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Carol Latham, President



President's Message February 2012

" Music is the literature of the heart; it commences where speech ends " Alphonse de Lamartine

Thank you to Anaheim Performing Arts Center Foundation for the presentation and reception they offered us at the February General Meeting. It was important to hear of their progress and efforts to build a performing arts center in the city.

THANKS to Dorothy (OC Symphony), Erika (The Chance), Shelley (DAA and ACE) and Richard (AAA Electra Gallery) for their help at the State of the City Expo. We distributed about 150 'art packets' and had the opportunity to share the art projects and events in the city, with many more of the attendees. Time well spent.

Congratulations to Tony Podue of the Anaheim Art Association. Tony recently received four Special Recognitions Awards for artwork in the '14th Annual Realism Juried Online International Art Exhibition' which was hosted by Upstream People Gallery.

We regret the late publication of this News Letter. Our full explanation for the delay is at the end—on page 6.

Recently I had the opportunity of attending an all-day workshop on Strategic Planning, Grants and Marketing amongst other topics at the Muckenthaler. It was chock-full of

valuable information plus the opportunity to network with other arts organizations. The result was more value than the \$20 fee we each paid. Sadly there were only 3 organizations from Anaheim in attendance. I hope that when opportunities like this come along in the future that more organizations will take advantage of it. Amongst the topics discussed were: Strategic Planning, Grant, Budget, Municipal and Corporate Sponsors/Support, Developing a Dream Board (don't we all wish for one?), Fundraising Dos & Don'ts, Marketing, Leadership and a whole lot more. Some information I already knew and this was reinforcement or a reminder while others were brand new ideas and applications. I came away excited having made some excellent contacts and ideas that I anticipate being able to put to use.

Here are a couple of questions for you to consider: When was the last time your organization really studied its Mission Statement? Does it still apply to who and what you are now? Is it clearly defined and measurable? Do you know the

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NEXT GENERAL MEETING—March 1st at 5:30pm.

Downtown Community Center

PRESIDENT'S MESSAGE—CONTINUED

difference between a Mission Statement and a Vision Statement? Does your organization have a Strategic Plan and if so when was the last time it was reviewed or updated.? Have the achievements of the organization been noted? This is just a small portion of some of the questions asked or presented during the workshop. I hope this gives you 'food for thought'!

John Maxwell author of 'The Right to Lead' asks two very powerful questions. How do we define leadership? What gives anyone the right to lead? And, certainly after the Workshop at the Muckenthaler Center, this seemed very on target. In answering the first he states that 'it certainly isn't gained by election or appointment. Having position, title, rank or degrees doesn't qualify anyone to lead other people. And the ability doesn't come automatically from age or experience, either.' Instead he boldly states that no one can be given the right to lead as that can only be earned and it takes time.

He suggests that the key to becoming an effective leader is not to focus on making other people follow, but on making oneself the kind of person they want to follow. And, as such we must become someone others can trust to take them where they want to go.

You may agree or not with his ideas but hopefully they will give you something to consider. In outlining the guidelines towards effective leadership he lists the following 7 steps:

1. Let go of the ego

Truly great leaders are not in leadership for personal gain. They lead to serve others.

'Show me the man who cannot bother to do little things, and I'll show you a man who cannot be trusted to do the big things.' - Lawrence D. Bell

2. Become a follower first

Every effective leaders first learned by being a follower first. A excellent example of this being that the US Military Academy teaches its officers to become effective followers first. It is interesting to note that West Point has produced more leaders than Harvard Business School.

3. Build positive relationships

I have always felt that the Law of Influence is key in creating a leader. And, Maxwell in his guidelines cites the same. 'Leadership is influence'. People will go along with people they get along with. It's all about relationships and certainly in business it has been proven that people will do business with people they like and people they trust.

4. Work with excellence

Truly effective leaders work with excellence as their benchmark. They give their all to whatever they do with their skills, talents, creativity, passion, a strong and proactive work ethic and they perform at the highest level of which they are capable. This example in turn encourages others to do the same to achieve their own level of excellence.

5. Rely on discipline, not emotion

Maxwell says that leadership is often easy during the good times but it's when everything seems to be against you - when you are out of energy and ideas and you don't want to lead - that you earn your 'stripes' as a leader. Leadership is never going to be without times when the choice between revving up or giving up may be made. This is when you rely on discipline not emotion to see you through. Case in point - four years ago, Zoot Velasco the Executive Director at the Muckenthaler, was able to raise more community awareness and financial support for the Center despite the tough economy by changing practices that no longer worked, relying on a different level of discipline and engagement of policies and strategies.

6. Make adding value your goal

Men and women who have helped people live better lives and reach their potential are invariably those whose record have stood the test of time. They added value and content to everything they did. We should do the same. Value beyond expectation.

7. Give your power away

You become a better leaders by sharing whatever power you have instead of saving it for your self. By being the river instead of the reservoir. By reaching out and extending a hand to bring the next person along. Mentoring and empowering others to reach their own

level of excellence and leadership.

One key, I have personally discovered and isn't mentioned in this particular article by Maxwell is gratitude. So let me say that I believe it is paramount that leaders operate from a position of gratitude. That they be open to receive as these are powerful tenets that enhance the flow of good in every aspect of our lives.

Acknowledgement: *'The Right to Lead'* – by John Maxwell.

SCHOLARSHIP INFORMATION

Scholarship application and other information is now available on the web site. Be sure to look have a look and share the information.

CHILDREN'S FESTIVAL

Andrea Manes has been selected to coordinate the Children's Festival on May 19. If you have any questions or would like to register for a booth, etc. you may contact her at (714) 815-3885.

ART & FOOD FESTIVAL - FREE event for the entire family

On Sunday, April 22 on the grounds of the City National Grove of Anaheim on Katella. We are looking for artists and fine crafters to participate. There will be entertainment, gourmet food trucks, fine art and art activities for the children. Fun for the entire family.

WINE & CHEESE SOIREE

Please note the following date change:

The 'No Fooling – Arts Matter in Anaheim' soiree date has been changed to Thursday, May 3 and will be held at the Anaheim White House. Elsewhere in this newsletter you will find information on this event. You may also call Reon at (714) 778-4261. Tickets are \$30 per person or \$50 for 2. remember: This event is in lieu of the regular General

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Save the Date

Sunday, April 22, 2012

10 AM – 5 PM

on the grounds of the
City National Grove of Anaheim.

Fine art, crafts, food trucks and more.

More information will follow.

Anaheim's
arts
festival

For now call (714) 868 - 6094

Meeting.

Next General Meeting is Thursday, March 1 at the Downtown community Center when Anaheim Community Theater will present excerpts from their upcoming show 'Moses'. Join us and bring a friend or two.

Congratulations to another Grand Dame of the Anaheim community. Elsie Reed celebrated her 95th birthday. She is still running rings around many of us with her energy, passion, commitment and dedication to the community.

Happy Birthday, Elsie.

“ Art is the only way to run away without leaving home” –
Twyla Tharp

Have a fantastic art-filled month,

Carol

About Our Members

About Orange County Symphonies

From Dorothy Rose, Executive Director

Chartered in 1985 Orange County Symphony has entertained thousands in parks and concert halls throughout Orange County. OCS has been headquartered in Anaheim since 2002. Since 2005 OCS has presented a scheduled 9 concert season annually from August through June. 2009 saw the formation of the 70 member **Orange County Wind Symphony** which enhanced our musical contributions to the communities of North and Central Orange County and in 2010 the newly formed **Orange County Youth Wind Symphony** brought the musical education element full circle to include many of our finest talented young musicians. In 2010 and 2011 we presented the first and second annual **OCS Symphony on Birch Street** events (a three night concert & music workshop series) in collaboration with the Brea Downtown Owner's Association and Target. We expect to announce a 2012 Brea date soon. In 2011 Dr. David Rentz was appointed as the Music Director/Conductor. Guest Conductors are currently conducting the Orange County Wind Symphony concerts.

We feel that we have identified a void in our local communities and have risen to fill this through a season schedule of diverse programming in an easily accessible local venue at affordable cost with free parking in an enclosed, well lighted area adjacent to Servite Auditorium in Anaheim where our scheduled season concerts are

performed.

In July, 2011 OCS was given the proud distinction of being acclaimed the Resident Symphony Orchestra of the City of Anaheim. In addition to the scheduled concert season we regularly perform for the residents of Anaheim and North and Central Orange Counties at the beautiful, historic Pearson Park as well as in many city wide events throughout the year.

We are deeply appreciative to our Executive Board of Directors, our very supportive Advisory Council members and our fabulous family of talented musicians. Together we make it happen!

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MUSIC DIRECTOR & CONDUCTOR

Dr. David Rentz

SAVE THE CHANGED DATE!

Thursday, May 3rd, 2012

for

**'No FOOLING,
Art Matters in Anaheim'**

**a wine & cheese
Soirée,
with
silent & live
auction**

Anaheim White House Restaurant

5:30 – 7:30 PM

**This is in lieu of the regular
monthly meeting**

Cost to be determined.

**Organizations are asked to donate a silent
auction item, be responsible for selling 5
tickets, attending and proposing/
supporting a Champion of the Arts.**

**The Champion may be a candidate of your
choosing and ballots to be sold for \$1.00
per ballot.**

**After any incidental expenses 50% of the
money raised will return to your
organization
and the remaining 50% will be donated to
the Arts Council.**

Call (714) 868 – 6094 for information

**There will also be more details
on the website**

Anaheim Ballet

Anaheim Ballet was proclaimed the resident ballet company of Anaheim, California in City Council chambers in August 1997. Anaheim Ballet [formerly Coast Ballet Theatre] has been a leading presence in the Southern California arts community for over 25 years. The organization includes an educational community outreach program, a training school, and a professional performing company. Anaheim Ballet's mission is to enlighten and entertain audiences with classically rooted programming and contemporary presentation. Anaheim Ballet provides quality performances to audiences of balletomanes as well as novice ballet-goers and acts as a haven to talented Southern California artists and as a magnet to international talents. Anaheim Ballet's Educational Outreach and Scholarship program, **STEP-UP!**, is committed to the promotion of classical ballet and providing its numerous benefits to those otherwise not able to receive them.

Anaheim Ballet Company

Anaheim Ballet is unique in its mission to serve not only balletomanes, but also the underprivileged and underserved. Anaheim Ballet enlightens and entertains audiences with classically rooted programming and contemporary presentation, providing the benefits of dance to those otherwise unable to receive them. Anaheim Ballet performs throughout Orange County, Los Angeles County, and Nevada. Local venues include the Segerstrom Center for the Arts, Cerritos Center for the Performing Arts, City National Grove of Anaheim, Pearson Park Amphitheatre and Servite Theatre. Performances include public concerts, civic events, festivals, lecture/demonstrations and public school bus-in's.

The March AAC General Meeting on Thursday 1st will include a presentation from ACT—the **Anaheim Community Theatre**

Their new musical about Moses is due to open shortly. Expect to see a scene!

Anaheim Ballet School

Anaheim Ballet School offers year round training in numerous dance forms, including ballet, jazz and modern dance. AB School offers a full schedule of classes with year round enrollment, with classes for ages 3 through adult, in all levels beginners-advanced. Both career-track and recreational classes culminate each year in a Spring Concert at the Servite Theater in Anaheim, scheduled this Spring for Saturday, May 19th. Summer Dance Celebration is a challenging and comprehensive yearly four-week intensive training session each July with a final free-to-the-community performance at the beautiful outdoor Pearson Park Amphitheatre. Dancers attend from Orange County, across the United States, and from around the world.

AB School frequently hosts master classes by artists from internationally renowned dance companies. Instructors have come from such prestigious organizations as the Bolshoi Ballet, Kirov Ballet, Stanislavski Theatre, Perm Ballet, American Ballet Theatre, New York City Ballet, Joffrey Ballet, Stuttgart Ballet, Paris Opera Ballet, Royal Ballet of England, and San Francisco Ballet.

STEP-UP!

STEP-UP!, Anaheim Ballet's educational community outreach program, provides free daily dance classes for disadvantaged residents ages 8-20. Based upon need, talent and desire, selected students are given additional scholarships to the Anaheim Ballet career-track program. All participants develop a degree of dance skills. More importantly, each participant develops life skills: self-discipline, respect for diversity in dance and persons, teamwork, individual expression, and new standards of personal excellence. Daniel Benavides is a current **STEP-UP!** success story. Daniel began training in **STEP-UP!**, was then accepted into American Ballet Theater's summer training program, received a year-round scholarship to the San Francisco Ballet, went on to dance with Boston Ballet II, and is currently a company member with Orlando Ballet.

STEP-UP! students have been selected to perform with Russia's Kirov Ballet, England's Royal Ballet, and the Joffrey Ballet of Chicago. Many are invited to perform with Anaheim Ballet each year, touring Orange County, and Nevada with the *Nutcracker*. Still others have been accepted into prestigious summer intensive training programs with our nation's leading ballet companies, including the San Francisco Ballet, American Ballet Theater, Boston Ballet, New York City Ballet and the Joffrey Ballet of Chicago. Some of our **STEP-UP!** students have become dance team members in their public schools; others have gone on to perform in music videos and at the Disneyland Resort.

Anaheim International Dance Festival

In 2010, Anaheim Ballet and Chapman University, in association with Youth America Grand Prix, presented the first annual Anaheim International Dance Festival. AIDF is dedicated to bringing arts supporters together, cultivating new audiences via an immersion experience into the world of dance, and gathering the most highly talented international artists to share and develop their art form. This weekend-long festival held each August features film screenings, a star-studded Gala performance, a top student dancer showcase performance, workshop classes for selected dance students, and a week-long dance artifact exhibit. Save the date for AIDF 2012 this August 10th-12th.

Internet Video Series

While Anaheim Ballet continues to impact and contribute to our local Southern California community, AB has also made a mark on the global dance world via its internet video series *Anaheim Ballet: More Than Dance...* Viewable at www.youtube.com/anaheimballet, the series has over 100 short videos of performance footage, dancer profiles, dance tips and more, all bringing over 40 million views to the site and making Anaheim an international name in the arts world.

Anaheim Ballet studios are located at the Anaheim Cultural Arts Center at 280 E. Lincoln Ave., near Lincoln and Anaheim Blvd. Anaheim Ballet is a 501c3 not-for-

profit organization, and largely depends on foundation grants, corporate sponsorships, and individual donations to support our extensive programming. For more information on Anaheim Ballet or the AB School, please contact (714) 520-0904 or email info@anaheimballet.org. You can also visit our website at www.anaheimballet.org

A NOTE FROM YOUR EDITOR

Why we are late

I have a LOT more material to put in this news letter, and it's already full, and NO pictures.

And the Newsletter is already very late.

You see, I have been working like crazy to hit a submission deadline for the Year Book for Brookhurst Junior High School, which is tonight, Feb 27th, at midnight. Still incomplete.

Here's what I will do: Re-publish the articles on the Symphony and the Anaheim Ballet on the website— WITH pictures. And also add a wonderful article from Creative Identity.

Then on Wednesday I have to drive up to Reno for a Sales Conference and consequently MISS the General Meeting on Thursday March 1st.

Life will get easier next weekend!!

Editor.