony. The social aspects of the League—interaction with the other members—was mentioned several times, followed by an interest in the Young People's Concerts Program and the Belle Program.
- **Family/Belles:** 19 of the responders have had other family members (usually mothers) as League members. 32 have had family members as belles or have themselves been Belles. 10 of our members have been with the League since the beginning.
- **Demographics:** 46% of the responders are retired, 26% work full time and 28% part time. 64% have been members for at least 5 years. Only 5% have been members for less than a year. Our members report a wide variety of backgrounds and skills, certainly sufficient to meet the League's volunteer needs.
- **Events Attended:** Music at the Museum, the Spring Style Show, and the Holiday Coffee were the most popular events attended last year. The time our members would likely attend an event is evenly distributed over the day and evening with a slight preference for noon. There is also a strong push for weekend events.
- **Events Volunteered :** The Orchestra Luncheons, Music at the Museum and the YPC concerts attracted the most volunteers. Surprisingly and unfortunately, only a small number of the responders indicated willingness to do volunteer work for the League. Several indicated that they want us to call them when we need volunteers.
- **Expectations:** My impression of the overall tone of the responses is that the League does an OK, but not great, job in supporting the Symphony. We need improvement in helping the League members to support the Symphony. Several comments emphasized the need to reach out for new members, especially younger people and couples.

I would like to thank our members who responded to the survey. If you are interested in getting a full report of the survey results please let me know. Any further suggestions for how the League can improve are always welcome.

Submitted by Agnes Lowe, VP Membership

## League Wins Free Cocktail Hour

On Sunday, June 5th the SASL held a "Thank You" Cocktail Hour for our YPC ushers, docents and Symphony office volunteers at Aldo's Ristorante Italiano. It was lovely- delicious food and wine, and a great time was had by all! The Cocktail Hour was courtesy of Aldo's and was a result of the initiative and writing ability of Suzie Walker, VP Communications.

Earlier this year Aldo's celebrated 25 years in business and the owner chose to celebrate this milestone by giving back to the community that had supported them over the years. So, they held a competition, asking non-profit organizations to submit an entry outlining why they should win one of 25 free Cocktail Hours for up to 25 people. In her entry Suzie wrote that the League was celebrating its 60th anniversary in its support and service to the San Antonio Symphony and music lovers throughout the City. She highlighted our many volunteer efforts including Young People's Concerts, school docents, the Paint to Music program, Music at the Museum, the Symphony Belle Program and Ball, orchestra and artist hospitality, working in the SAS office, greeting concert goers, and ushering and serving refreshments at special events. What an impressive list! Thank you Suzie for your effort. It really paid off.

Submitted by Joan Whiteley. Co-Chair, Paint to Music

## League Holds Strategic Planning Retreat

On July 23, 2011, the League held its first Strategic Planning Retreat in recorded history at the Lytle Tx home of Jim and Agnes Lowe (VP Membership). Nine Executive Committee officers, two past presidents, Jack Fishman (Pres/CEO, SA Symphony) and Denny Ware (Chairman of the Board, SA Symphony) gathered for a full-day's reflection on League history, discussion of our status quo and ways to chart a path for the League's future. Our facilitator was Ms. Marion Lee of Bacon Lee Associates. Throughout the process there was repeated confirmation that she was the right choice for our purpose. Prior to the Retreat, the selected attendees completed a survey designed to solicit their feedback on the League's mission, roles, responsibilities and scope.

During the Retreat, the attendees broke into smaller groups to assess and focus on League strengths, weaknesses, opportunities and external threats. Here is a partial listing of what was determined:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	EXTERNAL THREATS
Passion for the Symphony	No compelling reason to participate	Tobin Center for Perf Arts	Identity with the SAS
Support of SAS Education	No clear plan to attract new members	Community Partnerships	Competing fundraising
Office Volunteers	Lack diversity of funding sources	Outreach to next generation	Demographics
YPC Docents and Ushers	Unclear measurable objectives	Outreach to schools, teachers	
Annual SAS Contribution	Slow to change	Internet outreach	
Orchestra Hospitality	Undefined SAS goal alignment		
Long, Rich History			

The group addressed areas that we can improve upon while also considering the changes taking place in our community that influence achieving our mission. Three areas were selected to embrace direction and growth: Governance, Volunteers/Membership and Fundraising. The event ended with ad hoc committees being established for these subjects and to develop short and long-term objectives/goals over the next 6 months – 3 years. Results of this work will be presented to members as they are defined. Throughout this process, we discovered that our organization can only thrive and prosper if all League members understand the League's mission and its direction. All of YOU are stakeholders in the continued success of this organization. We look forward to your engagement in the League's 'growing' process.

**Please voice your ideas and opinions back to us by contacting:** Governance-Deborah Moore (keyboarddeb@msn.com), Membership-Agnes Lowe (ajlowe12@mac.com), or Fundraising- David Kinder (dkinder@coxsmith.com)..

Submitted by Kathy Rafferty, SASL President



Attendees listen intently



Marion Lee, our facilitator



Marion Lee and David Kinder, VP Ways and Means

## From Jack Fishman, San Antonio Symphony CEO



The Symphony's Classics season begins October 14 and 15 with a program called *Scheherazade* and the POPS series begins with *SLL Salutes America* on November 4 and 5. But the Symphony's artistic planning must begin far, far in advance of every concert. My planning motto is, "we have fun on schedule, or we don't have fun at all!"

The first deadline is always November 1. We try to have all artistic decisions about the next season arranged by November. That allows us to produce our marketing materials in December and January and send out renewals at the beginning of February. It is critical to get renewal requests out on time, because we give current subscribers the first opportunity to get the best seats in the following season. We start new acquisitions in the middle of April. It takes more than five months (late-April to September) to complete the new acquisition campaign. This is one of the most critical time lines in our subscription marketing plan. Any delay in this campaign means subscriptions go down!

So, for the 2012-2013 season, November 1st is coming up fast. Sebastian Lang-Lessing has already selected the key component. The big event on the Classics series will be a Brahms Festival in February 2013. The three soloists have already agreed to the engagement. In two weekends, we shall perform all four Brahms symphonies, both piano concertos, the violin concerto and the double concerto for violin and cello. Maestro Lang-Lessing has already selected most of the repertoire for the 2012-2013 Classics series. We will begin to engage the rest of the guest artists over the next few months. In fact, we also have started to plan the 2013-2014 season main attraction—a festival devoted to music inspired by Shakespeare.

2014 looms as the ultimate deadline—the opening of the Tobin Center for the Performing Arts. Lots and lots of planning has already gone in to the construction. The artistic planning is also starting this far in advance. This summer we held a series of focus groups with Symphony patrons to ask them about how the Tobin Center might change their experience. The Tobin Center will offer arts groups an unprecedented flexibility in configuring the audience chamber. Seating will be available in concert hall format or at tables. We plan on offering different concert times, in addition to our traditional Friday and Saturday concerts. We will take what we learned in our focus groups and create some audience surveys in the coming season to ensure we have reached the right conclusions.

What will the Symphony offerings look like by 2014? We don't know yet, but it is such an exciting process to find out what best serves our community!

If you think that 2012/2013 and beyond is a little far down the road, let's take a quick look at what is coming up this season:

### October 14 & 15, 2011: Opening night for the Ovation Series, *Scheherazade*

8 pm., Majestic Theatre  
Sebastian Lang-Lessing, conductor  
Alexander Gavrylyuk, piano

Barber	Overture to <i>The School for Scandal</i>
Liszt	Hungarian Rhapsody No. 2 in D minor
Liszt	Piano Concerto No. 1
Rimsky-Korsakov	<i>Scheherazade</i>

### October 28 & 29, 2011: Opening night for the Applause Series, *Paganini Rhapsody*

8 pm., Majestic Theatre  
Sebastian Lang-Lessing, conductor  
Bernd Glemser, piano

Pärt	<i>Cantus in Memory of Benjamin Britten</i>
Rachmaninoff	Rhapsody on a Theme of Paganini
Liszt	<i>Totentanz</i>
Schumann	Symphony No. 2

### November 4 & 5, 2011: Opening night for the POPS Series, *SLL Salutes America*

8 pm., Laurie Auditorium  
Sebastian Lang-Lessing, conductor

Sebastian Lang-Lessing's POPS series debut will include music from Gershwin's *Porgy & Bess*, Bernstein's *West Side Story*, John Williams' *Schindler's List* and much more.

## Closing the Curtain at the Municipal Auditorium



Music Director Sebastian Lang-Lessing conducting the San Antonio Symphony's final concert on the stage of the Municipal Auditorium.

While not a San Antonio Symphony League event, we thought you might be interested in two landmark events in the history of the San Antonio Symphony and the Municipal Auditorium. On May 10, 2011 SAS Music Director Sebastian Lang-Lessing conducted the final appearance of the San Antonio Symphony on the stage of the Municipal Auditorium prior to its transformation into the Tobin Center for the Performing Arts. The concert was a special fundraiser to assist the victims of the disasters in Japan. This was followed on Thursday, May 12, 2011 by a special SAS Maestro Society social event to celebrate the "Closing of the Curtain" at the Municipal Auditorium. Members of the Maestro Society were treated to a short concert on the floor of the Auditorium conducted by Resident Music Director Ken-David Masur. The evening also featured food, drink and speeches, and concluded with a dramatic final closing of the Municipal Auditorium's Grand Stage Curtain. Next stop.... Opening Night of the new Tobin Center for the Performing Arts in 2014.



Symphony performs for the invited guests



(L to R) SAS CEO Jack Fishman, Tom Frost, III, SAS Board Chair Denny Ware, SAS Music Director Sebastian Lang-Lessing look to the future prior to the closing of the curtain



Ken-David Masur conducting the Symphony

Stage Right Curtain



Stage Left Curtain

And the curtain is closed for the FINAL time!



San Antonio Symphony League

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2011/2012 SAN ANTONIO SYMPHONY LEAGUE MEMBERSHIP FORM

Type of Membership:

- Individual \$50 Patron \$100 Couple \$75 Patron Couple \$125
Orchestra, Staff or Mastersinger \$15 Orchestra, Staff or Mastersinger Couple \$25
(Circle type) (Circle type)

Sponsor Musician \$15: Name TOTAL DUES : \$

I would like my donation to help Underwrite:

- Education Programs \$
Operational Costs \$ TOTAL DONATION: \$

Make check payable to the San Antonio Symphony League and mail it with your completed membership form to:
San Antonio Symphony League -- P.O. Box 6986, San Antonio, TX 78209

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Title First Name(s) Last Name

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May we send event and activity notifications to you via e-mail? Yes No

VOLUNTEER AREAS OF INTEREST

- Audience Development (Music @ Museum) Service (Orchestra Lunch/Office Volunteers)
Membership Development (Records/Directory/Recruitment/Retention) Communications (Newsletter/Meeting Invitations/Web Site)
Education (Young People Concerts/Paint to Music/Future Stars) Social Activities (Meeting Committees/Events Committees/Host Event at Home)
Ways and Means (Event Development) Symphony Ball/Belle Activities

FOR MORE INFORMATION CONTACT Agnes Lowe at (210) 216-0729