

4 0 T H A N N I V E R S A R Y S E A S O N



PLANO
SYMPHONY
ORCHESTRA

HÉCTOR GUZMÁN MUSIC DIRECTOR

ENGAGING YOUR NORTH TEXAS COMMUNITY

2023

ANNUAL REPORT

A Y E A R I N R E V I E W



A MESSAGE FROM THE PRESIDENT

Dear PSO Community,

I'm honored to lead the Board of Directors of this extraordinary symphony orchestra! Having served on the Board in many different capacities over the years, I've had the privilege of seeing, first-hand, how much we have grown and the impact the PSO makes on the community. I also have the privilege of taking over the reins of this organization from my predecessor and friend Marion Brockett, who served with distinction as Board President these past two years. Marion led the board through a complex strategic planning process as well as a key executive leadership change, among a myriad of other complicated issues, and he did so all while building a consensus along the way with colleagues on the board. I thank Marion for his service and for leaving me with an organization that is healthy financially, strong strategically, and able to face the many challenges our arts and music industry faces today.

Our 23/24 Season is guided by several key strategic goals all supported by our belief in "the transformative power of music to change lives." The impact of our music education program is extraordinary. More than 40,000 children and youth are engaged in either our School Concert Education Program, Summer Music Camp, Collin County Young Artist Competition, or Scholarship Program. Indeed, our goal is "to serve our community through programming and music education that reflects our diverse North Texas region."

Community is a fundamental aspect of our experience with music—it tends to unite people, forming bonds that might not exist otherwise. It connects different cultures, promoting diversity and growth. Music encourages creative thinking, discipline, leadership, and problem solving. And it's a medium for individual and group expression—as Hans Christian Andersen said, "Where words fail, music speaks."

I'm so proud of the many accomplishments of this organization, and I'm looking forward to continuing the great visionary work of those who came before me and look forward to, with my fellow board members, donors, and funders, helping shape the future of the PSO going forward. I hope you will join me on this exciting journey to continue the PSO's excellent work. In these troubling times, I can't think of anything that can bring us together more than music. Music is such an essential part of our lives, and promoting the importance of it in schools and the community is the only way to give everyone the opportunity to experience the joys of it. That's why I volunteer for and continue to work with the Plano Symphony Orchestra. I hope you will join me.

Sincerely,

Brenda Mills

President, PSO Board of Directors



"Community is a fundamental aspect of our experience with music—it tends to unite people, forming bonds that might not exist otherwise."

A MESSAGE FROM OUR MUSIC DIRECTOR

Dear Friends,

This past season, the Plano Symphony's 40th anniversary and a celebration of my 40 years as its music director and conductor, was the most rewarding experience of my life. There will be many exciting new developments for the orchestra that I'm confident you will find as exciting and artistically rewarding as always! From David Kim and Christopher Adkins to Mariachi Vargas and Asleep at the Wheel, the PSO's 40th Anniversary Season held many special musical moments for me, and I hope for you.

Thanks to you and your support, I've been blessed to be your music director since the organization's inception, and my goodness, I've seen it grow in leaps and bounds. After 40 years of making excellent music, I decided that it was time to look to the future. I made the difficult decision to transition in five years from the PSO's music director to Music Director Emeritus. This will happen at the end of 2026/2027 Season. Over the course of the next five years—and beyond as I continue to be a guest conductor with the PSO—I look forward to continuing our strategic artistic growth by commissioning new works, partnering with local and national artists/arts organizations, and continuing to mold this fine orchestra into one of the best regional orchestras in the country.

For as long as I can remember, music has been a special part of my life. Throughout my childhood, my family constantly had music playing in our house. Music was a friend to me as a young boy that has always been there for me, and I know that it will never leave my side. It has allowed me to discover myself as an individual and to express myself more freely as an artist. Music has brought me so much joy in my life that I would not trade for anything. I know that no matter what changes in my life, I will always be able to turn to music. The impact that music has had in my life has been so incredible, and I know that it will only develop further over the years. I hope you have felt the same over the years as we've made this musical journey together.

I am looking forward to our upcoming seasons with the Plano Symphony Orchestra. There will be many exciting new developments for the orchestra that I'm confident you will find as exciting and artistically rewarding as always!

Thank you for always being there for the PSO and for me as your music director.

Warm regards,

Hector Guzman

Music Director



"Thanks to you and your support, I've been blessed to be your music director since the organization's inception, and my goodness, I've seen it grow in leaps and bounds."

A MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Valued Patrons,

I am constantly amazed at the impact the Plano Symphony Orchestra has on our community. More than 100,000 people are touched by the work we do and the music we make every year. People of all ages and from all walks of life have been engaged by the music we make in our community and on stage.

"The arts empower. The arts give a voice to the voiceless. The arts help transform American communities and, as I often say, the result can be a better child, a better town, a better nation and certainly a better world. Let's champion our arts action heroes, emulate them and make our communities everything we want them to be."

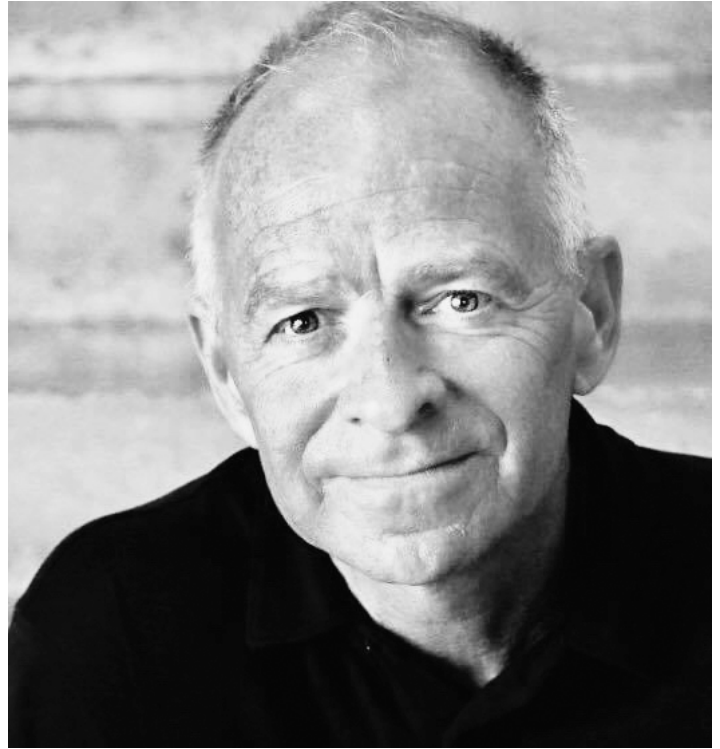
~ Robert L. Lynch, President, Americans for the Arts

These are inspiring words from a leader of an organization whose mission is advancing arts and arts education in America. I believe these words to be true. Art can change a community—the world—for the better. I believe it because I've seen it in our own community.

Research backs up the claim. A recent Princeton University study reveals that there is a measurable impact that the arts pose on communities. The study showed a correlation between strong arts participation/presence and prosperity in a community economically, socially, and individually. Music naturally draws people together—people that might not necessarily interact with each other otherwise.

Through the many music education programs we offer in North Texas, I've seen first-hand how music can ignite self-expression and transform an individual and the way they interact with their community. From our School Concert Education Program to our new Summer Music Camp, music has a positive effect on the lives of youth and adults.

Research suggests that arts impact an individual in three specific ways: psychologically, physiologically, and creatively. The psychological effects of observing and participating in the arts are increased happiness and life satisfaction, along with a greater sense of self-esteem and control over one's own life. Physiologically, the social bonds made through the arts decrease depression and stress,



both shown to impact physical health. Finally, the arts increase creativity and skill level, especially in those who participate.

Our City of Plano leaders have recognized the importance the arts have on our economy, which is why the City of Plano has a long and rich history of supporting the arts and the Plano Symphony Orchestra. We are so thankful.

Thank you for being a rich part of our organization. We could not do what we do without YOU. I can't imagine a day without music or art. I'm thankful that you share similar values. We are blessed to have each of you as friends of the Symphony and believers in building a strong, healthy, vibrant, and arts-rich community.

Best wishes,

Gregory Patterson

Executive Director, Plano Symphony Orchestra

MISSION STATEMENT

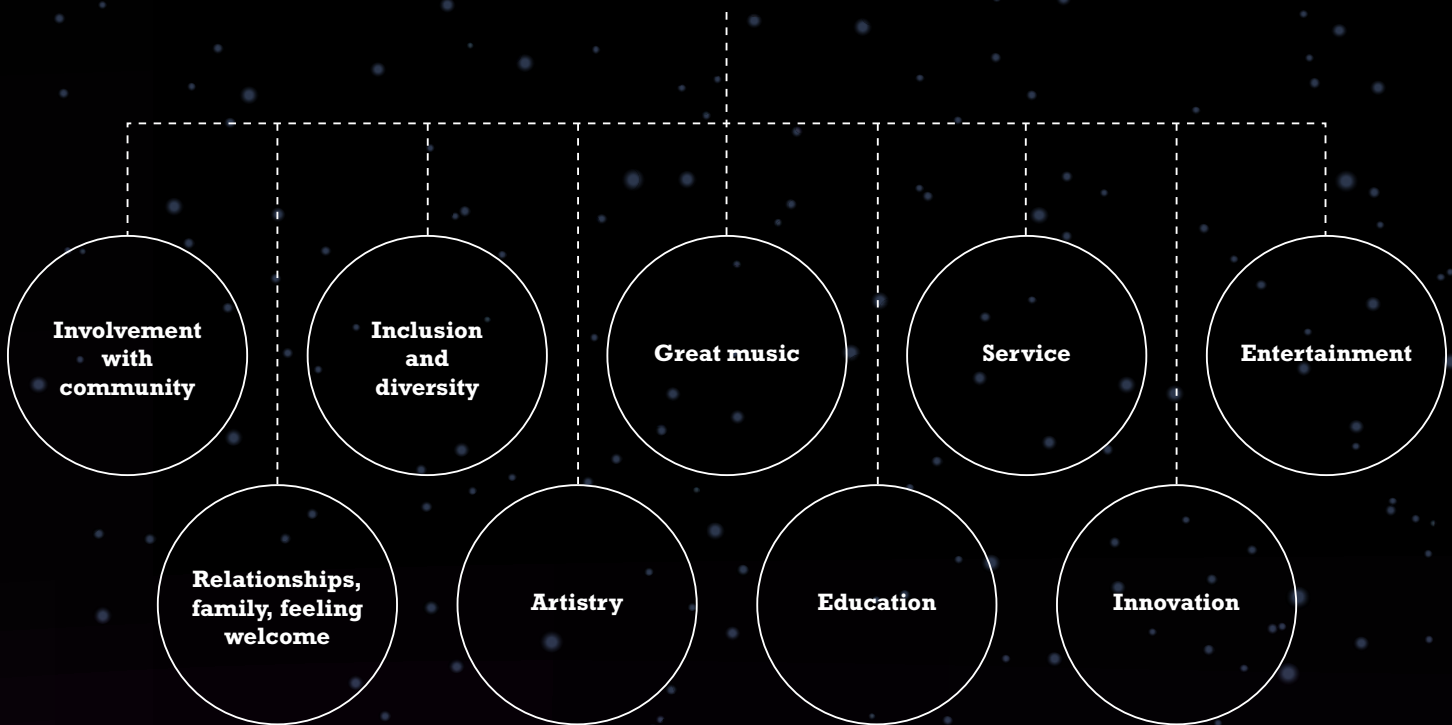
It is the mission of our orchestra to inspire, educate, entertain and involve the children, youth and adults of our community in the enjoyment of great music.

VISION

We believe in the transformative power of music to change lives. We will grow and nurture the audience of today and tomorrow through exciting, inclusive, innovative, and impactful music in a welcoming and engaging way. We seek to serve our community through programming and music education that reflects our diverse North Texas region.

VALUES

To achieve our mission and vision, we are driven by the following values:





**THE PSO CELEBRATED
ITS 40TH ANNIVERSARY
WITH A SEASON OF
CONNECTIONS:**

*A Season Commemorating Four Decades of the PSO
and Maestro Héctor Guzmán.*



40TH ANNIVERSARY SEASON OPENING NIGHT

The season opener showcased the world premiere of a violin concerto by Héctor's dear friend and Plano composer, the late Jack Waldenmaier. This special piece was performed by David Kim, the Concertmaster of the Philadelphia Orchestra.



ASLEEP AT THE WHEEL

The eight-time Grammy Award-winning group gave a rousing evening of songs amplified by our own incredible orchestra.



BRAVO BROADWAY

Broadway has always been a favorite of Maestro Guzmán, and for our third concert of the season, we celebrated the Great White Way with an evening of some of the greatest Broadway music.



HOME FOR THE HOLIDAYS

Guest Artist Fela and the Plano Civic Chorus rang in the holiday season with Maestro Guzmán and the Plano Symphony Orchestra.



HÉCTOR AND FRIENDS

Two of Maestro Guzmán's best friends, Christopher Adkins, cello, and Jorge Federico Osorio, piano, took to the stage to perform an evening of Wagner, Grieg, and Bloch.



¡FIESTA! MARIACHI VARGAS and the Plano Symphony Orchestra

An evening that celebrated Héctor's connection with one of the world's greatest mariachi bands.



YOUNG ARTISTS & SYMPHONIE FANTASTIQUE

Joined by the three Grand Prize Winners of the PSO's annual Collin County Young Artist Competition, Maestro Guzmán enjoys sharing the stage with talented young artists each year.



MAHLER'S SYMPHONY NO. 2

The final performance of the PSO's triumphant 40th anniversary season – Maestro Guzmán brought together more than 200 musicians for a rousing performance of one of the very best symphonies of all time.

EDUCATION AND OUTREACH PROGRAMS



SUMMER MUSIC CAMP



Dr. Jennifer Wheeler and Shira Samuels-Shragg



SCHOOL CONCERTS



INSTRUMENT



PETTING ZOO



2022-23 Season

The PSO's music education and community outreach programs have been recognized for their thoughtful curating of educational experiences that extend well beyond the concert setting.

The **SCHOOL CONCERT EDUCATION PROGRAM**, our largest outreach program, is designed to be an integral part of the fine arts curriculum for elementary students from area, public, private and homeschools. Of the participating schools, 37% serve Title I students. The program consists of an online TEKS-based multi-media presentation, PSO musician in-person school campus visits, and culminates in a full orchestra concert experience field trip in the spring.

The **INSTRUMENT PETTING ZOO** is a free outreach program featuring a selection of instruments made available for use by libraries, schools, and at community festivals and private events. The Zoo often provides a child's first opportunity to handle and experience the power of making music.

EVERY YEAR, THE SCHOOL CONCERT EDUCATION PROGRAM IMPACTS:

17,000+

Students and Teachers

140+

Schools

7

School Districts

School Concert Program Sponsors:

Atmos Energy
Plano Rotary Club
The Plano Symphony Orchestra Guild
Rea Charitable Trust
Veritex Community Bank
National Endowment for the Arts
Texas Commission on the Arts



COLLIN COUNTY YOUNG ARTIST COMPETITION

The Young Artist Competition and Concert and outreach performances are all part of the PSO's mission to provide exceptional music education programs for children, youth, and adults. Since its inception, the Competition has showcased some of the most talented young performers in the Collin County area. Last season, 99 talented young artists competed in the Competition.

CONGRATULATIONS

to Gladys Chan for decades of service as chair of the Collin County Young Artist Competition and her appointment as chair emeritus!

Sponsored by



The **PSO PIT PROGRAM**, in partnership with North Texas Performing Arts, trains student musicians to play in dynamic theatrical settings, providing opportunities to collaborate with theatre artists and preparing them for a multi-faceted musical career.



The **PSO SCHOLARSHIP PROGRAM** funds private year-long instrumental lessons for qualifying PISD middle school students. Scholarships are awarded based on director referral and financial need.



HEALING NOTES is an interactive music-therapy program for seniors and incarcerated youth. Partners include area senior living and rehabilitation facilities, private memory care centers, hospitals, and the Collin County Juvenile Detention Center. These programs are presented free to those in attendance, made possible through community sponsors and partnerships.



PSO IN THE COMMUNITY

Making An Indelible Impact

BY THE NUMBERS

100,000+
SERVED
ANNUALLY

40,000+
children and youth served
annually through our many
music education programs

70
performances and/or
community events

140+ SCHOOLS
from Plano, Dallas, McKinney, Prosper,
Wylie and Frisco Independent School
Districts attended one or more school
concerts last year

1000+
seniors touched through our music
therapy program Healing Notes

50+
INCARCERATED
YOUTH POSITIVELY
IMPACTED THROUGH
HEALING NOTES

DURING THE 2022-23 SEASON

8 **SUBSCRIPTION**
SERIES CONCERTS
SCHEDULED

2 *additional Home*
for the Holidays
concerts

7 **Family Series**
Sunday
afternoon
concerts

12 *school*
concerts

150+ **MUSICIAN**
VISITS TO
SCHOOLS

2 PERFORMANCES
OF THE NUTCRACKER WITH THE
COLLIN COUNTY BALLET THEATER

NUMEROUS

Chamber performances for businesses
and individuals who engage the PSO



Healing Notes
presentations

PSO SCHOLARSHIP PROGRAM

PURPOSE:

Provide the life-changing opportunity of private music instruction to middle school instrumentalists who demonstrate a financial need



Scholarships awarded cover fall and spring semester private weekly music lessons



Private lesson instructors are selected and assigned to the scholarship recipients by the music directors from Plano ISD

18 Scholarships awarded for the 2022–23 season

From a pool of **50+** applicants

92 5-year total of scholarships awarded

HEALING NOTES PROGRAM



- Music therapy-influenced concert program designed to provide an interactive experience for senior care facilities and the Collin County Juvenile Detention Center
- Participants interact with a licensed music therapist for:
 - › Active listening and participation
 - › Utilization of functional fine motor skills
 - › Exercise and movement of upper extremities
 - › Application of cognitive and long-term memory skills
 - › Encouragement of relaxation
- The Plano Symphony Orchestra performs each session at the partner facility, so participants are in a comfortable and familiar setting

PSO IN THE COMMUNITY

Making An Indelible Impact

SCHOOL CONCERT EDUCATION PROGRAM

In 2023...

OVER 17,000

attended School Concerts from seven different school districts

Of the participating schools,

37%

SERVE TITLE I STUDENTS

OVER 150

MUSICIAN VISITS WERE MADE THIS PAST YEAR

INSTRUMENT PETTING ZOO

PUTS INSTRUMENTS
IN THE HANDS OF

30,000

YOUTH ANNUALLY



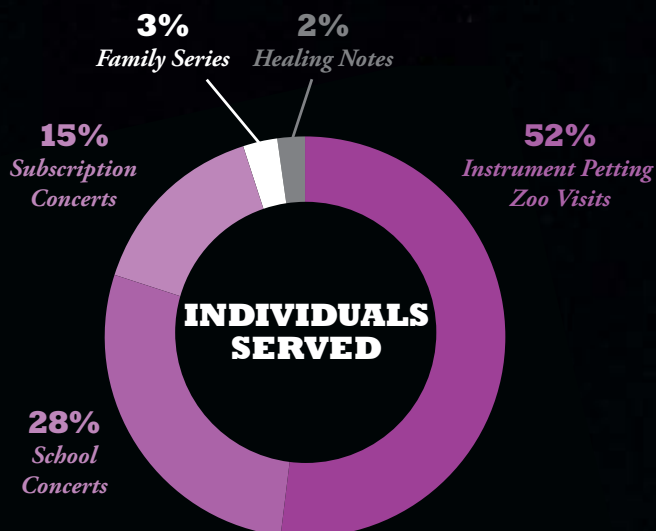
PSO SCHOLARSHIP PROGRAM

92

SCHOLARSHIPS HAVE BEEN
AWARDED SINCE THE
PROGRAM'S INCEPTION

18

SCHOLARSHIPS WERE
AWARDED IN THE
22-23 SEASON



COLLIN COUNTY YOUNG ARTIST COMPETITION

attracts over

90 COMPETITORS

annually providing three student artists the opportunity to perform with the PSO in concert



HEALING NOTES FOR SENIORS

27

concerts in 2022-23

70

senior living facility performances

1000⁺

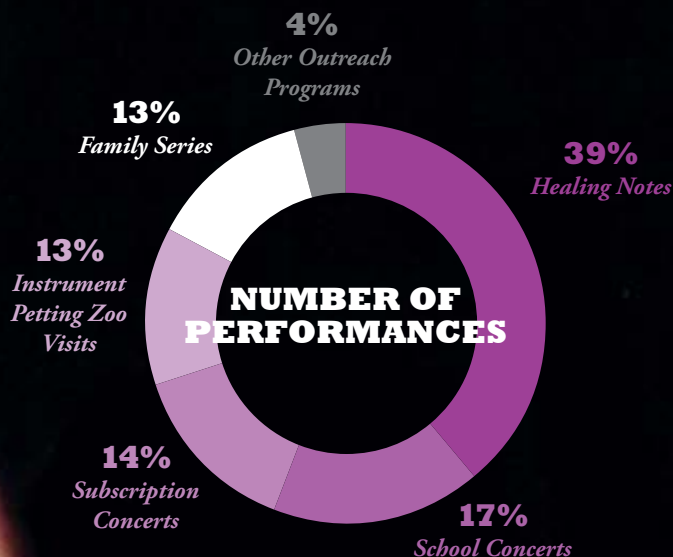
SENIORS ENGAGED

EACH YEAR



MUSICAL STORYTIMES

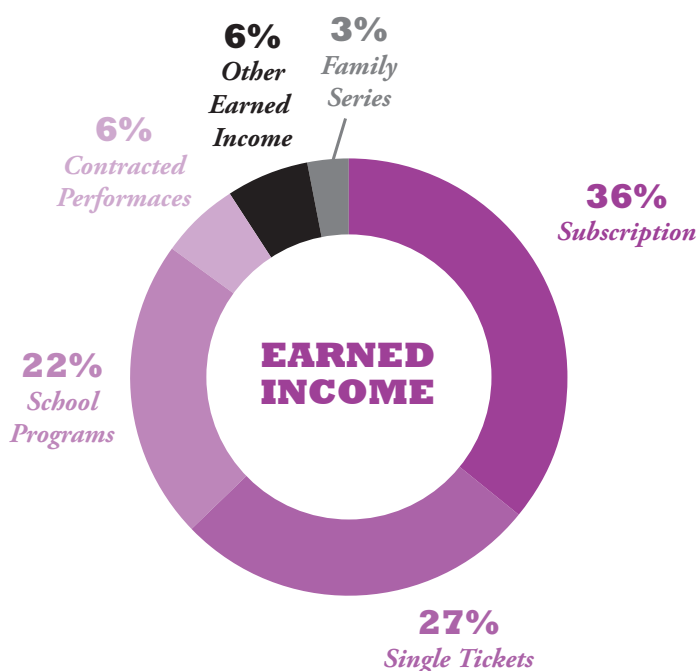
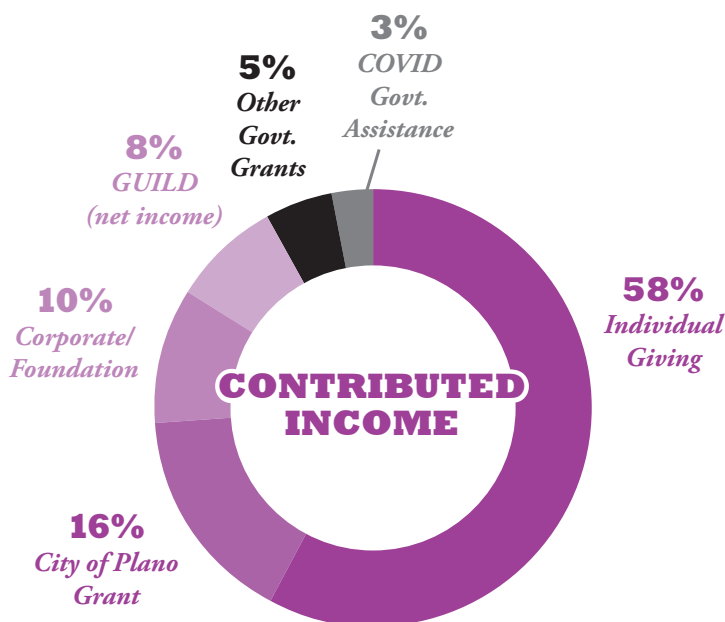
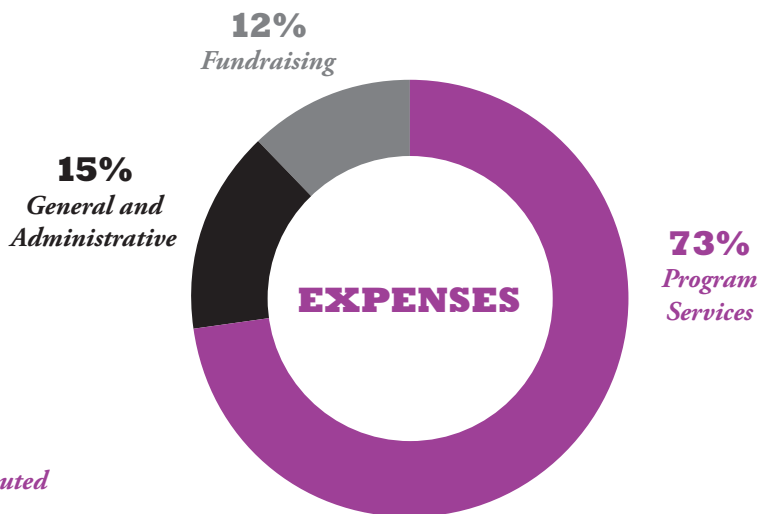
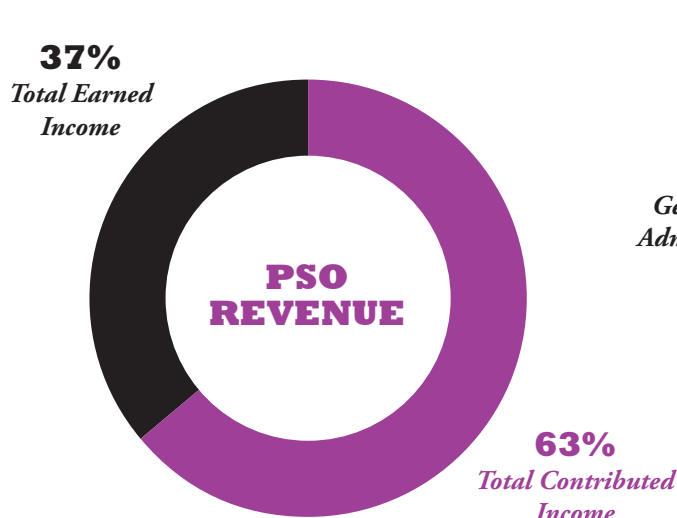
Chamber groups combine themed music with books for young audiences and their families at local libraries





2022-23 FINANCIALS

Where the Money Comes from and Where the Money Goes



DONORS

THANK YOU *to our many Donors and Funders whose contributions make our work in the community possible.*

\$100,000 AND GREATER

City of Plano
Tammy & Charles Miller (VS)

\$50,000.00 TO \$99,999.99

Anonymous

ENCORE CIRCLE

(between \$25,000.00 and \$49,999.99)

The Andrea-Mennen Family Foundation
Sandy Nachman (VS)
Wanda & Cliff Parker (VS)

SYMPHONY CIRCLE

(between \$10,000.00 and \$24,999.99)

AWARE Fund of the Dallas Foundation
Dianne & Marion Brockette (VS)
HEB - Central Market
TACA
National Endowment for the Arts
Texas Commission on the Arts
Carol & Bill Tempest (VS)

FANFARE CIRCLE

(between \$5,000.00 and \$9,999.99)

Heather Carlile (VS)
City of Richardson
Nancy Freeman (VS)
Frisco Association for the Arts
Alice & Bill Hobbs (VS)
Drs. Christine & Eric Hopkins (VS)
Mirna Lynch (VS)
Drs. Pat Storck & Chris Parr (VS)
Retirement Planners of America
Erin & Ben Stewart (VS)

CONCERT CIRCLE

(between \$2,500.00 and \$4,999.99)

Atmos Energy
Ellie & Ira Barash (VS)
Jan & Craig Barber (VS)
Bret Boeger (VS)
Mary Jo Cater (VS)
City of McKinney
First United Bank & Trust
Frost Bank
Rose Kamar
Valerie & Hal Kauffeldt (VS)
Allison & Mike A. Mangum (VS)
Brenda & Coby Mills (VS)
Darlene Morford (VS)
Pat & Bruce Morrice (VS)
Dr. Betty & James Muns (VS)
Marcela & Ralph B. Muse (VS)
Janie & David Orr (VS)
Bob Paton (VS)

Plano Rotary Club
Shea Family Foundation
Debbie & Keith Watson

OVERTURE CIRCLE

(between \$1,000.00 and \$2,499.99)

The Attwell Foundation
Bobby J. Baggett (VS)
Emma Barnum (VS)
Douglas & Carol Boyle
Barbara Buehler (VS)
Karen & Jim Davis
Joan Dawson
Vicki & Rick Dean
Sharon & Jerry DeFalco (VS)
Angelique & Thomas DeWitt
Sandra Dworkin
Rebeka & David Ecker (VS)
Lydia Feuerberg (VS)
Nancy Freeman (VS)
Janet Gambell
Deborah Hendrix (VS)
Jean & Ken Hill (VS)
Debbie Jacobs
Alan & Diane Johnson
Arlene Johnson
Rose Kamar
Peter Krause
Lolisa Laenger
Lorraine & Paul Landefeld
Irma Landis (VS)
Carol & Joe Layne
Rosemary & Dr. Doohi Lee (VS)
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Tom Venner (VS)
Beverly Wester (VS)
Karen & Ron Wilson
Sue & Will Wood (VS)
Diana & Randy Wright (VS)
Rebecca Wynne & Tim Dwight (VS)

MADRIGAL CIRCLE

(between \$600.00 and \$999.99)

Sharon & Mark Fritz
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Elizabeth & Alan Ratliff

SONATA CIRCLE

(between \$250.00 and \$599.99)

Sara Akers
Beverly & Kirk Bell
Annetta Box
Amilia Catovic
Cathy Chamberlain
Gladys & Albert Chan
Sharon & Joel Deatherage
Connie & Oscar Einkauf
Connie & David Eldred
Jeffrey Evans
Kay & David Ewing
Deb & Don Fabian
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Bobbi & Ron Wignall
Glenda & Darrell Wilson

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(between \$100.00 and \$249.99)

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Zachary Couvillon
Cindy & Curtis Crandall
Donald Cutler
Terry Doyle
Janice Fandrick
Paulina & Michael Fendel
Debbie Ford
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Annette & William Giesecker
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 Denise & Larry Pollis
 Nancy Ratcliff
 Kathy & Dale Russell
 Robyn Shakesby
 Lillian & Edward Stankunas
 Christine Taylor
 Claudia Taylor
 Jane Ellen Talbert
 Rebecca Warren
 Judy Willcox

IN-KIND

AlleeOops Photography
 College Hunks Hauling Junk
 Dallas Morning News
 H-E-B | Central Market
 Kenny's Restaurant Group
 Medical City Plano
 Plano International Festival
 Renaissance Dallas Richardson Hotel
 Signs by Tomorrow
 SoloShoe Communications
 Steinway Hall Plano
 Tom Venner

HONORS CIRCLE

In memory of Jeanne Grissom, given by Burke Asher
 In memory of Marie A. Moore
 In honor of Horace Taylor, given by Christine Taylor
 In honor of Marcela and Ralph Muse,
 given by Sandy Nachman
 In memory of Issa Kamar, given by Rose Kamar
 In honor of Barbara and Daniel Buehler,
 given by Laura Buehler

SEASON SPONSORS

Contributions to the Plano Symphony Orchestra change lives by providing world-class symphonic and popular music through concerts, outreach events, and music education programs. Your support drives our mission to enrich the human spirit through music and provides a lasting impact on the community. As a non-profit, we are dependent on your support. Thank you to our many donors and sponsors.

2022-23 SEASON SPONSORS



Tammy and
Charles Miller



The
Dallas
Morning
News



ARTISTIC SPONSORS

Dianne and Marion Brockette
 Frisco Arts Association
 Tammy and Charles Miller
 Sandy Nachman
 Wanda and Cliff Parker
 Carol and William Tempest
 The Plano Symphony Orchestra Guild
 Renaissance Dallas Richardson Hotel

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Tammy and Charles Miller
 NYLO Hotel Plano
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Bret Boeger

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Bob Paton

Ryan J. Riggs

Carlos Rodriguez-Garcia

Christina Ryan

Tom Venner

Sue Wood

Gregory Patterson*

Héctor Guzmán*

Director Emeritus, Alice Hobbs*

**ex-officio board member*

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Gregory Patterson

Executive Director and
Chief Development Officer

Héctor Guzmán

Tammy and Charles Miller Music
Director and Conductor

Shira Samuels-Shragg

Tammy and Charles Miller
Assistant Conductor

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Kehr Technologies, Information Technology

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Reno Ruiz, Major Gifts Officer

Jordan Parks, Development and Marketing Associate

Linda Housewright, Patron Services Specialist

Burnt Pie Productions, Videography

Janelle Twyford-Silvis, AlleOops Photography

SoloShoe Communications, LLC, Marketing and Communications

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Dr. Jennifer Wheeler, Director of Education

Maria Vallejo, Education and Administrative Assistant

ARTISTIC OPERATIONS and PRODUCTION

Luis Rodriguez, Director of Artistic Operations and Librarian

Jim Gasewicz, Musician Personnel Manager

PSO MUSICIANS

MEET THE MUSICIANS OF THE PLANO SYMPHONY ORCHESTRA

1ST VIOLIN

Elisabeth Adkins, Concertmaster*
(Chair sponsored by Wanda and Cliff Parker)

Szemi Jobbagy, Associate Concertmaster
Mevlan Mecid
Julia Brandenburg
Claudia Holm
Diana Galimova
Marina Dichenko
Christine Binzel
Leihlani Garcia Tamez

2ND VIOLIN

Hubert Pralitz*
Saejin Seo
Allie Miller
Claudia Jones
Diego Campos
Klaudia Cop
Crissanti Garcia Tamez
Bethany Wildes

VIOLA

April Kondrat*
(Chair sponsored by Nancy Freeman)
Monika Nierychlo-Fryklund
Bo Landefeld
Monika Idasiak
Iris Messinger
Steven Juarez

CELLO

John Landefeld*
(Chair sponsored by Erin and Ben Stewart)
Alex Paradis
Dan Totan
Shengni "Nini" Rubiano
Noemie Golubovic
Creed Miller
Kyungjin Yoo
Ya-Chen "Jessy" Lee

BASS

Jack Unzicker*
Scott Sheffler
Graham Eubanks
Daniel Nix

FLUTE

Lisa Nickl*
Janelle Olson
Jennifer Wheeler (Piccolo)

OBOE

Elise Belk*
Ashley Howe Flores
Susanna Hilliard (English Horn)

CLARINET

Deborah Fabian*
(Chair sponsored by Marcela and Ralph Muse)
Robin Korevaar
Donald Fabian (Bass Clarinet)

BASSOON

Leslie Massenburg*
John Searcy
Kyle Larson (Contra-Bassoon)

HORN

Susan Frazier*
(Chair sponsored by Jan and Craig Barber)
Benjamin Carroll
Jason Hofmeister
Stephanie Baron

TRUMPET

Glen Hummel*
(Chair sponsored by Dianne and Marion Brockette)
Adam Miller
Christopher Stubblefield

TROMBONE

Simon Willats*
Efrain Sain
Barney McCollum (Bass Trombone)

TUBA

Nathan Frazier

TIMPANI

Jeffrey Keene

PERCUSSION

Steve Kimple*
Jay Majernik
Efren Guzman

PIANO

Chloe Grein

HARP

Juliette Buchanan

*Conductors' podium co-sponsored by
Sandy Nachman and Wanda and Cliff Parker.*

** Designates Principal Musician*

PSO GUILD AND VOLUNTEERS

The award-winning PSO Guild is a vital part of the volunteer corps making all our concert and community events possible. Recognized by Texas Association for Symphony Orchestras for their innovative leadership and fundraising events, the PSO Guild brings together some of the most passionate minds and community leaders from throughout Collin County.



(L-R) Morris Hes, Marcela Muse, Jacqueline Rebelledo, Ira and Ellie Barash



(L-R) Richard and Maria Mott



(L-R) Beverly Wester and Irma Landis



(L-R) PSO Executive Director Gregory Patterson, Board Member Ryan Riggs, Board President Marion Brockette, Consulado General de México en Dallas Francisco de la Torre, Mayor John Muns, and Maestro Héctor Guzmán

PSO AWARDS

Let's Celebrate Our Accomplishments!

During the 2022–2023 season, the PSO celebrated its 40th anniversary. Numerous awards were bestowed on the PSO, including:

2022 OBELISK AWARD — DISTINGUISHED CULTURAL ORGANIZATION (NONPROFIT)

Awarded by the North Texas Business Council for the Arts
Nominated by Atmos Energy

PLANO SYMPHONY ORCHESTRA AND HÉCTOR GUZMÁN DAY

Proclamation, September 22 by Mayor John Muns, City of Plano

2022 STARDUST DISTINGUISHED PERFORMING ARTIST AWARD

Awarded to Maestro Héctor Guzmán by North Texas Performing Arts

FOR THE LOVE OF ARTS LEGACY AWARD

Awarded by the ArtCentre of Plano

ARTS IN AMERICAN COMMUNITIES AWARD

Awarded by National Endowment for the Arts



TASO

(Texas Association of
Symphony Orchestras)
**VOLUNTEER OF THE
YEAR AWARD**

TASO celebrated PSO patrons Tammy and Charles Miller with the coveted **VOLUNTEER OF THE YEAR AWARD** at a special dinner held in Austin, Texas. The PSO sent a large contingent of board and staff to help celebrate this important award recognizing the Miller's service to the arts, music, and especially the Plano Symphony Orchestra.



(L-R) Darlene Morford, Greg Patterson, JoAnna Lands, Tammy Miller, Charlie Miller, Janie Orr, Marion Brockette



(L-R) Deborah Hendrix, Craig and Jan Barber, Darlene Morford



(L-R) Graciela Katzer, International Festival; Maestro Héctor Guzmán; Riley Graygrove, NTPA; Dollie Thomas, Plano African American Museum



City of Plano Proclamation (L-R) Marion Brockette, Mayor John Muns, Gregory Patterson

PSO STRATEGIC PLAN

The Board of Directors of the Plano Symphony Orchestra identified the need for the organization to develop a new five-year strategic plan to provide a structured process to define success for the PSO, determine operational and organizational goals, and address its future growth. The plan identified necessary steps and aligned resources and staff to achieve the goals/pillars within a given time frame.

A strategic plan is the cornerstone of the PSO's future success. It was clear we needed to explore with board leadership and staff an understanding of our mission and to restate what our vision and values are that support that mission.

Our strategic planning process is designed to establish clear goals and an actionable plan moving forward to ensure the plan's success and the well-being of the PSO. Our strategic planning process looked at our current mission, which helped us establish a new set of vision and values for the PSO.

The strategic planning process required us to clarify our goals, review our current operations (SWOT analysis), and define a pathway for success:

- Achieve strategic clarity
- Set strategic priorities
- Determine resource implications
- Define development/fundraising revenue goals to support the plan
- Determine impact on organizational resources (staffing over the course of the five-year plan)
- Develop an implementation plan and timeline

The PSO has become one of the leading professional music organizations in North Texas, and it is the largest professional symphony in Collin County. Annually, more than 100,000 are directly impacted by the PSO's work on stage and in the community. Many growth opportunities are open to the PSO, and with a renewed focus on areas of marketing, community awareness, and new revenue opportunities, the PSO's artistic and education goals can be realized as the organization moves forward. This strategic plan is designed to be PSO's roadmap to the future, and it will guide any and all key strategic decisions, both artistic and administrative, to ensure the organization's stated mission, vision, and values are always embraced and protected.



PSO AT THE PLANO BALLOON FESTIVAL



In partnership with the H-E-B | Central Market Plano Balloon Festival, the PSO once again opened this year's festival with a special outdoor community concert!

The all-American concert included classics by composers such as Aaron Copland, Leonard Bernstein and John Williams.



PSO FAMILY CONCERT SERIES

PSO chamber ensembles entertain and engage through music from popular movies and classical repertoire. Acting, storytelling, dancing, and puppetry bring music to life in these programs, and kids are encouraged to participate in the action! Family Series concerts were held in Plano, Frisco, McKinney, and Prosper in 2022-23.

PSO 2023 Annual Report

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**PLANO
SYMPHONY
ORCHESTRA**

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ENGAGING YOUR NORTH TEXAS COMMUNITY

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