

June 9, 2014

Dear MTAC SFEV Colleagues:

Thank you all for a productive 2013/2014 season for our branch! At our upcoming meeting, June 23rd, we will review the past year looking at both what went well and what needs improving. We will plan for next year, and install the same officers who served this last season. Thank you to all of you for agreeing to serve another year: Mark Richman, Francine Ross-Pancost, Laura Halladay, Kim O'Reilly, Aziza Syed, Rita Hovanesian, Arjang Hedayati, Michael Paul, Anahit Sevoyan and especially Sharon Shaheed and Pam Prasarttongosth for handling the huge Certificate of Merit job!

I also want to make a special point to acknowledge Michael Paul for the huge amount of time he invested coordinating with Valley College the specific dates, numbers of rooms, rates, hourly schedules, etc. for the 9 events we held there this year! Thank you, Michael!!! We are extremely appreciative of the work you did on this for the Branch!!

In addition to those of you serving on the board, already more than 20 of you have generously offered to chair or assist with our programs and events next year. We have a few spots left to fill and we could definitely use more people to help Paul with the Benefit Concert. Please let me know during the next few days if you would be willing to add your name to the list (please see "Chairs and Assistants" below.) Thank you to those of you who are volunteering again as you have for many years and to new participants. We encourage brand new members to get involved right away!!

I will be at the President's Meeting at the Convention on Saturday morning. We will be represented by three delegates at the Monday morning Business Meeting: Aziza Syed, Susan Hurley and Rita Hovanesian. Thank you three!

Thank you all so much for supporting a great branch!!

Gillian

Spring Recital

Thank you, Regina, for all your work chairing the Spring Recital. There were 9 performances, several of which were winners from the Scholarship Competition. Teachers who had students performing at this recital were: Valeria Danielyan, He-Lyun Chung, Zhanna Gyulnazarova, Marc Macalintal, Nobuyo Nishizaka and Regina Vertheym.

BRANCH MEETING - JUNE 23

Our last meeting of the year will take place next Monday, June 23rd, at Piano Play, 14237 Ventura Blvd, Between Woodman and Van Nuys Boulevards - 91423. Thank you, Sharon, for letting us meet at Piano Play. It is a great space for our meetings because of its size, location and atmosphere. We really appreciate your hospitality. Our Installation of branch officers should only take a few minutes, since everyone is staying in the same job. The Planning part of the meeting is more complicated: your ideas and suggestions are encouraged.

It is always lovely to see all of you who attend these meetings.

9:45 AM Coffee
10:00 Meeting
12:30 (or possibly earlier) Adjournment

Kim O'Reilly Alfred Music Publishing Company CD's

I asked Kim O'Reilly to send me a link to all the many CD's she recorded as pianist for the Alfred Music Publishing Company's Repertoire Books. The link is below and can also be found on the home page of our website. I hope you all can access these books and CD's and enjoy them with renewed appreciation knowing that one of our own members is the performer!

<http://www.alfred.com/search/searchresults.aspx?q=kim%20o%27reilly&type=All>

Chairs and Assistants

EVENT:	CHAIR:	ASSISTANT:
General Recitals:		
October	Michael Paul	open
January	Anahit Sevoyan	open
June (Spring Recital)	Regina Vertheym	Aziza Syed
Contemporary:	Gillian Smith	Rita Hovanesian
Benefit Concert others???	Paul Pitman	Valeria Danielyan, Dilara Khalilova,
Classical/Romantic	Kim O'Reilly	Meg Falk
CM Piano:	Sharon Shaheed	Pam Prasarttongosoth
CM Strings coordinator)	Rachael Lonergan (West Valley Branch)	Hillary Smith (East Valley Branch)
CM Winds	Francine Ross-Pancost	open
CM Honors:	Roger Eshleman	Laura Halladay and Meg Falk
Bach Branch:	Nobuyo Nishizaka	Mariko Urushidani
Bach Regional:	open	open
Scholarship Competition:	Mark Richman	open
Concerto Competition:	Mark Richman	open
Website Coordinator	Dilara Khalilova	

MTAC San Fernando East Valley Branch Meeting

Monday, June 23, 2014, 10:00 am

Location: Piano Play

10:27 Start Time:

Gillian introduces new members (Sumitra, Cesar, and Marlisse) to SFEV Branch. All those present include Gillian S., Aziza S., Sharon, Rita H., Sumitra, Roger E., Kim R. Cesar, Laura H., Francine P., Nubuyo, Marlisse, Mark R. and Susan; a total of 14 members.

Gillian thanks Sharon for the amazing job she does handling the biggest job in the branch (by far!) Certificate of Merit. Gillian thanks Michael Paul for arranging all of our events at Valley College!

Gillian informs all of Laura's desire to have an assistant in February to help out with duties of the treasury. Cesar volunteered to help out.

Gillian thanks Mark for trying to set a concerto competition. Mark informs us that he has been putting feelers out to various conductors/orchestras. There are three large orchestras that are fully funded and those might be easiest to work with. It is a work in progress.

There is some concern as to whether we can afford another YAG performer. We are in the process of figuring this out.

10:35 Treasury Report:

Our treasury report stands in red (-\$2000 total); every program reported a loss of income. To be exact a list of a few programs is provided below:

- a) Bach Festival—under \$353
- b) Branch Honors Festival—under \$250
- c) Certificate of Merit—under \$882
- d) Contemporary Festival—under \$300

- e) Fundraising Concert—over \$840 net
- f) Scholarship Competition—under \$1463

There are various reasons for the deficit: due in part to the extra charges paid to Valley College; we paid an extra \$1700 more this year than in 2013. The reason for this has to do with numbers of room used and an extra fee for an extra weekend to accommodate CM Winds and Strings.

It was proposed that the Certificate of Merit Fee be raised to \$12 instead of \$11. Everyone agreed.

Also, while we fundraised \$840 at the Fundraising Concert, we paid extra this year for janitorial help. Mark suggested allowing ads in the program to help offset the expenses of this concert. Some mention was made to allow ads on our branch website or to move to another venue altogether. All things considered, funds from this concert were used to offset the costs of the Scholarship Competition.

Due to the deficit, we are most certainly considering different venues for the Scholarship Competition, the Spring Recital and CM Winds to lower the cost. We are considering Hollywood Piano in Burbank, the new Steinway store in Beverly Hills, and the Russian Academy in Northridge.

Finally, while we have a credit of \$7920.82 in assets as a branch, we do not want to report a loss this upcoming year.

10:50 CM enrollment:

This year Sharon reports a total enrollment of 300 students.

Sharon made a motion to raise the recital fee from \$10 to \$15. All except for one person agreed.

11:00 Member Installment:

Roger installed the members as follows:

- A) Gillian as President
- B) Mark as Vice President/Program Chair

- C) Francine as Membership Coordinator
- D) Kim as Corresponding Secretary
- E) Laura as Treasurer
- F) Anahit, Rita, Micheal Paul and Arjang as Directors
- G) Aziza as Recording Secretary

Mark thanks Gillian for all her efforts as president and presents her with a bouquet of flowers.

Gillian expresses appreciation towards this branch for being a collective unit of creative and fun teachers who are also good performers and willing volunteers.

11:09 Events in the Upcoming Year:

Gillian will email a list of events for this upcoming year.

Winds and Strings can now participate in Branch Honors.

We need assistants for festivals. Perhaps it is best to request the time and efforts of teachers whose students are participating. The Bach Regional Festival needs many assistants including manning the front desk, and timing the performances, and etc.

Laura made a motion to remove how many students a teacher can put in each recital. There was unanimous consent. We need as much participation as possible for our festivals. Previously, we've had to call the chair to ask whether more students can be added.

11:14 How can we improve this branch?:

Mark asked for the protocol for not wanting certain judges. Discussion followed. Sharon can confirm the judges but has no veto power to say no to specific judges. Also, we cannot request a specific judge from the CM chair; no favoritism is allowed. It seems the only thing we can do is evaluate the judges but this evaluation only reaches the chair and is not sent to the judges themselves. In the past, Francine has written a list to the CM chair letting him/her know which

judges she prefers not to have, but this year there is a new chair and he/she does not have the list.

There is consensus that at this years piano CM, Sunday had more first-time judges than Saturday. Although SFEV Branch is not in the habit of mentioning names, a few judges were specifically mentioned and described as not following proper protocol. A list is provided below:

[I took the liberty of removing these names in writing from the public domain.
Gillian]

Consequently, the question asked was how we can prevent negative behavior from occurring; should this be a matter handled by evaluator trainers during training? Gillian has been to training and mentioned that while trainers can discuss what not to say or how not to act that there are simply nasty judges who do not follow protocol. We can reiterate positive affirmations such as, 'Thank you for coming!' or 'Nice job!' or 'Work harder!' or 'I can see potential!' but not everyone will follow suit.

It was suggested that there be an evaluator meeting each morning before the Certificate of Merit day starts. Sharon, as Cm Chair, should explain to all of the evaluators that it is our branch philosophy to encourage and support students, that our branch members prefers comments from the evaluators emphasizing positive encouragement mixed with "constructive" criticism. Sharon can even state this in the welcome letter to evaluators as part of our philosophy to encourage and support students.

11:28 Solo and Concerto Competition at the Convention:

There was some discussion about the convention upcoming. Currently the solo and concerto competitions give out first and second place prizes. At times, the second place winner has been seen to be crying for not 'winning' the competition. Some members prefer to see both performers finish as 'winners' while other members felt that performers should feel honored no matter what placement they receive. While it might be nice to allow all performers to be 'winners', we can also mention to students that competition brings out the best in each other;

without one, the other may not have performed as well. Some of our teachers do not mention to their own students that our own semi-competitive branch events are competitions, rather that they are festivals in celebration of certain composers. If the student does win some kind of prize they are elated and surprised.

11:33 Branch meetings for the Upcoming Year:

Sharon is OK with hosting 1st and last SFEV Branch meetings of the season at Piano Play.

Some members prefer Mondays and some prefer Tuesdays. Gillian will do her best to work this out fairly.

11:40 Information regarding Various Events:

To be clear, the General Recital allows any repertoire level to be performed. All other festivals require level 3 repertoire, except for Branch Honors which requires level 4 repertoire. No method book pieces are allowed in any festival. Celebration Series is okay to include in the Contemporary Festival.

A motion was made to add beginners to the Classical/Romantic Festival to raise funds. There was unanimous consent.

11:53 Products and Services: Rita announces that Keyboard Concepts sheet music sales are dropping and would like know how to better serve the local music teaching community in providing products. Laura responded that students to be able to buy a good quality metronome, i.e Seiko or Yamaha. This month Keyboard Concepts is offering a 25% discount on products.

11:57 Meeting is Adjourned