



The ARTS COUNCIL newsletter

4TH Quarter 2006

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



Peggy Joines
Chair
The Arts Council

2006... it's been a Very Good Year

We started this year with a mandate that had its genesis in the community-wide Arts Summit and was more fully developed over several months by a committee of Board members and volunteers.

Our goals were clear:

- Get our own house in order and set the standard for grantees by developing a sound business plan.

- Increase the number of arts organizations as members and open the door to additional funded partners.
- Revamp the grant application and awards process and create greater transparency.
- Stress education, economic development and the creation of social capital.
- Raise more money.

Quite an order. It could have been viewed as revolution. But in fact, working together in good faith with reasonable objectives, it was simply evolution. Today we are a stronger, more effective and efficient arts organization because we responded to voices within our community who love the arts and believe the best is yet to come in Winston-Salem and Forsyth County.

2006 was a very good year, and we have positioned ourselves to continue to improve and refine our processes and be a more valuable resource for our members and funded partners.

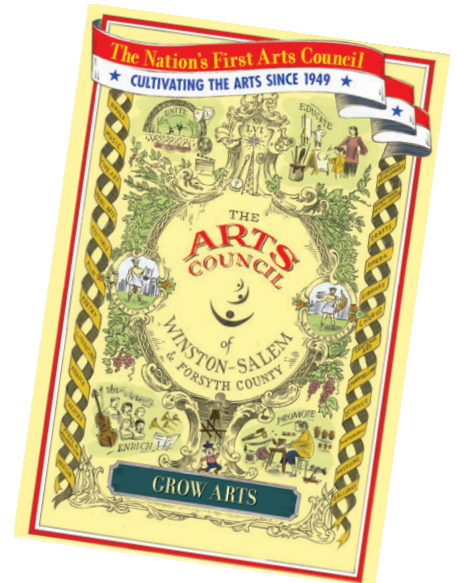
We created new grant guidelines and revamped our screening process. We approved the applications of six new members and we made organizational support grants to six new funded partners.

With the leadership of dedicated volunteers and many, many foot soldiers, The Council met and exceeded its 2006 Annual Fundraising Campaign goal. Consequently, the Board was able to make almost \$300,000 more in grants than in 2005. What a joy that was for all of us.

Chairing The Art Council Board in 2006 has been a unique experience for me. We faced challenges, but we had great resources – skilled staff and volunteers who were amazingly generous with their personal resources, time, advice, and professional assistance. So we took giant steps. I thank each of you for the contributions you made. I am proud of what we accomplished together.

2006 *Grow Arts* Campaign Tops Goal

\$2.2 million raised means more operational support dollars



Grow Arts, the 2006 Annual Fundraising Campaign chaired by Wachovia executive Sue Henderson, exceeded its \$2.2 million goal. As a result, The Council was able to increase its grants for organizational support this year by almost \$300,000.

“Arts Council campaigns rise or fall on the strength of our volunteers,” said Peggy Joines, Board chair, “and this year we had an amazing group of determined people who worked their hearts out. I congratulate Sue Henderson and her Campaign Cabinet for their tremendous, successful effort.”

The theme, *Grow Arts*, and campaign materials were developed pro bono by the Mullen agency. Henderson made more than 120 personal calls and other volunteers worked tirelessly.

continued on page 5

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:

2006 – 2007
Grant Awards

Exhibitions in
our Galleries

News From Partners

Managing the Present, Planning for the Future

OFFICERS & EXECUTIVE COMMITTEE

Peggy Joines, *Chair*
Dara Folan,
Vice Chair/Administration
Lynn Eisenberg
Vice Chair/Development
Tonya Deem
Vice Chair/Agency Relations
Calvin Patterson
Vice Chair/Community Relations
Michael Pulitzer
Vice Chair/Strategic Planning
Garry Whitaker
Vice Chair/Facilities
Kay Donahue, *Secretary*
Rick Spangler, *Treasurer*
Milton Rhodes, *President and CEO*
Hal Johnson
At-Large Executive Committee Member

Vicki Kopf
Member Group Representative
Katy Boles, *Past Chair*

BOARD MEMBERS

Pamela Angle
Nancy Banasik
Mary Benton
William G. Benton
Katy Boles
Libby Boone
Shelby Chaden
Tonya Deem
Kay Donahue
Lynn Eisenberg
Aurelia Eller
McDara Folan
Fernando Garzon
John Gates
Tripp Greason
Redge Hanes
Sue Henderson
Dr. Aaron Horne
Hal Johnson
Peggy Joines
Vicki Kopf
Lucia Marshall
Ginny Norton
Calvin Patterson
Michael Pulitzer
Dr. Thomas J. Pulliam
Paula Robinson
Milton Rhodes
Moyer Gray Smith, Jr.
Rick Spangler
Michael Suggs
Evelyn Terry
Bob Whaling
Garry Whitaker
John Williams
Janie Butler Wilson
Leon E. Porter, Jr., *Legal Counsel*
Chris Griffith, *Ex-officio*
Office of Cultural Affairs

2006 - 2007

The 2006 grantmaking process worked well, and it was no accident. Volunteers and staff looked closely at best practices elsewhere and factored in our own experiences. Then a tremendous amount of effort went into making sure potential grantees understood the new guidelines and had the tools to prepare strong applications.

The requirement for a three-year business plan at first seemed daunting. But The Council, under the leadership of board members Leon Porter and Bill Benton, held workshops for members and provided help throughout the process. One might say that the Council seized the moral high ground by developing its own long-term business plan early on. In the future, the business plans developed by The Arts Council and our funded partners will add substantially to the health and viability of our arts community.

For the first time, review panels factored in the impact organizations would have on education, the economy, and on building social capital. The Council believes that focusing on these areas will strengthen our community and put arts organizations in stronger positions to obtain resources they need to thrive.

No grant process can ever totally remove all subjectivity and judgment calls. However, from the beginning, we wanted to ensure maximum transparency through a clearly defined and understandable process. We achieved that goal.

In all, The Arts Council provided \$1,150,400 in funding for 41 different arts organizations and individuals. Because of the successful \$2.2 million fundraising campaign, The Council increased funds committed to organizational support grants by almost \$300,000.

Organizational Support Grants – 19 Awards Totaling \$1,055,400

alban elved dance company	\$ 5,000
Associated Artists of Winston-Salem	\$ 22,400
Children's Theatre of Winston-Salem	\$ 47,000
Hispanic Arts Initiative	\$ 10,000
Kernersville Little Theatre	\$ 8,000
Little Symphony of Forsyth County	\$ 10,500
NC Black Repertory Company	\$ 112,000
Old Salem	\$ 35,000
Piedmont Chamber Singers	\$ 5,000
Piedmont Craftsmen	\$ 40,000
Piedmont Opera Theatre	\$ 60,000
Reynolda House Museum of American Art	\$ 35,000
RiverRun International Film Festival	\$ 25,000
Sawtooth School for Visual Art	\$ 120,000
Southeastern Center for Contemporary Art	\$ 150,000
The Little Theatre of Winston-Salem	\$ 135,000
Winston-Salem Children's Chorus	\$ 8,000
Winston-Salem Delta Fine Arts	\$ 27,500
Winston-Salem Symphony	\$ 200,000



The Winston-Salem Symphony under the direction of Robert Moody

Arts-In-Education Grants – 9 Awards Totaling \$63,000

alban elved dance company: \$8,500 - Two-to-four week residency for students in grades 7-12, teaching dance techniques and creating new works
Giannini Brass: \$5,000 - "Brass Under the Big Top" exposes elementary students to musical concepts through the magic of the circus and a marvelous brass quintet
Little Symphony of Forsyth County: \$5,000 - 2006-2007 concert series, "Building An Orchestra" for all public school students grades K-5
North Carolina School of the Arts: \$7,000 - Five dance residencies of "Peter and the Wolf" and three Open Dream Ensemble performances in the public schools
Piedmont Craftsmen: \$8,500 - "Living Craft: Crafting Life" program will serve approximately 900 students in three program areas
The Healing Force: \$7,000 - "Faces of Africa: A Cultural Journey" for grade 7 students who are studying Africa, Asia, and Australia
The North Carolina Shakespeare Festival: \$5,000 - 12 "GlobeWorks" performances in middle school and high school helping students experience the excitement of Shakespeare and creating an exhilarating way for students to develop basic competencies in English, Drama and History
William Scheidt (Living Rhythms): \$8,500 - Provides hands-on African drumming, dancing and storytelling workshops for more than 8,500 students focusing on grades 2 through 7
Winston Salem Symphony: \$8,500 - "Mary Starling Program" is its flagship educational offering for students in grades 4 and 5 at Reynolds Auditorium

Grant Awards

Project Assistance Grants – 11 Awards Totaling \$20,000

- African American Cultural Initiative:** \$3,000 - “Pride and Dignity” project and sponsorship of community members desiring to take visual art and crafts classes
- alban elved dance company:** \$450 - Performance and adaptation of their new work, “HYDRA”
- Arts For Life:** \$4,200 - The implementation of their program, “That’s Me”, designed to meet various needs of young hematology and oncology patients
- Carolina Chamber Symphony:** \$450 - A concert featuring their new work “Songs from the Edge”
- Eastern Music Festival:** \$450 - “EMF at Reynolda” is a collaboration production of a series of concerts at Reynolda House
- North Carolina School of the Arts:** \$450 - Stage and present a newly commissioned operatic version of “Our Town”
- Piedmont Craftsmen:** \$2,500 - Purchase digital equipment for Piedmont Craftsmen’s jury process
- Poets in Public Service:** \$4,000 - “WORD UP!” encourages the creation of new community service projects and opportunities for self-expression
- Sawtooth School for Visual Art:** \$3,600 - To implement a new program focusing on digital filmmaking (short films) and clay animation (claymation)
- Southeastern Center for Contemporary Art:** \$450 - To support a forum for local, state and regional artists and to produce a catalogue in conjunction with the Homegrown Southeast II exhibition
- Winston-Salem Symphony:** \$450 - Website Development: “A more visible, accessible and interactive Website”

Regional Artist Project Grant – 7 Awards Totaling \$12,000

- Duncan Lewis:** \$1,450 - To activate a small metal-casting foundry that is near completion and purchase necessary equipment; open for Regional sculptors to use
- Karola Lüttringhaus:** \$3,000 - To assemble a new, professionally printed, high-quality and poignant promotional package
- Laurie Russell:** \$500 - To produce Gicleé prints to further promote her work
- Martha Bassett:** \$800 - To develop a marketing package that will increase distribution of her recent traditional jazz recording
- Michael Huie:** \$1,750 - To produce a play based on the life of the famous magician and escape artist, Harry Houdini
- Otésa Creative Arts Ensemble:** \$3,000 - To study West African music, dance, and culture in Gambia and Senegal and purchase Sabar drums
- Scott Betz:** \$1,500 - To curate a print portfolio of 30 printmakers from the textbook “Printmaking at the Edge”



Winston-Salem Children's Chorus

Advertising Assistance Program – 20 Recipients will receive \$219,468.67

*Provides financial support for advertising in the Winston-Salem Journal.
Administered by The Arts Council and funded by the Winston-Salem Journal.*

- Associated Artists of Winston-Salem
- Children's Theatre of Winston-Salem
- Eastern Music Festival
- Forsyth County Public Library
- Historic Bethabara Park
- Old Salem
- Piedmont Chamber Singers
- Piedmont Craftsmen
- Piedmont Opera Theatre
- Reynolda House Museum of American Art
- Sawtooth School for Visual Art
- SciWorks
- Southeastern Center for Contemporary Art
- The Enrichment Center
- The Little Theatre of Winston-Salem
- The North Carolina Shakespeare Festival, Inc.
- West Side Civic Theatre
- Winston-Salem Children's Chorus
- Winston-Salem Crafts Guild
- Winston-Salem Delta Fine Arts



The Children's Theatre of Winston-Salem opened its 2006-2007 season in October at The Arts Council Theatre presenting the family-friendly children's fairy tale *Snow White & The Seven Dwarfs*

Visit Our Sawtooth Galleries

We Have Something for Everyone

MONTH	RHODES GALLERY	ELEANOR DAVIS GALLERY	RJR GALLERY
OCTOBER NOVEMBER	OCT. 20 - NOV. 18 African Presence in Mexico Colors of Mexico	OCT. 20 - NOV. 18 African Presence in Mexico Colors of Mexico	OCT. 20 - NOV. 18 Carolina del Norte Photographs from Phillips Workshop
NOVEMBER DECEMBER	NOV. 21 - DEC. 4 Sawtooth School for Visual Art Deck the Halls	NOV. 21 - DEC. 4 Sawtooth School for Visual Art Deck the Halls	NOV. 21 - DEC. 4 Sawtooth School for Visual Art Deck the Halls
DECEMBER JANUARY FEBRUARY	DEC. 8 - FEB. 24 Elsie Dinsmore Popkin Reception - Dec. 8	DEC. 8 - FEB. 24 Elsie Dinsmore Popkin Reception - Dec. 8	DEC. 8 - FEB. 24 Elsie Dinsmore Popkin Reception - Dec. 8



Elsie Dinsmore Popkin
(c) 1993 *Winston-Salem Journal* photo



Sawtooth School for Visual Art's
Deck the Halls



"Portrait Circa 1920" by Romualdo Garcia
with permission from El Museo Alhondiga de
la Granaditas from *An African Presence in
Mexico: The Photographs of Romualdo Garcia
and Wendy Phillips*



Jane Doub's Artist of the Year exhibit which
ran from September 8 to October 14.

Arts Council to Benefit from Windsor Jewelers Celebration

Windsor Jewelers, the Winston-Salem jeweler with a long history of support for local charitable causes, is staging “20 Days of Giving” to benefit 20 charities in the area, including The Arts Council. Beginning with an Open House on November 12 and ending December 1, Windsor Jewelers will offer 30 pieces of jewelry via a silent auction. One hundred percent of the proceeds will be divided equally between the designated charities.

“We feel honored to be part of something bigger – 20 wonderful charities devoted to helping in a multitude of ways,” said Rob Simon, president of Windsor Jewelers. Simon explained that the “20 Days of Giving” theme is in honor of the Stratford Road jeweler’s 20th anniversary. “We want to give back to the community we love.”

“Rob Simon and the people at Windsor Jewelers repeatedly have gone the extra mile to support the arts. We thank them for their two decades of dedication,” said Peggy Joines, Council Chair.

Area residents are invited to visit Windsor Jewelers during the 20-day event period to bid on the 30 items on display. The silent auction winners will be announced on December 1.



Be An Angel

From time to time – and often on short notice – we discover needs or see ways events could be more effective if we had a few extra dollars. For example, several school groups called and wanted to visit the exhibition, An African Presence in Mexico. We were delighted, but had no funds budgeted to make it the complete educational experience they requested and we wanted to provide. We had to scramble to cover the costs, and luckily we found an angel.

You, too, can be angel. May we call you on short notice to help? Let us know. To make it easy, tell us up front how much of an angel you would like to be: Up to \$250; \$250-\$500; \$500-\$1,000; \$1,000 and more.

Mona Campbell will keep the Angel Registry. 722.2585, Ext. 102. mcampbell@intothearts.com. Be an angel. Call Mona.



Renaissance Society members

2006 *Grow Arts* Campaign Tops Goal continued from cover page

Dara Folan, Vice President, Deputy General Counsel and Secretary of Reynolds American, and wife Ragan, have agreed to serve as co-chairs of the 2007 annual campaign.

The 2006 campaign got off to a roaring start with an event at the Winston Cup Museum that featured The Arts Council’s own race car with Council decal. Area media gave extensive coverage to the kick-off, setting up their cameras in the street to film the spirited, rubber-burning arrival of The Arts Council car. Sue Henderson – ever the sport – climbed from the shotgun seat in full racing apparel to greet her Cabinet and other volunteers.

The Campaign Cabinet was comprised of Libby Booke and Aurelia Eller, special gifts; Dr. T.J. Pulliam, city and county government; Sallye Liner, Dr. William Applegate and Doug Atkinson, health services; Ray

McKinney and Tommy Hickman, workplace; Michael Robinson, corporate/ business; Ken Moser, professional; Murray Greason, colleges and universities.

“One thing that is so inspiring to us,” said Henderson, “is how the education community consistently expresses its appreciation for the programs The Arts Council sponsors in our schools by contributing so generously to our annual campaigns. Our teachers, administrators and staff each year somehow top the year before.”

The City Council increased its investment in the arts this year, affirming its commitment to “The City of the Arts.” “We also made a strong case this year for greater support from the county,” said Milton Rhodes, Arts Council President, “and hope that reduced budget pressures will allow the Commissioners to do more next year.”



Sue Henderson
2006 Annual Fundraising
Campaign Chair

News From The Arts Council's Members

The [Southeastern Center for Contemporary Art](#) (SECCA) has received \$65,000 from the North Carolina Arts Council for general operating support for FY 2006-07 and a \$2,500 grant from the Mary Duke Biddle Foundation in support of an arts-in-education residency project with performance artist Lynn Book, Wake Forest University students and students from the Winston-Salem Forsyth County School System. SECCA also has won an award from Graphic Design USA, a national publication focusing on the graphic design profession, for its *Characters at War* mailer.

The [Lewisville Area Arts Council](#) held a world sneak preview for the upcoming CD release "Cambria Hotel" by Peter Tork and Shoe Suede Blues. The event was held in the Crystal Ballroom at the Village Inn in Clemmons. An article covering the event, written by Paul Garber for the Clemmons Journal, was picked up by newspapers across the country as part of their coverage of the 40th anniversary of the pop group, The Monkees. In addition to the CD world sneak preview, CD release events will be held in New York and Los Angeles.

[SciWorks](#) has been awarded a \$50,000 grant from the Dell Foundation through its Literate Communities Program. SciWorks has received \$25,000 and will receive the second \$25,000 next year to support SciWorks' education programs.

Jonathan Christman, associate professor of theatre at [Wake Forest University](#), has been nominated for two LA Ovation Awards for his design work on the production *Belfast Blues*. He was nominated in the lighting design and scenic design categories. The awards ceremony will be held on November 13, 2007, in the Orpheum Theatre in Los Angeles.

The [Hispanic Arts Initiative](#) has begun teaching Latin American Folk Dance at Bolton Elementary School in Winston-Salem. In addition to Bolton Elementary, after-school classes are taught at Hall-Woodward Elementary, and Saturday and evening classes at Centenary United Methodist Church and the YWCA. More than 100 students are enrolled for the Fall 2006 semester. Hispanic Arts Initiative will be receiving a \$9,000 grant from the North Carolina Arts Council for after-school programming and some Saturday classes.

Several of our member organizations have new staff that we would like to officially welcome:

[Piedmont Opera Theatre](#) – John Fichtel, executive director

[Winston-Salem Symphony](#) – Andrew Emmett, orchestra personnel manager & librarian; Nancy Morgan, administrative assistant; Rhonda Overman, artistic administrator; and Matthew Troy, education & community engagement director

[Children's Theatre](#) – Richard Emmett, executive director

[Southeastern Center for Contemporary Art](#) – Monique Farrell, membership services coordinator

[Associated Artists](#) – Sharon Nelson, executive director

[NC Black Repertory Company](#) – Cheryl Oliver, interim director

[The Little Theatre](#) – Norman Ussery, executive director

[Piedmont Chamber Singers](#) – Christine Gorelick, general manager

[Old Salem](#) – Lee French, president

[Reynolda House Museum of American Art](#) – Allison Perkins, executive director

[Sawtooth School for Visual Art](#) – Kathryn Kelly-Hensley, director of operations and Nancy Bruce, fibers program coordinator

[North Carolina School of the Arts](#) – New Chancellor John Mauceri has been honored by the Los Angeles County Board of Supervisors for his service as conductor of the Hollywood Bowl Orchestra.

The [Winston-Salem Children's Chorus](#) will share its music talents overseas June 13-22, 2007. The Children's Chorus, along with members of the Young Women's Ensemble and Young Men's Ensemble of the WSCC, will perform in cities including Venice, Florence, and Rome on this 10-day tour of Italy. Our singers will again be ambassadors for the city of Winston-Salem as they enjoy the cultural and musical enrichment experience of a lifetime in beautiful Italy.

Using Rosco's ImagePro, [Wake Forest University Theatre](#) now projects its show poster, in amazing clarity, onto the side of the Scales Fine Arts Center building, where its performances take place. Look for this beautiful image as you drive in through the main entrance to the Wake Forest University.

The Renaissance Society

You want to be there

By contributing a gift of \$1,000 or more to The Arts Council, you become a member of The Renaissance Society. If you are not contributing at that level now, please consider doing so. Besides giving an extra boost to Arts Council programs, you will receive invitations to special events for Society members that enhance and deepen your involvement in the Winston-Salem arts community. An added benefit, if you like, is having your name listed in the Renaissance Society roster in The Arts Council's annual report.

Because of the generosity and participation of Renaissance Society members, The Arts Council is a stronger and more effective organization. Please do just a bit more, qualify for the Renaissance Society, and enjoy events such as the recent reception at the home of Lee and Shelby Chaden.



Host Lee Chaden gives Gloria Whisenhunt a billiards lesson.



How could you have a party without Aurelia Gray Eller, Virginia Newell, Copey Hanes and Ruth Pleasants?



Milton Rhodes, Peggy Joines, Libby Booke, Sue Henderson, host Shelby Chaden, Sam Booke and Representative Larry Womble enjoyed the gathering of Renaissance Society members.

"Grow Arts" also Meant New Members and Funded Partners

Grow Arts, the 2006 Annual Campaign slogan, took on additional meaning when The Arts Council Board voted to admit six new members and make grants to six new arts organizations. The first-time grantees join a distinguished list of "Funded Partners" who receive organizational support grants from the Council.

The new organizational support grant recipients are alban elved dance company, Hispanic Arts Initiative, Old Salem, Reynolda House Museum of American Art, RiverRun International Film Festival, and the Winston-Salem Children's Chorus. They received grants totaling \$118,000. The largest grants were to Reynolda House and Old Salem, both of which received \$35,000.

"All these organizations are making significant contributions to the arts community," said Milton Rhodes, Arts Council President, "and submitted persuasive applications for Council support."

We grew The Arts Council by six members, qualifying them to request organizational support this year and in future grant cycles. Those organizations are Arts for Life, BOOKMARKS, Hispanic Arts Initiative, RiverRun International Film Festival, West Side Civic Theatre, and Winston-Salem Youth Arts Institute. Two – Hispanic Arts Initiative and RiverRun International Film Festival – received funding during their first grant cycle.

"Funding for the Hispanic Arts Initiative is a major step forward in recognizing and encouraging the arts in the Latino community. RiverRun has carved out a niche in the film world, and its economic impact is increasing each year. Our Board thought it was time to offer financial support," said Rhodes.

FUNDED PARTNERS

- alban elved dance company
336 409 5096
- Associated Artist 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
336 721 7300
- Piedmont Chamber Singers
336 722 4022
- Piedmont Craftsmen
336 725 1516
- Piedmont Opera Theatre
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

