



SONOS SYNC

SONOS Chamber Orchestra's periodic newsletter

September 2007

Issue No. 2

New Board Chairman



SONOS Chamber Orchestra is very pleased to announce that Edward Song has joined the Board of Directors as Chairman. Mr. Song was introduced to SONOS as someone with

specific strengths in strategic planning, and fiscal responsibility, which will propel SONOS to a new level of management.

Edward was previously Managing Director at VAMG LLC, artist management and marketing consulting company for the performing arts in Seattle, WA. He directed all aspects of the business, including finance, business development, marketing, strategy, consulting, and global artist management.

Concurrently, he served on the Board of Directors as the Vice Chair of Artistic Operations at the Tacoma Philharmonic Association from 2002-2005. At the Tacoma Philharmonic Association, he was recognized as the youngest executive board member of a major non-profit arts organization in the United States.

He resides in the Hartford, CT area where is an MBA Candidate at the University of Connecticut. He has also had a great deal of experience in hiring soloists, recording contracts, tours, etc. Members of the board have commented that Edward's new ideas, strong sense of pride in SONOS and dedicated strategic direction are qualities that are already evident.

Fundraising...

- With this newsletter, we are kicking off our largest fund drive to date. We now must raise approximately \$23,000 to present our next event.
- We are casting a wide net, and are already off to a strong start.
- Your contribution supports the vibrant NYC arts scene. As we are a 501(c)3 non-profit, it is deductible.
- We aim high! Would you consider making yours a stretch donation?

SONOS? Who we are...

SONOS Chamber Orchestra is a flexible and versatile group of artists devoted to the performance of mostly classical music in the New York City area.

SONOS aims to explore repertoire that is not often heard, to program concerts that spark interest and thought, and to provide a space for interaction between performers and audiences.

SONOS is also dedicated to the exploration of innovative educational strategies through the performance of music in the schools, and to the development of artistic potential in selected communities.

RETREAT!!!

On Saturday August 18, 2007, the Board of Directors of SONOS Chamber Orchestra had our first ever all day retreat at Music Director Erik Ochsner's apartment in New York. This served not only as a "meet and greet" for members of the board to get acquainted with Edward Song, but also as a launch for us into building our Strategic Plan.

Edward Song led the day long event with insights into how and where SONOS can grow. A few highlights were:

- The topic of establishing an Arts Management Internship Program
- Reviewing, updating and maintaining our mission and vision statements
- Several SWOT analyses (Strengths, Weaknesses, Opportunities, and Threats) were performed on a variety of topics with the Board of Directors.

Edward's expertise, commitment, and drive come to SONOS while he is an MBA Candidate at the University of Connecticut. In addition, he is pursuing advanced studies in Finance at The Wharton School of Business - University of Pennsylvania's Executive Education program.

Cost of Concert = \$23,000



October 14 & 15, 2007

Triple-bill of Sibelius & England!

Our next concerts:

- **Sunday October 14th 2007, 3pm, & Monday October 15th, 2007, 8pm**
Known for its innovative programming and mixing unknown and long-treasured composers of the classical repertoire, SONOS will present an exhilarating concert, featuring one U.S. premiere, one New York premiere and an homage to the 50 year legacy of Finnish composer Jean Sibelius. On the program: Sibelius, Arvo Pärt, Sibelius, Philip Glass, Sibelius, Ernst von Dohnanyi, and ending with Einar Englund.
 - **Good Shepherd Church**, 608 Isham St., (~208th and Broadway) New York, NY, 3pm. Ticket prices: \$15, and "Pay what you can afford!"
 - **New World Stages**, 340 West 50th Street (8th/9th Avenue), New York, NY 8pm. Ticket prices: \$30/\$50.
- **Saturday October 20th, 2007, 12pm**, for the seventh consecutive year, SONOS musicians will provide musical entertainment for the AIDS Center of Queens County annual fundraiser luncheon auction. SONOS is honored to be able to support such a worthy cause.

Myths about Donating

- "I have to donate \$100 or more to make it worthwhile." → **WRONG!!**
- "They survive just fine without my support." → **WRONG!!**
- Donations of ALL SIZES do/ have/ and will impact our fundraising efforts. From \$15 and higher all help SONOS present concerts.

Board of Directors

Allen Alexander
 Pamela Ajango French
 Bob Ling
 Erik Ochsner
 Edward Song, *President*
 Brian Wise

Advisory Board

Tan Dun
 Chris Ng MD/MBA
 Robert Spano
 David Warren
 MD/MPH
 Mark Yeh, MD

Join our e-list,
 & look for the newly redesigned
www.sonoschamberorch.org

SONOS *SYNC*

Board member Brian Wise also focuses/ writes on Finland

Board Member Brian is a producer at WNYC Radio, New York's NPR affiliate. He also works as a print journalist and his articles have appeared in the New York Times, Christian Science Monitor, Travel & Leisure, BBC Music Magazine, the Financial Times, The Strad, Time Out New York, Opera News, and other publications.

In a recent issue of the Finnish Music Quarterly, Brian wrote about "How Finnish classical music and musicians made it in America."

Brian points out that One New York Times article in 1998 proclaimed that conductors were the country's "hottest export," more than Nokia phones or Finlandia vodka!

To read the complete article, click on the link from our home page.

[Editor's Note: I read recently that the Finnish government spends 400 times more per capita supporting the Arts than here in the United States.] !!

BUY YOUR TICKETS:

October 14th: At the door

October 15th: www.telecharge.com or at the New World Stages Box Office: 340 West 50th Street, New York.

➤ **Cocktails.** A HUGE vote of support was recently extended to SONOS by several supporters in Indianapolis, the hometown of Music Director Erik Ochsner. Mary and Steve DeVoe, Pamela Ajango French and Zack French, and Mara McCabe-Cuthbert and David Cuthbert have organized a get-together cocktail party to spread the enthusiasm about SONOS. Thank you friends for believing in SONOS!

➤ **Education.** For the last two years, SONOS was invited to be part of education workshops at the Flushing Town Hall. "Beat in Music," and "A conducting workshop" both had audiences of about 50 people ranging in age from 4 to 75! One workshop included flute, violin, piano, percussion, and Education Specialist, Pamela Proscia. The second workshop included a string trio, as well as a juggler!

➤ **Organ.** In 2006, SONOS performed the U.S. Premiere of Karl Jenkins' *Requiem* in a program at Good Shepherd Church in the Inwood section of Manhattan. We raised \$1,500 for the organ restoration fund.



Helping a new conductor at The Flushing Town Hall Education workshop



Host Gerry Young welcoming guests at the 2004 NYC Fundraiser/Cocktail Party.



Phyllis Katz, Music Director at Good Shepherd Church and Ochsner, post-concert.



SONOS Chamber Orchestra needs your support. Your generous contribution allows SONOS to continue exploring and nurturing exciting performance projects, as well as initiate innovative educational programming.

SONOS is a 501(c)3 nonprofit organization — Your donation to SONOS is fully deductible.

You can now make a secure donation with credit card on our website.

Please consider renewing your gift or making a new contribution. SONOS salutes the following individuals for their kindness and generosity:

\$1,000 + Founder's Circle (To honor those donors who have donated \$1,000 or more in a single season.) * current year	American Scandinavian Society	\$250-\$499	Allen and Raechel Alexander	\$100-\$249	Hikari Hathaway and Douglas Cohen	\$1-\$99	James C. Dick
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	Nuveen Investments		Zachary French and Pamela Ajango French		Jeanne LaDuke		Phyllis J. Heinrich and Mark Ochsner
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	Mark Yeh*		Scot and Michelle Willis		Graham P. Wright		Rapaport Brothers, P.C.
	Anonymous (1)*				Anonymous (1)		Greig Sargeant
\$500-\$999	Mr. John Chappell						Edward Duk Song
	Mary O. and Stephen E. DeVoe						Keith and Cathleen Stock
	Marjatta Freeman						Brian Wise
	Jose Ho						Alex Wright
	Susan and Hal Ochsner						

Annual support list for contributions dated from January 1, 2006 through Sept 1, 2007