



A Big Step Forward

This year CCM won support from a major player in the arts. The Massachusetts Cultural Council selected the Concord Conservatory of Music as a recipient of a \$9,000 Feasibility and Technical Assistance Grant. We used the grant to hire Philanthropy Consultants, LLC to conduct a Planning Study to help us understand our strengths, areas of improvement, and the overall image of CCM – as the first step towards a new building.

You, our families and community members, were generous to participate in several focus groups and individual interviews. We learned that the image of the school is very positive. Participants particularly emphasized feeling a “sense of community” and being impressed with the caliber of our instructors, referring to them as “Boston quality”. It was important to our participants that our instructors “develop a relationship with their students”. Participants also highlighted the many opportunities CCM provides for its students to perform.

The study underscored our community’s desire for a first-rate education facility, and confirmed those structural elements critical to creating an optimal space.

You have helped our school become an important resource in the community. A high percentage of study participants said they



Your support and confidence in CCM's mission and vision, makes it possible for more students young and old to access our music community.

would philanthropically support the proposed concept. This is heartening to hear! With this positive news in hand, CCM will now define an appropriate plan of action for moving forward with a new facility project.

CCM Board member Ray Miller summed up well what this grant means for our organization. “CCM received a great vote of confidence from the MCC that pursuing a new facility is a worthwhile project for our community.” He added, “Just as important, CCM donors demonstrated their confidence in the school by providing the matching funds for the study.” Thanks MCC, and thanks to you CCM community; we’re moving forward.

In this Issue

- ▶ A Big Step Forward
- ▶ What's the Allure of the Ukulele?
- ▶ Letter From the Director
- ▶ Quality Instruments for Quality Students
- ▶ Breaking the Code of Music
- ▶ In Memorium - Lynda M. King
- ▶ 2014 Donors & Impact Report

What's the Allure of the UKULELE?



At the beginning of September, a group of strangers sat in a circle in the back of Reasons to Be Cheerful, the ice cream parlor in West Concord. Each person held a shiny, tiny instrument. The instru-

ments were all colors of the rainbow. Curious kids who just came in for some ice cream rimmed the circle and listened gleefully.

These strangers were learning to play the ukulele. In the course of an hour, CCM guitar instructor Chaim Burstein taught the group to play the folk tune Clementine and Shake it Off, Taylor

Swift's new pop hit. After learning the chords to Shake it Off, the group played along with a recording. "There you have it; you're all now better musicians than Taylor," joked Chaim.

The Ukulele Taster at Reasons to Be Cheerful was an introduction to CCM's new Ukulele Choir. Many of the people who showed up that night, and many of the students who are now taking the class, have never played an instrument before. At CCM, we strongly believe in providing music education for ALL who are interested. You are helping us expand our offerings so that we can include people who otherwise might not have taken a music class. We always hear people say they wish they had time to learn an instrument. With ukulele, they can! The ukulele is small, making it easy to handle and take everywhere. Its additional advantage is only having four strings, so chords are easier to create than on the larger guitar, and songs follow almost immediately.

Plus, it is also a social activity. There are 15 people in Ukulele Choir this semester, strumming away, learning the joy of making music, and making friends at the same time. We're looking forward to seeing this Uke group grow and flourish this year, along with our many new group offerings for the greater community.

Letter from the Director



I am often asked what I do for a living, and I respond that I am the director of a music school – a community music school in Concord. I then usually tell them more about our school. That we have students ages 1 – 95, from beginners to advanced, and elaborate on our various offerings, and the

many towns we serve. That is how I used to frame CCM.

I now like to describe our school in a different way, more focused on what makes CCM unique from other places to study music in the area. We are a community music school, our roots are in private lessons and early childhood classes – which was a good place to start. But we want to make sure we can serve our whole community. CCM is expanding our offerings with different types of musical experiences for you. Not everyone has the time, or inclination to study an instrument. This year many more will walk through our doors to attend the new Concert & Lecture series. More will raise their voices together in – The Lincoln Choral

Singers for seniors, or The Concord Youth Chorus Project. And there's always the ukulele!

CCM is also a school, and as we wrote about in our article on music theory, there is so much more to music than just learning how to play the notes. There are the performances, the pizza parties for celebrating and meeting new friends. There are the opportunities to collaborate on a piece with another student, or to join an ensemble. We also work together to raise funds for financial assistance. There's the benefit of almost all of us being under the same roof - Imagine the energy and creativity generated by our 31 faculty and 400 students each week. Not to mention the built-in support between the faculty, parents, other student and staff. Your child is not the only one that fights practicing!

As your local community music school, we want to continue to broaden our offerings and deepen our connections to the community. Everyone should have the opportunity to enjoy music.

Kate Yoder, Executive Director and Founder



Both of these pianos were beloved members of their donors families. Each piano is exceptional and unique, and will be equally loved and cared for by their new family – CCM.

Quality Instruments for **QUALITY STUDENTS**

When you put on a well-tailored piece of clothing, you can feel how the garment fits and moves well. It accentuates your good features and hides your flaws. It just feels good to put on. This goes for any well-made piece of clothing, tool, piece of furniture, etc. You can tell the difference when something has been crafted with care. The same goes for instruments. Well-made grand pianos have superior sound and touch, which enhances music lessons in so many ways.

High-quality pianos are important for the education of musicians. Pianos are used by all students here at CCM: piano lessons, accompaniment in all music lessons, music theory, ear training, and ensemble rehearsals. One of the goals of CCM's strategic plan is to acquire more grand pianos for the school, and we are well on our way to accomplishing this goal. With generous funding from donors at our March Winter party, we purchased our second grand piano.

Then in September we bought a used Steinway model M. This piano is currently being refurbished and will be in action by December. The acquisition of this piano will allow CCM to

move one of our uprights to North Hall for lessons in that room, a long-awaited upgrade for a classroom that holds many of our group classes. The students who use Room 6, where this piano is housed, were so excited to see the new piano, but are now like kids in front of a candy bowl having to wait to try their hand.

Pianos at a school require more care and maintenance than those used at home, given their constant use throughout the year. The average music school piano lasts about 20 years, verses a lifetime in your home. Our piano equipment fund not only purchases high-quality pianos for CCM, it also provides the funding for the upkeep of our instruments throughout the year. On average the pianos at CCM are tuned and maintained a minimum of three times a year.

A good piano is often considered one of the single most important pieces of equipment a music school can own. Schools of music are often judged by the caliber of their pianos. With the purchase of these instruments, CCM is attracting more students because of the quality of equipment that they can have during their lessons and that they all deserve.

.....

Just before this publication went to press, we received amazing news, not once, but twice in the same week! Two generous families in the area are donating their grand pianos to CCM. One a gorgeous Chickering & Sons grand piano, the second a rare Steinway art deco grand. Both families stressed the importance of their treasured instruments finding an appropriate new home. They chose CCM, keeping their pianos in our community, and enjoyed by many. Thank you for making this possible.

Breaking the Code of Music

People say that music is a language that crosses barriers, brings strangers together. Music is moving, regardless of the language you speak. But what does it take to fully understand music? And when you learn the logic behind the building blocks of music, what kind of power does that give you?

If you understand the foundation of a song and can identify different types of harmonies, you suddenly realize that most pop songs are comprised of the same three or four chords. (Want an example? Check out The Axis of Awesome's "4 Chords" song on YouTube.)

We believe that everyone who plays, creates, or appreciates music should understand how it works. That's why students at all levels of instruction at CCM are getting a healthy dose of music theory, even if they don't realize it.

Music Kids, our littlest musicians, internalize rhythm and pitch through musical games. Our oldest students are learning the power of music theory, too, in Music Appreciation with Ear Training. Instructor Ehud Ettun explains, *"We're learning together how to identify the different musical structures and recognize them in the music we hear. This enhances our ability to understand and appreciate music."*

And then there are our private lesson students. For the first time this semester, EVERY student took a music theory assessment test



The smiles don't lie, learning music theory with friends is a lot of fun at CCM.

at the beginning of the year. Our instructors are appreciative of the benchmark. "If you don't understand why the notes on the page are organized like they are, it's going to be harder to learn your piece – harder to memorize, to play musically, and impossible to 'break the code'," says CCM piano instructor Lorna Henderson.

In addition to testing our students' understanding of music theory, we are helping them expand that knowledge by offering theory classes. An intermediate class has started, under the enthusiastic and nurturing guidance of Ehud Ettun and Elzbieta Brandys. The students love it!

This is the learning you're supporting. A student who plays the notes without understanding them is just a parrot. You are helping create informed performers. An audience member who doesn't understand musical structure is only hearing the music. You are helping create thoughtful listeners.

In Memoriam – Lynda M. King



We lost a great friend, and CCM Board member, Lynda M. King. She passed away in July after a very long and heroic fight against metastatic breast cancer. I first met Lynda after I had sent out an email to the CCM families asking for volunteers for our 5th Anniversary Winter Party. This was the first semester her family was at CCM, and she was the first to reply to help. Lynda was enthusiastic, so hard working, and had the most fantastic and creative ideas. Lynda was a true joy, and loved seeing her daughter MacKenzie sing in CCM recitals, and other community events in the area. She once suggested that I ask our audience at the winter party to be quiet for a moment, and to listen. "That is what you will hear if we do not have music in our lives, you will hear nothing." Lynda started her own non-profit this past year called Lynda's Kause, Inc., whose mission is to address, educate, coordinate, and provide funding to ongoing metastatic research and to fund support /care groups for metastatic patients. Please support Lynda's Kause, so no one will ever be told that there is not a cure.

2014 Impact Report



Demand for CCM's programs continues to grow and enrollment increased by 10% to 420 students, compared to last year. Community partnerships, such as the new relationship with the Lincoln Council on Aging, and the Concord Recreation After School program are two new additions to the school. Along with access for students, CCM continues to invest in our infrastructure to meet the demands of increasing capacity and high quality music learning. The funding from the Massachusetts Cultural Council, and a 30% increase in your donations allowed CCM to add a part-time registrar to our staff; invest in a planning study; and award \$14,000 in financial assistance. With a 13% increase in our operating budget, we continued to invest in our strategic objectives making it possible for CCM to thrive as we enter our 9th year.

Thank you for your generous support. As a vibrant, non-profit 501(c)(3) organization, CCM relies on your contributions of time and financial support to make exceptional music learning available to all.

Concord Conservatory of Music, Inc. Summary of Financial Activities - Accrual Basis Fiscal Year August 31, 2014

SUMMARY OF REVENUES, SUPPORT AND EXPENSES

Year end August 31,	2013	2014
Revenues and support		
Tuitions and fees	\$581,793	\$638,094
Contributions	110,802	144,085
Total revenues	692,595	782,179
Expenses		
Program expenses	553,991	648,854
Administrative	44,916	44,795
Fundraising	64,329	88,514
Total costs and expenses	663,232	782,163
EXCESS REVENUES OVER EXPENSES	\$29,363	\$16

FINANCIAL POSITION - Year End

Cash	\$158,055	\$110,069
Receivables	3,244	1,561
Equipment - net	25,905	34,740
Other assets	34,623	52,286
	221,827	198,656
Less:		
Liabilities	187,035	163,848
Net assets	\$34,792	\$34,808

Thank You

Thank you to the following generous individuals and companies whose financial donations to our Annual Fund, Winter Party and Financial Assistance Fund play a crucial role in allowing CCM to serve our community.

(Gifts received September 1, 2013 through August 31, 2014)

Devotee Circle

\$10,000 - \$20,000

Cedar Tree Foundation
Joseph and Suzanne Jachinowski
Alan and Kush Smith

Virtuoso Circle

\$5,000 - \$9,999

Peter and Sarah Blum
Harold and Frances Friedman
James Richardson and Susan Lynch
Richard and Susan Walters
Douglas and Katherine Yoder

Concert Master's Circle

\$2,500 - \$4,999

Kathleen Corkins
Phillip and Elizabeth Gross
Edward and Gretchen Hibben
Peter and Robyn Kirkman
Middlesex Savings Bank
Jerome Murphy

Maestro Circle

\$1,000 - \$2,499

Anonymous
Steven and Suzanne Allen
Peter and Rachel Alternative

(Continued...)

Gary Berlam and Margaret Foley
Cambridge Savings Bank
John Dalton
Joseph Emde and Laurel Gerdine
Terrence Godd
John and Suzanne Hogan
S. Dewey and Anne Keesler
Micheal and Stacy Mach
Raymond and Marguerite Miller
Hjalmar and Hilary Pompe
van Meerdervoot
Scott and Catherine Webster

Benefactor Circle

\$500 - \$999

Melody Anderson
Bob and Susannah Benner
Alan Budris
Joan Campbell
Patrick and Nancy Carey
Andy and Jessica Dudley
Manuel and Elizabeth Duval
Lawrence and Marjorie Franko
David and Robin Garrison
John Hickling
Vic and Gwen Khanna
Gregory Maguire
Rodd Malitsky and Karen Turk
Alex and Helen Marciante
Rob and Suzanne Mirak
William Perkins and Maura Lawton
James and Ellen Rice
Michael and Rebecca Robichaud
Michael and Sarah Rodgers
Wade Rubinstein and Jill Block

Salem Five Charitable Foundation
Dorothy A Schecter
Concord Cultural Council
Patrick and Kimberly West

Concert Circle

\$250 - \$499

James and Marianne Balfour
Henry Bartlett
George and Roberta Berry
Dinah Buechner-Vischer
Carl and Jeanine Calabria
Robert and Kate Chartener
Maura Clark
Benjamin and Adriana Cohen
Peng Dai and Jen Pan
Larry and Kelly Goode
Francis and Laura Gouillart
Matthew Growney
Christopher and Lynda King
Cheryl Kirkman
Carter and Jessica Kirkwood
Laura Knightly
Melissa Koester
Johan Laurent and Krista Huybrechts
Jim and Leah Levinger
Mike and Robin Malouf
Stephanie Moore
Joe and Monica Massaro
Daniel O'Leary and Christina Wei
Nicole O'Malley
Peabody Motor Sports Inc.
Heidi Pribell
Daniel Taylor and Andrea Yanes-Taylor
Bill and Anne Umphrey
Carl Valvo and Mav Pardee
Marc Wefers and Sophie Kazanis
Ian and Leah Whitehead

Rehearsal Circle

\$125 - \$249

Anonymous
Tim Boyle and Cora Sonnen-Boyle
Robert and Helen Brady
Kristine D'Angelo
James and Laura Davidian
Roger Feinstein and Fiona Stevenson
Bill Freeman and Jodi Hanelt
James and Elizabeth Hoey
James and Barbara Littlefield
Martin Lueck
Michele and Kerry McCoolle
Matthew and Sandra Meyerson
Rhoda Miller
Helen S. Minton
John K. Mullaney
Matt Mullaney
Greg Porter and Susanna Vennerbeck
James and Julia Reichheld
David and Eileen Robichaud
Robert Sutherland and Marion Meenan
The Concord Music Club
David Witherbee and Michelle Bociek
Byron E. Woodman Jr.
Woodman & Eaton, P.C.
Jane S. Young

Friends Circle

Up to \$124

Anonymous
Kenneth and Lynda Anderson
Jeff Backerman and Beverly Berman
Reinier and Nancy Beeuwkes
Michael and Catherine Bisceglia
Dennis and Kim Burns
Ailie Byers
Jonathan Campbell and Thea Hahn

Joan Dalton
Tom and Joan D'Arcy
Terry and Meredith DeWitt
Mark and Jill Engerman
Pamela Grow
Jamie Healy
Barry and Connie Hershey
Julia K. Hibben
Martha Hoey
Jeff and Dariane Hunt
Michelle Keenan
John and Kristen Keilty
Jonathan and Judith Keyes
Stacey Koch
Raymond and Elizabeth Kubacki
Peter and Judy LaRocca
Rob Greenberg and Brenda Mahnken
Mark and Lauren McClure
Jim McManus and Holly Harrison
Ellen G. Moot
Peter and Alyson Muzila
Brain and Erin Pastuszewski
Paul Poulin and Julia Sinclair
Robert Rainis and Melissa Leffler
Daniel Riordan
Roberto and Erika Rodriguez
Tom and Mimi Rutledge
Ryan and Michelle Shoemaker
Carol Strasburger
Steven and Ingrid Sutter
Joan M. Tilton
Gordon and Gloria Watson
Che-Liang Yang and Vivian Lu
Marielle and Stephen Yost

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

 The Concord
Conservatory of Music
www.concordconservatory.org

BOARD OF DIRECTORS

Laurel Gerdine
John Hogan
Raymond Miller
Ellen Rice
Katherine F. Yoder

STAFF

Kate Yoder, Executive Director & Founder
Megan Bisceglia, Manager of Operations and Administration
Joyce Meadows, Finance Manager
Erica Hughes, Registrar

Located at 1317 Main Street | PO Box 1258, Concord MA, 01742



Like us on
Facebook