

Winter Party Features Duets!



**The 2012
Winter Party
raised
\$50,000
for CCM!**



AN EXCITING CHANGE IN January's Winter Party venue signaled a corner turned in CCM's development as an important cultural contributor to our community. Because of our extraordinary growth, a need for more space for the annual fundraising gala to support our general operating costs and the Fund for Financial Assistance led us to the deCordova Sculpture Park & Museum in nearby Lincoln, MA.

This important resource helps build a curriculum of robust offerings to meet our community's growing needs.

Be sure to join us at our next Winter Party, on January 26th 2013! If you wish to contribute to the Fund for Financial Aid or help with our general operating support, it's easy to do!

Visit our website:
www.concordconservatory.org

or contact Kate Yoder, Executive Director at:
kyoder@concordconservatory.org
or 978-369-0010.



Concord Conservatory of Music teams-up with COA!

You may have noticed...there's a new, enthusiastic generation of students at CCM! Through a new alliance with Concord's Council on Aging (COA), local seniors may now enjoy a weekly Music Appreciation class at the Harvey Wheeler Community Center taught by our faculty member, Keith Kirchoff.



WHEN KATE YODER, CCM Executive Director, approached Kirchoff with this new teaching opportunity, he reported, "I was very excited to accept!" Started last fall, the class gained instant popularity and word of it spread quickly among COA's members.

According to Ginger Quarles, director of COA, "Most seniors are life-long learners and crave opportunities to learn new things." She added, "Being able to use CCM as a resource to find the right musician/teacher was key to the program's success. CCM's understanding that we had to keep the cost of classes low has contributed to the class's popularity."

Among those who heard the news was Concord resident, Eleanor Gower, who promptly invited her sister, Marilyn Bagdasarian, of Winchester. Gower says they decided to enroll because, "...we felt a desire to deepen our understanding and appreciation of music of different periods with a knowledgeable, engaging instructor."

"The COA sincerely appreciates the support of the CCM community of musicians and staff in finding creative ways of bringing music into seniors lives in a meaningful way."

COA member, Eleanor Gower, explained, "Mr. Kirchoff's class presentations and professional insights have helped [my sister and me] develop an appreciation and better understanding of today's music. Having a class with a gifted composer and teacher was a special experience."

Both Gower, and her sister, now take private piano lessons with Kirchoff.

Kirchoff says music can be appreciated by anyone, but he adds, "I really believe the more you know about the era, the background of the composer, their influences, their challenges, their motivations, etc., the more you can really start to dig into the guts of the music. And one doesn't need a theory degree to be able to do it, either."

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According to Quarles, "The COA sincerely appreciates the support of the CCM community of musicians and staff in finding creative ways of bringing music into seniors lives in a meaningful way."



There's more ahead! Two new classes will be offered at Harvey Wheeler this fall: Music and Movement for Seniors and Group Recorder. Additionally, CCM will have our first Open House at Newbury Court, a local residence for seniors in Concord, on Friday, September 28th at 11:00 AM - noon.

To sign-up for CCM classes at COA at the Harvey Wheeler Community Center, please call their office at 978-318-3020. Checks are made payable to CCM.



Letter from the Director



Music, like nothing else, can reach into our lives and affect us.

Music changes our mood, sharpens our thoughts. It can transport us to places we've visited, help us relive memories of special moments in our lives. Young or old, it has the power to make us healthier, happier, more connected as friends, family, and community.

At CCM, we want to make sure we are delivering a meaningful experience, engaging our students and families to the fullest in their music education—so we talk a lot about goal setting. Goals are just as important to music education as they are to sports, and clear goals provide a solid line of communication between faculty and their students or parents.

Our objective is to cultivate fully-engaged, independent musicians who can hear, understand, read, write, and love music, so it's important for our students to have a path to follow during their year of lessons, to be able to see their achievements and reach their goals. We're proud to have students from the ages of 1 to 93!

As an organization, a high-priority goal is to continually develop opportunities for further community engagement and involvement with music and the school. Building strong connections outside of CCM is always on our minds, and we look forward to even more high-impact alliances with Concord-area nonprofits, businesses, retirement communities, and civic organizations so any and all can share in the numerous benefits of music education.

CCM's full curriculum for music education includes master classes, performance workshops, private instruction, and ensembles. But in addition, and what sets us apart, is that the generosity of our community and efficiency in operations also makes it possible for us to offer over \$14,000 annually in financial aid.

This year, CCM students and faculty will Play Together more, which is our theme for 2012-2013. They will experience the personal growth that comes from collaborating with, and being accountable to, others of all abilities, and feel the satisfaction, and the fun, of work done well together.

Kate Yoder, Executive Director



Applause, Please!

CCM heartily thanks these students and faculty members for their performances at our community events:

2012 Winter Party

Nikki Bott
Tori Gitten
Ehud Ettun
Brian Friedland
Jorge Perez-Albela
Sarah Bacon
Yi-Hsiu Liu
Rasa Vitkauskaitė

West Concord Giveback Day

Jude Porter
Cameron Porter
MacKenzie King
An Tran Vu
Julian Dai
Anna Dai
Elicia Benvenides
Lydia Yoder
Mia Kundert
Kenneth Xu
Aiden Schmidt

Concord ArtWalk

Aiko Ma
Aspen Whitehead
Emiline Tubbs
Thomas Sutter
Rebecca Sutter

Board Talk

CCM's newest board members answered a few questions individually, and the following is a compilation of their responses.

What is the value of a school of music like CCM to our community?

A world without music would be quiet, empty and sad. I strongly believe we need the power of music as a society today more than we ever have. We need it in order to bring people together, to help us create, imagine, learn and grow. At CCM, only highly-qualified, professional instructors are selected, so students learn from superior, experienced faculty devoted to music education.

We must not overlook the fact that our community has many affluent families, however, every family cannot afford to provide music lessons for their children. CCM's value is its ability to give music education to everyone, regardless of income, because of the CCM Fund for Financial Aid.

Why did you want to join the board of directors at CCM?

I am honored to join the board of this incredible organization... to have the opportunity to support CCM as it moves into the next phase of its organizational development. And, I look forward to

it as an opportunity to learn—to learn how to fundraise, and to learn more about music. I want to see the school be a success for many years to come and I am excited to be part of its future. I want to continue to help create inter-connections within our community and beyond, and I would like to help find a new, more adequate and permanent space.

Although we've been with the school for only two years, I have developed a love for CCM and everything they have to offer. The first year my daughter attended one class; this year, she attends three!

What are the current priorities for CCM as you see them?

Fundraising, and planning for a new facility that will be needed in just a few years to teach the ever-growing student body.

Why would families, individuals or businesses offer financial support to CCM?

What would the world, or at the very least, your community be without music? CCM fosters students' love for music and does not turn a student away for financial reasons.



The Concord Conservatory of Music
P.O. Box 1258
Concord, MA 01742

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The Key is Collaboration

let's duet



Concord Conservatory of Music is a community of people who are passionate about music education, and we've created it together!

The theme for 2012, Let's Duet!, has led CCM into new collaborations that are bringing the benefits of music education to even more people in our area, and you, our family of supporters, helped make it happen!

Conservatory faculty and students also played a big part in building new partnerships, including:

- A popular new Music Appreciation class for senior citizens at the Concord Council on Aging (*see article inside*)
- A performance exhibition by 11 CCM students at Dabblers during West Concord Giveback Day
- Concord ArtWalk at Barefoot Books where Suzuki violin, cello and guitar students performed, explained their instruments, and gave audience members an opportunity to try them out!

The increased number of alliances with these local nonprofit organizations and businesses has improved our visibility and given CCM the opportunity to reach more segments of our area population.

We're pleased to see the impact of Let's Duet! to date, and there's a lot more to look forward to this year. Keep an eye out for announcements about two new concert series, one for kid's, and another evening series with CCM's prestigious faculty. We love duets!

• Winter Party Features Duets!

• CCM Teams up with COA

• Letter from the Director

• From the Board

• Introducing...Our New CCM Board Members!

• Applause, Please!

• 2012 Donors (*insert*)

• 2012 Annual Report (*insert*)

The Concord
Conservatory of Music

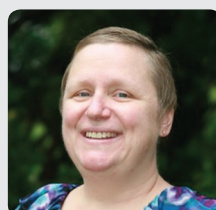
concordconservatory.org

Introducing... Our New CCM Board Members!



Suzanne Jachinowski recently moved to Concord after over 20 years working as a marketing executive at a cancer therapy company she helped found in California. Suzanne earned a BA in English & Theater from

Wesleyan University and an MLA from Stanford University. She now spends most of her time supporting the academic, athletic and artistic ambitions of her two sons, Jay (12) and Ben (11); which (thanks to CCM) currently include piano, drums, sax, composition, and jazz combo.



Lynda King has lived in Concord for 4 years and is Manager of Planning and Customer Support for NxStage Medical, Inc. in Lawrence, MA. Linda and her husband, Christopher, have 2 children, MacKenzie, 14 years of age, and Spencer, who is 12. MacKenzie is a enrolled in violin lessons and a capella choir at CCM. Linda has volunteered in CCM's fundraising efforts for the past two years.



Laurel Gerdine brings over 15 years of marketing, general management and consulting experience to Concord Conservatory of Music's board, as well as a passion for music and music education. Laurel currently holds the position of Managing Director at Take3 Marketing, a boutique

firm focused on marketing strategy for high tech companies. Prior to joining Take3, Laurel was a vice president at Digtas, a leading marketing agency, where she specialized in customer relationship management, live channels and marketing strategy. She also has extensive general management and business leadership experience through her ownership and growth of a Boston-area top brand children's education franchise and her leadership roles in product and operations at a \$200 million business unit of Honeywell International. Laurel holds a BA in Economics from Northwestern University and an MBA from Harvard and lives in Concord, MA with her husband and four energetic, over-active children.



The Concord
Conservatory of Music

www.concordconservatory.org **NEW!**

The Concord Conservatory of Music is a non-profit institution dedicated to providing excellence in music education for students of all ages in the Concord area.

Located in the West Concord Union Church, our offerings include Early Childhood Programs, Group Classes, Adult Offerings, Jazz Combos, Ensembles and Private Lessons in piano, strings, jazz, percussion, voice and woodwinds.

We welcome you to explore our programs online at
www.concordconservatory.org, or give us a call at (978) 369-0010.

