



The Guild Horn

GREENSBORO SYMPHONY GUILD

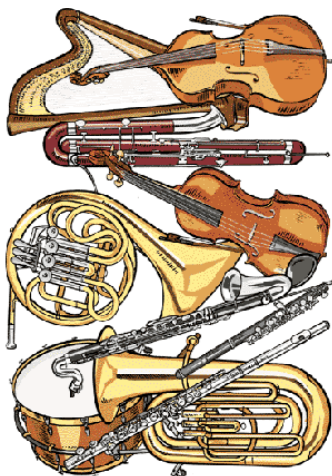
OCTOBER 2016
Volume 52, Issue 2

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Pam Smith receives 2016 Bravo Award

Established in 2004, the Bravo award recognizes a member in good standing who has been in the Greensboro Symphony Guild five years or less, and who has given extensive volunteer service. Our 2016 recipient, **Pam Smith**, clearly demonstrates that retirement is truly a journey, not a destination. In her two short years in the Guild, she has transitioned from the corporate world successfully, bringing professionalism, loyalty, and a commitment to excellence while inspiring our members to look for more creative and innovative approaches to our work. The business world's loss is clearly the Symphony Guild's gain.

Pam was first introduced to our Guild by **Brenda Macfadden**, her close friend of more than 40 years, and another successful transitioned retiree. Immediately, Pam put the marketing and strategic skills gained throughout her lifetime to work in the Guild, benefitting our membership and making a significant impact on our programs and projects. Within days of joining, she accepted the challenge of becoming publicity co-chair, and proved she was willing to work hard, listen and learn. As a member of the marketing team and later as publicity chair, she expanded public relations opportunities and added her creative input to a variety of media tools including billboards, neighborhood magazines and community flyers, ensuring the Guild's viable and continuous presence throughout the Piedmont Triad. Her input was sought after and valued.

In particular, it was during the spring Super Sale, the Guild's largest fundraiser, that the entire Guild truly became aware and appreciative of Pam's unique gifts. In the months preceding the

(Continued on page 2)



Melissa Tankersley, Pam Smith, Sharon Kasica

Dillard's VIP Event promises to be spectacular!

You've heard scattered details about the upcoming Dillard's VIP Event, and have surely put a save-the-date on Wednesday October 26, to ensure you don't miss it. Here are more details about this elegant and classic evening which runs from 5:30 to 9:30 p.m.

The event supports Greensboro Symphony and the Guild in many ways, including providing 10% of all sales to the Guild.

As you drive into Dillard's new location at Four Seasons Mall, you may take advantage of easy transportation services which include both valet parking and a shuttle. Follow the red carpet into the high style building designed with the most modern of features. You will enter onto the Premier floor after a brief check-in. The GSO String Quartet will be performing for your enjoyment. At 6:15, a fashion show with professional models is scheduled, and you might see photographers there from many publications taking pictures. A top Jones NY designer will be there to talk with you about their new line and new look, and special high-end fashion introductions will be happening. One floor up, a GSO ensemble will perform at 7:00 p.m. and *Southern Living* will have cooking and decorator presentations. On the first floor, a jazz pianist will entertain and a new Armani line for men will be introduced.

(Continued on page 2)

Note from the President



Sharon Kasica

Wow! September has been a spectacular start to our year. Our Guild Gals Simply Social at Gia's on September 13th, chaired by **Laura Green** and **Kristy Smith** was so fun and a great opportunity to catch up with Guild friends. The General Membership Luncheon on September 14th, planned by Hospitality Chair **Dianne Pusch** and Vice Chairs, **April Parker**, **Renay Pugh**, **Linda Baker** and **Peggy Lowe** was well planned and beautiful! The luncheon kicked off with the announcement of our well-deserving Bravo Award winner, **Pam Smith**. The program, arranged by Program Chair **Andrea Knupp**, featured guest speaker David Holley, Director of the Greensboro Opera, followed by an exciting performance by opera singers, inspiring members to purchase their Feast and Follies tickets.

Our first annual fall fundraiser, Feast and Follies, co-chaired by **Linda Hiatt** and **Betsy Craft**, was a huge success! This fantastic collaborative event created valuable relationships among fellow arts organizations and raised community awareness and interest in the Guild. Feast and Follies showcased the best of Greensboro, our arts and our parks. No one will soon forget this enjoyable and profitable night!

The Guild showed unwavering support for the Greensboro Symphony by partnering with Wellspring as co-sponsors for the opening night concert, "War and Peace Reimagined", featuring Dmitry Sitkovetsky on violin, and Kevin Gerald, conductor for the UCG Symphony Orchestra. The Community Outreach Committee, chaired by **Andrea Alemanni** and **Kathie Amato** worked with Membership Chairs, **Donna Richardson**, **Karen Hundgen** and **Julene Valitutto** to co-host the Maestro's Terrace, to which our Guild Sponsors received a personal invitation and concert ticket vouchers. This event helps our Guild sponsors gain a better understanding for how their funds are used to support the Greensboro Symphony, while enjoying the VIP treatment they deserve.

October promises to be equally as exciting. The month starts off with one of our favorite events, Music in the Middle concerts, chaired by **Ronda Szymanski** and **Pam Pegram**. Be sure to offer your help! The General Membership Meeting on October 12th will be held in conjunction with a New Member Social at **Pam Stearns'** gorgeous estate home. Members and guests will enjoy a Dillard's Preview Show of their new product lines that will be showcased in the **Dillard's VIP Grand Opening Preview Event**. On October 18th and 19th, **Kim Jones** and **Dorry Tooke** will represent the Guild at **2016 SOVA Roundtable, "All Aboard"**, in Salisbury, NC. On October 20th the Guild Guys will hold their first **Simply Social Event, Football & Friends**, at the Pig Pounder Brewery. It will be hosted by **Ken Kasica**, **Mark Littrell**, **Mark Holt** and **Robert Green**. The "Guys" will enjoy great food, great beer and football with friends. Guests are welcome and encouraged to attend.

Last but certainly not least, our generous Maestro level sponsor, Dillard's, will hold their **VIP Grand Opening Preview Event** on October 26th at 6:30 p.m. in their new store at Four Season's Mall. This Event is by invitation only and exclusively benefits the Guild financially. Over 500 community and business leaders are invited to attend. This will be a very high profile networking opportunity for the Guild. So, please do not miss this special chance to help advocate for our wonderful organization. Guests will enjoy hors d'oeuvres, open bar, musical performances on each floor of the new store, and gifts for attendees. There is no cost to attend. This may be a repeat event for the Guild for years to come. Valet parking will be available.

Warmest Regards,
Sharon Kasica

(Pam Smith continued from page 1)

event, she worked tirelessly to form working partnerships throughout the community and sought to engage a diverse audience in our efforts. The results were impressive—both record crowds attended the event and record funds were raised. Through it all, she proved she was a straight-shooter, a loyal friend, a highly organized and dependable team player, an immensely competent diplomat, and an exceptional professional.

In addition to her demanding role as publicity chair, Pam has also volunteered at the Education concerts and has served on both the Long Range and Nominations/Awards committees.

A native of Staunton, Virginia, Pam is a graduate of Hollins University and retired from Banner Pharmacaps, Inc., in 2014. She and husband John are avid Clemson fans and often travel with the marching band, most recently to attend the 2016 College Football National Championship in Arizona. She is both a talented equestrian and tennis player, and loves her two cats. She is blessed with close friends who appreciate her frankness, her wisdom, and her consummate devotion.

Motivational speaker Catherine Pulsifer says that "Retirement may be an ending, a closing, but it is also a new beginning." The Greensboro Symphony Guild is indeed fortunate that **Pam Smith** decided to share the best of herself with our organization. We look forward to her friendship and her contributions for many years to come.

—Debbie Faircloth

(Dillard's continued from page 1)

Expect to see pop-up shops, including one for vintage couture handbags such as Fendi, Louis Vuitton and Prada. New outerwear from Kate Spade & Zac Posen will also be featured, as will a new line from Badgley Mischka. Top makeup artists will be available to help make choices easier.

And to make your night complete, Southern Roots will cater on each floor.

Take this opportunity to complete early Christmas shopping, purchase new outfits for upcoming holidays and enjoy a lovely evening with friends.

To learn more about the event, be sure to attend our membership meeting at the home of Pam Stearns on October 12. Executives from Dillard's will be there and will have a few surprises for that special event.

—Dianne Pusch

"A New Beginning at Dillard's Fashion Preview"

Our October General Membership meeting will be held in conjunction with a new member social from 5:30 to 8:00 p.m. on Wednesday, October 12th. The meeting will take place in the beautiful new home of **Pam Stearns**, 825 Bass Landing Place.

This promises to be an exciting evening. The name of the program is "A New Beginning at Dillard's Fashion Preview". Executives from Dillard's will be on hand to give us a sneak peek of fashions and products that will be available at their upcoming Dillard's VIP Grand Opening event.

Be sure to mark your calendar and join us for this exciting event. Bring a friend, enjoy wine and hors d'oeuvres and help us welcome our new members.

Hospitality chairs are **Joan Stevenson, Rhonda Barrett and Karen Hundgen**.

Peggy Follin to host a Classics Wine & Cheese

Classics and Classics wannabees, it's time for another get together. Classics Chairs **Peggy Follin** and **Judy Jolly** cordially invite you to a Wine & Cheese at 5:00 p.m. on Thursday, October 6th, at Peggy's home, 47 Lands End Drive.

Please RSVP to Peggy or Judy by October 4th. You may do so by sending an email to:

pfollin@triad.rr.com or
jollyjudyl@gmail.com

Hey, Guys! This one's for you, so check it out—

It's a Guild Guys Simply Social and it's called "Football and Friends". Be sure to mark your calendar for this year's first Guild Guy's Simply Social on Thursday, October 20, 6:30 p.m. at Pig Pounder Brewery, 1107 Grecale Street. This will be an informal gathering to enjoy tasty food, great beer, football and friends. Miami at Virginia Tech kick-off will be at 7:00 p.m. on ESPN.

Hosting the event will be **Ken Kasica, Mark Littrell, Mark Holt and Robert Green**. Please invite friends to join you at this fun social.

Vision, talent, ideas come together in new outreach tool for the Guild

We now have an exciting new tool to promote the Symphony Guild—the community outreach brochure.

The brochure highlights our history, music education programs, slate of sponsors, calendar of major events for the year, and membership information—all in one small tri-fold document!

The brochure was created by our Membership Development and Community Relations committees, **Julene Valitutto, Donna Richardson, Andrea Alemanni and Kathie Amato**, with a strong vision from our president, **Sharon Kasica**. It provides a great way for members to share information about the Guild with friends, neighbors, prospective members, and the Greensboro community. Not only is the brochure terrific for distributing at Guild events or dropping off at someone's home or office, it is designed for ease in mailing. Simply tape the sides, and the back is ready to add an address and postage.

We have a supply of the brochures on hand for use by members. Look for copies at upcoming meetings and take a few home so you may share it with others in support of the Guild.

—Kathie Amato

Music Education Transforms Lives



Mojgan Jordan & Lindsey Goodstat roll out exciting plans for Contemporaries

We're excited to be working with the Contemporaries this year! We have a lot in store and look forward to attracting new members; with that said, we welcome all Guild members to join us at our gatherings along with their guests that would find interest in joining the Guild as a Contemporary.

Our first gathering will be a happy hour prior to the November 12th, "Swaying To The Music" event at a location near Fred Astaire's.

Come December, we will be teaming up with Vivace for a holiday-themed party! We will also be partnering with Vivace in January, as they have designated their "From Russia With Love" event as an official Contemporaries event! This James Bond-themed gathering will be held on Saturday, January 21st at B. Christopher's following the Symphony performance that evening.

Once the warmer weather rolls around in the Spring and Summer, we will be hosting a cookout for our members and their guests at **Kim and Mark Littrell's** home.

Lastly, we are looking forward to having a larger social media presence in efforts to further promote the Contemporaries, the Guild, and our mission.

Watch future issues of the Guild Horn for details about these exciting events.

—Lindsey Goodstat

Debs invite Guild to join in on collecting musical instruments

The Greensboro Symphony Guild's commitment to music education in the Piedmont Triad community is shared by our 2016 Symphony Debutantes as well.

Coordinated by debutante Isabel Seifert, the group is collecting gently used instruments from family members, neighbors, and friends to donate to the Guilford County School orchestras and bands—and invites Symphony Guild members to join in on their efforts! Instruments ranging from recorders to violins to horns to flutes, clarinets to drums, guitars and pianos are accepted. Donations will be taken until November 25 (date of Holiday Tea).

For more information contact Presentation Ball Chair **Laura Wolf**. Drop off location is 523 Woodland Drive. To arrange a drop off time contact **Michelle Seifert** at 336-669-6798 or michellehaaf@gmail.com.

—Debbie Faircloth

SAVE THE DATE

November 12
Musicale Social
"Swaying to the Music"



November 17
FINK'S Night
Hosted by Fink's Jewelers



November 19
POPS Concert
featuring
"The Texas Tenors"



November 20
Greensboro Symphony Youth
Orchestra Concert



*Look for details on all
these events in the
November Guild Horn*

Celebrating a new season!



The Guild celebrated the beginning of the 2016-2017 season with a Guild Gals Simply Social at Gia's on Tuesday, September 13th, chaired by Laura Green and Kristy Smith. Below, left to right, Joanne Lahey, Gail Williams and Olivia Gillespie take a moment to pose for a photo. Thank you, Ann Mueller, for capturing the happy event in these pictures.



*Save the date for an
unforgettable evening*

As you make plans for the upcoming holidays, remember to save the date for the Symphony Guild Presentation Ball on Wednesday, December 28th. This black-tie event begins with the formal presentation of our 20 Symphony Debutantes, followed by dinner and dancing. If you have never seen this elegant and touching ceremony, you are missing something very special! Plan to join us. We would love to have a significant Guild-member presence to support this lovely 39-year tradition and to honor the debs and their families.

Tickets are \$70 for Presentation and dinner, or \$20 if you simply come for the dance portion of the evening. Details will follow in the November and December Guild Horns. Contact Presentation Chair **Laura Wolf** at lwolf76@gmail.com for additional information.

Volunteers are needed to help with setting up on December 23rd and with breaking down on December 29th. To volunteer, please contact **Debbie Faircloth** at unc82mom@aol.com.

—Debbie Faircloth

MANY THANKS TO OUR 2016-2017 GUILD SPONSORS



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QUARTET

A Bolder Image

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And many thanks to our Collaborative Partners

Greensboro Symphony

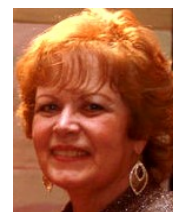
Greensboro Opera

Greensboro Ballet

Annual Education Campaign

It's Not too Late to Donate!

"When everyone in an organization pulls together toward a common goal, the combined effect is greater than the sum of the parts. Not only is the goal enhanced through the knowledge it was supported by everyone, but the organization itself is strengthened. With this in mind, we invite you to contribute to the Annual Education Campaign, as there is power in every Guild member participating."



Frances Vinoski & Nancy Bogard

2016-2017 Annual Education
Campaign Chairs

This quote was used in last year's campaign and it still holds true today. Our guild only becomes stronger when we work together for a cause. We saw this happen last year when we were able to raise \$6,821 in the first year of this annual campaign. Now imagine what we could do with 100% Guild participation this year. Your donation can help make this happen!

No amount is too small, and it will be the combined efforts of us all that will make this year's campaign successful. You may send your donation to the Guild office (P.O. Box 10408, Greensboro, NC 27404), or donate at a Guild meeting anytime throughout the fall as this campaign will run through December. If you have already made a donation, we appreciate your gift and thank you for your participation. Let us add your name to next month's newsletter as a new donor who is contributing toward our 100% Guild participation.

Please consider being part of this campaign and help us raise the needed monies which will be used for currently unmet education needs that have arisen through the combined effects of rising costs and increased demands. These funds will help support a range of activities including scholarships, needs based tuitions, summer music camp, private music lessons and additional high school partnership programs. Guild leadership will select the activities and all monies raised will go directly to meet those specific areas of need.

Won't you please consider making a difference in a young musician's future? We can do this together; all we need is your participation. Thank you,

—Frances Vinoski and Nancy Bogard, Co-Chairs

Drive by and see our billboard donated by **Kotis Properties**. This double-sided billboard is located in the 1700 Block on Battleground Ave., near the Irving Park Shopping Center.

Great location for
visibility!

Thank you, Marty Kotis!

We value your support.





Music Matters!

PO Box 10408
Greensboro, NC 27404

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*Thank you to Lucia DeRatmiroff
and Andrea Knupp for assisting
with proofreading*

OCTOBER CALENDAR

- 1 **Tanger Outlets Masterworks Concert**, Saturday, 8:00 p.m. at UNCG Auditorium. "War and Peace Reimagined" features Dmitry Sitkovetsky, violin, Kevin Gerald, conductor, and UNCG Symphony Orchestra performing Prokofiev Violin Concerto No. 1. Dmitry Sitkovetsky, conductor with the Greensboro Symphony Orchestra performing Shostakovich Symphony No. 8.
- 3-4 **Music In The Middle**, Monday and Tuesday, 9:45 a.m. and 11:00 a.m., for Guilford County Middle Schools, at Grimsley High School.
- 5 **Executive Board Meeting**, Wednesday, 10:00 a.m. at Stearns Financial Services, Executive Board Room, 324 W. Wendover Ave, Suite 204, Greensboro, NC 27408.
- 5 **Full Board Meeting**, Wednesday, 11:30 a.m. (**BACH's LUNCH**) Stearns Financial Services, General Board Room, 324 W. Wendover Ave, Suite 140, Greensboro, NC 27408
- 6 **Classics Wine & Cheese**, 5:00 p.m. at Peggy Follin's home, 47 Lands End Drive.
- 7 **Deadline** for submitting items for November Guild Horn.
- 12 **General Membership Meeting and New Members Social**, Wednesday, 5:30 p.m.-8:00 p.m., hosted by Pam Stearns, 825 Bass Landing Place, 27455. Program: "A New Beginning at Dillard's Fashion Preview." A sneak peek of the products available at the upcoming Dillard's VIP Grand Opening Event. Hospitality Chair: Joan Stevenson; Vice Chairs Rhonda Barret and Karen Hundgen.
- 18-19 **2016 SOVA Roundtable, "All Aboard"** in Salisbury, NC. Guild representatives: Kim Jones and Dorry Tooke.
- 20 **Guild Guy's Simply Social**, Thursday, 6:30 p.m. at Pig Pounder, 1107 Grecale Street, for an informal gathering for football and friends. Hosted by Ken Kasica, Mark Littrell, Mark Holt and Robert Green. Miami at Virginia Tech, ESPN, 7:00 p.m.
- 26 **Dillard's VIP Grand Opening Preview Event**, Wednesday, 5:30 p.m. at Dillard's, 150 Four Seasons Town Centre. Valet parking available. Enjoy a night of cocktails, hors d'oeuvres, live entertainment and shopping. FREE by Invitation only. Event Chair, Dianne Pusch.