



**Saginaw Choral Society**

**Annual Meeting of the Chorus**

**Monday, May 22, 2017**

**6:30 p.m.**

**St. John's Episcopal Church, 123 N. Michigan Ave. – Rehearsal Room**

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**Saginaw Choral Society**

**Founded — 1935**

**Board of Directors — Officers**

Nancy Stevenson .....President  
Rev. James T. Williams ..... Vice President  
Alex Henriquez .....Treasurer  
Jill Vary ..... Secretary  
Karen Stiffler.....Immediate Past President

**Committee Chairs**

Rev. Jim Williams..... Chairperson, Long Range Planning  
Janie Gugino .....Chairperson, Special Events  
Jeff Larsen ..... Chairperson, Fund Development, appointed May 2017  
Jill Vary ..... Chairperson, Membership, appointed May 2017

**Directors**

Steve Anderson	Robert Hart	Dave Lyman
Tom Braley	Gabriella Hoffman	Susie Nielsen
Janie Gugino	Jeff Larsen	Jim Smerdon

**Staff**

Jeremiah Kraniak..... Music Director & Conductor  
Tamara Grefe .....Executive Director  
Catherine McMichael ..... Pianist  
Kathleen Scott ..... Office Coordinator  
Amy Simons..... Communications Coordinator  
Carolyn Gaus ..... Volunteer Librarian  
Linda Chinery..... Volunteer Administrative Assistant

**Administrative Office**

The Saginaw Choral Society is located at 201 N. Washington Avenue, Saginaw, Michigan.  
Office hours: Monday through Friday, 9:00 a.m. to 4:30 p.m.  
Telephone (989) 753-1812, Fax (989) 753-1043. **Website:** [www.saginawchoralsociety.com](http://www.saginawchoralsociety.com)  
Tickets for SCS concerts are available from SCS members, the Temple Theatre box office,  
by telephone (989) 754-7469, and mail order. Credit card orders are accepted.

Membership in the Saginaw Choral Society is by audition. Auditions are held annually, and prospective singers may contact the SCS office for details.

## **President's Remarks**

Well, another season has come and gone for the Saginaw Choral Society. It's been 81 years, and this organization is still strong, still growing, still energized, and even more important, still relevant. We have a lot to be proud of, and we have an exciting future on the horizon.

The 2016-17 season, brought our audiences home with "In Our Own Backyard." The season allowed Maestro Jeremiah Kraniak, celebrating his 2nd year leading the choir, to highlight the tremendous talent that exists right here in the Great Lakes Bay Region, all while keeping the spotlight on the choir. From Dancing in the Moonlight to A Michigan Christmas to It's Broadway Baby, I want to thank and commend the work of staff, singers, and volunteers alike. We couldn't manage the organization without every single one of you.

It has been an honor for me to serve on a Board of Directors that is wholly dedicated to making and keeping the Saginaw Choral Society a relevant, community-focused arts organization. Over the year we have discussed structures for ticket pricing, concert seasons, choir and organizational support, staffing and budgeting. We have hashed out venues, audience size and makeup, guest artist options, education, and longevity. We are currently conducting a survey of the choir to find out why people sing with us and what their other talents and interests may be. This information will help guide our future recruitment and marketing efforts as we strive to be THE place to go for all things related to singing.

To all of the singers of the Saginaw Choral Society: YOU ROCK! Not only do you provide musical enrichment to all those who come to hear you, but you support each other and provide a place where other people can experience the healing, the excitement, the joy and the fulfillment that comes from raising your voice in song. Thank you.

In addition, I have some specific acknowledgements I would like to make. I want to thank Executive Director Tamara Grefe and Music Director Jeremiah Kraniak for their vision and tireless dedication to managing the function behind the fantasy. I also want to publicly acknowledge and appreciate the immense talent of the musical virtuosos who sit on the piano bench and not only raise the performance level of the organization, but also turn every rehearsal into a piano concert for the singers. Thank you Catherine McMichael, Carl Anglo and Bryan Latimer.

This season, the Choir has also benefitted from several paid and volunteer staff who keep the music going by handling the unseen logistics and background tasks that must be done. The team of Amy Simons in communications and marketing, Linda Chinery and Kathleen Neubauer Scott in administration, Carolyn Gaus in the library, and Emerald Joiner in production and vocal support has given new meaning to the term professional and has greatly contributed to the organization of the organization. And finally, though there were so many others who contributed their time, their skills and their support to making this season a success, I want to thank Peg Jones for her quiet support and kitchen management skills, Ah Tempo! for working so hard to make it look easy on behalf of the Choral Society, and Ric Roberts for his larger-than-life enthusiasm and stage directing prowess. This organization truly thrives because everyone contributes. It may be cliché, but we really are family.

Our next season begins with a Chiller Concert on October 21, 2017. I can't wait to see you there!

Respectfully submitted,  
*Nancy Stevenson, President, SCS Board of Directors*

## Executive Director's Remarks

The mission of Saginaw Choral Society is to *present meaningful and creative musical experiences that reflect the talent of our singers and the diversity of our audience*. A lofty mission indeed, but one defines the *community* in community choir.

As Executive Director, I am privileged to guide and work alongside the board and staff throughout the year, and then stand back and watch as you bring the magic onto the stage. I hope you had fun this season, and I hope you met new people, developed new friendships, appreciated the wealth of talent that came from our own back yard, and that singing in Saginaw Choral Society added joy to your life.

This season we were able to achieve upward trajectory goal in ticket sales with audiences of over 500 at each of our Temple Theatre events. Christmas continues to attract the largest number of patrons – over 800 - followed closely by our Broadway concert. Our special event concerts continue to draw loyal fans of Ah Tempo! and our singing membership to venues outside the Temple Theatre. Vaughan Williams' *Dona Nobis Pacem* at CMU will soon be capped by a performance of the same work in Carnegie Hall, with thirteen of our singers representing SCS in that iconic venue. Our community based free events introduce us to thousands of people who may not have the opportunity to hear us in the concert hall setting.

We presented two fundraising events, Chix Who Mix and Tailgate & Trivia, each of which brought additional funds to organization. We are blessed with sponsors, grantors, and contributors who ensure that our first eighty years will be followed by our next eighty.

How does this happen year after year? Only by the commitment and efforts of each and every person involved, whose lives are made richer because of it.

Kudos to our Music Director, Jeremiah, for your leadership on and off the podium. You bring fun to music-making while creating a welcoming environment for all. Bravo and thank you to the powerhouses at the keys – Catherine, Carl, Betty and Bryan. Thank you to our brilliant stage director, Ric Roberts, and the many voices who stood before a microphone. Thank you singers for such beautiful singing and for making the audience want to be onstage with you! Thank you Ah Tempo!, you continue to grow and to bring us new audience.

Thank you staff: Amy Simons, you have taken us into the digital age: Kathleen Scott, you keep us on our toes! Thank you volunteer staff: Carolyn Gaus, a fantastic job you have done caring for all our 800+ library titles: Linda Chinery, brava for carefully managing SCRIP and tending to administrative projects. Thank you Emerald Joiner, skillfully managing production details and offering vocal coaching. Thank you Dave Tagget and Jody Wilk for wonderful event hospitality! Thank you to our "staff" of volunteers – Peg Jones, Dorothy Hughes, John Dohrmann, Lisa Bale, Stephanie Bale, Kathy Bocade, Nancy Burdick, Tony Greanias, Jim Smerdon, Jan Harley, Deanna Popielarz, Chris Schaub and any others I may have missed.

They say it takes a village to raise a child – well it takes a choir to raise a community! I am looking forward to another exciting year with you!

Respectfully submitted,  
*Tammy Grefe, Executive Director*

## Music Director's Remarks

*"Opinion is really the lowest form of human knowledge. The highest form is empathy, for it requires us to suspend our egos and live in another's world. It requires profound purpose larger than the self-kind of understanding" -Bill Bullard*

Our 81st season continued to develop on the renewed energy and musical growth experienced during the previous Saginaw Choral Society season. Together, we embarked on a mission to enforce a purpose and a place for Saginaw Choral Society to thrive in our community. We strived to showcase artistic excellence through creative programming and performance. This included our opening concert of singer/songwriter works featuring local talent Mike Brush and the SCS's own Madalyn McHugh, our holiday concert with Bay City natives, Katie and Matt Travis and the Bijou Orchestra, a collaborative concert of Vaughn William's Dona Nobis Pacem at Central Michigan University, and our season closer, a Broadway review featuring over 20 soloists from the chorus! Our success was acknowledged by our growing audience, many of whom excitedly proclaimed "The Saginaw Choral Society is back!"

After this wonderful season, I am excited to begin working on our 2017/2018 concert season! Some of the highlights include:

- A "Michigan Chillers" themed concert with nationally best selling author, Jonathan Rand (selections from Mozart's Requiem, Faure's Requiem, Mantyjärvi's Double Double Toil and Trouble, Orff's O Fortuna, etc)
- Scrooge the musical by Leslie Briccuse (in concert)
- The Lord Nelson Mass by Joseph Haydn and Vaughan Williams' Serenade to Music
- John Rutter's Feel the Spirit and the Robert Ray Gospel Mass. Both works will be joined by dramatic soprano soloist, Dr Latoya Lain!
- A children's performance of John Rutter's The Reluctant Dragon at the Mid-Michigan Children's Museum (with an interactive musical talk and meet-and-greet for the kids)

Saginaw Choral Society was thrilled to welcome 15 new singers to its membership this season. These singers include Jessica Larsen, Tiara Phillips, Jada Fountain, Julia Vary, Tiffany Wika, Shelby Carlson, Kim Carlson, Mark Brenner, Ben Cable, Rachel Waiono, Brian McHugh, Karen Reynolds, Jay Reynolds, Liz Hand and Candice Wells. These singers have become a committed and vital part to the growth and success of Saginaw Choral Society.

Attendance at rehearsals and concerts continues to be a challenge for many of our members. Many members chose to commit to sing concerts on the season and later backed out for a number of personal reasons. The lack of follow-through on commitment made it difficult to properly plan for rehearsals and resulted in a energy lull during the middle of our season. Because of this, and to enforce an understanding of commitment to the organization, the Board of Directors formally adopted an attendance policy at my recommendation. This policy includes:

- All singers are allowed to miss two rehearsals per concert, without consequence. A third missed rehearsal may be granted to an individual at the discretion of the conductor.
- Missing more than two rehearsals per concert, without the Music Director's consent, will make a singer ineligible to sing that concert.
- Any singer who does not sing 2 or more concerts in a season is required to re-audition to participate in the subsequent concert.

I would like to thank all of you for your participation, energy and dedication this season. As we move forward, it is important to stay committed to the growth, development and role of

Saginaw Choral Society in our community. By inviting singers to join our membership, encouraging patrons to purchase season tickets, and broadening our sponsorship, you are stakeholders in an arts organization that is creating a legacy in our region. Now is the time to double our efforts and prove that we are chorus for “the people” of our community. Saginaw Choral Society is as much their chorus as it is ours. I am proud to be the music director of such a fine organization and I look forward to a bright and promising many years to come!

### **Special Events Committee Report**

Members of this committee are Suellen Estes, Tammy Grefe, Janie Gugino, Jennifer Jarvis, Janet Marineau, Jim Smerdon, Nancy Stevenson, Karen Stiffler, Sue Sulfridge, Dave Tagget and Jill Vary.

The Special Events Committee held one fundraiser event this year. It was our 4th Annual Tailgate & Trivia held on March 11. The 15 teams were encouraged to decorate their tables and themselves in their favorite sport attire. We had some pretty creative sports there.

Jim Smerdon was emcee and he and Jennifer Jarvis created the questions and videos. As in years past, there were some pretty creative answers to those questions. The winning team will come back in 2018 with a free table and individual plaques touting their First Place win.

We added some additional games (money makers) in the form of a 50/50 raffle and “Heads and Butts”. It was very easy to do and very lucrative.

E & C catering provided the food-tailgate fare. Committee and chorus members provided dessert. There were about 10 volunteers to help with the event. Opperman’s provided the Adult Beverages.

The revenue goal was \$2,000 and we raised \$1,500. There will be a few tweaks for next year, but the games will go on.

Respectfully submitted,  
*Janie Gugino, Special Events Chair*

### **Long Range Planning Committee Report**

At our first meeting we reviewed Tammy’s job performance. In response to the evaluation the committee unanimously voted to recommend to the board that Tammy be given a bonus, in lieu of a salary increase, in recognition of her excellent work. We reviewed Jeremiah’s planned concert format for the next three, and affirmed them with a couple of suggested changes. We recommended to the board that the policies regarding choir commitment be formalized. Singers who need to miss more than two rehearsals for any concert, need to speak with the Music Director, and any singer who misses two rehearsals in any season needs to reaudition before singing in the subsequent concert.

The committee also recognized, for further consideration, the need to grow into our new by-laws, as well as a review of the choir’s acceptance of other singing invitations.

Respectfully submitted,  
*Rev. Jim Williams, Long Range Planning Chair*

## **Treasurer's Report**

It has been an honor to serve as the board Treasurer for the past year and to work alongside the dedicated members of the Board of Directors to ensure the success, longevity, and financial health of the Choral Society.

The FY 2017 Profit & Loss Statement to date is attached.

Respectfully submitted,  
*Alex Henriquez, Treasurer*

## **Membership & Communications Committee Report**

Communication is a vital part of sharing who we are and what we offer to our members, audience, and community at large. Using diverse media while targeting messages to specific people helps to keep our communications accessible, timely, and relevant.

### *Member Communication*

Member communication is paramount. Our members are the vehicle that allows us to have "musical experiences that reflect the talent of our singers." Members support one another and help to the SCS grow through recruitment, audience building, and community engagement. This season we have continued to implement tools and strategies, such as *Member Planet*, to better equip members for these tasks and to more fully enjoy singing.

*Member Planet* is a cloud based Member Management Software platform which allows **members** to: keep their own profile and contact information current thus generating an always-up-to-date membership directory. Members can share photos, get member-specific event details in the off-season, gain access to electronic documents such as member handbooks, make online contributions. Member Planet also allows the **office** to more effectively: communicate to members via email and texts, accept online contributions, send surveys, and generate membership reports.

An official **membership handbook** including schedules, concert attire, attendance policies, staff introductions, and more was developed and will be revised for the upcoming season.

It was also discussed that the Membership Chair would work with the staff to provide a "bird's-eye-view" of attendance, retention, and recruitment for the board. The Membership Chair would also **provide initiative/support for retention and recruitment** such as planning extracurricular member events. One idea discussed was a *friends and family* viewing of the Wizard of Oz performance at the Court St. Theatre.

### *Community Communications*

Maintaining the momentum of our community communications is an ongoing focus. In addition to creating concert/event publications and communicating to local media sources, the SCS has seen tremendous growth in our **Facebook** presence. We have increased our number of page likes from 716 to over 900 and have multiplied our post reach and engagement several times over. We have been intentional about tagging members, friends, and collaborating organizations to collectively boost our visibility. Targeted sponsored ads with enriched media (photo and video) have also been used to promote concerts and other events. Most recently, the SCS received an unexpected and glowing review from Arts Saginaw simply because our audience could not stop talking about us on Facebook!

Attention has also been given to our **website**. A complete rebuild was launched in September of 2016. Improvements included a mobile responsive design and dynamic content built within a WordPress content management system. This made for easier content updates and site layouts that stay current with ever changing browser technology and coding best practices. The addition of timely blog posts, photos, and membership information have aimed to meet or exceed the expressed requests of granting organizations. Plans for summer 2017 include more design customization, improving the function/display of our events, establishing an rss feed presence, and collecting data from potential audience members and contributors to improve and expand our email marketing campaigns.

In addition to the website, significant attention will be given to crafting a relevant **email marketing** strategy which cleans ineffective emails from our current list, segments our current lists into more relevant target areas (season ticket holders, single ticket holders, sponsors, contributors, educators, potential singers), and acquires new subscribers. Methods of acquiring new subscribers will involve communication with the Temple Theatre box office, social media, web presence, and incentives during events.

I would like to spend more time strategizing with the Executive and Music Directors about new advertising options and develop a proactive strategy for the upcoming concert season.

Respectfully submitted,  
*Amy Simons, Communications Coordinator (Staff Member)*



**Saginaw Choral Society, Inc.**  
**Profit & Loss by Class**  
 July 1, 2016 through May 22, 2017

	Moonlight (Concerts 20...	Ah Tempo (Concerts 20...	Christmas (Concerts 20...	Member Sho... (Concerts 20...	Broadway B... (Concerts 20...	Total Concer...	ADM 2016-2...	TOTAL
Ordinary Income/Expense								
Income								
Advertising Income	480.00	0.00	490.00	0.00	530.00	1,500.00	0.00	1,500.00
Contributions Income	2,346.59	1,300.00	7,500.00	2,000.00	4,500.00	17,646.59	44,308.65	61,955.24
Fundraising income	0.00	0.00	0.00	0.00	0.00	0.00	7,246.09	7,246.09
Grants	11,350.00	1,100.00	10,700.00	2,500.00	8,500.00	34,150.00	6,750.00	40,900.00
Interest and Dividends	0.00	0.00	0.00	0.00	0.00	0.00	5,886.00	5,886.00
Sale Items	125.00	0.00	460.00	0.00	0.00	585.00	140.00	725.00
Tickets								
Consignment	1,282.00	416.00	2,055.00	730.00	2,134.00	6,617.00	0.00	6,617.00
Concert	2,674.00	1,032.00	14,346.00	172.80	299.00	18,523.80	0.00	18,523.80
Season	7,167.00	2,829.50	10,674.50	2,474.50	7,145.00	30,290.50	0.00	30,290.50
Total Tickets	11,123.00	4,277.50	27,075.50	3,377.30	9,578.00	55,431.30	0.00	55,431.30
Youth Choir Income	0.00	0.00	0.00	0.00	0.00	0.00	160.90	160.90
Total Income	25,424.59	6,677.50	46,225.50	7,877.30	23,108.00	109,312.89	64,491.64	173,804.53
Gross Profit	25,424.59	6,677.50	46,225.50	7,877.30	23,108.00	109,312.89	64,491.64	173,804.53
Expense								
Box Office Expense Temple Th	0.00	0.00	0.00	0.00	0.00	0.00	8,478.38	8,478.38
ASCAP Fees	250.00	0.00	563.73	184.76	250.00	1,248.49	613.01	1,861.50
Hospitality	296.09	343.00	472.24	100.00	39.84	1,251.17	198.60	1,449.77
Music	124.83	0.00	374.58	0.00	274.59	774.00	3,190.22	3,964.22
Concert Postage	397.50	131.25	527.50	531.25	362.50	1,950.00	0.00	1,950.00
Concert Printing	514.45	122.50	887.00	0.00	0.00	1,523.95	0.00	1,523.95
Planning and Evaluation	0.00	0.00	0.00	0.00	0.00	0.00	231.59	231.59
Promotion and Marketing	1,528.71	806.17	3,578.42	1,030.57	1,700.20	8,644.07	1,569.22	10,213.29
Purchased Services	7,445.00	50.00	16,125.00	4,325.00	6,800.00	34,745.00	975.00	35,720.00
Recording	435.00	220.00	800.00	130.00	0.00	1,585.00	0.00	1,585.00
Rehearsal Expense	60.00	0.00	54.30	191.71	106.05	412.06	388.87	800.93
Staging/Production	0.00	0.00	510.00	0.00	100.00	610.00	0.00	610.00
Technical	0.00	0.00	0.00	85.67	0.00	85.67	0.00	85.67
Travel/ Lodging	0.00	0.00	1,058.09	0.00	0.00	1,058.09	19.00	1,077.09
Venue Expenses	7,210.04	200.00	7,444.58	410.40	107.65	15,372.67	0.00	15,372.67
Visa-MC fees	0.00	0.00	0.00	0.00	0.00	0.00	983.68	983.68
Books & Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	38.80	38.80
Development	0.00	0.00	0.00	0.00	0.00	0.00	1,928.00	1,928.00
Dues/Licenses/Memberships	0.00	0.00	0.00	0.00	0.00	0.00	1,565.30	1,565.30
Fundraising Costs	0.00	0.00	0.00	0.00	0.00	0.00	2,066.48	2,066.48
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	3,347.00	3,347.00
Office Expense	0.00	0.00	0.00	0.00	0.00	0.00	8,279.72	8,279.72
Office Postage	0.00	0.00	13.30	0.00	0.00	13.30	1,063.53	1,076.83
Office Printing	0.00	0.00	0.00	0.00	0.00	0.00	549.94	549.94
Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	1,605.58	1,605.58
Professional Fees	0.00	0.00	0.00	0.00	0.00	0.00	2,180.00	2,180.00
Public Relations/Hospitality	0.00	0.00	0.00	0.00	0.00	0.00	710.67	710.67
Salaries-Office	0.00	0.00	0.00	0.00	0.00	0.00	56,143.20	56,143.20
Telephone	0.00	0.00	0.00	0.00	0.00	0.00	2,238.61	2,238.61
Youth Choir Expenses	0.00	0.00	0.00	0.00	0.00	0.00	257.49	257.49
Rent	0.00	0.00	0.00	0.00	0.00	0.00	900.00	900.00
Total Expense	18,261.62	1,872.92	32,408.74	6,989.36	9,740.83	69,273.47	99,521.89	168,795.36
Net Ordinary Income	7,162.97	4,804.58	13,816.76	887.94	13,367.17	40,039.42	-35,030.25	5,009.17