



PLANO SYMPHONY



ORCHESTRA

CHANGING OUR COMMUNITY ONE NOTE AT A TIME!

A MESSAGE FROM EXECUTIVE DIRECTOR  
Robert A. Reed



Dear Friends,

It's always exciting when we start a new season at the Plano Symphony Orchestra! There are lots of new concert experiences to introduce to you as well as opportunities to continue growing as Plano's premiere arts organization.

[Click here to read more...](#)

## WHY IS IT GOOD BUSINESS TO SUPPORT THE ARTS?

(excerpts from *Forbes* magazine, June 4, 2019 by Henry Kurkowski)

The economic impact of the arts is well documented. According to a report, the growth in arts and cultural economic activity made up 4.3% of the U.S. gross domestic product for 2016. That equates to more than \$804 billion in economic activity for that year alone. There are many reasons why promoting local arts and cultural nonprofits can help to improve communities. Promoting the arts can also positively impact the bottom line for companies that support these organizations.

[Read the complete article here:](#)

## A MESSAGE FROM THE PRESIDENT OF THE BOARD, Craig Barber

Welcome to our 2019-2020 season, the 37th for our Plano Symphony Orchestra. For my wife Jan and me, this will be our 11th season as subscribers. As we've learned more about the PSO, what started out as a "date night" has blossomed into a wonderful relationship with this organization.

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## MAKING IT HAPPEN: FOUNDATION PROFILE



THE ANDREA-MENNEN FAMILY FOUNDATION - Christina and Rudolf Andrea

For nine years now, TAFF, founded by Christina and Rudolf Andrea, has been an ardent supporter of the Plano Symphony Orchestra and sponsor of the Young Artist Concert.

Rudy and Christina have been giving back to the community for many years; both Rudy and Christina have a history of directly volunteering for causes that are dear to them. Rudy volunteers his time by sitting on the board of directors for several charities and shares his expertise with these worthwhile organizations to increase the support they receive from the community.

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## THE SOUND OF MUSIC: PSO MUSICIAN HIGHLIGHT

Lisa Nickl - Flute

PSO: What instrument do you play and why did you choose it?

LN: I play the flute, piccolo and alto flute. I began playing the flute in 5th grade because my neighbor played it and let me try her flute. I was hooked right away! In addition, my Dad played the piano and diligently practiced several hours every day. I saw the joy classical music brought him,

[Click here to read more...](#)



THE PLANO SYMPHONY ORCHESTRA BELIEVES THAT MUSIC HAS THE POWER TO CHANGES LIVES.

This mission is achieved by the artistic excellence of all our concerts and our deeply impactful Education and Community Engagement programs.

**DONATE NOW**



cont.

## A MESSAGE FROM EXECUTIVE DIRECTOR

**Robert A. Reed**

Working in a professional arts organization is all about teamwork!

The most important part of the team-effort equation is YOU! Our loyal supporters play an integral role in making great music happen. Indeed, it could not happen WITHOUT YOU! You may not be aware that all performing arts organizations rely on both earned (ticket sales, etc.) and contributed income (donations from individuals, corporations, foundations, government entities, etc.). At the PSO, about 70% of our annual operating budget must come from contributed income. This nonprofit business model is very typical because as a valuable community asset, it is part of our mission to ensure that as many people as possible have access to quality music and arts education experiences. Indeed, many of our education programs are offered free or at a minimal charge to students, adults, and seniors. We strive to keep ticket prices as low as possible while ensuring the highest artistic experience possible. Great symphonic music requires a big "cast" of professionals. In fact, most symphonic pieces require an orchestra of 60 or more highly trained musicians -- artists of the highest caliber who had their training at some of the most prestigious music schools in the country -- which naturally comes at a high cost.

Thank you to our many subscribers, ticket buyers, and donors who make generous tax-deductible contributions to the Plano Symphony Orchestra each year. This is our/ your new newsletter, which are calling PSO UP TEMPO! I hope you enjoy this inaugural issue designed to celebrate you! Thank you for your support. I look forward to seeing you at the Symphony!

Warm regards,  
Robert A. Reed  
Executive Director  
Plano Symphony Orchestra

cont.

## A MESSAGE FROM THE PRESIDENT OF THE BOARD, Craig Barber

One of my personal goals for the PSO in the coming year is to broaden our subscriber and donor base, seeking ways to increase interaction and involvement from all our patrons, both those who are new and those who have been involved with the PSO for years. If you've read this far in this article, I can assume that you are already involved with the symphony, so I'd like to ask for your help in a few easy ways.

I am impressed by the volunteers who stand with the symphony, allowing us to not only continue to provide top-notch musical performances to our patrons, but also support music education and therapies throughout North Texas. Whether through our School Concert programs, our sponsorship of musician visits to our area schools, or our Healing Notes visits to area retirement communities, the PSO's many activities help to enrich the value of musical arts in our community.

- We are always looking for content for our social media posts: short articles and blurbs concerning activities and events, and photos or videos that you've taken at these events. These can be forwarded to anyone on the PSO staff for possible inclusion in one of our upcoming updates, or please post it yourself. We can always use a good word about us.
- We need you to continue to do what you already do-be friendly and welcoming. It can be a bit intimidating for a new patron to walk into a room of people who have been together for years. I ask you to be aware of those you don't know, and perhaps introduce yourselves. Who knows, that new subscriber may turn out to be a future long-time patron.

I know that we're in for a wonderful year of performances, and I look forward to working with you all.

Warmly,  
Craig Barber  
President, PSO Board of Directors



cont.

## MAKING IT HAPPEN: FOUNDATION PROFILE

If Christina isn't at Children's Medical Center rocking a sick baby, she can be found volunteering at a number of different agencies helping children or young adults. It was in 2000 that Rudy and Christina decided to take their giving to the next level by forming the Andrea Mennen Family Foundation (TAFF) with the goal of having an immediate impact on their communities. The Foundation has committed millions in their efforts to help children and young adults who are less fortunate, and they were one of the driving forces in creating a world-class Children's Hospital here in Plano.

"If I had to pick one of the most significant achievements since our inception, it was our ability to encourage others to give," said Rudolf Andrea. "We work hard and volunteer with our family to share the lesson that anyone can give back and support the community, and that giving money is only one in a myriad of ways that people can work to make a difference."

## YOUR SYMPHONY!

Like most arts organizations, the Plano Symphony Orchestra is a nonprofit 501 (c)(3) organization. As such, it is governed by a board of directors, all of whom volunteer their time, talent and wisdom to support the organization.

Our current Board of Directors is led by President Craig Barber, Vice President Mary Jo Cater, Treasurer Ed Coyle, Parliamentarian Erin Stewart, and Secretary Janie Orr. Our current board is comprised of: Linda Ballard (Aseracare), Julianne Barnum (AT&T), Marion Brockett (Kirkpatrick, Mathis & Brown), Nate Cavender (Botsford Financial Group), Stephanie Christians (Morgan Stanley), Rebeka Ecker (McKinney ISD), Ross Gillispie (Valliance Bank), Dr. Christine Hopkins (Advanced Dental), Marcia Nelson Jackson (Wick Phillips), Humera Kassem (Consultant), Buzz Kolbe (LeadingWIN, LLC), Stephen Kyriakos (NTTA), William Langford (Pepsico), Mirna Lynch (Civic Leader), Mike Mangum (Consultant), Brenda Mills (U.S. Anesthesia Partners), \*Darlene Morford (AT&T), Dr. Betty Muns (Civic Leader), Shirley Ogden (Lee Financial), Polly Pardo (WellDyneRX, LLC), Wanda Parker (WJP Enterprises), \*Dr. Christopher Parr (UT Dallas), Sheri Pixley (Lockton Dunning), Carlos Rodrigues-Garcia (AstraZeneca), Gabriel Rusthoven (PSO Debutante Co-Director), Christina Ryan (Ryan Design International), Melissa Sauvage-Senter (Medical City Plano/Frisco), Vicky Teherani (More2Wealth Management), Lisa Traeger (Charis Studios, PSO Debutante Co-Director), Bill Tucker (Ebbly Halliday), Lauren Wood (Quilling, Selander, Lownds, Winslette & Moser), Sue Wood (Symphony Guild President), and Autumn Zank (Cigna). \*retired.