

# conference schedule at-a-glance

## Thursday, September 22, 2011

**Registration — 6:00 – 8:00 pm**  
Desert Conference Center Foyer

Cash Bar — 6:00 – 8:00 pm  
Royal Ballroom

## Friday, September 23, 2011

**Registration — 8:30 – 10:00 am**  
Desert Conference Center Foyer

**Morning Session**  
9:00 am – Noon

Success by Design  
Royal Ballroom

**Lunch on Your Own**

**Afternoon Session**  
1:30 – 5:00 pm

Success by Design  
Royal Ballroom

## Saturday, September 24, 2011

**Morning Sessions**  
9:00 – Noon

Creating the “Right” Community Board  
Royal Ballroom I

**9:00 – 10:30 am**  
Men’s Chorus Reading Session  
El Dorado II

Mixed Chorus Reading Session  
El Dorado III & IV

Women’s Chorus Reading Session  
Royal Ballroom III

Transitioning to an ED  
Royal Ballroom II

**10:45 am – Noon**  
Intro to the GLEE Factor  
El Dorado III & IV

The Conductor as Curator  
El Dorado II

Fundraising Auction Success  
Royal Ballroom III

**Lunch on Your Own**

**Saturday Afternoon Session 1**  
1:30 – 3:15 pm

Google Resources for Non-Profits  
Royal Ballroom I

Mission Based Programming  
Royal Ballroom II

The GLEE Factor – Getting Your Chorus  
to MOVE  
El Dorado III & IV

Recruiting, Managing & Rewarding  
Volunteers  
El Dorado II

**Saturday Afternoon Session 2**  
3:30 – 5:00 pm

Copyrights and Wrongs!  
Royal Ballroom I

Individual Q&A with John Jacobson  
Desert Conference Center Foyer

Group Organizer Chorus Management  
Software  
Royal Ballroom II

Building Your Facebook Advertising  
Strategy  
Royal Ballroom III

**Reception, Live Auction and Concert**  
6:00 – 8:00 pm  
El Dorado

## Sunday, September 25, 2011

**Morning Coffee with your GALA Board**  
8:00 – 9:00 am  
El Dorado II

**Sunday Morning Session**  
9:00 – 10:00 am

Festival 2012 Update  
Royal Ballroom

**10:15 – 11:00 am**  
Festival Programming Q&A with Staff  
El Dorado I

Festival Fundraising Q&A with Staff  
El Dorado II

Festival Administration Q&A with Staff  
El Dorado III

**Brunch**  
11:00 am – 12:30 pm  
Grand Ballroom I

**Sunday Afternoon Session 1**  
1:00 – 2:30 pm

Blockbuster and Coffee Concert Planning  
Meetings  
Royal Ballroom I

The Entrepreneurial Artist  
Royal Ballroom III

Individual Festival Fundraising Consults  
El Dorado III

GALA Chorus Surveys & Research  
El Dorado II

**Sunday Afternoon Session 2**  
2:45 – 4:00 pm

Blockbuster and Coffee Concert Planning  
Meetings (cont’d.)  
Royal Ballroom I

Individual Festival Fundraising Consults  
(cont’d.)  
El Dorado III

# conference schedule

Friday, September 23, 2011

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## MORNING SESSION

9:00 AM – NOON  
Success by Design

**Royal Ballroom**  
Sharon Rodning Bash, Presenter

Nearly all of our member choruses are committed to using their music to make a difference; to create social change. We have varying degrees of success with our outreach efforts. We have less clarity than we would like about our desired outcomes and few tools for measuring our success. There are certainly no easy answers, but there are tools for designing our outreach efforts explicitly with our desired impact in mind.

This session will explore outreach effort strategy and design. We will explore some very practical steps for team dialogue around program purpose and desired impact, working backward from impact to develop a framework for project implementation. As a part of this session we will also explore a process for setting benchmarks to measure program success.

The work will be conducted in a facilitative, peer learning style, in which participants learn from one another through guided exercises. All participants should leave with a significant start on a program design, as well as with tools to further the dialogue and complete the work in their home organization.

Sharon is with Arts Midwest and is responsible for directing ArtsLab, a three-year capacity-building program whose purpose is to strengthen arts organizations in Minnesota. The project is under the leadership of a Funding Collaborative composed of the Bush, F. R. Bigelow, Mardag, McKnight, and Saint Paul foundations. The program is a commitment on behalf of the ArtsLab Funding Collaborative to develop a more effective and viable arts sector by enhancing capacity in leadership, adaptation to change, management, and operations. Through this program ArtsLab funders seek to cultivate a more effective and viable arts sector, poised for the 21st century.

## AFTERNOON SESSION

1:30 – 5:00 PM  
Success by Design (cont'd)

**Royal Ballroom**

SATURDAY, SEPTEMBER 24, 2011

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## MORNING SESSIONS

9:00AM – NOON  
Creating the “Right” Community Board

**Royal Ballroom I**  
Bruce Thibodeau, Presenter

As non-profit organizations move from strictly member boards to boards that include outside community members, a variety of challenges are encountered. How do you avoid the sense of loss of control that can accompany the addition of outside board members? What attributes are you looking for in a community board member? How does a group know when it is ready to introduce outside board members? How do you integrate the outside board members and begin the transition from a working board to a governing board? During this session we will address these questions and more.

Bruce Thibodeau founded the Arts Consulting Group in 1997 and has extensive experience in arts and business management. He has worked with dozens of clients in the interim executive, marketing and development roles and has guided multiple executive search processes. He has also facilitated strategic planning processes, as well as various team building and effective communication seminars. A Maine native, he earned a Bachelor of Music degree with a management emphasis from the Hartt School of Music at the University of Hartford and obtained an MBA degree and Certificate in Advanced Management Studies from the F.W. Olin Graduate School at Babson College in Boston.

## Reading Sessions

9:00 – 10:30 AM

**Men – El Dorado II, led by Joe Nadeau**

**Mixed – El Dorado III & IV, led by Bill Loper**

**Women – Royal Ballroom III**

## Transitioning to an ED

### Royal Ballroom II

Eve Campbell, Presenter

How does a chorus know when it is time to take the step of adding at least a part-time executive director? Where does the money to pay her come from? How do you fill a full-time job with a part-time employee? How does the board's role change once an executive director is in place? Join Eve for a discussion of this difficult transition and learn key steps to take to make it more successful. Learn from Eve's philosophy – start from where you are; if you wait until you are big enough you will never get there!

Eve is a consultant to the non profit sector specializing in performing arts groups and has been consulting with GALA member choruses for many years.

**10:45 AM – NOON**

### Intro to The GLEE Factor

### El Dorado III & IV

John Jacobson, Presenter

Many of our choruses integrate choreography and movement into our programming – but how effective are we at the creation, rehearsal and performance elements? Internationally acclaimed clinician, John Jacobson leads this two-part workshop for ADs and any chorus members interested in movement. This workshop is appropriate for choirs that typically create their movement without a professional choreographer and for those who hire. The workshop will include basics on how to choreograph a song, tips for recording and communicating movement to a chorus, how to work with non-dancers, tips for choreography on and off risers, planning movement for choirs from 12-250, and much, much more. The morning session includes an intro and basic techniques and the afternoon will be a more in depth exploration on how to create and teach movement.

John Jacobson is the founder and volunteer president of America Sings! Inc., a non-profit organization that encourages young performers to use their time and talents for community service. With a bachelor's degree in Music Education from the University of Wisconsin-Madison and a Master's Degree in Liberal Studies from Georgetown University, John is the author and composer of many musicals and choral works that have been performed by millions worldwide, as well as educational videos and tapes all published exclusively by Hal Leonard Corporation. John has staged hundreds of huge music festival ensembles and, most recently, John has become a YouTube sensation and is known by millions as the "Double Dream Hands Guy"!

## The Conductor as Curator

### El Dorado II

Jeffrey Nytech, Presenter

With news that museum attendance is the only area of the fine arts with rising attendance, this workshop uses the museum curator as a model to teach us new ways to approach concert planning, presentation, outreach and audience engagement. The session will include small group discussion and exercises to explore practical applications of the concepts presented. Jeffrey Nytech is a composer, educator, advocate and consultant. He serves on the faculty of The University of Colorado-Boulder, where he directs the Entrepreneurship Center for Music.

## Fundraising Auction Success

### Royal Ballroom III

John Quillin, Presenter

During this session we will share with you how the Gay Men's Chorus of Charlotte – a 24-voice chorus in North Carolina – grew their annual gala from grossing about \$10,000 and netting \$2,000, to grossing almost \$50,000 with a net of \$25,000. The short answer: fundraising training at the GALA Leadership Conference by Kathy Kingston really paid off.

John is an experienced, proven organizational and artistic leader with extensive, well-rounded experience and knowledge of a wide variety of fields including artistic direction; all aspects of not-for-profit administration, management, and fundraising; strategic and operational planning; financial management; event production; government and funder relations; and change management.

## SATURDAY AFTERNOON SESSION 1

**1:30 – 3:15 PM**

### Google Resources for Non Profits

### Royal Ballroom I

Victoria Greene, Presenter

Many of our choruses use Google for calendars, email and document storage. Google provides tools to reach and engage supporters, improve your operations and raise awareness for your mission. Join this session to learn what other resources Google makes available for non profits and how those might benefit your chorus. Victoria Greene is the managing director of the Renaissance City Choirs.

# conference schedule

## Mission Based Programming: Why We Sing What We Sing

### Royal Ballroom II

Charlie Beale, Presenter

How does our concert programming relate to our core values, our audience and our context? If political advocacy were our number one priority, could we also generate more donor money, sell more tickets, attract more singers AND increase our musical excellence? What can we share as choirs about how our missions interact with our artistic content?

This provocative and interactive workshop for ADs, managers and board members will ask challenging questions, offer new strategies to help your organization answer them, and help you think differently about your organization's programming and song choices. It will help you to focus ever more tightly on singing well, being entertaining and on speaking the truth. Above all, it will help you identify new ways for your organization to connect with your audience and community, so that your shows are firmly grounded in the fertile soil of your area's GLBTQ context.

Artistic Director of New York City Gay Men's Chorus since September 2007, Charlie Beale was born in London in 1964. Originally trained as an organist, Charlie won an organ scholarship to Trinity Hall, Cambridge and then taught music in UK state high schools for three years. He spent the next 15 years working in the UK as a jazz educator, pianist, choral director and author. Career highlights have included: co-authoring 'Popular Voiceworks' (2008, OUP) a prize-winning book for choral directors on singing jazz, pop and show repertoire safely, stylishly and enjoyably; playing a jazz organ concerto with the UK's National Youth Jazz Orchestra; West End theatre work; and playing and arranging credits on albums and singles by pop and dance artists including Whitney Houston and Adeva. He completed his Ph.D. in 2001, and wrote his first critically acclaimed book 'Jazz Piano from Scratch' soon after.

## The GLEE Factor – Getting Your Chorus to Move (continued from the morning)

### El Dorado III & IV

John Jacobson

## Recruiting, Managing & Rewarding Volunteers

### El Dorado II

Eve Campbell, Presenter

Volunteers are an important part of how we staff our organizations and as we try to do more with limited resources effective use of volunteers becomes even more critical. How do you go about recruiting volunteers? How do you identify the tasks which can be handled by volunteers and those which should be handled by staff? How should you recognize and reward volunteers in order to retain this valuable resource? Join us to address these questions and to share your experiences with volunteer recruitment and management.

## SATURDAY AFTERNOON SESSION 2

3:30 – 5:00 PM

### Copyrights and Wrongs!

*Or: What elephant in this room? I see no elephant.*

### Royal Ballroom I

Kevin Robison and Randy Kikukawa, Presenters

"I know it's illegal to photocopy music that is available for purchase from a publisher; but what about getting permission to arrange a tune that is under copyright? Where do I start? Do I have permission to perform the piece more than once? Am I allowed to enlarge a percussion part that I've purchased? Do I need permission to make a rehearsal disk?" Through legal advice, research, and a decade of personal experience, leaders will answer these questions and more. A method will be presented to narrow the scope of handling copyrighted material in a legal manner, allowing you to decide how much risk you are willing to take based on what concerns publishers most.

Kevin Robison is the artistic director of the Atlanta Gay Men's Chorus and a noted composer and arranger and Randy Kikukawa is with the Golden Gate Men's Chorus.

## Individual Q&A Session with John Jacobson

### Desert Conference Center Foyer

John Jacobson, Presenter

Take the opportunity to spend some additional time with John working on issues specific to your chorus that there may not have been time to address during the earlier sessions.

## Groupanizer Chorus Management Software

### Royal Ballroom II

Tom Metzger

Come to this informative session to learn how choirs all over the world are using Groupanizer to make their musical lives better - communicating and collaborating more easily, having more fun, and singing better! Session will include a live demonstration and an opportunity to ask questions.

Tom Metzger is the CEO of Groupanizer.

## Building Your Facebook Advertising Strategy

### Royal Ballroom III

Steve Smith and Teddy Witherington

Wondering how best to make use of Facebook for chorus marketing? Join us for a discussion of best practices of using the news feed, creating content, using events, polls, etc. and a live demonstration of setting up an ad campaign.

Steve Smith is the former Executive Director of the Boston Gay Men's Chorus and Teddy Witherington is the Executive Director of the San Francisco Gay Men's Chorus.

## Reception, Fundraising Auction and Concert

6:00 – 8:00 PM

### El Dorado

Join us for hors'douvres and a cash bar, a short live auction and a concert with the Caballeros – Gay Men's Chorus of Palm Springs conducted by Robert Seeley.

## Sunday, September 25, 2011

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8:00 – 9:00 AM

## Morning Coffee with your GALA Board

### El Dorado II

Join us to discuss how you can become involved on a GALA committee or the GALA Board.

## SUNDAY MORNING SESSION

9:00 – 10:00 AM

## Festival 2012 General Update

### Royal Ballroom

Robin Godfrey and Jane Ramseyer Miller, presenters

Catch up on the latest Festival 2012 Denver details. Hear the latest on registrations and scheduling, communications and timelines for the countdown to Festival.

10:15 – 11:00 AM

## Festival Programming Q&A with GALA Staff

### El Dorado I

Jane Ramseyer Miller, presenter

Join this breakout session for answers to your specific questions about Festival programming.

## Festival Fundraising Q&A with GALA Staff

### El Dorado II

Eve Campbell, presenter

Review your Festival fundraising plans with Eve and get some feedback. If you're a little behind on getting your plan organized, Eve has a variety of tools to help you get caught up quickly.

## Festival Administrative Q&A with GALA Staff

### El Dorado III

Robin Godfrey and Scott Chilcott, presenters

Get answers to your Festival questions about delegate registration, housing, banners, consigned merchandise, etc.

11:00 AM – 12:30 PM

## Brunch

### Grand Ballroom I

## SUNDAY AFTERNOON SESSION 1

1:00 – 2:30 PM

## GALA Chorus Surveys and Research

### El Dorado II

Robin Godfrey, Presenter

Join us for a conversation regarding what types of surveys and research studies GALA Chorus could conduct or commission that would provide useful data for the management of our member choruses. Is the operations survey data made available by Chorus America adequate or would a separate survey of just GALA Chorus be more useful? At least one of our member choruses has worked with evaluation of outreach effectiveness – is this a topic of broad interest to our member choruses? We receive a great number of requests for compensation information. What other information should we gather as part of that survey to make the data more useful? GALA has a chorus benchmarking document to help a chorus evaluate its performance – is this a tool that would be of broad interest?

# conference schedule

Robin serves as General Manager of GALA Choruses, maintains a private accounting practice and serves as an adjunct faculty member of Chatham University. Her 25 years of experience in accounting and finance was primarily in the electric power and related industries prior to beginning her work in arts management with the Renaissance City Choirs in 2002. Robin resides in Pittsburgh with her golden retriever, Kelsey.

## Blockbuster and Coffee Concert Planning Meetings

### Royal Ballroom I

Jane Ramseyer Miller and Kathie Michael, presenters

Individual meeting times will be scheduled for those participating in one of the Festival morning coffee concerts or looking for more detail on the evening Blockbuster events.

## The Entrepreneurial Artist

### Royal Ballroom III

Jeffrey Nytch

While making a living as a professional artist is never easy, applying the principles of entrepreneurship can help change the way we approach the problem. This workshop will explore what entrepreneurship is, how it can be applied to the arts, and how it can unlock new creative energy and career possibilities for individual artist-entrepreneurs. Jeffrey Nytch is a composer, educator, advocate and consultant. He serves on the faculty of The University of Colorado-Boulder, where he directs the Entrepreneurship Center for Music.

## Individual Festival Fundraising Consults

### El Dorado III

Eve Campbell

Schedule time to work privately with Eve on your Festival fundraising plans.

## SUNDAY AFTERNOON SESSION 2

2:45 – 4:00 PM

## Blockbuster and Coffee Concert Planning Meetings (cont.)

### Royal Ballroom I

Jane Ramseyer Miller and Kathie Michael, presenters

## Individual Festival Fundraising Consults (cont.)

### El Dorado III

Eve Campbell