

Commitment to Excellence

FROM THE MAJOR CAMPAIGN OFFICE OF THE PSO

THIRD EDITION • FALL 2009

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A Message from the PSO

In September, Manfred Honeck announced that he would extend his contract with the Pittsburgh Symphony Orchestra for an additional five years, taking his commitment to the Orchestra through the 2015-2016 Season. It was an extraordinary statement for both the length of the agreement and its timing with just one year on the PSO podium behind him. It seems our Maestro loves this orchestra and community as much as it loves him.

There is a special quality to the music-making when Honeck is in front of the PSO. He warmly and willingly extends himself to our community every time he is in Pittsburgh. Whether it's sharing with a group of students how spirituality and his family informs his life and work, or casually visit-

ing with patrons before a concert, he is amazingly approachable. He takes his time when meeting people to listen and connect. His passion for his work, our orchestra, and his newest home—Pittsburgh—is genuine.

The PSO's *Commitment to Excellence* Campaign has maintained its momentum in no small part due to the extraordinary face that Manfred Honeck brings to the Orchestra. Over the summer, the Campaign made significant progress culminating in the presentation of the first \$1 million match of the R.P. Simmons Family gift. The next 12 months of the Campaign are critical. For every \$5 million the PSO raises, the Simmons family will release \$1 million from its transformational pledge of \$29.5 million and we are more than halfway toward unlocking the second \$1 million.

The Campaign team is extremely excited about the 2009-2010 concert season. Summer is over, the PSO's triumphant European Festivals tour is behind us and friends throughout the community are opening their homes to host Campaign events so that we can share our message about how to ensure that our world-class Orchestra is here for our

families and future generations of music lovers. We look forward to seeing you at Heinz Hall during the 2009-2010 Season.

Handwritten signature of Richard P. Simmons in black ink.

Richard P. Simmons, Chairman of the Board

Handwritten signature of Lawrence J. Tamburri in black ink.

Lawrence J. Tamburri, President & CEO





Brick by Brick

Building Memories at the PSO

After a summer of orange cones, workmen in hard hats and jarring jackhammers, the new PNC Walkway around Heinz Hall is complete. The next time you visit, stop and explore the memories that are captured in the walkway bricks. As you read the inscriptions, it's clear that music, and our beloved Orchestra, have played an important role in many lives.

To My Mother, Her Violin Made Me Love Music
To Share the Universal Language of Music
Edward B. Lee Jr, Accountant Music He Loved
Music is Love in Search of a Word

If you purchased a commemorative brick during our last capital campaign, we thank you and invite you to come and see your brand new brick near the Hall entrances. We've tried to keep the bricks in approximately the same location. Or you can purchase a new brick now...they make unique and meaningful gifts.

Leave your permanent mark on Heinz Hall with an engraved brick in memory or tribute to a family member, your best friend, or a favorite pet! If you would like to learn more about how you can purchase a brick which will be permanently inscribed in front of Heinz Hall or need help finding your newly-engraved brick from the last campaign, contact Kimberly Mauersberg at 412.392.8912 or kmauersberg@pittsburghsymphony.org

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

\$10 million
for critical Heinz Hall improvements

\$10 million
strategic support for exemplary artistic,
education and community programming

\$80 million
total Campaign goal

Goal: \$80,000,000

\$70,000,000

\$60,000,000

Commitments:
\$55,339,744

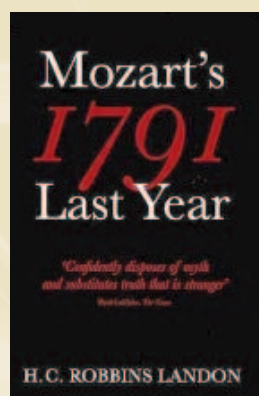
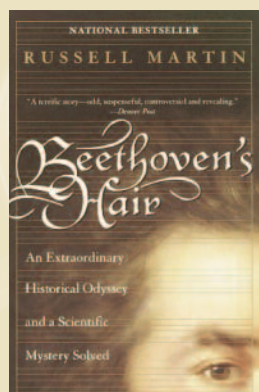
\$50,000,000

\$40,000,000

\$30,000,000

\$20,000,000

\$10,000,000



Explore & Engage

You may not know about the PSO's new Explore and Engage initiative, but if you've enjoyed reading the large lobby display boards chock full of information about the weekend's concert, you're probably hooked. One of the goals of the *Commitment to Excellence* Campaign is strategic investment in exemplary artistic, education and community programming like Explore and Engage.

Alison Bolton, PSO Manager of Audience Engagement, Festivals and Artistic Projects, is the creative voice behind the project. "It's part of the PSO's patron-first focus," says Alison. "The idea is to promote deeper connections for individuals to the music and to the Orchestra. We want a visit to Heinz Hall to be thought-provoking and memo-

orable. We're discovering that the more people learn about a composer or an era in musical history – the more context they have – the more gratifying they find their time with us. Coming to Heinz Hall becomes an experience which makes listening to the performance that much more fulfilling."

The newest Explore and Engage activity is the Pittsburgh Symphony Book Club, a partnership with the Carnegie Library of Pittsburgh. Featuring five books which explore major themes of the PSO's 2009-2010 Season, each free club event is held at 6 pm at the Library's Main Branch in Oakland. Advanced registration is required and availability is limited. For more information, contact Jan Fleisher at 412.392.3320, or visit pittsburghsymphony.org/bookclub.

Campaign Leadership

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Reid Ruttenberg
Cindy Shapira
Sunil Wadhvani
William M. Wycoff
Joseph Wymard



Among the PSO historical treasures is this photo of William Steinberg (left) as a child in Cologne, Germany. Steinberg was PSO Music Director from 1952-1976.

ANDREW W. MELLON FOUNDATION SUPPORTS PSO ARCHIVES

The PSO has received a grant from the Andrew W. Mellon Foundation's Scholarly Communications and Performing Arts *Orchestras and Their Archives* project.

The grant will be used to support initiatives to assess and preserve the Pittsburgh Symphony Orchestra's archival collections and is a vital first step to the creation of an archival library in Heinz Hall.

PSO President Larry Tamburri said, "Archives are becoming an institutional priority for today's top-tier symphony orchestras. Support from the Andrew W. Mellon Foundation will enable the PSO to devote the resources that this important work merits. The project will help safeguard and bring together for the first time in one place, all the documents, recordings and media that pertain to the establishment, operation, and performance history of our Orchestra, including rehearsal and performance tapes dating back to 1971."

Capital improvements funded through the *Commitment to Excellence* Campaign include plans to expand the PSO music library and create an adjacent archival library to ensure that the Orchestra's rich history is preserved. These artifacts will then be made accessible to performers, musicologists, and scholars.

PSO Archivist Martha Berg will oversee the project, "The PSO's archives are a vital component of its cultural heritage and institutional memory. We look forward to the day when these items can be shared not only with scholars, but also with PSO audiences to enrich their concert-going experiences."

Notable Gifts

Ned and Jo-Ann Churchill: In Their Own Words

"Our interest in classical music really developed as a result of the Pittsburgh Symphony," explained Ned Churchill.

"We moved to Pittsburgh from the New York area 44 years ago, with three little kids, a dog, a Volkswagen and (happily) a future with the H.J. Heinz Company. We raised our family in Allison Park when I was working in Marketing and Corporate Planning with Heinz, then moved to Canada and Australia where I was Chief Executive Officer there. After seven years in the 'Land of Oz,' we retired early from Heinz and decided to move back to Pittsburgh to begin a new career buying and selling companies.

"We were Symphony-goers before we left for 'foreign service' with Heinz, and immediately resumed our connection with the Symphony upon our return. While in Canada and Australia, we had attended the symphony, having become interested in it because of the PSO. Jo-Ann got right into the swing of things by becoming an active member of the Symphony Association, including being the Chair of the 1991 Symphony Ball. She also had executive positions in the Association for a number of years," Ned added.

"We both sang in small groups in college but our real interest is connected with the Pittsburgh Symphony itself. Neither of us ever had a course in classical music in school," said Jo-Ann. "We assiduously read the explanatory program notes every concert we attend and keep the issues for future reference. This is a real ad hoc approach to music appreciation, but it works for us!"

Ned added, "As far as our favorite classical pieces are concerned, we like the old favorites, but it is always wonderful to hear the specially-commissioned new pieces. The opportunity to hear these pieces by world class artists is an incredible treat. Yo-Yo Ma—Wow!!! Lorin, Mariss and Manfred....Wow! And each individual member of the Symphony....Wow! We have hosted several concerts in our home as fund raisers, and what a pleasure it is to meet, up close and personal, these fine people.

"This is why the Symphony is so important to Pittsburgh. Without the PSO, our cultural experience would have been incomplete; we wouldn't have developed an appreciation of the great musical masters of history. We must preserve this wonderful institution for the future, which includes our kids and grandchildren—and everybody's kids and grandchildren.



Ned and Jo-Ann during a recent trip to Torres del Paine, Chili.

"We consider it vital that those of us who appreciate the arts (we also support aggressively the Pittsburgh Public Theater and the Carnegie Art Museum) go the extra mile and actively support these cultural assets. These organizations are what make the city great, along with all the other vital institutions—we also support the Pittsburgh Penguins and the Steelers and Pirates. The breadth of the quality of life here is a big secret, but I think it's getting out. This is a great place to live.

"We've been very fortunate in our experience here in Pittsburgh and especially with my career at Heinz and after Heinz. We feel that it is incumbent on those of us with some extra resources to return the favor of our success back to the community so that future generations have the opportunity to grow culturally, as we have. 'Somebody's gotta do it' and we want to encourage others like us to step up and support the PSO, perhaps being influenced by our example."

Ned and Jo-Ann Churchill supported the Commitment to Excellence Campaign through a combination of a cash gift and a planned gift.

Jim and Erin Rimmel

First Vice President, UBS Financial Services, and PSO Trustee James Rimmel became interested in the Orchestra as a young professional. A strong sense of community was the catalyst.

PSO: What sparked your interest to get involved?

JIM: Fifteen years ago I found myself watching too many young professionals leave Pittsburgh to build their futures in other cities. My wife Erin and I had roots in Pittsburgh and I wanted to get involved in an organization that bridged the rich tradition and history of Pittsburgh with the growth and development I hoped was possible for the city we called home.

As a younger member of the community who plans to stay in Pittsburgh and raise a family here, the economic impact of this asset is huge. The bottom line is the PSO helps create jobs, retain jobs and attract a younger generation to the area. Every business leader interested in the growth of our regional economy should protect and promote the cultural asset we have in the PSO.

PSO: How did you come to care so deeply about the Orchestra?

JIM: Ask anyone who knows me what my hobbies/talents are and I don't think music appreciation would be at the top of the list. I don't play an instrument and my two girls didn't get their ability to carry a tune from me. But I can appreciate and be proud of this world-class orchestra. Those "in the know" consider the PSO to be one of the top five orchestras in the United States, and when they travel abroad, they play to sold out audiences.

For families with young children, Fiddlesticks Family Concerts are a great interactive musical experience. What a treat to see the city and Heinz Hall come alive on a Saturday morning! Someday, my daughters will appreciate that their orchestra attracted the likes of Itzhak Perlman or Yo-Yo



Erin and Jim pictured at the PSO's Enchanted Evening Gala.

Ma, but as little girls they were just excited to spend a Saturday morning with Mom, Dad, and the PSO superstar, Fiddlesticks the cat.

PSO: What are the PSO's greatest challenges?

JIM: My greatest frustration is that people throughout our community do not realize what a great orchestra we have in our own backyard. I have a chance to read the comments of various critics throughout the world and consistently the theme is that the PSO is one of the greatest orchestras in the world. Period.

PSO: What three words best describe the PSO?

JIM: Impactful, Excellence and Class

Jim and Erin Rimmel have endowed percussionist Chris Allen's chair with a gift to the Commitment to Excellence Campaign.

Tune-in and Talk Back with Larry Tamburri

Join us!

This season, the PSO is continuing its popular pre-concert meetings with President Larry Tamburri.

Approximately one hour in length, these gatherings prior to BNY Mellon Grand Classics concerts, provide an opportunity for you to hear about the PSO's strategic plan in action and how we're making a difference in the community. Additionally, it's a chance for you to voice your opinions on these important messages. Your input is valuable to us and we welcome your questions and suggestions.

Guests enjoy light refreshments, get inside scoop, and hear about our PSO's exciting future plans.

If you would like to be included on the guest list for Tune In and Talk Back with Larry Tamburri, please contact Melanie Gulasy at 412.392.2887 or at mgulasy@pittsburghsymphony.org.

MAJOR CAMPAIGN OFFICE

Pittsburgh Symphony Orchestra
Heinz Hall, 600 Penn Avenue
Pittsburgh, PA 15222
412.392.2887

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

Campaign Events



Hosts Martin and Lisa Earle

Oakland

May 28

Martin and Lisa Earle welcomed nearly 50 friends and neighbors to their stunning Oakland home for an intimate performance by Andrés Cárdenes and his wife Monique Mead, Chris Wu, Anne Martindale Williams, and pianist Rodrigo Ojeda. Guests were treated to an hour of chamber music in the truest sense of the word - followed by a light dinner with the artists.

Downtown Pittsburgh

June 22

Reid and Abby Ruttenberg hosted a private event at the Duquesne Club attended by 30 close friends. PSO musicians Sylvia Kim, Anne Martindale Williams, Paul Silver and Chris Wu played string quartets for the appreciative spectators and mingled over cocktails and hors d'oeuvres.

Concertmaster Andrés Cárdenes poses with young guest Pooja Tripathi



PSO Principal Horn, Bill Caballero

Sewickley

June 7

Michael and Kathy Bryson hosted a Sunday afternoon cocktail reception at their Sewickley home this summer honoring next door neighbor and PSO Principal Horn, William Caballero. Guests enjoyed an impromptu performance by Caballero and heard about the Symphony's May 2009 tour to Asia.



PITTSBURGH SYMPHONY ORCHESTRA

Commitment to Excellence

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

It's all about the art...and the artists

Jeremy Branson
Instrument: Percussion
Joined the PSO: September 2008

Prior to his appointment with the PSO, Jeremy was a member of the New World Symphony in Miami Beach, Florida and played regularly with the Philadelphia Orchestra. Jeremy lives in Bellevue with his wife Melissa.

What age did you start playing? Twelve. I had just started at a new school and my father thought it might be a good idea to sign up for band. I wanted to play the trumpet, but I had braces. Clarinet was the next option, but again, the braces were a problem, so the only option was the drums.

How do you like Pittsburgh? It's a great city! In fact, I'm just back from shopping in the Strip - which is one of the great things about Pittsburgh. I had never been here before I came to audition for the Pittsburgh Symphony and didn't know what to expect. My first impression of the city was opening the curtains to my hotel room and seeing the view of the Ft. Duquesne bridge, Mt. Washington and Point Park. I thought, "Wow, I'd love to live in this city!"

What would people be surprised to know about you? I'm an avid skydiver. In 2001 my sister bought me my first jump as a birthday gift. I have a fear of heights and thought it might help me overcome that. It didn't work - but once I landed I was hooked! For a while I pursued skydiving pretty fanatically, did a lot of videography, and even became a certified coach. If I weren't a musician, I think I would be a skydiving instructor.

Have you been skydiving in Pittsburgh yet? Not yet. The long winter makes that a bit trickier but I've visited the nearest drop zone in Grove City. Skydivers typically jump on the weekends, and since we have concerts it's difficult to make time to jump all day.

What other kinds of music do you listen to besides classical? Stevie Wonder, Miles Davis, Peter Gabriel, etc.

Is there a concert you're particularly looking forward to this year? There are so many good ones, I'm really looking forward to all of them.

Why do you think the PSO's Major Campaign is important? For me, music is the greatest form of art and the PSO is one of the greatest orchestras around. Our community deserves to have this world renowned team in perpetuity.

