



THE ASSOCIATES

## **Katharine Laidlaw Asks Us to Like, Love, and Share**

Last summer, several Associates met in the Welcome Center to put together packets for incoming students. Each packet contained a viewbook with general information about UNCSA, a specialized brochure about the accepted student's specific school, a UNCSA pen, a sticker, and other welcoming materials. One could imagine that the brochures might end up on parents' coffee tables to show off where their student is attending school. The materials were the work of Katharine Laidlaw, UNCSA's Chief Marketing Officer, and her department.

Katharine was the speaker at The Associates February Board Meeting. A graduate of Davidson College and UNC-Chapel Hill, her polished talk gave us a glimpse of the behind-the-scenes work she does to make UNCSA sparkle.

She talked about the degree of commitment to their arts that our students have. The overall "tag line" for the school is "It's Heart, Not a Hobby." Her department emphasizes five things in selling the school: *intensive* training, the quality and reputation of the individual schools, the availability of our faculty, the reasonable cost, and the success of our alumni.

Among the most prominent people influencing students to come to UNCSA are their high school teachers. Her department appreciates and cultivates these teachers. Those of you who attended the Kickoff Event in the fall may remember that sometimes two or three students had come from the same high school program. The Marketing Office pays attention to that.

She also sees Winston-Salem itself as a major selling point for students. The town's emphasis on and appreciation of the arts is well known. The Winston-Salem Symphony, Piedmont Opera, and a variety of drama and dance venues offer our

students hands-on experience—the kinds of experience they would not get in a place like New York.

She spoke, too, of Winston-Salem as a supportive, nourishing community made up of people who are willing, for example, to open their homes to filmmaking students.

In selling the individual schools, Katharine and her team have assigned “tag lines” for each of them. They all advocate the seriousness of a life dedicated to art.

The taglines are

School of Dance: “It’s Will, Not a Wish”

School of Design and Production: “It’s Dedication, Not a Dream”

School of Music: “It’s Purpose, Not a Pipedream”

School of Filmmaking: “It’s Passion, Not a Pastime”

School of Drama: “It’s Love, Not a Lark”

She also underscored the advantages provided by our high school and college academic programs that enrich and balance the conservatory experience and the advantages of the school’s being a part of the UNC system.

In her concluding remarks, Katharine told us a simple, quick way that all of us can help spread the word. Her team posts UNCSA events and news regularly on Facebook and Instagram. Take a moment, when you see those posts to “like,” “love,” or “share.” Your friends in faraway places will be reminded of what a great place this is and, perhaps, send their town prodigy to us.

Thank you, Katharine, for taking the time to talk with and inspire us.

## **Mozart Birthday Concert**

“Satisfactory” is a word that has a bad reputation. Sandwiched between “excellent” and “superior” on one side and “fair” and “poor” on the other, it has come to suggest mediocrity. Think, though, of the most satisfying meal you’ve had recently. Every course was exquisite. The tastes, textures, combination, and quantity were perfect. At the end, you did not feel overstuffed or hungry; you felt, simply, satisfied.

Many of us remember our report cards in grade school (back in the good old days before end-of-year testing) had two grades: satisfactory and unsatisfactory, “s” or “u.” We were mighty proud to get an “s.”

The Mozart Birthday Concert on January 27<sup>th</sup> in Watson Hall was satisfactory in the best sense of that word. It was also exquisite, excellent, and superior, but mostly, deeply satisfying.

The School of Music faculty members, assisted by alumna Jodi Burns and School of Drama faculty member Janine Hawley, delivered an evening of Mozart music at the annual Mozart Birthday Concert. Each piece was delectable in its own way and taught us once again what genius sounds like. The earliest (1773—Mozart was seventeen!) selection was “Alleluja” from *Exsultate, Jubilate* sung by soprano Jodi Burns and was the last piece on the program. A piano sonata (Dmitri Shteinberg), selections from *Don Giovanni* (Jodi Burns, Glenn Siebert), *Il burbero di buon core* (Janine Hawley), and a quartet for oboe, violin, viola, and cello (Jaren Atherholt, Janet Orenstein, Ulrich Eichenauer, and Brooks Whitehouse) rounded out the program. The vocalists were accompanied by pianist Allison Gagnon who undergirds and elevates (Illogical combination of words? Yes. But it is what she does.) the other artists.

The Associates Hospitality Committee (Sarah Pierce Rubio and Janet Bealer Rodie, Co-Chairs) hosted the reception after the concert. The food and the variety of hot teas along with the yearly appearance of Wolfgang Amadeus and Constanze Mozart (drama students Mitchell Connelly and Julia Sismour) made the event especially festive. Lots of people went home with selfies made with the couple.

## February Board Meeting

The Associates Board met on February 6<sup>th</sup> to talk about recent successes and to plan for the spring semester.

Pam Short reported that the *Nutcracker Feed* in December was successful. The “*Nutcracker Feed*” is an annual event when Associates plan for and provide food for the dancers, staff, and technical crews between the matinee and evening

performance on the first Saturday of *The Nutcracker*. This year, Associates Carloyn Peddycord, Pam Short, and Bob McNair led a team in serving about 150 meals. The Associates are grateful to o'So's Eats, Salem Kitchen, Mindy Bloom, David Olson, and Lowe's Foods for their contributions of food and drinks. When you see these people or visit these establishments, thank them for what they do for our students. Associates provided fifty-six dozen cookies. That's 672 cookies! Howard Skillington made pictures that appeared on our Facebook page and will be included in our yearly scrapbook that Nancy Gwyn creates.

Sarah Pierce Rubio and Janet Bealer Rodie, Co-Chairs of the Hospitality Committee, reported that the reception after the Mozart Birthday Concert was supported by the work of twenty-two volunteers. Approximately three hundred people enjoyed the refreshments and hot tea.

Mary Allen Martin and Anne Sessions are planning a Behind the Scenes event with the School of Filmmaking in March. There will be more details coming to the membership in emails later.

Anna Goodman spoke for the Host Families Team, that the families had spent 106 hours taking care of their students.

Howard Skillington encouraged us to attend an evening of short films on Friday night the week of the Board meeting. He continues to let folks know when their homes are needed for student films.

Bob McNair reported that Helpmates have contributed 509.5 hours in the last two months, and Board Members have contributed 328.5 hours.

Historian Nancy Gwyn expressed appreciation for the recognition that the founding members of The Associates received last fall. She continues to need pictures taken at our events for the archives and scrapbook.

Karen Robertson reported that The Associates now have 303 members. The membership numbers reflect, among other things, the Winston-Salem community's growing awareness of the gem that is UNCSA.

## CALENDAR

- Thursday, February 15      Pickle Pantry. 11:00-1:00. Grab and go snacks recommended, but all contributions are welcome. Welcome Center Parking Lot. A Helpmate will be there to help you.
- Tuesday, March 6      Associates Board Meeting. Fourth Floor Conference Room, Library. Christopher Lees, Speaker
- Thursday, March 15      Pickle Pantry. 11:00-1:00. Microwaveable meals suggested, but all contributions are welcome. Welcome Center Parking Lot. A Helpmate will be there to help you.
- Tuesday, April 3      Associates Board Meeting. Fourth Floor Conference Room, Library. Executive Session. No speaker.
- Saturday, April 28      Next Now. “Fantastic Finale” will be featuring the seniors in the School of Music.
- Thursday, April 19      Pickle Pantry. 11:00-1:00. Cereal and shelf-stable milk recommended, but all

contributions are welcome.  
Welcome Center Parking Lot. A  
Helpmate will be there to help you.

Tuesday, May 1

Associates Board Meeting. Fourth  
Floor Conference Room, Library.  
Speaker TBA

### **General Information—Important Links**

The Associates Website: <http://www.uncsa.edu/Associates> At our website, you will find the Board members listed, the calendar of Associates events and Associates-sponsored events, and other general information. You will also find the form to renew your membership

Email Address: [uncsaassociates@gmail.com](mailto:uncsaassociates@gmail.com)

The Performance Calendar Website:  
<http://www.uncsa.edu/performances/>

Our Facebook page:  
<http://www.facebook.com/uncsaassociates>

Newsletter: [uncsaassociates-news@gmail.com](mailto:uncsaassociates-news@gmail.com)

# PICKLE PANTRY

11 AM – 1 PM UNCSA WELCOME CENTER

## DATES

October 19  
November 16  
December 14  
January 18  
February 15  
March 15  
April 19

## Food-of-the-Month\*

cereals & non-refrigerated shelf-stable milk  
grab & go snacks  
canned foods & juices  
frozen foods  
grab & go snacks  
microwavable meals  
cereals & non-refrigerated shelf-stable milk

*\*suggested donations*



UNCSA THE ASSOCIATES

## **WHAT IS THE PICKLE PANTRY?**

The Pickle Pantry provides supplemental food and other necessities to UNCSA students who need assistance.

## **HOW CAN YOU HELP?**

Please bring items to the UNCSA Welcome Center between 11am and 1pm on the Thursdays listed and *drive thru* to drop them off. Attendants will be on hand to take your donations.

## **VOLUNTEERS NEEDED**

contact : [banksl@uncsa.edu](mailto:banksl@uncsa.edu) for more information

# DRIVE-THRU THURSDAYS