

February 2016



President's Message

As League President, I have the privilege of serving as an ad hoc member of the Symphony Board of Directors. Over the past 18 months I have witnessed the tremendous effort devoted to strategic planning by board members, Symphony management and staff, and

Music Director Carl St.Clair and Symphony musicians, all supported by the services of an outside consultant. This sentence in a document concerning the Symphony's approach to strategic planning caught my attention. "We should break down 'silos' within the organization so that everyone inclusive of the music director, board, musicians, staff, volunteers, and partners work collaboratively to generate and implement responsive programs, while continually enhancing the excellence and quality of our music."

"Siloing" was evident in the way Pacific Symphony went about meeting its volunteer needs. Each department, and each major education and community engagement activity, would seek volunteers using their own means and methods. Sometimes their needs could not be met, meaning that the volunteer assignment would go unfilled or had to be performed by a staff member. There also was no single pool of

motivated, qualified volunteers, possessing a variety of skills, to draw upon. One observer characterized the situation as "chaos theory."

To remedy this, the Symphony created a new staff position called Director of Volunteer Services. Quoting from the position description, "The Director of Volunteer Services organizes and implements a complete volunteer service program including recruitment, training and coordination. The position serves as the primary contact for volunteers, which includes support groups and interns."

I'm happy to announce that Lisa Harden has accepted the position. Please read about her on page 3.

We should all be proud of past and present accomplishments of the League regarding volunteerism and fundraising. In light of recent developments, I am asking your League Board to examine and realign our support role and goals to better meet Pacific Symphony's mission to inspire, engage and serve Orange County through exceptional music performances, and education and community programming.

Joe Svehla, President

February 22 Pacific Symphony League Luncheon

The first Pacific Symphony League luncheon of 2016 will be held at the Center Club in Costa Mesa, on Monday, February 22. These luncheons give League members and friends of the Symphony the opportunity to learn about upcoming events, volunteer opportunities, enjoy a fine luncheon surrounded by new friends and hear the live performance of great music or meet the artists. The latter is the case at this luncheon.

The guests are the interpreters of *Turandot* characters Ping, Pang, and Pong. Ping is the Lord Chancellor of Turandot's kingdom, Pang is the household Major Domo and Pong is the kitchen's head chef. While the three usually appear together, in the third act Ping tortures the faithful servant, Liu, to obtain the name of the Prince. Dan Kempson, baritone, will sing the role of Ping. Pong will be played by David Blalock, and Pang will be played by Jonathan Blalock, his brother. All three young artists will be with us to discuss their roles and Pacific Symphony's version of this last opera of Puccini.

This luncheon is open to all who call Sue Baker, 949 720-0121, for a charge of \$50.00.

Opera Focus Events

Opera Focus raises funds for the Pacific Symphony Opera initiative through fun. In addition to playing bridge, they will have a *Springtime Country Supper* in the Hills of San Juan Capistrano on Sunday, May 15, and a *Turandot* lecture on February 14. The *Mad Hatter's Tea Party* on February 25 promises to be, well, mad. (The date of this event has been moved up by one month.) They will have *Fun by the Sea* and finally, on April 30 there will be an event in "Vienna Woods."

You can join in every event by calling Dianne Weinhold at (949) 552-6875.

The host of an event provides all the food and entertainment. The proceeds of each event go directly to Pacific Symphony for vocal initiatives.



Halloween event at the home of Laila Conlin where the costumes were intriguing and imaginative.

New Face at the Symphony: Lisa Harden

“POSITION TITLE: Director of Volunteer Services

REPORTS TO: Executive Vice President & COO

EMPLOYMENT TYPE: Full Time

“The Director of Volunteer Services organizes and implements a complete volunteer service program including recruitment, training and coordination. The position serves as the primary contact for volunteers, which includes support groups and interns. The Director will work to enable the organization’s growing volunteer program in attaining “Service Enterprise” certification, incorporating volunteer participation and engagement as a core strategic function to accomplish Pacific Symphony’s mission. Responsibilities include identifying work throughout the organization that can be accomplished by volunteers, and promoting their services. In addition to supporting goal achievement and the accomplishment of specific tasks, ambassadorship by volunteers and nurturing of greater connection to the organization is a key purpose.”

The above job description was written by the Personnel department of Pacific Symphony. The details are formidable and the successful candidate, Lisa Harden, comes with a formidable resumé. After studying at the University of the Pacific in Stockton, CA, this political science major set off to participate in election campaigns which were in full swing at the time. After the elections, she went to Washington, DC, to practice politics in the largest arena. She worked with many volunteers during that period and discovered that volunteers are very responsible individuals in the work force.

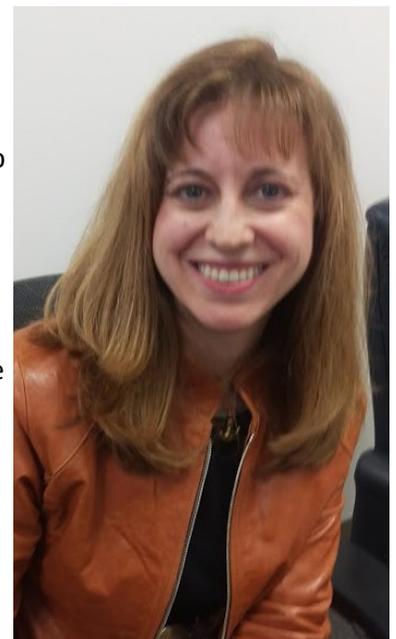
Pacific Symphony recognizes the contribution volunteers make to the arts in general and Pacific Symphony in particular. Lisa comments that many volunteers volunteer for several organizations and the volunteers of Pacific Symphony certainly bear that out.

Lisa comes to us from a ten-year sojourn at the Ronald Reagan UCLA Hospital where 2,500 volunteers support the work of almost every hospital professional. But the time has come for her to refocus her love of people to the arts, which she regards as quieter than the medical

world. She sees going out into the public recruiting individuals to volunteer at Pacific Symphony, particularly those individuals who have an appreciation of the arts.

Lisa’s most pressing project at the moment is to resettle in Orange County or possibly in the Long Beach area. She has family in the area.

Sean Sutton, Pacific Symphony’s chief financial officer, has told her of the Symphony’s desire to expand the Symphony shop if possible, and to give the volunteers a closer view of the results of their work. That is only one of the many projects she will have to attract and retain committed volunteers to Pacific Symphony.



Lisa Harden. right

Sharon Stewart talks Shop!



Sharon Stewart,
Symphony Shop
Chair

Facts: The shop raised \$22,771.08 for the Symphony in 2014-2015. The Symphony Gift Shop uses more volunteers than any other Pacific Symphony League activity. How did all this come about? Ask Sharon Stewart.

Shop chair Sharon Stewart has led the shop experience from its inception. She “sometimes helped in the Opera Pacific shop,” where she learned the details of running a store. First tip: don’t display everything every time. The customers will learn to buy when they see something. It might not be there next time. |

“In the beginning of the shop concept, a League member was also a vendor and brought unique items to the shop. A logo-ed tee-shirt-clothed velvet teddy bear was added that was very popular. The shop grew. More volunteers were asked to help, but then the Symphony staff took over the shop operation. However, it was found that this was not really an activity for the staff; Sharon Stewart was once again asked to put together a “gift shop,” to do the ordering of items to sell and to organize a volunteer team.

“The shop took off when the merchandise was upgraded to more music-related items and the type of jewelry that can be worn to concerts.” Sharon comments. “A lot of our themed and logo-ed items are purchased online. Sometimes there is only a picture, sometimes not even a size measurement, so there are surprises when we open the merchandise boxes. We shop in person for some items and even in one vendor’s garage!”

Sharon has three big challenges: to keep the shop stocked: “We can’t sell what we don’t have. Every order is turned into the Symphony office for approval before it is placed. After the order is accepted, it is sent in to the vendor, and we wait for its arrival. Then we check each piece against the packing slip, price it, repack it to be moved to the Hall or taken to Irvine Meadows Amphitheater for the summer season.”

“The second challenge is the fact that we run two very different types of shops; the inventory is not compatible; what does not sell at Irvine Meadows has to be stored in the warehouse until next July, and what is left from the shops in the Hall must be packed away until the next opening night. The budget is always a little scrambled because of the different types of inventory distinct to each season. The third challenge is the inventory: its the most important thing the volunteers do. It tells me what we have sold, what needs to be ordered, and if there is an item that needs to be eliminated. League member Cindy Guziak updates our inventory sheets and reconciles the iPads after each concert and sends the updated inventory to the lead volunteers for the next concert. Cindy also trains the volunteers on the use of the iPads.”

Sharon says the thing she enjoys most is the volunteers. “They are wonderful. They put in hundreds of hours a year. Many of them also help with the two full inventories in the warehouse each season, where we count each item before packing it away or taking it to the next concert.”

“The shop is now part of the Symphony experience. It is a place to find the music-related items so hard to find elsewhere. (Where else are you going to find an umbrella with music notes all over it?) I try to keep a wide range of items from only a few dollars to several hundred so anyone who wants to remember the evening can find something they will treasure.”

The shop opens at almost every concert by Pacific Symphony in Segerstrom Performing Arts Center and Irvine Meadows Amphitheater.