

Commitment to Excellence

FROM THE MAJOR CAMPAIGN OFFICE OF THE PSO

SECOND EDITION • SPRING 2009

IN THIS ISSUE

A Message from the PSO

Matching Phase

For the Love of Music

PNC Names New Walkway and Tiny Tots Concerts

Heinz Hall Under Construction

Naming Opportunities

Steinberg Society Gifts

Campaign Events



A Message from the PSO

The short- and long-term financial health of the Pittsburgh Symphony Orchestra largely depends upon the success of two campaigns: a thriving Annual Fund and the successful completion of the Commitment to Excellence Campaign. The PSO is grateful to the many donors who increased or maintained their support this season, but the Annual Fund lags behind precipitously. There are more than 1,100 donors who made commitments by this time last season who have not yet done so this season.

The good news is that donors who have not renewed are not saying "no." Instead, donors need more time to make a decision about their giving in light of the economic uncertainty. The economy is on everyone's mind, but with less than four months remaining in the fiscal year, we have

significant ground to make up. We cannot meet the forward-looking goals of the Commitment to Excellence Campaign without strong, stable, annual support from the community and, especially, our patrons. In other words, your Annual Fund support now functions as the best short-term investment facilitating the long-term viability of our beloved Orchestra.

In recent weeks, there have been indications that our region is weathering this storm better than most. Since the public launch of the Commitment to Excellence Campaign six months ago, the PSO has secured more than \$5 million in commitments. This secure foundation ensures that we can build into the future.

The Campaign is progressing because our community recognizes the value of a world-class Orchestra. Most donors are choosing "blended" gifts: those providing both Annual Fund and Campaign support over a set number of years. We are enjoying meeting with prospective donors who want to learn about the Campaign. Some are asking for more time to consider their participation in this economic climate, but as the conversations continue, we acquaint ourselves with more

people who care about the PSO than even before.

Thank you for your continued support, your important feedback and your extraordinary dedication to the Pittsburgh Symphony Orchestra.

Richard P. Simmons, Chairman of the Board

Lawrence J. Tamburri, President & CEO



Commitment to Excellence Enters the Matching Phase of the Campaign

Since the Campaign's public launch in November of 2008, nearly \$5,475,815 million has been pledged to the PSO's Commitment to Excellence Campaign. We are currently in the matching phase of the R.P. Simmons Family challenge. During this phase, the Simmons Family will release \$1 million to the Campaign for every \$5 million raised by the PSO, up to \$25 million. We recently earned the first \$1 million match and are well on our way to earning the second! This is a critical time in the life of the Campaign—the time when more individuals will pledge their support than any other.

\$60 million
to substantially increase the
PSO's endowment

\$10 million
for critical Heinz Hall improvements

\$10 million
for artistic and community
engagement initiatives

\$80 million
total Campaign goal

Goal: \$80,000,000

\$70,000,000

\$60,000,000

Commitments:
\$54,126,336

\$50,000,000

\$40,000,000

\$30,000,000

\$20,000,000

\$10,000,000



Eileen & Tom McConomy visit with Maestro Manfred Honeck in the Mozart Room at Heinz Hall

For the Love of Music

Eileen and Tom McConomy visit with Maestro Manfred Honeck

As a child, Eileen McConomy would visit her grandfather who emigrated to the United States from Italy.

"He would play opera music on his radio on Saturday mornings, and you would hear it throughout the entire house," she recalled. "That's where my love of classical music began. He would tell me the stories they were singing—they were always so sad! Then, as a student at Carnegie Mellon, my roommate was a music major and she would bring me to concerts at the Pittsburgh Symphony. That really started to reinforce my love of the music."

Husband Tom McConomy also found an appreciation for music developing at CMU. "My roommate was a musician who played as an extra for the PSO," said Tom. "He would get a call on Monday or Tuesday that he was needed for the weekend's concerts. I would go along. I wasn't an immediate fan of classical music, but I became interested in it through the Pops."

After the couple married (they met during their days at Carnegie Mellon), they moved to Washington, D.C. for a number of years before returning to Pittsburgh, where they began attending Pops concerts regularly.

"The Pops are an excellent way to be introduced to the Symphony and subsequently to classical music," said Eileen. "It was a wonderful experience for us and soon after, we became subscribers to the PSO classical series."

"The power of music is undeniable," said Eileen. "When you sit there and hear music that is so beautiful, that beauty is healing; it relaxes you."

"When I was working full time and there was a lot of pressure on the job, I would look forward to Saturday evenings at the Symphony," said Tom, who is the retired President and CEO of Calgon Carbon Corporation. "It was so relaxing; it really transported you into a different world."

Making an Impact

Recently, the McConomys made their largest gift in support of the Symphony. "The reasons we decided to make this donation are multifaceted," Tom explained. "The PSO is a very high quality organization and is deserving of support. Also, we recognize that it's an impor-

tant driver in the economic development activities of the city. And, quite frankly, we were asked by Dick Simmons. His tremendous generosity to the Symphony made us want to stretch."

"The PSO is an organization that we can really be proud of," Eileen agreed. "It needs to be sustained and encouraged. I'm a firm believer in supporting the cultural life of Pittsburgh. The arts uplift and enrich our lives in so many ways."

The McConomys also recognize the importance of growing the individual donor base. "For years we've relied on a small number of donors to support our cultural institutions and our universities," Tom said. "And now, those people are gone and it's time for the rest of us to step up and help fill that void. It will be a slow process and will require a lot of education but it's important that the effort be made."

"There is power in a lot of people making donations and not necessarily huge donations. Their \$50 gift is important. Every donation is important," Eileen added.

Cultural Leader, Economic Driver

"The PSO is a very clear marker that Pittsburgh is an important city," explained Tom. "The orchestra played in Brussels about ten years ago and Calgon's European headquarters are in Brussels. I remember that several Calgon executives attended a performance. They were so surprised that Pittsburgh had an orchestra of such high quality.

"It's a real cultural asset," he continued. "When relocating, people look at a city's character and what the attractions are, whether or not they attend them. This makes the Symphony very important to the economic health of the region. A lot of companies have left the city so there's a reduced presence of corporate giants who can highlight Pittsburgh around the globe. The PSO is a gem and can help to fill that gap. We have to preserve that any way we can.

"It's much easier to maintain something than it is to re-build it," Tom said. "We have a great Symphony, let's keep it great."

Campaign Leadership

Richard P. Simmons
CHAIR
Elsie & Henry Hillman
HONORARY VICE CHAIR
Beverlynn Elliott
EXECUTIVE VICE CHAIR
Jeffery Leininger
EXECUTIVE VICE CHAIR

Campaign Vice Chairs

James R. Agras
Joseph L. Calihan, Jr.
Joseph Cicero
Murry S. Gerber
CORPORATE DIVISION
Thomas B. Hotopp
Thomas McConomy
Jamee Todd

Campaign Cabinet

Barbara B. Ackerman
Melinda Beard
Carol Bleier
Michael Bryson
Larry Brockway
David Burstin
Basil M. Cox
L. Van V. Dauler, Jr.
George A. Davidson, Jr.
Vince Delie

Martin D. Earle, M.D.

Albert H. Eckert
Carol Evans, M.D.
Elizabeth H. Genter
Peter S. Greer
C. Talbott Hiteshew Jr.
Robert W. Kampmeier
Cliff Kress
John Marous
Granger Morgan
James Murdy

Mildred S. Myers

William R. Poller, M.D.
James W. Rimmel
Reid Ruttenberg
Cindy Shapira
Sunil Wadhvani



PNC Names New Walkway and Tiny Tots Concerts

The PNC Foundation has announced a multi-year leadership gift to the Pittsburgh Symphony Orchestra's *Commitment to Excellence Campaign*. The grant will create the PNC Walkway and rename the Tiny Tots concert series, *PNC Tiny Tots*.

"For more than 110 years the Pittsburgh Symphony Orchestra has been an essential part of Pittsburgh's cultural landscape and a worldwide ambassador for our region," said Eva Blum, Senior Vice President and Director, Community Affairs, and Chair, PNC Foundation. "We are proud to play a key role in the PSO's *Commitment to Excellence Campaign*. It's an investment in one of our city's most esteemed cultural assets and the vitality of our region."

The sidewalks surrounding Heinz Hall on Liberty Avenue, Penn Avenue and Sixth Street will be replaced over the summer and unveiled as the PNC Walkway before the opening of the 2009-2010 Season.

PNC will also gain naming rights to PSO Tiny Tots concerts, renamed PNC Tiny Tots. The series was created to provide three- to six-year-olds in western Pennsylvania access to high quality musical experiences. PSO Tiny Tots programming features a series of three free concerts designed to be fun, interactive and engaging for youngsters. During the 2008-2009 season, 6,475 children and 2,625 adults attended Tiny Tots concerts.

"PNC continues to be a champion for the arts and for our region's youth. Future generations will be greatly impacted by their extraordinary commitment to our youth and to our community," said PSO President Lawrence J. Tamburri.

The PNC Financial Services Group, Inc. is one of the nation's largest diversified financial services organizations providing retail and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

Tiny Tots audience members



Heinz Hall Garden Plaza

Heinz Hall Under Construction Urgent Capital Projects Move Forward

From its origin in 1927 as the Loew's Penn Theater to its renovation and dedication in 1971, Heinz Hall for the Performing Arts hosts more than half a million patrons each year. Like any building, this historic home of the Pittsburgh Symphony Orchestra requires maintenance that must be addressed.

The last major renovation to this extremely busy building in 1995 provided for acoustical, technical and aesthetic improvements to the Hall. More than a decade later, Heinz Hall is facing maintenance issues that cannot be deferred. The *Commitment to Excellence Campaign* will raise \$10 million for essential capital repairs and improvements.

This summer and next, Heinz Hall will begin planning and construction to address two urgent needs: sidewalks and the Garden Plaza. The walkways surrounding the Hall and within the Garden Plaza are in a state of disrepair. Widespread leakage in Heinz Hall's underplaza and maintenance areas requires total replacement of plaza and sidewalk waterproofing systems. Bricks along the front entrance of Heinz Hall with donor inscriptions will also be replaced using epoxy filled letters to improve legibility and longevity.

"Renovations will use green building solutions where feasible," states Vice President of Heinz Hall Carl Mancuso. "For example, waterfalls that make up the award-winning garden design will draw from an underground well, saving tens of thousands of gallons of City water each year."

Funding for critical capital projects to date has been provided by The Heinz Endowments, PNC Foundation and the Commonwealth of Pennsylvania's Redevelopment Capital Assistance Program.

Other critical needs still pending funding include:

- replacement of the Hall's roofing system, including the pyramidal roof over the theater auditorium seats
- construction of backstage storage space with proper humidity and temperature control to safely house instruments and the PSO's music library
- creation of suitable space for the Orchestra's archival collections and recordings, which are in danger of being damaged or lost forever
- updated stage rigging for Broadway productions and touring shows which provide vital rental income to the PSO
- replacement of house dimmer lights (c. 1971) for which spare parts are no longer available; an untimely failure could leave Heinz Hall audiences in the dark
- replacement of the stage floor
- renovation of dressing and rehearsal rooms which date back to 1971 when the building first opened as Heinz Hall
- replacement of the Heinz Hall theater sound system

Naming Opportunities

If you've perused a PSO program magazine recently, you may have noticed the Endowed Chairs listing in the *Making Music Together* section of the book. PSO patrons endowed a total of 45 musician, guest artist and special program "chairs."

Every donor has a significant impact on the PSO's *Commitment to Excellence Campaign* and many naming opportunities are still available. Just a few are listed here:

Endowed Positions	In Perpetuity	For 20 Years	For 10 Years
Principal Guest Conductor	\$6,000,000	\$3,000,000	\$1,500,000
Principal Timpani	\$1,000,000	\$ 500,000	\$ 250,000
Principal Piccolo	\$ 700,000	\$ 350,000	\$ 175,000
Section Violin/Cello/Viola	\$ 200,000	\$ 100,000	\$ 50,000
Special Places in Heinz Hall			
The Mozart Room	\$2,000,000	\$1,000,000	\$ 500,000
The Maestro's Suite	\$1,000,000	\$ 500,000	\$ 250,000
Stage Entrance Door	\$ 500,000	\$ 250,000	\$ 125,000
Grand Piano	\$ 100,000	\$ 50,000	\$ 25,000
Piano Soloists' Room	\$ 100,000	\$ 50,000	\$ 25,000
Harp Room	\$ 50,000	\$ 25,000	\$ 12,500
Garden Benches (10)	\$ 25,000		
Theatre Seats	\$ 1,000		

For a complete listing, contact the Major Campaign Office at 412.234.4148

Steinberg Society Gifts May Unlock Matching Campaign Funds

Did you know that Steinberg Society gifts can also benefit the Commitment to Excellence Campaign?

The Steinberg Society was established to recognize donors who have designated the Orchestra as a beneficiary in their estate plans. Named for PSO's beloved former conductor, William Steinberg, the Society honors members who have made and informed us about planned gifts through wills, charitable trusts, life insurance, retirement accounts and other deferred gifts. Maestro Steinberg's portrait in the Grand Lobby marks the site of the honor roll where members names are inscribed, recording their commitment in perpetuity.

Planned gifts from donors 66 years of age or older, may count toward the Commitment to Excellence Campaign and can help unlock up to \$5 million in matching funds, if they are irrevocable. If you would like to learn more about the Steinberg Society or how your commitment to the Steinberg Society may also apply to the Campaign, please contact Lois Brozenick, Director of Major and Planned Gifts at 412.392.3190.



The Feldman Family: Hillary, Joan, Emil and Ruth at the annual Steinberg Luncheon on April 19

Campaign Event: Lunch with Lucia

PSO patrons enjoyed an intimate luncheon with Lucia Noseda on March 26 at the Pittsburgh Golf Club. Lucia works and travels with her husband Maestro Gianandrea Noseda, the BBC Philharmonic's Chief Conductor, as he conducts around the world. Gianandrea Noseda conducted two exceptional concert weekends with the PSO March 27-29 and April 3-5, including the opening concert of the Orchestra's three-week Rachmaninoff festival.

Left to Right: Connie Bernt, Lucia Noseda and Madelain Tauberg at the Pittsburgh Golf Club



Paul Silver (viola), his daughter, Sarah, and new Steinberg members, Charles and Angela Hardwick.

MAJOR CAMPAIGN OFFICE

Pittsburgh Symphony Orchestra
Heinz Hall, 600 Penn Avenue
Pittsburgh, PA 15222
412.234.4148

Jodi Weisfield, Director of the Major Campaign
Jan Fleisher, Major Gifts Officer
Kimberly Mauersberg, Major Gifts Officer
Melanie Gulasy, Major Campaign Coordinator



PITTSBURGH SYMPHONY ORCHESTRA

Commitment to Excellence

Major Campaign Office
Heinz Hall, 600 Penn Avenue
Pittsburgh, PA 15222



Pictured with President and CEO Lawrence Tamburri from left to right: Jan Fleisher, Melanie Gulasy, Kimberly Mauersberg, Jodi Weisfield.

Meet the Campaign Staff

The Commitment to Excellence Campaign staff works closely with Vice President, Donor Relations Mary Ellen Miller, Director of Major and Planned Gifts Lois Brozenick, Director of Individual Support Camilla Pearce, Director of Corporate & Partnership Support Lizz Helmsen and the rest of the PSO's Donor Relations team. Because we are relatively new to our positions, we thought we'd include a group photo in this edition of the Campaign newsletter so that when you see us at Heinz Hall, or out and about in the community, you'll know who we are!

Major Campaign Office
Pittsburgh Symphony Orchestra
Heinz Hall, 600 Penn Avenue
Pittsburgh, PA 15222
412.234.4148 | www.pittsburghsymphony.org

IRA ROLL-OVER EXTENDED

The passing of the Emergency Economic Stabilization Act of 2008 reinstated the IRA Charitable Rollover, a provision which last year facilitated over \$100,000 in gifts for the Pittsburgh Symphony Orchestra!

During calendar year 2009, you can make gifts to the PSO from your traditional or Roth IRA without the distribution being included in your taxable income (while counting toward your mandatory withdrawal amount).

Previous guidelines still apply: you must be 70½; request that your administrator transfers funds directly to the PSO; limit your gift to \$100,000 and make gifts before the provision expires December 31, 2009.

Please contact your financial advisor to learn if making a charitable gift from your IRA is appropriate for you!

For more information,
contact Lois Brozenick,
Director of Major and Planned Gifts:
412.392.3190

PITTSBURGH SYMPHONY ORCHESTRA

NONPROFIT ORG
US POSTAGE
PAID
PITTSBURGH PA
PERMIT NO. 556