

# Marshalltown

## Community Concert Association

FALL 2011



Dear Members:

Time to kick off another fantastic season for the Marshalltown Community Concert Series—"Still the Best Musical Bargain in the Midwest!" This year's season has something for everyone, starting with a very good performance by Anna Wilson on September 16th. She has a fantastic voice and is backed up by some great musicians. With five more performances after Anna, we are sure you'll find a lot to like about this season.

Several board members attended Live On Stage's annual showcase at the end of July, and we just completed our annual meeting where we pick talent. We think that the upcoming season may be the best ever. Initial indications are that we might be able to get six shows again next season within our budgeted amount, covering everything from classical to jazz to pop.

### **ANOTHER GREAT CAMPAIGN SEASON!**

We want to thank all the Campaign Promoters for doing such a great job. We have sold approximately 1300 seats again this year, which means we've hit our goal and insures that we've got more money to spend on next year's talent. As we continue to stress in the announcements before each performance, more memberships mean more money to spend on talent, and that sells more memberships. We focus on putting every dollar we can in income towards the talent, and we think it shows!

As our crowds increase, so does the need for lobby volunteers the night of the concert. If you're interested in helping out, please contact the association and we can arrange to have you help in taking tickets at the door, or in helping people to their seats. To volunteer, there will be a sign-up form to fill out on a table near the ticket takers. Please put your completed form in the designated bag.

We will be updating our membership database and will be moving to more and more online communication with our members. If your data needs to be updated, please stop by the table in the lobby at any one of the concerts and make the necessary changes on the provided form. Place the form in the designated bag. Be sure to check our **NEW IMPROVED WEBSITE FOR MORE INFORMATION.** You can get all the latest information you need on line ([mccaiowa.com](http://mccaiowa.com)).

We did decide to continue the policy we adopted a few years ago of offering one free guest ticket for each membership. We'd encourage each of you to use them in the fashion they were intended and give them to someone who might want to become a member. No better salesperson than a current member, right? Guest tickets can be used only at the Marshalltown performances and the information on the back side must be completed for the ticket to be honored. As our membership grows and we approach total capacity for the venue, we might have to reconsider this for next season, but for now the board has decided that this is still a great marketing tool. Please understand that for shows where we expect an especially big crowd, we may have to hold free ticket holders back until we're sure all regular members have a seat. We don't think that this will actually have to happen, but wanted to be proactive in communicating the possibility.

### **NEW BOARD MEMBERS**

As we all know, it's always good to get new people with fresh ideas on any board. Well, the MCCA board is doing just that. We're happy to announce that we have two new board members joining us and we're looking forward to getting to know each of them and hearing their ideas on various MCCA subjects. Our new members are Kathryn Strother and Michelle Evans. Let us introduce you to Kathryn and Michelle:

**Kathryn Strother** graduated from Iowa State University in May 2010 with a BA in journalism, an emphasis in public relations and a general business minor. She started working for Marshalltown Medical & Surgical Center as a marketing specialist in March 2010, shortly before she graduated. Her position typically involves creating and placing ads, event planning, graphic design work, updating the Web, and producing our wide-variety of newsletters and informational material.

While at Iowa State, Kathryn played the French horn in the ISU concert and symphonic bands, along with working as a public relations intern for the City of Ames and the University Museums on the Iowa State campus. She was also a guest writer for Chuck Offenburger, the "Iowa Boy," on his website.

Kathryn has always had a passion for the fine arts and truly believes they play an important role in our culture and environment. She grew up in a family that valued the fine arts, and she plans to pass along that same value to her children. Kathryn and David Bartling (a music educator), will be getting married in December in Marshalltown and plan to settle in the Marshalltown/Conrad area.

When Kathryn isn't working, she enjoys spending time with family and friends, traveling, gardening, attending the MCCA concerts and Ames Piano quartet concerts, reading and, right now, planning a wedding and house hunting! Kathryn is excited to have the opportunity to help promote, plan and lead MCCA into the future for our future generations!

Our other new board member is **Michelle Evans**. Michelle has a BS Applied Mathematics, from UCLA. She was born and raised in Southern CA. She and her husband, Bert (Manager, Valve and Regulator Training, Emerson), moved to Iowa 17 years ago to raise their young family in a rural environment around a large extended family. The family has grown to include Matthew, a freshman at University of Iowa; Brad, a junior; Abby, a freshman and Tim, 5th Grade—all at South Tama—and one granddaughter, Rebecca.

Michelle has worked in various professions over the years, from a laser physicist to a caterer. She currently runs a small engine repair shop that she and her husband have owned for the past six years. When she's not running kids to their activities or taking care of three ailing relatives, she enjoys volunteering as a Sunday School teacher and High School youth leader, as well as treasurer for the Wieting Theatre Guild in Toledo and as treasurer for the South Tama Music Boosters. She enjoys large sewing projects (she just made new flags and uniforms for South Tama's color guard) and photography and paper crafts. Her family spends their spare moments together camping, enjoying water sports and going on cultural activities throughout the state of Iowa, such as the MCCA concerts. If you've noticed a family with a number of teenagers attending the concerts the last couple years, it's most likely the Evans. She looks forward to making more people in the Tama-Toledo area aware of the gem that we have in Marshalltown!

### F.A.N. TEAM

Five of your MCCA board members attended the National Live On Stage Conference in Nashville, Tennessee, the last week of July. These three days are packed with great talent, plus we attend breakout sessions that are run by the very professional "Live On Stage" staff. They update us on what they are doing to make our jobs easier, give us suggestions on how to increase our sales and are always willing to discuss topics that are on the minds of the various community concert board members. One of the suggestions we received from Live On Stage was to create a "F.A.N. Team." This stands for "Friends & Neighbors." The F.A.N. Team is an innovative approach for concert associations to recruit and involve high school, college and recent graduates in the promotion of specific artists that are included in their concert series. The concept is to identify several young enthusiastic "team members" to solicit to their friends through various social media outlets to help promote the concert association and the designated artist's upcoming concert. The result will be a new level of interest and excitement within our community and impact every age demographic.

Before we left the conference, the five MCCA board members sat down and created a list of names that we thought would make great F.A.N. Team members. We contacted these individuals, held a meeting with them explaining the F.A.N. Team concept and we are happy to announce that we have four F.A.N. Team members.

They are:

Lynn Olberding, Marketing Director for Marshalltown Chamber of Commerce  
Megan Stucky, Orchestra Director for Marshalltown Schools  
Kathryn Strother, Marketing Specialist for MMSC (new board member)  
Craig Luttrell, Associate Pastor at First United Methodist Church

All artists, performances  
and/or venues  
are subject to change.

We look forward to working with these individuals in the coming months.

We hope you enjoy the talent our board has brought to Marshalltown. Make sure to keep spreading the word on our memberships! And thanks again for your support.

Bill and Vicki Fitzgerald  
Co-Presidents



*On behalf of the entire MCCA Board, we want to extend our "THANK YOU" to Pete Peterson for his many, many years of hard work and dedication to Marshalltown Community Concert Association. Pete has turned in his resignation, as he and Sally are planning to move to Ames. Pete has worn many hats during his years on the Board and his help, along with Sally's, will truly be missed. They promised they would still be attending our concerts, expressing they feel our concerts are just too good to give up!!! We wish you both the BEST.*

### FREE CONCERT BY THE HARLEM STRING QUARTET

The resident ensemble in the New England Conservatory of Music's Professional String Quartet Program - The Harlem Quartet - will be in Marshalltown on Friday, September 23, to share their love of making music and to demonstrate the diverse repertoire that is their hallmark. They will present a short concert from 6:30 to 7:15 p.m. at St. Mary's Catholic Church. The concert will be open to the public, free of charge.

Community members will have an opportunity to meet the quartet at an informal "Meet the Musicians" event at the public library prior to the concert from 5:00 to 5:45 p.m. Members of the quartet speak both English and Spanish, and grew up in various countries around the world.

This young, dynamic ensemble was founded in 2006. The group has performed in such venues as Carnegie Hall, the Library of Congress, and the White House, among others.

The Harlem Quartet will be presenting assemblies in several Marshalltown Public Schools during the day. For additional information, contact the Arts & Culture Alliance at 754-5616 or visit [www.harlemquartet.com](http://www.harlemquartet.com).