



The ARTS COUNCIL newsletter

2ND Quarter 2007

The ARTS COUNCIL of Winston-Salem and Forsyth County . . . *For the Arts*

2007 Annual Fundraising Campaign

Ambitious Goal, Impressive Launch, Enthusiastic Leadership



\$2.5 million is an ambitious goal for the 2007 Annual Fundraising Campaign, but, frankly, with so many arts organizations requiring significant support, we had to shoot high. We are glad we did. We have mounted an extremely strong campaign under the joint leadership of Ragan and Dara Folan, and we are well on the way to a successful campaign.

But with the campaign at about 70 percent of goal, the big push comes now. Key to meeting our goal is increased support from city and county government and full funding of our current requests. We have made our case and demonstrated community support – broad and deep – through attendance at meetings of the City Council and the County Commissioners and through personal conversations. The fact that we have one of the highest rates of individual support of the arts in the State is clear evidence of the high priority residents of Winston-Salem and Forsyth County place on the arts. As we work to make “The City of the Arts” a global brand, a strong, enthusiastic public-private partnership is crucial.

The Marketing Committee gave the Campaign a fun-filled kickoff using a Romeo and Juliet theme. The couple, played by our campaign co-chairs, arrived in costume by horse-drawn carriage and was greeted by media, the Campaign Cabinet, and members of the arts community who provided an enthusiastic welcome. The balcony scene followed and the lovers were joined in matrimony by Friar Lawrence who looked suspiciously like Milton Rhodes.

The 2007 Campaign Cabinet is comprised of Ray and Cathleen McKinney, special gifts; Bob Whaling, city and county governments; Dr. William Applegate, Sharon Murphy, and Steve Snelgrove, health services; Tommy Hickman and Chris Fox, workplace; Hilary Kosloske, corporate business; Ursula Henninger, professional; and Murray Greason, colleges and universities. All are providing outstanding leadership in their areas.



Campaign Co-Chairs Ragan and Dara Folan as Romeo and Juliet

We know that each year many people do not give simply because they are not asked. We try to cast our net as broadly as possible, but new people are moving to our community every day who appreciate the arts and would gladly contribute. In these final days, finding those people can be very helpful in achieving our goals. This is the time to look around for additional sources of support and for new friends for The Arts Council.

No portion of the campaign requires more individual effort and leg work than the Special Gifts Division, this year headed by Ray and Cathleen McKinney. Personal contacts and persuasive appeals are key to the success of this division. Libby Booke, Linwood Davis, Aurelia Eller and other individual solicitors have been writing letters and making calls and personal visits since the February kick-off. They have reached 64 percent of their goal.

The professional division, which runs more than 140 campaigns with a goal of \$190,000, has almost reached its goal. Again, Forsyth County teachers, administrators and other

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Volunteers: You Are Our Heroes



Peggy Joines, Chair
The Arts Council

Volunteers are the backbone of the arts community in Winston-Salem. This fact is particularly evident at The Arts Council during our annual fundraising campaigns when, year after year, the busiest people in town step forward enthusiastically to lead the campaign, serve in the cabinet, and do yeoman work in workplace campaigns.

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The Arts Council
226 N. Marshall Street
Winston-Salem, NC 27101
Tel 336 722 2585
Fax 336 761 8286

www.intothearts.org

In This Issue:

Exhibitions in
our Galleries

2007 Campaign
Kickoff Photos

The City of the Arts
Comes Together

Managing the Present, Planning for the Future

OFFICERS & EXECUTIVE COMMITTEE

- Peggy Joines, *Chair*
- Dara Folan,
Vice Chair/Administration
- Janie Wilson,
Vice Chair/Development
- Tonya Deem,
Vice Chair/Agency Relations
- Calvin Patterson,
Vice Chair/Community Relations
- Hal Johnson,
Vice Chair/Facilities
- Kay Donahue, *Secretary*
- Rick Spangler, *Treasurer*
- Milton Rhodes, *President and CEO*
- Michael Suggs,
At-Large Executive Committee Member
- Jane Doub,
Member Group Representative

BOARD MEMBERS

- Dr. William Applegate
- Mary Benton
- William G. Benton
- Katy Boles
- Libby Booke
- Shelby Chaden
- Tonya Deem
- Kay Donahue
- Jane Doub
- Aurelia Eller
- Veronica Filipowski
- Dara Folan
- Fernando Garzon
- John Gates
- Tripp Greason
- Redge Hanes
- Sue Henderson
- Dr. Aaron Horne
- Tom Ingram
- Hal Johnson
- Peggy Joines
- Hilary Kosloske
- Lucia Marshall
- James Martin
- Dr. Pedro Martinez
- Ginny Norton
- Donna Oldham
- Calvin Patterson
- Michael Pulitzer
- Paula Robinson
- Moyer Gray Smith, Jr.
- Rick Spangler
- Michael Suggs
- Evelyn Terry
- Randall Tuttle
- Bob Whaling
- John Williams
- Janie Wilson
- Leon E. Porter, Jr., *Legal Counsel*

Volunteers: You Are Our Heroes continued from cover page

I salute and thank on behalf of The Arts Council Board and membership our current campaign co-chairs, Ragan and Dara Folan. Dara is Vice President, Deputy General Counsel and Secretary of Reynolds American. Ragan is one of Winston-Salem's most talented civic leaders. They are a delightful duo and, also, great sports. Their Romeo and Juliet skit, done in costume, was a rollicking and effective way to launch this year's campaign and gain much-appreciated media attention.

Our funded partners, who receive annual grants for operational expenses from campaign proceeds, operate on lean budgets, and, like The Council itself, have to rely heavily on volunteers. While it would be good for arts organizations to have more generous budgets and more in-house personnel, there are obvious benefits from having members of the community engaged as volunteers. Sustainability for arts groups requires having a mission that fills a need and producing a quality product. Volunteers on boards, on committees, on special projects, and at the door collecting tickets make sure the arts have a strong community base and do not lose touch with audiences and funders.

Involvement of volunteers at every level also sends a clear message to elected officials, whose financial support we need, about where the community's priorities are. We are determined to make "The City of the Arts" a recognizable

global brand, and doing so requires vision, determination and the strong public-private partnership which is evolving in Winston-Salem and Forsyth County.

The RiverRun International Film Festival, which I am proud to say The Arts Council helped sponsor this year, was a great success by every measure. I congratulate Andrew Rodgers, Executive Director, and the great team he assembled. I was impressed opening night at the standing-room-only screening of *Paris Je T'aimee*, and at every other event I attended, at the key role that volunteers played – selling tickets and souvenirs, ushering, preparing venues, and hosting special guests. There is no way to estimate the dollars saved, but one thing is sure – without the volunteers there could be no RiverRun International Film Festival.

The same is true for the National Black Theater Festival that Winston-Salem will host August 30-July 4. The Festival's web site offers a dozen or more different opportunities for volunteers, including box office personnel, drivers, clerical assistants, ushers, and medical assistants. Festival organizers need help now, so please check and see how you can assist.

Volunteers, on behalf of The Arts Council and its funded partners, I say, "Thank you." You are our heroes.

Visit Our Sawtooth Galleries

Exhibiting Local, Regional, and National Artist

MONTH	RHODES GALLERY	ELEANOR DAVIS GALLERY	RJR GALLERY
MAY JUNE JULY	MAY 18 - JUN. 9 Group Show: <i>Surfaces</i> Reception May 25	MAY 18 - JUL. 7 Group Show: <i>The Periphery</i> Curated by Robin Leftwich Reception May 25	MAY 16 - JUN. 25 Silver Arts Exhibition (Piedmont Plus Senior Games) Reception May 31
	JUN. 15 - JUL. 14 Piedmont Craftsman - Botanical Exhibition Reception June 15		
JULY AUGUST	JUL. 14 - AUG. 25 Sawtooth Visual Art Student Faculty Joint Exhibition	JUL. 14 - AUG. 25 Sawtooth Visual Art Student Faculty Joint Exhibition	JUN. 29 - JUL. 28 Works from The Arts Council Permanent Collection AUG. 1 - 19 Haiku North America

2007 Annual Campaign  **There is MORE than ONE WAY to GIVE!**

ARTS Are For **Everyone**

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2007 Annual Fundraising Campaign continued from cover page

school system employees are pacesetters. They have exceeded their goal, coming in at \$85,000. They see first hand the wide variety of arts programs in the public schools that The Arts Council grants help make possible. Thanks to this campaign, thousands of students have meaningful arts experiences each year.

The city's two largest law firms, Womble Carlyle and Kilpatrick Stockton, both increased their contributions by nearly 20 percent. Bill and Erna Womble headed the Womble Carlyle campaign and Tonya Deem spearheaded efforts at Kilpatrick Stockton.

The Council has been working hard to raise its profile and strengthen campaigns

on college and university campuses. Murray Greason, who is heading this division, put a structure into place this year at Wake Forest that has boosted giving at the university substantially.

Workplace campaigns are where we get down to the grassroots and often get our greatest surprises. Building on last year's successes, our two major medical facilities, Novant and Wake Forest University Baptist Medical Center, have staged imaginative and successful in-house campaigns. Both Reynolds American (\$130,000) and HanesbrandsInc. (\$115,000) have topped their goals.

Campaign Cabinet Meets and Reports



Tommy Hickman, Dr. Frank James, Ursula Henninger, Chris Fox, Murray Greason



Jerome Silber, Gary Rudisill



Bill Womble, Jr., Terri Pratt, Erna Womble



Jim Corrigan

FUNDED PARTNERS

Associated Artists of Winston-Salem
336 722 0340

Children's Theatre of Winston-Salem
336 725 4531

Hispanic Arts Initiative
336 727 8605

Kernersville Little Theatre
336 993 6556

Little Symphony of Forsyth County
336 722 5972

The Little Theatre of Winston-Salem
336 748 0857

North Carolina Black Repertory Company
336 723 2266

Old Salem Museum & Gardens
336 721 7300

Piedmont Chamber Singers
336 722 4022

Piedmont Craftsmen
336 725 1516

Piedmont Opera
336 725 7101

Reynolda House Museum
of American Art
336 758 5100

RiverRun International Film Festival
336 724 1502

Sawtooth School for Visual Art
336 723 7395

Southeastern Center of Contemporary Art
336 725 1904

Winston-Salem Children's Chorus
336 703 0001

Winston-Salem Delta Fine Arts
336 722 2625

Winston-Salem Symphony
336 725 1035

STAFF - 336.722.2585



The Arts *Making it all come together in The City of the Arts*

Drive through downtown Winston-Salem any night of the week and you can feel the difference. It's alive. Cars are parked on the streets.

Restaurants are open and people are coming and going. A young couple with a child in a stroller is unloading groceries to take to their stylish apartment in the Nissen Building. A performance ends at the Stevens Center and people spill out onto the sidewalk and street.

Just North on Trade Street, students are drinking coffee and working on laptops at Chelsea. Next door, hungry diners — an interesting cross section of Winston-Salem residents — visit as they wait for a table at Sweet Potatoes. Sixth and Vine is packed with an eclectic mix of patrons lounging in small, intimate areas enjoying wine and snacks. Finnegan's Wake, in the tradition of boisterous Irish bars, is pumping beer and serving up fish and chips. Down the street, regulars at the Silver Moon sit at the bar in this tiny watering hole. A cutting-edge band is playing at the Garage. A couple with "fanny packs" is looking at the offerings in the window at Piedmont Craftsmen. Visitors to the city. You can tell.

Down Marshall Street, the Gateway Project is coming out of the ground as an anchor in the south. Goler is providing a link with the east and tremendous

promise for the future. And a baseball stadium just off Business 40 is now more than a twinkle in someone's eye. It's coming.

Put your arms around all this and you have \$1.4 billion in new investment in the heart of Winston-Salem, including countless condominiums from Liberty Street to the School of the Arts drawing new residents to city centre. Looking at it another way, this is Winston-Salem's living room where we all come together like family to eat, drink, and enjoy good company and entertainment.

It is highly symbolic that Arts Council facilities, including galleries and performance spaces, are squarely in the middle of all we have described — north, east, south and west. We were delighted that RiverRun International Film Festival set up shop in our own Sawtooth Building during this signature Winston-Salem event, quickening the heartbeat of city centre.

Still, this city is less than the sum of its parts. Our 84 arts and cultural organizations are destined to be the glue that binds The City of the Arts together and provide the energy, vitality and intellectual stimulation that every great city must possess. The arts have a crucial part to play in the renaissance we see happening around us and the development of a strong global brand for The City of the Arts. That is our vision. And that can be our legacy.



226 N. Marshall Street
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