

Friday, September 3, 2010

MORNING SESSIONS

9:00 AM - NOON

Inviting Others to Join Us GLEEfully

The Ballroom

John Killacky, Presenter

With the GLEE frenzy making choruses hip and sexy, along with celebrating difference in all its characters, what can we do to broaden interest in our choral movement? Lessons learned from other arts organizations about successful audience engagement through understanding values and motivations and experiments in co-authoring of meaning to expand participation will be explored, followed by a discussion with GALA members.

About John Killacky

John is the Executive Director of Flynn Center for the Performing Arts in Burlington, VT. Previously he served as Program Officer for Arts and Culture for The San Francisco Foundation for seven years, Executive Director of Yerba Buena Center for the Arts for six years and Curator of Performing Arts for the Walker Art Center for eight years. Other past positions include Program Officer at the Pew Charitable Trusts, General Manager of PepsiCo SUMMERFARE, and Managing Director of the Trisha Brown and Laura Dean dance companies. He received the First Bank Award Sally Ordway Irvine Award in Artistic Vision; the William Dawson Award for Programming Excellence from the Association of Performing Arts Presenters; Dance USA's Earnie Award as an "unsung hero;" a Gerbode Foundation Professional Development Fellowship; a scholarship to Harvard Business School's summer intensive; and in 2004, the Fan Taylor Distinguished Service Award for Exemplary Service to the Field of Professional Presenting from the Association of Performing Arts Presenters. Mr. Killacky has served as a panelist, lecturer, and consultant for a broad range of arts and funding organizations. He has written numerous publications on the arts, and written and directed several award winning short films and videos. He most recently produced and co-directed "Janis Ian: Live From Grand Center" broadcast on PBS in 2008 and 2009.

Refining Your Voice as a Choral Artist/ Being a Conduit for Meaningful Choral Communication

Oak Lawn Room

Craig Hella Johnson, presenter

This session will be an engaging exploration of the role of the conductor focusing on the areas of leadership, inspiration and support. A meaningful balance of the practical and the inspirational, the questions considered will be applicable to several levels of the conductor/teacher role. Fundamental questions will be asked: How do we reconnect with the initial inspiration that led us to be conductors and what can we do to do consistently lead our choirs and audiences into the deepest possible musical experiences?

A portion of the workshop will be devoted to a discussion of creative programming. Additionally, time will be spent focusing on a variety of musical warm ups which can be effective for ensemble building. Singing together and plenty of time for Q & A interaction will be included.

About Craig Hella Johnson

Renowned as one of the most influential voices in choral conducting in the United States, Craig Hella Johnson brings a depth of knowledge, artistic sensitivity and imagination to his programs. Founder and Artistic Director of the Grammy Award-Nominated choral ensemble *Conspirare*, Johnson has assembled some of the finest singers in the country to create a world class, award-winning ensemble committed to creating dynamic choral art.

In addition to his work with *Conspirare*, Johnson is the Creative Director of the Victoria Bach Festival, an annual event that draws musicians and praise from around the country and from 1998-1999 Johnson was Artistic Director of San Francisco-based *Chanticleer*. He has appeared as guest conductor with several ensembles including the Taipei Male Choir, the Berkshire Choral Festival, the Austin Symphony, San Antonio Symphony, Santa Fe Symphony, and Chicago's Music of the Baroque. Johnson served as Director of Choral Activities at the University of Texas in Austin from 1990 to 2001 leading the graduate program in conducting.

Johnson's distinctive style and commitment to the choral art led him to be honored with several awards including his 2008 induction into the Austin Arts Hall of Fame and the

2009 Louis Botto Award for Innovative Action and Entrepreneurial Zeal, an award given by Chorus America.

AFTERNOON SESSIONS

1:30 – 4:30 PM

Organizational Health and the Chorus Lifecycle

The Ballroom

John Brothers, presenter

This session will outline the central themes that outline a strong nonprofit organization through using the nonprofit lifecycle tool. This effort will enable choruses to get an immediate assessment of where their organization is and what strategies are needed to ensure that your effort moves to the next stage of organizational health successfully.

About John Brothers

John Brothers is a recognized leader in the nonprofit arena with nearly twenty years of sector experience and is a national expert in the field of capacity building, executive transition management, nonprofit effectiveness, sustainability and assisting organizations in organizational crisis and turnarounds. His early career work was dedicated in human and social services, with a number of years focused in youth development. Mr. Brothers gravitated toward non-profit work as a result of his experiences growing up in poverty and homelessness as a child in Minneapolis, Minnesota. In addition, Mr. Brothers is a Senior Fellow in executive leadership and capacity building with the Support Center for Nonprofit Management (SCNM), for which he also is the Editor of the Journal for Nonprofit Management. He also is the Principal of Cuidiu Consulting, a consulting firm that has been contracted by over a hundred nonprofit organizations and government agencies throughout the United States and abroad, having trained thousands in all areas of capacity building and organizational development.

Refining Your Voice as a Choral Artist (cont.)

1:30 - 3:30 PM

Oak Lawn Room

Craig Hella Johnson, presenter

Saturday, September 4, 2010

MORNING SESSIONS

9:00 AM - NOON

Record Breaking Fundraising Auctions

How to raise more auction money – even when people tell you it's impossible...

The Ballroom

Kathy Kingston, CAI, BAS , Presenter

Imagine if your next auction was record breaking. Imagine your guests were invigorated, and couldn't wait for next year! Imagine profits up over 20%! Most benefit auctions don't come close to realizing their potential. Discover innovative and proven ideas to boost your benefit auction to the next level now.

Maximize your fundraising efforts with pivotal auction and donor cultivation strategies. Design a "Culture of Giving" that goes beyond auction night. Empower new bidders and major donors. Imbed cultivation strategies into your auction. Uncover new sources for premium auction items. Stand out! Brand your auction for increased income. Spotlight the most important 10 minutes of your auction! Jazz up your Live and Silent Auctions. Discover the #1 "Must-Do Action Action" to thrive in the New Economy.

Learn how to create the ultimate auction experience in this challenging economy...and make it profitable. Highly interactive and jam-packed with money making techniques, this workshop is informative and entertaining. Previous seminar attendees have raised thousands of dollars using Kathy's cutting edge techniques at their next auction. Discover the secret link between fly fishing and item acquisition...and much more!

Bring your auction materials. During this exciting seminar you will work together with your peers to refresh, update and re-energize. Plus, you'll leave the session with ideas to create your dynamic Action Action Plan! Experience many of Kathy's profit making ideas in action at our GALA reception and auction Saturday evening where Kathy will serve as our auctioneer.

About Kathy Kingston

Award winning auctioneer Kathy Kingston is President of Kingston Auction Company (www.KingstonAuction.com) and has specialized in benefit auctions and consulting for over 24 years. Ms. Kingston is one of the few auctioneers in the nation who has expertise in both non-profit management and fundraising. Ms. Kingston is the 2006 recipient of the prestigious "Rose Award" by the National Auctioneers Association. She

holds the CAI (Certified Auctioneer Institute) designation, the highest designation awarded in the auction industry. Only 3% of auctioneers in North America hold this prominent designation. Ms. Kingston teaches non profit benefit auction seminars across the country to non profits and auctioneers. She is the author of the tips book series "Record Breaking Fundraising Auctions."

Reading Sessions

Men – Oak Lawn Room; facilitated by Dr. Jeffrey Carter

Mixed – Terrace Room; facilitated by David Hodgkins

Women – Cedar Springs Room; facilitated by Melinda Imthurn

About our facilitators

Dr. Jeffrey Carter is Artistic Director of the Gateway Men's Chorus of Saint Louis (since 2008) and Chair of the Department of Music at Webster University. In the last two seasons, Jeff has led the Gateway Men's Chorus in artistic renewal, growth in audience size and finances, and a substantial amount of community engagement activities. His first recording with the group, a CD entitled *Love Changes Everything*, will be released in October, featuring music performed under his direction over two seasons. Jeff lives with his partner, Misha, across the street from Forest Park of *Meet Me in St. Louis* fame, where they are often found singing "Clang, clang, clang went the trolley"!

Melinda Imthurn holds the Bachelor of Music degree in Vocal Performance and the Master of Music degree in Vocal Pedagogy from Texas Woman's University, and has continued studies at Shenandoah Conservatory. As a singer, Melinda has performed with many local ensembles and in solo recital. In addition to serving as TWCD's Artistic Director, Melinda is a member of the music faculty at Mountain View College, maintains a busy private vocal studio, and is an on-air personality for WRR Classical 101.1 FM.

Conductor David Hodgkins is the Artistic Director of Coro Allegro in Boston, which *Boston Globe* critic Michael Manning deemed "one of Boston's most accomplished choruses". He is also Artistic Director of The New England Classical Singers in Andover, and Director of Music at The Commonwealth School in Boston. Mr. Hodgkins teaches advanced conducting at the New England Conservatory and is the conductor in residence of the Kodaly Music Institutes at NEC and Wichita State University in Kansas. With Coro Allegro, Mr. has released two critically acclaimed compact discs entitled *In the Clearing* and *somewhere i have never traveled*. He received his BA in voice, piano and harpsichord from the University of Massachusetts, an MM in choral conducting from Temple University in Philadelphia, and Fellowships in choral and orchestral conducting at both the Aspen and Sandpoint Music Festivals.

Ask Eve

Bridewell Suite

Throughout the weekend you will have the opportunity to spend time with Eve Campbell one-on-one to discuss issues specific to your chorus. Eve is a consultant to the non profit sector specializing in performing arts groups and has been consulting with GALA member choruses for many years. Look for the Ask Eve sign up sheet at registration.

AFTERNOON SESSION 1

1:30 – 3:15 PM

ADs are from Venus, EDs are from Mars!

The Ballroom

Joe Nadeau and Rick Fisher, discussion leaders

Join veteran AD and ED pairs from several GALA choruses for a lively discussion on the uniqueness of AD and ED roles, the importance of communication, and implications for budgeting and programming planning. What is the role of the AD in assisting with fund development? What role does the ED have in program planning especially with regard to budgeting and marketing? Where does the buck stop?

About Joe Nadeau and Rick Fisher

Rick Fisher has served as ED of Heartland Men's Chorus since 1997. A graduate of Philadelphia College of Bible and Westminster Choir College, he began his career running a small business and as a church musician. When he came out to the clergy and found his employment terminated, he relocated to the Midwest (for love). Soon after that he began singing with HMC, and fortunately for the organization, was their second choice to fill their first ED position -- thank goodness their first choice turned 'em down!

Joe Nadeau is the artistic director of both Heartland Men's Chorus (twelve years) and Kansas City Women's Chorus (two years). Joe received a Bachelor of Music degree in Music Education from the University of Maine, and a Master of Arts degree in Choral Conducting from the University of Missouri, Kansas City Conservatory of Music, and a Doctor of Musical Arts degree in Choral Conducting at the University of Kansas in Lawrence. The choruses that Joe conducts perform regularly at many festivals, conferences and events including performances at national Chorus America and American Choral Director's Association conferences. In addition to his work with the men's and women's choruses, he teaches music in the Shawnee Mission School District

and serves as conductor and clinician at festivals and performances on the regional, state, and national levels.

Going Solo: Developing a Strong Small Chorus

Oak Lawn Room

Jane Ramseyer Miller and Robin Godfrey, Presenters

Seventy percent of GALA choruses have budgets of \$50K or less! If you are one of the “majority” join us for this workshop designed for choruses with an Artistic Director but no additional paid staff. The workshop includes a simple needs assessment tool that can be shared within your chorus leadership, discussion on roles, board support, keeping volunteer structures strong, and developing support systems for the AD. Artistic staff, board members, singers and volunteer leaders are all welcome.

About Jane Ramseyer Miller and Robin Godfrey

Jane Ramseyer Miller recently completed her 15th year as Artistic Director for One Voice Mixed Chorus, Minnesota’s GLBTA chorus and currently serves as Artistic Director in Residence for GALA Choruses. She holds an MM in Choral Conducting from the University of Minnesota and a BA in Psychology from the University of Waterloo in Ontario, Canada. Ramseyer Miller has served as Music Director for several church choirs as well as for TransVoices, Calliope Women’s Chorus, *Fierra Voce Femmina*, and Voices for Peace – a multi-cultural youth choir. In 2008 she received the GALA Choruses Legacy Award. She was recently awarded the 2010 ACDA VocalEssence Award for Creative Programming and the 2010 ACDA Minnesota (ACE) Advocate for Choral Excellence Award.

Robin serves as General Manager of GALA Choruses, maintains a private accounting practice and serves as an adjunct faculty member of Chatham University. Her 25 years of experience in accounting and finance was primarily in the electric power and related industries prior to beginning her work in arts management with the Renaissance City Choirs in 2002. Robin resides in Pittsburgh with her golden retriever, Hank.

Building Your Case Statement

Cedar Springs Room

John Quillin and Joann Usher, presenters

Your case statement is your opportunity to explain to foundations and individual donors why your organization is worthy of their scarce charitable dollars. Is it as convincing as you would like it to be? Are you telling your story in a compelling way? Take this

opportunity to work with long-time fundraisers Joann Usher and John Quillin to tune up this critical funding document.

About John Quillin and Joann Usher

To come

AFTERNOON SESSION 2

3:30 – 5:00 PM

Mixed Chorus Festival 2012 Conversation

Terrace Room

Bill Loper, discussion leader

Join Mixed Chorus ADs, singers and board members to discuss ways we can encourage our mixed chorus singers to attend the 2012 Denver GALA Festival and options for building community among our choruses during the Festival experience.

About Bill Loper

Bill Loper began his GALA experience with the Rainbow Chorus in Ft. Collins in 2001 and has served as Artistic Director of Harmony: a Colorado chorale the past eight years. He holds degrees from the University of Kentucky and University of Tennessee at Chattanooga. He taught secondary school music in Colorado for thirty two years, and is enjoying having Harmony as his full time "part time job". Bill was recently on a task force to help dream and plan new programming options for GALA Festival 2012 in Denver.

Festival 2012 – Creating a Festival that is Inviting to Women

Cedar Springs Room

Robin Godfrey, Discussion Leader

We hope to design the GALA Denver 2012 Festival to be especially welcoming and user-friendly for women. Join us to offer feedback on Festival plans already in the works and bring your own ideas for welcoming and encouraging GALA women to attend Festival.

Preparing for Strategic Planning

Bridewell Suite

Eve Campbell, Presenter

Getting ready to do a round of strategic planning? Have you done the work to get ready to plan successfully? Significant data gathering and forethought is required to achieve the results you are looking for. This session will assist you in identifying the tasks you need to complete to prepare your organization for a successful strategic planning experience.

About Eve Campbell

Eve Campbell is a consultant to the nonprofit sector specializing in performing arts groups.

Sunday, September 5, 2010

MORNING SESSION

9:00 – 10:00 AM

Festival 2012 Update

The Ballroom

Jane Ramseyer Miller and Robin Godfrey, Presenters

Join us Sunday morning for an overview of planning for Festival 2012 in Denver. Hear about some innovative programming ideas as well as the basics on the performance halls, housing options and registration timing.

AFTERNOON SESSION 1

12:15 – 1:30 PM

Programming Concerts in Challenging Times

The Ballroom

Charlie Beale, Presenter

This fun, practical session will explore ways we structure and create concerts and share programming ideas with colleagues asking questions like: What shape should a successful concert have? What is distinctive about programming for a GALA chorus? What are the biggest dangers? To what extent do you “please” your singers or audience? How do we adapt to changing times? What are our values? Individual directors will share actual programs and ideas with the goal of designing more imaginative, successful and relevant concerts.

About Charlie Beale

Artistic Director of New York City Gay Men’s Chorus since September 2007, Charlie Beale was born in London in 1964. Originally trained as an organist, Charlie won an organ scholarship to Trinity Hall, Cambridge and then taught music in UK state high schools for three years. He spent the next 15 years working in the UK as a jazz educator, pianist, choral director and author. Career highlights have included: co-authoring 'Popular Voiceworks' (2008, OUP) a prize-winning book for choral directors on singing jazz, pop and show repertoire safely, stylishly and enjoyably; playing a jazz organ concerto with the UK's National Youth Jazz Orchestra; West End theatre work; playing and arranging credits on albums and singles by pop and dance artists including Whitney Houston and Adeva, He completed his Ph.D. in 2001, and wrote his first critically acclaimed book 'Jazz Piano from Scratch' soon after.

Transforming Your Dreams into Strategies

Oak Lawn Room

Eric Metzler, Presenter

For most GALA choruses there is no shortage of exciting new ideas, smart suggestions and visions for taking the group to the next level – whatever and wherever that level may be. Yet seeing these goals to their fruition can be very challenging when boards and singers are faced with exciting but vaguely articulated goals: no one really knows what is expected or how they will know the goals have been met.

In this highly interactive session, participants will dialogue with others to capture their dreams for their chorus and transform them into strategic goals that are articulated in clear and measurable language. We will work on both short term goals (1 year or less) and long term goals (3 – 5 years) and determine the evidence or data the chorus will use to measure the completion of its goals.

About Eric Metzler

Short bio to come

Getting the Most Website Bang for Your Buck

Terrace Room

Sean Baugh, Presenter

You don't have to have a ton of money to have a useful and exciting chorus website. Your website is your organization's most important marketing, sales, and recruitment tool - and it's time to whip it into shape. Sean Baugh, Interactive Creative Director for Matchbox Studio in Dallas, and marketing consultant for the Turtle Creek Chorale will give you the tools and resources you need to create a more dynamic and useful website, for a very small investment. Sean will share best practices, design and organization tips, up-and-coming trends, as well as walk you through the planning and design process for the Turtle Creek Chorale website. You'll leave with concrete steps and tools to allow you to build a web presence worthy of your chorus.

About Sean Baugh

Currently Interactive Creative Director at the award-winning Matchbox Studio in Dallas, Sean has consulted with, designed, and built hundreds of websites for diverse clients including the Turtle Creek Chorale, Fort Worth Opera, Madonna's Raising Malawi, the Jewish Federation of Los Angeles, GameInformer magazine, and many more. As President and marketing chair of the Turtle Creek Chorale, Sean knows and understands the difficulties many GALA choruses face when embarking on a website project. For 15 years, Sean has worked with dozens of non-profit organizations to help them extend their web knowledge and presence while maximizing their financial and personnel resources. Sean has served in creative leadership positions for Southwest Airlines and Telligent, a leader in online social marketing.

Teacher, Pastor, Parent, Conductor

Cedar Springs Room

Gary Holt, Presenter

Session description to come

About Gary Holt

Gary has a 25-year conducting history with the 140-voice San Diego Gay Men's Chorus and its two pre-merger legacy choruses. He received his arts education at the Interlochen Center for the Arts and the University of Arizona, and his graduate choral conducting training at San Diego State University. A long-time member of GALA's board of directors, Gary has sung under the batons of Aaron Copland, Robert Shaw and Margaret Hillis, and has studied with many of the choral world's best-known conductors and clinicians. An acclaimed musical theatre conductor and vocal coach, Gary divides his time between San Diego and Palm Springs, where he also conducts Caballeros, the Palm Springs Gay Men's Chorus.

Social Media Marketing: Harnessing the Power of Online Word of Mouth

Bridewell Suite

Chris Wagley, Presenter

Of course, you've heard of Facebook and Twitter. You even know what they are and how they work. But, how well are you "working" them? Social Media has the power to exponentially grow your audience, streamline communication with your members and audience, turn your most dedicated followers into online brand ambassadors, and DRIVE REVENUE. Chris Wagley, the Marketing Director who launched MTV Networks' LGBT channel, LOGO, will discuss how to drive brand-awareness higher while stretching your marketing budget further by harnessing the power of Social Media.

About Chris Wagley

Short bio to come

AFTERNOON SESSION 2

1:45 – 3:00 PM

Festival 2012 Collaborations

The Ballroom

Bob Mensel and Jane Ramseyer Miller, Discussion Leaders

The Denver 2012 GALA Festival is designed to create space and opportunity for interesting and creative collaborations between GALA choruses. This workshop will describe these options in depth and encourage ADs to share collaboration ideas,

network and link with other choruses looking for collaborative partners. Bring your best creative and collaborative ideas!

About Bob Mensel

Bob is a native of Utah, but was raised in the suburbs of Washington D.C. For his undergraduate studies he attended Brigham Young University and later the University of Utah where he received a bachelor's degree in music history. He did his masters studies in choral conducting at the University of Oregon where he later earned his Ph.D. in musicology. His dissertation on new music for gay, lesbian, and feminist choruses asserts that much of these new compositions can be viewed as a unique genre — which he defines as “affinity music” — based upon their uniform intention to affirm the individual and group identities of their performers and audiences.

Board Development Best Practices

Oak Lawn Room

Eve Campbell, Presenter

Building your board requires a continuous effort in recruiting, engaging, electing and orienting board members. In her consulting work this is one of the “big” problem areas Eve encounters. A whole new group of challenges emerge when you look to add community members to your board. Join this session for Eve’s insights on these challenges.

Fundraising Idea Sharing

Terrace Room

Joann Usher, Discussion Leader

Join this session to share with fellow choruses your most successful fundraising ideas from the past year and to learn from what is working for others. Head home with a fresh list of ideas to discuss with your Development Committee!

About Joann Usher

Short bio to come

Social Networking for Festival

Cedar Springs Room

Steve Smith, Discussion Leader

Join us to discuss ways we can use social media to get out the word about Festival. Topics to be discussed will include how GALA Choruses can best support member chorus efforts to encourage singers to attend Festival – what types of information is most helpful, what media formats connect best with the singers, etc.