

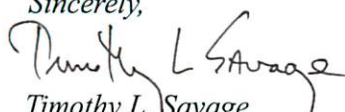
Annual Report to the Community

DECEMBER 2018

Dear Friends,

I couldn't be more encouraged than I am about the present state and future possibilities of the Orchestra of Northern New York. With two pairs of performances under our belt for the current season - our 31st! - I can assure you we have never sounded better nor been received more enthusiastically by those in attendance at our concerts. Donations and ad sales are ahead of previous years, and our work in the area of strategic planning is producing significant dividends towards increased clarity of operations. All of these factors help position us to be attractive for granting agencies and major donors. We are very grateful for the interest and support you have shown in your own way, and look forward to being here to "enrich the quality of life in Northern New York" for years to come.

Sincerely,


Timothy L. Savage
President, Board of Directors



MISSION

ONNY seeks to enrich the quality of life in Northern New York and engage area youth by inspiring the enjoyment and appreciation of music through live performances by professional musicians.

LEADERSHIP FOR TODAY AND TOMORROW

The fifteen-member volunteer board of directors meets monthly, fulfilling their responsibilities of duty, care and loyalty to the organization. Meetings, which are open to the public, are held at 6:30 p.m. the third Thursday of each month in the Potsdam Town Offices Community Room.

Timothy L. Savage, Canton, *President*
Kimberly Busch, Hannawa Falls, *Vice President*
Mary Jane Watson, South Colton, *Treasurer*
Adrienne Hartman, Potsdam, *Secretary*
John Ellis, Potsdam, *Musicians' Representative*
Steven Bateman, Ogdensburg | Marc Boyer, Ogdensburg
Jeremy Carney, Potsdam | Vernice Church, Norwood
Victoria Day, Hermon | Michael Draper, Norfolk
John J. Gray Jr., Colton | Michael Greenwald, Canton
Michael Sitton, Potsdam | Emily Sprague, Watertown



Charter Emeritus Class of 2018

ONNY's Board of Directors has instituted a Charter Emeritus status for former musicians who began their tenure with ONNY in its inaugural season (1988-1989) and played, with distinction, for many years until their retirement from ONNY. They are:

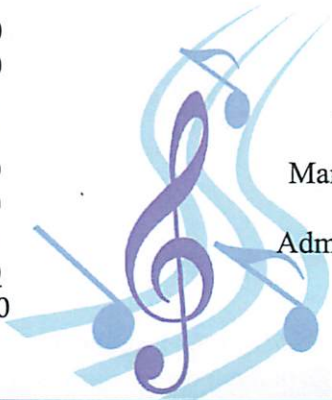
Glenn Guiles, oboe	Gail Schaberg, flute
Ruth Iogha (dec.) violin	Roy Schaberg, horn
John Jados, violin	James Stoltie, bassoon
Nancy Kear, violin	Frank Wangler, bassoon
Jerry Moore, (dec.), viola	Alan Woy, clarinet
Peter Popiel, tuba	

Watertown Advisory Council

Lia Call	John Goloski
Susan Johnson	Dave Knowlton
Richard Lake	Agnes McCarthy
Emily Sprague, chair	Tom and Mabel Walker
Clement Wong	Shannon Zaykowski
John Wrape	

Music Director Kenneth Andrews says, "The individuals in this year's class of Charter Emeritus Musicians have our heartfelt appreciation for their exemplary service, which helped establish the high quality of performance that has become ONNY's trademark in the region. They also helped create an organization that is now proud to mark its 31st season of producing music that inspires and excites. Without their commitment of time and talent, ONNY simply would not have survived to be the organization it is today." In the future, other musicians will be granted emeritus status for their generous service to the North Country's only year-round professional symphony orchestra.

**THE BOARD'S PRIMARY FOCUS:
Balancing Artistic Integrity with Fiscal Responsibility
2018-2019 Budget**



INCOME:

Ticket Sales and Contract Fees	\$ 87,100
New York State Council on the Arts	\$ 18,000
Fundraising Events	\$ 6,000
Program Advertising	\$ 5,000
Individual Contributions	\$ 55,000
Foundations	\$ 15,000
Business Donations/Sponsorships	\$ 9,000
Misc. Earned Revenue	\$ 550
Total Income	\$195,650

EXPENSES:

Personnel - Artistic	\$ 80,000
Personnel - Non-Artistic & related payroll expenses	\$ 42,000
Travel	\$ 8,850
Marketing (advertising, design, printing)	\$ 31,500
Box Office Management	\$ 5,000
Administration (postage, insurance, etc.)	\$ 9,875
Young Artist Competition	\$ 1,200
Misc. Concert Expenses	\$ 15,700
Total Expenses	\$194,125

PROGRAMMING AND ATTENDANCE

ONNY celebrated its 30th season in 2017-2018 by presenting five concerts in Potsdam and Watertown as well as a holiday concert in Massena.

More than 2,200 people attended concerts in Potsdam in 2017-2018. Nearly 1,000 more individuals enjoyed concerts in Watertown, a 19% increase. An estimated 4,000 people celebrated the Fourth of July holiday at the free ONNY concert and fireworks in Thompson Park, sponsored by the Watertown Noon Rotary Club.

This year, we opened our season in August in Clayton, performing *Passion and Romance*, a concert celebrating the 100th anniversary of the birth of Leonard Bernstein. The concert in Hosmer Hall was also a highlight of Welcome Weekend as the semester started at SUNY Potsdam.

Last month, ONNY performed *blue cathedral* by Pulitzer Prize and two-time Grammy Award winning composer Jennifer Higdon, our first work by a female living composer in many years.

We look forward to the holiday pops concerts next month, our Baroque program in February, a Harry Potter Spectacular in March, and Broadway On Demand to celebrate July 4th. See complete schedule of concerts below.



2018-2019 SEASON

Passion & Romance
Sat. 8/25/18 at 7:30 pm • Clayton
Sun. 8/26/18 at 3 pm • Potsdam

Autumn Reflections
Sat. 10/27/18 at 7:30 pm • Potsdam
Sun. 10/28/18 at 3 pm • Watertown

Celebrate the Holidays
Fri. 12/14/18 at 7:30 pm • Potsdam
Sat. 12/15/18 at 7:30 pm • Massena
Sun. 12/16/18 at 3 pm • Watertown

The Magnificent Baroque
Sat. 2/9/19 at 7:30 pm • Watertown
Sun. 2/10/19 at 3 pm • Potsdam

Harry Potter Spectacular
Sat. 3/23/19 at 7:30 pm • Watertown
Sun. 3/24/19 at 3 pm • Potsdam

Broadway on Demand
Tue. 7/2/19 at 8 pm • Watertown
Wed. 7/3/19 at 7 pm • Potsdam



When 60 students from Indian River Central School attended one of the concerts in Watertown last year, many entered a raffle to win a music lesson from one of ONNY's professional musicians. Kierstyn Waugh, a cellist and daughter of Carriann Church, was one of two winners. She is in her school choir, a member of the school orchestra, and active in sports, including softball and soccer. She likes the cello because of *"the deep sounds that are really rich, and not high like the violin."* She received her lesson from Dr. Robert Docker, ONNY cellist and member of the Crane School of Music faculty.

THE 13th ANNUAL YOUNG ARTIST COMPETITION

Saturday, February 16, 2019 | 10:00 a.m. at SUNY Potsdam's Hosmer Hall

The James and Katherine Andrews Young Artist Competition was established in 2007 for talented high school students in Northern New York. Mr. and Mrs. Andrews were great supporters of various activities for young people and were especially fond of those involving music. Upon the death of James, his wife Katherine and the family decided to have all donations in his name used to establish this event.

The mission of the competition is "to inspire the young musicians of Northern New York and beyond to reach their highest level of artistry." Students interested in participating may contact the ONNY office for a brochure and application or visit www.onny.org.

The competition is one of the few of its kind in the U.S. that offers both a cash prize and the opportunity to solo with a professional symphony orchestra. This year we are proud to announce the \$500 First Prize is donated by a friend and classmate, of the late Rev. Peter J. Sullivan III in his memory. The public is welcome to attend the competition. We are sure they will be amazed as young people from around Northern and Central New York perform required works from memory.



2018 Winner:
Silas Smith, Malone, NY.



ORCHESTRA RECEIVES GRANT FOR APRENTICESHIP PROGRAM

The Orchestra of Northern New York recently received a five-year commitment to sponsor the exceptionally gifted students from the Crane School of Music who are selected for the ONNY Apprenticeship Program. The students are paid as young professionals.

The donation comes from The Secret Sits Pro Musica Ensembles, Inc. (TSS, Inc.), a charitable nonprofit organization founded in 2017 in memory of Marie A. Patten, of Athens, GA and the Gull Pond Community in the Pierceland, NY area. TSS, Inc. is incorporated in Georgia and New York.

Marie Patten was educated in New York City public schools and went on to earn BA, MSW and PhD degrees at the College of William and Mary and the University of Georgia. Her love of music grew throughout her life. An avid opera- and concert-goer, she would leave chamber music performances and frequently comment to the effect that the world would be a better place if that kind of music was on street corners. It is that sentiment, and the pursuit of related goals finding root around it, to which TSS, Inc. is now dedicated -- Better Music, Better World.

Marie was very fond of poetry, and wrote some herself. A personal encounter with Robert Frost when she was young became indelible in her life, and this is reflected in "The Secret Sits" being the title of one of Frost's poems:

"We dance round in a ring and suppose, But the Secret sits in the middle and knows."

"It is a wonderful opportunity for Crane students to perform with a professional symphony orchestra," says Kenneth Andrews, who founded the orchestra in 1988. "They are held to the same high standards as the other musicians, and the experience fosters discipline and professionalism. We are most grateful for this generous gift. It truly is transformational for the orchestra."

THE IMPORTANCE OF AN ENDOWMENT

We are encouraged by the growth we have realized in our endowment to date, and look forward to continuing the trend long into the future. It is our intention to build it to the point that we can count on applying a sensible percentage of the interest earned toward our annual operating budget. During our 22nd Season in 2009-2010, our endowment stood at \$50,000. In May 2013, we transferred our funds to the Northern New York Community Foundation following a compelling presentation to our Board of Directors by NNYCF Executive Director Rande Richardson. All we could have hoped from this partnership has transpired over the past years, and our endowment currently stands at \$134,000. With your generous support, it is our intention to double this amount in the next three to five years.



Please Consider Becoming a Friend of ONNY in One of the Following Ways:

ADVERTISE in 4,000 concert programs.

AMAZON SMILE.COM - Participate in this program where 0.5% of the purchase price of eligible products are donated to the charitable organization of your choice - **ONNY!**

ANNUAL DONOR CAMPAIGN - Make a gift from \$10-\$5,000. All donors are listed as Friends in the concert programs and on our website. To donate, call 315-267-3251 or mail gift to:

PO Box 488, Potsdam, NY 13676. We regret online donations cannot be accepted at this time.

ATTEND CONCERTS - and bring a friend! Tickets make a wonderful holiday gift & are available at 315-267-2277 or www.onny.org.

BUSINESS SPONSORSHIPS - Demonstrate your corporate citizenship and support of the arts by helping underwrite an ONNY concert with a donation of \$100 - \$10,000. Benefits include tickets, programs advertising and publicity about one's sponsorship.

CHAIRS IN THE ORCHESTRA - Sponsor a chair and contribute towards musician fees.

Concertmaster - \$3,500 (funded at this time)

Principal Chair - \$2,500 (two funded at this time)

Chair by Instrument - \$1,000

ENDOWMENT GIFTS - See separate article about our endowment.

MATCHING GIFT PROGRAM - Check with your employer for availability.

MEMORIALS - Remember a loved one with a donation in his/her name.

MUSIC PURCHASE/RENTAL - Help build ONNY's music library; see list of needed music purchases or rentals on our website at www.onny.org.

PLANNED GIVING - Consider making a bequest to ONNY.

PURCHASE CDs - Available in the lobby at every concert, or by calling the office at 315-267-3251.

VOLUNTEER YOUR TIME - Give of your time and talent to help sustain ONNY. Contact Volunteer Guild President, Kimberly Busch at 315-265-2178 or gkbusch2000@gmail.com.

Thank You to Our Major Sponsors



Council on the Arts

Media Sponsors
Watertown Daily Times



CoBank, Denver
Farm Credit East, Potsdam



Wishing You and Yours
H A P P Y



Holidays
and a Peaceful and Prosperous New Year. ONNY's Board and Staff

YEAR-END APPEAL

Earlier this year, the board approved a budget of \$195,650 for fiscal year 2018-2019, with 41% required solely for musician fees. Our current fundraising goal is \$84,000. To date, we have received donations or pledges totaling \$60,698 or 72% of the funds needed to produce this season of high quality orchestral music.

Donations help keep ticket prices affordable and thereby accessible to as many people as possible. They also allow us to offer discounted tickets to seniors, military personnel, and free admission to all students, 17 and younger. We believe this will encourage an appreciation of music among this group, building the audiences of tomorrow.

Please consider supporting ONNY by making a contribution before December 31st. It is much needed and appreciated.



MONTHLY GIVING Did you know it's possible to pledge an annual donation to ONNY and pay it in monthly installments. Just check the box on the Year-End Appeal Response Form and fill in the amount you wish to pay. Your credit card will be automatically charged on the first of each month.

Year-End Appeal Response Form

- YES! I/We wish to give thanks for our year-round, professional symphony orchestra and be counted among the Friends of the Orchestra by making a donation of \$ _____
- I wish to honor my annual pledge with a monthly gift of \$ _____
- In honor/memory of _____
- I wish to forego the premium and receive the full tax-deduction for my donation.

Name: _____

Please print your name as you would like it to appear in the concert program.

Address: _____

Tel: _____ Email: _____

Credit Card#: _____ Exp.Date _____

Name on Card _____ CVV: _____



The Orchestra of Northern New York Strategic Plan, October 2018

Goal	Strategy	1 yr.	2-3 yrs.	4-5 yrs.
PROGRAMMING - To develop innovative and diverse programming while continuing to present masterworks.	Focus on women, contemporary & ethnically diverse composers	X	X	
	Schedule "blue cathedral" by Jennifer Higdon	X		
	Select works by women composers throughout season		X	X
	Program works by ethnically diverse composers		X	X
	Choose works by contemporary composers		X	X
ENGAGEMENT AND OUTREACH - To engage and educate new audiences.	Fund Crane Student Apprenticeship Program for next 5 years	X		
	Organize small groups of musicians to perform in the community and at area schools	X		
	Hold performances of small groups of musicians in the community and at area schools		X	X
	Meld the Watertown Advisory Council with the ONNY Board of Directors	X		
	Cultivate new markets around the North Country (Saranac Lake, Lake Placid, Plattsburgh, etc.)		X	X
	Survey area music teachers as part of educational outreach	X		
	Invite students to perform with orchestra on December concert program (educational outreach)	X	X	
	Invite students to attend rehearsal for "Harry Potter" concert in March (educational outreach)	X		
	Develop classroom-ready materials related to upcoming concert season, orchestral music & live performance etiquette for posting on the web site (educational outreach)		X	X
FINANCIAL - To ensure fiscal sustainability of the orchestra by increasing current revenue streams and creating new ones.	End the year with a profit through increased attention to cultivating business relationships and generating ad revenue	X		
	Increase overall budget to \$300,000 to raise fees for musicians and music director		X	X
	Cultivate a group of people who are willing to ask for contributions from local businesses for program ads and sponsorships	X		
	Ask local service organizations to help with fundraising		X	X
	Start selling program advertising in January 2019 to take advantage of the beginning of the fiscal year for businesses	X		
	- Increase ad sales - Increase individual donor support - Increase business contributions	X		
	Continue to grow the endowment in order to utilize a percentage of its interest to support annual operations.	X	X	X
Double the endowment in the next three years, with a goal of \$500,000 in five years.		X	X	
OPERATIONS - To articulate and coordinate roles of stakeholders to effectively utilize our resources for efficient operations.	Continue discussions on how to "right-size" the season	X	X	
	Increase salary of Music Director	X		
	Solicit feedback from the Musicians' Players Committee to increase dialogue and strengthen relations between the musicians and the Board of Directors	X		
	Continue to solicit volunteers to join the Volunteer Guild	X	X	X
	Obtain sponsorships or donations for food to feed orchestra members during rehearsals and performances.	X		
	Continue to solicit volunteers to house guest musicians from outside the area	X	X	X
	Work with area development professionals to identify and cultivate major donors	X	X	X
	Continue to apply for grants to increase funding	X	X	X
	Purchase brass shields	X		
	Add staff positions including but not limited to: Librarian, Assistant Music Director, Production Assistant, Web Manager & Social Media Coordinator	X	X	
	Develop a plan for emergency replacement of conductor	X		
Invite a guest conductor to conduct a concert			X	
MARKETING/BRANDING - To strengthen our brand and expand our markets to various segments through a variety of means.	Increase use of digital media with the assistance of interns from Crane Music Business Program and/or SUNY Potsdam English Dept.	X	X	
	Explore the option of enlisting the services of a Facebook posting service	X		
	Sponsor a logo design contest	X		
	Sponsor a "How Has Music Impacted Your Life?" essay contest	X		

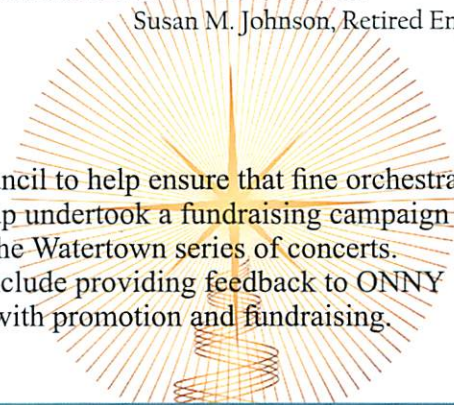


"I have music in my life every day, all day. However, when ONNY comes to town, I revel in a full orchestra, a charismatic conductor, and dramatic settings. It's a long season of dark days, but just think in Watertown we have concerts from October to April. What a treasure! I am honored to serve on the Council."

Susan M. Johnson, Retired English Teacher

WATERTOWN ADVISORY COUNCIL RAISES \$15,549

A few years ago, ONNY established a Watertown Advisory Council to help ensure that fine orchestral music would be available in that community. In recent weeks, the group undertook a fundraising campaign that exceeded its goal of \$15,500 to support the cost of performing the Watertown series of concerts. New members of WAC are always welcome. Responsibilities include providing feedback to ONNY management about programming and operations, and assisting with promotion and fundraising.



STUDENT WINS GRANT FOR ONNY

Earlier this year, ONNY was selected as a recipient of a Community Spirit Youth Giving Challenge grant, sponsored by the Northern New York Community Foundation and Stage Notes. The \$500 award was based on an essay written by Indian River Middle School student Jasmine Berasategui. Students were asked to choose a charitable organization in Jefferson, Lewis or St. Lawrence County that helps make their community a better place. Jasmine wrote.

The organization that I choose that will make the community a better place is the Orchestra of Northern New York. I choose this because the orchestra plays amazing music and is very good at it. Plus, the people in the orchestra are amazing and their music can inspire young musicians or can improve people who are playing an instrument at the time. (This is true because one of the people in the Orchestra is my orchestra teacher [Lia Call] and she teaches me many things about the violin and music.) If this donation goes to the orchestra, then the orchestra will have more performances, making others who love music happy, and will inspire young musicians and help others out. This is also true because I went to a performance once, and it was amazing and super inspiring."



ONNY musicians in rehearsal



Follow us on:

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 [@OrchNorthernNY](#)

 [@OrchNorthernNY](#)

PO Box 488
Potsdam, New York 13676

**Reserve your
seat today for our
Holiday Brunch
Fundraiser
RSVP
Deadline:
Dec. 5th**

You're Invited! Join the Orchestra of Northern New York for its

Holiday Brunch & Silent Auction

**Sunday, December 9, 2018 • 11:30 am - 1 pm
Barben Rooms, Cheel Center • Clarkson University, Potsdam**

*Live Music provided by
ONNY musicians & their friends*

- Omelet Station • Blueberry Pancakes
- Scrambled Eggs with Cheddar Cheese
- Bacon Strips & Sausage
- Tomato Bisque Soup • Potatoes O'Brien
- Butternut Squash Ravioli
- Assorted Bagels & Breakfast Breads
- Fresh Fruit Salad • Assorted Gourmet Desserts
- Coffee, Tea, Milk, Juices

	Quantity	Price	Total
Adult (Includes \$13 tax deductible donation)	_____	\$30	\$_____
Student (ages 6 - 17)	_____	\$17	\$_____
Child (ages 5 & under)	_____	Free	\$_____
Total	_____		\$_____



**RSVP by
December 5th**

**Mail form to:
ONNY
PO Box 488,
Potsdam, NY
13676**

**Questions?
Call 315-267-3251**

Name: _____

Address: _____ City/State/Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email Address: _____

Credit Card Number: _____

Expiration Date: _____ Security Code (on back): _____ Billing Zip Code: _____

Printed Name on Card: _____

Signature (required): _____