

Making Beautiful Music for 59 Years

The State College Choral Society Newsletter

MAY 2008

www.sccchoralsociety.org

Did you know?

- The 2008 - 09 season will begin our 60th year!
- We have attained our goal of \$25,000 in the CCCF Fund. SCCS will now begin to receive income from the CCCF.
- Mark your calendars now for the 2nd Annual Lyrics of Love Dinner Dance —Saturday, February 14, 2009.



From the Podium: Stewards of Choral Music



In many ways, the State College Choral Society functions as a steward of choral music. Certainly, choral music needs people to give breath to it and make real the potential it holds. There are many other aspects of this stewardship that those who love and seek to foster the choral art can act on. Recently, the aspect we have been privileged to be involved in is encouraging young singers to continue to engage with what we hold dear. The Nittany Valley Children's Choir, State High Chamber Singers and the State High Master Singers have all benefited from the generosity and support Choral Society has given. Thank you for your investment in these young lives. I'm sure the conductors of these fine groups appreciate our support and acknowledgement of their exemplary work. We look forward to identifying other groups we can encourage with our enthusiasm and tangible support. Onward . . . *Russ*

SCCS Board of Directors

Thank you to **Leanne Zindler** and **Phil Klein** for their many years of service on the Board of Directors. We truly appreciate all of your hard work and efforts!

We would like to welcome the newest members to the board:

Ed Lash, Sharon Myers, and Jim Serene

Thanks also to returning members:
Janet Haner and Zeke Zembower.

We look forward to great leadership and motivation from the new board. Welcome!

60th Anniversary Year...

Start making a list of previous members of SCCS who you can call to invite to join us for our 60th Anniversary celebration year. There will be many exciting things going on during our 2008-2009 season.

Thank you to all members who helped set up risers and chairs for our May concert. You always go above and beyond to help out and it is greatly appreciated!

Lyrics of Love Dinner Dance

Make plans now to attend the *2nd Annual Lyrics of Love Dinner Dance* to be held on **Saturday, February 14** in the Ballroom at The Nittany Lion Inn.

Dinner Dance Sponsorship Committee

This year's Lyrics of Love Dinner Dance, while a wonderful evening that raised a modest amount for the Choral Society, has the potential to be a much greater success had we been able to obtain corporate sponsorship. For next year's dinner, we would like to form a committee specifically for that purpose. If you have experience with soliciting sponsors or would like to learn, please volunteer to be on this committee. We will begin work in May. If you are interested please contact **Janet Haner** at **861-1277** or e-mail **j.haner@comcast.net**.

Thank you...to all SCCS members who participated in the recent survey made available by the Department of Landscape Architecture at Penn State. Special thanks to Brian Orland for making this fundraiser possible. We had 66 members who participated and we secured \$330.00 for our participation. Great job!

CONGRATULATIONS to the following SCCS members.

Most tickets sold (January)

1. Mark King -18

2. Bill Bemis -17

3. Joy Patchell -15

Program ads

1. Pam Murray - \$450

2. Jim Serene - \$450

3. Peggy Halleck - \$325

Most tickets sold (May)

1. Pam Milholland - 17

2. Paige Thomas - 8

3. Connie McIntyre -8

Pam Milholland won a 2-night stay at the new Fairfield Inn in State College.

We were able to make it possible for some residents at **The Village at Penn State** to attend our concert in May. Thanks to Phil and Peggy Halleck for selling tickets

to 10 residents and securing transportation to attend the concert.

Hopefully we have started an on-going tradition!

How Do We Compare?

Each year Chorus America conducts a survey of choruses across the country --professional, volunteer, children's, etc. At a recent meeting, the Board of Directors of the Choral Society discussed information from the 2007 Chorus America survey report to see "how we compare" with volunteer choruses in our budget category across the country. This information will be helpful as we plan for the future of the Choral Society. We want to share with you a few of the conclusions we derived from these comparisons.

1. Audiences for choral music are growing for all chorus types, and especially for large budget choruses. Median yearly attendance for our budget size chorus is 2,460 (1,752 paid).
2. Median number of distinct concert programs per year for our budget size chorus is 4 (5 last year).
3. The educational outreach share of performances nationwide continues to decline.
4. Children / youth choruses remain the most prolific, with an average of ten programs per year in the last three years.
5. Fifty-five percent of choruses in our budget category finished last year with a budget surplus.
6. The median volunteer chorus spent \$5.85 in marketing costs per ticket.
7. Choruses earn enough from ticket revenue to cover 42% of program costs.
8. The typical chorus has a total endowment that is only 39% of its annual budget.
9. The typical chorus in our budget category has \$30,386 in cash reserves.
10. The median size for volunteer choruses is 91.
11. Over 75% of choruses in our category pay dues, with the average being \$117.
12. Twenty-four percent of responding volunteer choruses had a guild or auxiliary with an average of 20 members.
13. Thirty-eight percent of volunteer choruses require members to purchase their own music.
14. Thirty-one percent of volunteer choruses require membership to audition annually.
15. The average size of the Board of choruses in our budget category is 12.
16. Six percent of responding choruses in our budget category have full-time paid staff.

Look for SCCS results on these topics in a future newsletter!

Your thoughts and cards will be appreciated...

SCCS member Leanne Zindler's father recently passed away. I am sure that she would greatly appreciate your thoughts and cards.

Leanne Zindler, 639 Stoneledge, State College PA 16803

Previous SCCS member Sharon Arnold is currently at Hearthside Nursing Home.

Cards may be sent to:

Herb Arnold, Apartment 109, 301 Rolling Ridge Drive, State College, PA 16801