



# upbeat

Impact Report from the Concord Conservatory of Music

Fall 2015



## Ten Years Ago

## A CCM RETROSPECTIVE

**T**en years ago, if you wanted to pursue your love of music under one roof, you could not have done that in our community.

There was no one place for families to bring their children for music lessons. With modest ambition, we launched The Concord Conservatory of Music without much fanfare and with much apprehension. When CCM first opened its doors in 2005, we had six teachers and used just four classrooms at West Concord Union Church. At that, we wondered if we were aiming too high.

Now, a short ten years later, look how far we've come! Our ambition grew together with the school, and we saw the opportunity to become the central place in the community for music lovers of all ages and abilities. Over the past 10 years, we've taught more than 1,700 people, held more than 300 recitals and concerts, and played approximately 5,000 pieces of music (not counting the more than 894 times "Twinkle Twinkle Little Star" has been played.) It's been a great ride.

Today, CCM has eleven studio classrooms, two offices, and is full much of the time. We opened our doors with two pianos; since then, we've acquired thirteen pianos, including three Steinway concert grands. When we began, two of us worked from our homes, because space was not available; we used a cupboard in a classroom as "home base" for the faculty. Today, we have a terrific and busy on-site administrative staff.

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CCM started by offering what we thought the community most wanted—piano, violin, cello, guitar, and voice. There were early childhood classes, but no formal program to advance their musical progress. We gradually added group keyboard, and then group voice classes. Today, we have an entire chorus, jazz and string ensembles, and provide lessons in percussion, sax, flute, clarinet, and ukulele.

Music is fundamentally a social activity. Over the years, we've added many ways for our students and families to get to know each other. From pizza and ice cream parties to Musicales, where students play for one another under the guidance of a faculty member and discuss their music together. From hallway chats to schoolwide barbecues, we encourage connections among our CCM family.



Olivia and Grace build friendship and skill in Ela Brandys's flute class!

## **10 YEARS AT CCM — A FACULTY PERSPECTIVE**

I've been teaching here since the beginnings of CCM! We were a small music school with a great vision and it is very satisfying to see how successful we have become. I am always pleasantly surprised when I hear how our reputation has spread to the surrounding communities. We continue to offer new and different classes each year and the faculty has many opportunities to perform and inspire their students. Kate Yoder has done a wonderful job of balancing the needs of both students and faculty and I look forward to a rewarding future teaching at CCM!

– Susan Gottschalk, CCM Violin Faculty



Family, friends, and music—a great day at Verrill Farms with CCM!

We realized we needed new programming to develop the “whole musician,” so we added Theory and Composition. We also increased our recital program, and now offer more than 30 opportunities each year for students to showcase their best work. We added music appreciation, ear training, and a concert/lecture series; these classes round out our musicians and give an outside student another way of engaging with our community. We have recently expanded our Concert & Lecture Series to two locations; at CCM and Newbury Court, one of Concord's senior living communities.

CCM has always stressed community and collaboration. As we've grown, we've expanded to additional locations, offering our programs through the Councils on Aging in Concord and Lincoln, and the After Kindergarten program at the Harvey Wheeler Center. For the first time, we'll begin work with the Concord Museum to collaborate and bring music to their programs.

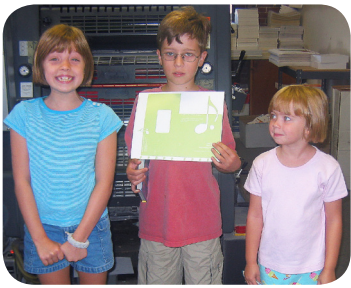
We are most proud of our faculty. When we opened our doors we had six faculty members; today we have 31. CCM is considered one of the top places to teach music in the Boston region, and the caliber of our faculty reflects that reputation. Faculty collaborate among themselves and with the parents, and students are the fortunate beneficiaries of these partnerships.

Your generous support also enables us to offer financial assistance to those who need it. We have distributed more than \$90,000 in financial aid, helping young musicians get a superb musical education regardless of ability to pay.

The Concord Conservatory of Music has grown and evolved over the past ten years. With your help, we will continue to broaden our connection to the community, and to promote this sense of community through music. Our future is bright!

[www.concordconservatory.org](http://www.concordconservatory.org)





Kate's kids press check the first CCM catalog, 2005.

## A letter from OUR DIRECTOR

When people hear that I am the director of a music conservatory they often ask about why I started a community music school in Concord. The follow-up question is always "what instrument do you play/teach?" Most are crestfallen when they learn that I am neither an instructor nor do I hold a music degree. The simple answer to my reason for starting CCM is that it was suggested that we create a community music school. Way back when, I had three young children all studying music at three different private studios in the area. No single place served as a music resource for

our family. We shared our musical journey with very few friends and community members. Not knowing that such schools existed, I searched the web for "community music schools," and was immediately inspired. I could launch a place where students of all ages and abilities studied music together. It was the sense of belonging and support that caught my attention. The breadth and scope of the instrument and group class offerings, and workshop opportunities. It could be so much more than a single studio could support.

Over ten years ago, the founding faculty and I began this adventure to create a home for musical study in the Concord area.

I learned very quickly that CCM could—and would—be so much more. A place where everyone can reach their potential and stretch their limits. That we can offer a rich musical program accessible for everyone through financial assistance and the generous support of donors in our community. When I am at our Saturday afternoon recitals, I am in awe of our kids. As I have told many of you, I have the privilege of watching our students (and my kids!) mature and grow with each recital.

Our faculty educate and inspire both our students and me. They teach the language of music with passion and develop musicians who appreciate and understand what they are playing.

This group of talented individuals push me to do even more at CCM for our musical community. I am extremely proud to be able to showcase their performing talents at our faculty concerts and often find myself thinking, "That talented musician teaches right here in Concord!"

I am proud to say that I am the founder of The Concord Conservatory of Music. However, I did not do this alone. There are many friends, staff, faculty, and community supporters who have been there all along the way. My family members have always been my strongest supporters and my inspiration. I thank you for being part of our CCM and making this school possible.

Kate Yoder, Executive Director and Founder

## Striking the Right Chord

### MICHAEL MACH JOINS CCM BOARD

You never know where a night of music might lead. In Michael Mach's case, it eventually led to a board position at CCM. "I went to a Conservatory reception at the Pierce House in Lincoln that featured performances by a number of CCM students and teachers. Both the quality of musicianship and the spirit of CCM's community impressed me."

Michael began attending our Concert & Lecture Series, and remained impressed. A conversation or two with Kate followed, and he joined our board in 2015.

"I'm drawn to CCM by my appreciation of all types of music and by my desire to support an organization that helps pull our community together through music."

Michael's love of music and appreciation for CCM isn't limited to his board service. After spending 10 years in its case, Michael has taken out his guitar and resumed study—this time, with CCM faculty member Björn Wennäs. "Björn told me to replace the strings," Michael said, "and gave me a bunch of guitar exercises."

Before joining our board, Michael spent 34 years in the investment business. He worked in Boston as a Vice President and Portfolio Manager at Eaton Vance Management. He "retired" in 2014, and in addition to his board service for CCM, he serves as Treasurer for the Board of Trustees at Fessenden School. Michael is also Executive in Residence at Babson College.



Michael Mach brings an acute intellect, strong management skills, and a cooperative, kind nature to the CCM board.

# It's All in the Family

## THE BENEFITS OF PARENTAL INVOLVEMENT



Chieko Loy and dad John Kanki partner together to help Marissa and Christopher Kanki on their piano study. Chieko tells parents: "Let me critique the kids. You be the cheerleader."

**"I want my kids to enjoy playing music."**  
A straightforward goal and one John Kanki is achieving, with the help of CCM piano faculty member Chieko Loy.

Christopher, eight years old, and his sister Marissa, seven, have been taking piano lessons with Chieko since they were five. They practice and play individually, and also play four-handed duets together. It's a family activity at the Kanki household. "The kids practice every morning, and I sit with them and help them," says John. "They typically play between 15 and 20 minutes each, and it's rare that we miss a day. They're getting better and better."

Together, John and Chieko review the practice goals for the kids. "It works best when we're a team," says Chieko. "John supports what I'm doing in the lesson, and he lets me know how the practices are going."

The relationship between the parent and conservatory faculty member is an important one. At CCM, we encourage parental involvement in their children's music lessons, and the teachers appreciate it, too.

Margaret Busse is a busy CCM mom. She has four children taking a total of five weekly private lessons. Margaret welcomes the support and information the school offers.

"I like all the practice tips on the walls, the notes from Kate, and all the updates. It's all helpful and keeps us on track." The Busse family has four different music stations at home for practicing. The kids have learned to practice with focus and work on specific passages, not just play through the pieces, "though there is occasional nudging." Regular communication with the teachers—in the studio or via email—makes sure that Margaret reinforces the lesson goals at home.

"Even when my kids are a little undermotivated, they know music is a family priority. Exercises can be hard, but you know, nothing is fun when you're just learning something. But with practice, you get better, and it becomes more fun as you master more and more music. It doesn't happen overnight. And the kids have a sense of pride and accomplishment"

*"It works best  
when we're  
a team"*

The Busse family finds opportunities to have the kids play music with friends, at their church, and at CCM recitals. "That's one way they see the payoff of their practicing—they can say, 'I can do this!' and it makes it all worthwhile," says Margaret.

The school itself encourages camaraderie among the parents. Other parents share the experience of raising a young musician—you can find someone to commiserate with just by walking down the hall.

Every year we have a parents meeting where we share practice tips and goal setting, and, of course, the many recital opportunities keep the lines of communication open. John Kanki adds, "My kids have prepared duets for several recitals. It's great having them play together. When I was a young piano player I practiced and played duets with my older sister—it's an excellent tradition!"

Tradition, community, and family participation. At CCM, we all come together under one roof—students, parents, and teachers alike—to help one another pursue a love of music.

# For Good Measure:

## MUSIC ON YOUR BUCKET LIST

**Sharon Cunningham decided to take a group class in ukulele because “I was looking for something to do around the campfire, and I wanted to play an instrument that could easily travel with me.**

I’ve met some great people; I love class, love playing with others and learning from each other.” There are many reasons music is so commonly found on adult bucket lists—the camaraderie of shared experience, finding a new creative outlet, and a profound sense of accomplishment are common ones. Also, studying music as an adult is a joyous departure from the workday.

Sometimes, when you tackle one bucket list item, it leads to another. Susan Walters says, “A couple of years after I started taking private piano lessons at CCM, I realized I was struck with the beauty and detail of certain film scores. My piano instructor, Lorna [Henderson] suggested an introductory film music class at the New England Conservatory.” In addition to her piano lessons, studies in composition and theory followed, and Susan is now considering a certificate in film music from the Berklee College of Music.

Because you asked for it, CCM offers many opportunities for adults who want music to be a bigger part of their lives. Private lessons, group classes, concerts, and lectures—offered mornings, afternoons, evenings, and weekends—demonstrate that the conservatory is responsive to the growing needs of our community. Adults are not necessarily on the same schedule as school-aged children, which enables our faculty to teach on their shoulder hours and to more optimally use our space.

Helping students of any age reach their musical goals is a cornerstone of our mission. Your support strengthens the conservatory and increases our value and influence within the community.

Classes take place in locations that are convenient for our seniors. Music Appreciation is offered at The Harvey Wheeler Senior Center in Concord. This class has consistently had a large enrollment of students who enroll semester after semester to learn from CCM faculty member Keith Kirchoff. Rhoda Miller and her classmates love the class. “Keith is great! He spends the whole time so engaged; it is amazing. I’ve made new friends, and I’ve urged a couple of new people to come.”

Whether adults take a group class, return to an instrument they played when younger, or begin a new instrument, they bring



At the Concord COA Music Appreciation class, Dan Riordan shares an anecdote with Patti Keane and Karen Belinky. Learning something new, developing friendships, and doing what you enjoy is made easy for adults at CCM.

unique skills and discipline to the effort. “Musical aspects like phrasing and emotion are easier to teach to adults because those concepts are abstract,” says CCM Piano Faculty member Paul Jacobs. “The thing I like about teaching adults is that they get the subtleties.” They also get improved cognitive skills, stress relief, and the satisfaction of achieving a “bucket list” item.





# Sounding a Welcome!

## GINA RAZON JOINS CCM FACULTY

**"Oxygen is not optional." So said CCM Voice faculty member Gina Razon in a TedX talk she delivered this past June.**

Her topic was "Relearning how to Breathe," and she demonstrated to the audience of 1,200 how their instinctive breathing was being disrupted by their instructive, or learned, breathing. "Stop, hold, assess—while important to our evolution...causes all sorts of emotional and physical stress in our lives." Gina offered a clear alternative: "Move, and breathe. Get out there and sing more," she urged the audience. The TedX talk, where Gina had the audience singing three-part harmony, offers a great introduction to this dynamic teacher.

"CCM is different from other places because the environment is a community. Another major difference is in the quality and openness of the faculty. Conversation and collaboration make all of us better and develop better students."

*"A friend who works at CCM recommended the Conservatory to me. My colleagues in Boston who know about CCM really respect it; CCM is a hidden gem."*

Gina performs, produces, manages, coaches, and consults for all things voice. Moreover, of course, she teaches. "I am a voice teacher because it was hard for me to learn to sing. I knew I wanted to sing opera, but my voice just didn't behave...I stumped my teachers. So, I hit the books and the practice room—studied pedagogy, observed lessons, immersed myself in anatomy and acoustical studies. I was my first student! I grew to love both the science and the process of singing, and I knew I had to share that. Now, well over a decade later, I am still listening for what makes individual voices tick and helping draw that out."

Gina's 15 years of teaching voice provide a meaningful perspective to her views on supporting the arts. "The biggest challenge, in my opinion, is that the significance of the arts has been diluted in our schools. Music study both develops

well-rounded humans and improves learning. Still, music is considered an extracurricular activity, so music schools must fill in the gap while also educating our community about the positive impact of our work. Add to that the cost of doing the work and making the arts affordable and accessible to all, and we get to the core of why we need support. It can be daunting, but it's well worth the struggle."

As to why people should support the Concord Conservatory of Music? Gina is characteristically forthright: "CCM is engaged in work of the highest order—providing superb musical instruction for the community. When you look at the quality of the program and the caliber of the faculty, you realize that CCM is something special. It isn't just a music school; it is a musical community. That is pretty exciting."

### BOARD OF DIRECTORS

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Michael Mach  
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Katherine Yoder

### STAFF

Mark Ford, Marketing Manager  
Erica Hughes, Registrar  
Karen Kashian, Finance Manager  
Kate Yoder, Executive Director & Founder

The mission of the Concord Conservatory of Music is to foster a sense of community through music by providing accessible, high-quality music education and performance opportunities for people of all ages, backgrounds, and skill levels. Financial assistance is available.

Located in the West Concord Union Church, our offerings include group classes and private music lessons for children and adults, from beginners to advanced. We also host the monthly Concert & Lecture Series.

We welcome you to explore our programs online at **[www.ConcordConservatory.org](http://www.ConcordConservatory.org)**, or give us a call at (978) 369-0010

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



The Concord  
Conservatory of Music  
[www.concordconservatory.org](http://www.concordconservatory.org)



# 2015 Impact Report

CCM is proud to have played an important role in the lives of over 400 students, whose ages range from 4 to 94 years. At our West Concord Union Church location, and at our community partnerships we offer life-changing experiences for our students.

In fiscal year 2015, CCM continued to invest in our infrastructure.

This has been our first full year with our registrar on staff, who has provided immense support in the processing of our student

registrations, placement, and the management of our office. CCM also invested in a new registration system that has put all of our registration and schedule management online and has eliminated many duplicated process in the office. The system also allows our families to manage their accounts online. Our enrollment and earned revenue growth have slowed this past year, due to the space constraints of our current facility. Your generous support of our mission increased 14% this year, affirming your commitment to our community music school.

We are grateful to you and the many members of our community who come together to support our mission and the opportunities.

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 in the greater Concord area.



## Concord Conservatory of Music, Inc. Summary of Financial Activities - Accrual Basis Fiscal Year August 31, 2015

### SUMMARY OF REVENUES, SUPPORT AND EXPENSES

Year end August 31,	2014	2015
<b>Revenues and Support</b>		
Tuitions and fees	\$638,094	\$648,340
Contributions	142,749	165,435
Total Revenues	782,179	813,207
<b>Expenses</b>		
Program expenses	648,854	658,701
Administrative	44,795	52,800
Fundraising	88,514	84,780
Total Expenses	782,163	796,281
<b>EXCESS REVENUES OVER EXPENSES</b>	<b>\$16</b>	<b>\$16,926</b>
<b>FINANCIAL POSITION - Year End</b>		
Cash	\$110,069	\$120,396
Marketable Securities	26,336	25,514
Receivables	10,561	5,468
Equipment - net	34,740	69,164
Other Assets	16,950	14,669
Subtotal	198,656	235,211
Less:		
Liabilities	163,848	183,477
Net Assets	\$34,808	\$51,734

## 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, 2014 through August 31, 2015)*

### Devotee Circle \$10,000 - \$19,999

Cedar Tree Foundation  
Richard and Susan Walters  
Douglas and Katherine Yoder

### Virtuoso Circle \$5,000 - \$9,999

Peter and Sarah Blum  
Todd Brady and Andrea Darling  
Harold and Frances Friedman  
Phillip and Elizabeth Gross  
Michael Mach

### Concert Master's Circle \$2,500 - \$4,999

Peter and Rachel Alternative  
Kathy Corkins  
John and Suzanne Hogan  
John and Kristen Keilty

(Continued...)

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**\$1,000 - \$2,499**

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