

The Match Box

Lauren Barton, Intel Corporation, is building a Web site for the **Breast Art & Education Project**. **Janet Beirne** is evaluating **Matrix Art Gallery's** accounting system. **Patrick Bell**, EDGE Consulting, is advising the **Images of Oak Park** board of directors. **James Goodchap**, Goodchap Designs, is developing a corporate identity for the **League of Sacramento Theatres**. **Eileen Hamilton**, UC Davis Medical Center, is assisting the **League of Sacramento Theatres** to incorporate and obtain tax-exempt status. **Karen Hansen**, Logging International, is setting up an accounting system for **Center for Contemporary Art**. **Amy Lopez**, LogoLogic, is designing programs for **Hmong Cultural Arts' New Year's Festival**. **Lynne Johnson**, CalStaff, is advising **River Stage** on personnel matters. **Marty Opich**, US Bancorp, is guiding **Bel Canto Vocal Arts** through non-profit incorporation. **Bill Schopfer**, Fund Development Associates, is developing a fund-raising plan for the **Midtown Murals Project**. **Bill Sykes**, Communications Design, is redesigning a membership brochure for the **Sacramento Traditional Jazz Society**. **Carson Wiley** is assisting the **River Stage** in board development. **Sandra Williams**, Williams Writing, Editing & Design, is designing **BVA's Partners**.

Prelude to the Season — A Huge Success!

"Arts, arts, arts, arts..." chanted the five performers as they marched offstage at the end of the very successful *Prelude Main Stage* luncheon on September 29 at the DoubleTree Hotel.

"Not only did everyone have a good time," said event co-chair Fran Samuel, but "we broke attendance records with over 500 people," chimed in co-chair Portia Tanaka. Co-chair Yvonne Wilson agreed, stating that "BVA raised about \$15,000 to support the volunteer and other programs."

PBS celebrity and master of ceremonies Jack Gallagher presented the 1999 BVA awards with assistance from previous years' winners. Artistic Director Gregory Alexander's upbeat, fast-paced entertain-

ment offered glimpses of the upcoming season. The audience was in awe of this lively show. (The winners are listed in a separate article on the next page.)

Creative and colorful centerpieces designed by arts programs participants from the Crocker Arts Museum, Discovery Museum, John F. Kennedy Senior High School, Short Center North and South, and the Women's Wisdom Project topped each table. These colorful delights, reflecting the 1999-2000 performing arts season, were available for bid as silent auction items with 100 percent of the proceeds benefiting the organizations that contributed to the success of the day. Approximately \$1,000 was raised from the sale of the artwork.

BVA Serves Arts à la Carte to the Community

By Brady Oppenheim

Business Volunteers for the Arts/Sacramento is launching Arts à la Carte, a unique new program exclusively for Metro Chamber members and certain subscribers of Capital Public Radio. Arts à la Carte is also sponsored by the Sacramento Regional Foundation, Pacific Bell, US Bank, and PRIDE Industries.

The unique Arts à la Carte program gives Metro Chamber members' employees two-for-one admission to 12 renowned arts and cultural venues plus a free subscription to a quarterly calendar of events throughout the region.

Employees can use the Arts à la Carte Calendar to plan outings to dozens of performances, exhibits, and festivals. Then they can use the Arts à la Carte Two-for-One Card to take a friend to a variety of offerings from B St. Theatre, Best of Broadway, Camellia Symphony Orchestra, Crocker Art Museum, Discovery Museum, Fairytale

Town, River Stage, Ruth Rosenberg Dance Ensemble, Sacramento Ballet, Sacramento Choral Society, Sacramento Philharmonic Orchestra, and Woodland Opera House.

The Arts à la Carte materials will be distributed to Metro Chamber members and eligible Capital Public Radio subscribers. Each company will receive enough Two-for-One Cards and Calendars for every full-time employee.

"Building audiences for the arts is a key component of strengthening our local cultural community," said Marika Cronin-Rose of US Bank, a sponsor of the new program. "US Bank believes that Arts à la Carte is an exciting program that accomplishes this goal."

For information on the Arts à la Carte program, contact BVA Executive Director Jill Kaiser at 916-444-1615.



BVA/Sacramento

917 Seventh Street
Sacramento, Calif. 95814
Phone 916-444-1615
Fax 916-444-1652
E-mail bva@metrochamber.org

BOARD OF TRUSTEES

President

Stephen D. Murrill, *Chemical Industry Council of California*

Vice President

Jan Geiger, *Wilcox Miller & George*

Treasurer

Tony O'Donnell, *PricewaterhouseCoopers LLP*

Secretary

Shelley Spilker, *Proforma Printing Innovations*

Immediate Past President

William J. Underwood

Trustees

Donna Apidone, *Capital Public Radio, Inc.*

Patrick Bell, *EDGE Consulting*

Paulette Bruce-Miller, *Stoorza, Ziegau,
Metzger & Hunt, Inc.*

Randall Clark, *The Sacramento Capitol Club*

Michael W. Edwards

Mary Ellen Fort

Eileen Hamilton, *UC Davis Medical Center*

Abigail Hewitt, *California Connections
Advertising*

Martin Kennison

Roger Krum, *Sacramento Traditional Jazz
Society*

Kay Lehr, *Kay Lehr & Associates*

Richard Lewis, *Sacramento Light Opera
Association*

Paul McClure, *Glass/McClure*

Vicki Michael

Betty Moulds, *CSU, Sacramento*

Martha Evensen Opich, *US Bancorp*

Celeste Rose, *UC Davis*

Fran Samuel, *Sacramento Bride & Groom
Magazine*

Portia Tanaka

Carson Wiley

Yvonne V. Wilson, *The Wilson Group*

Executive Director

Jill S. Kaiser

Partners Editor

Adrianna Lavell

Director's notes

My whole-hearted congratulations go to the winners of this year's BVA Awards presented on Sept. 29 at Prelude to the Season.

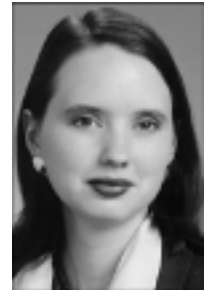
The exceptional and inspirational commitment to the arts demonstrated by these individuals, businesses, and arts organizations reaps benefits for every person living or working in the Sacramento region.

And as the anticipation, music, and applause of Prelude to the Season fades, the anticipation surrounding this month's launch of Arts à la Carte, BVA's newest program, is growing.

Arts à la Carte, modeled after two very successful, similar programs offered by the Arts & Business Council of Philadelphia

and the San Diego Performing Arts League, provides the business community with easy and affordable opportunities to enjoy the arts while creating cost-effective, targeted marketing opportunities for arts organizations.

Arts à la Carte is a wonderful example of BVA's unique capacity to link the business community with the arts community in mutually beneficial relationships. My thanks go out to the Sacramento Metro Chamber and Capital Public Radio, along with the program's many sponsors, for making Arts à la Carte a reality.



Jill S. Kaiser

PRELUDE TO THE SEASON 1999

Meet the Winners!

Every year BVA pays tribute to the arts organizations, businesses, and individuals who work tirelessly behind the scenes to ensure that arts and culture thrive in the Sacramento region. The winners of the 1999 BVA Awards are:

The award for Business Support for the Arts was given to **Pacific Bell**, a moving force in California for over a century.

Pacific Bell annually supports the Sacramento Ballet and Philharmonic Orchestra, and its many other philanthropic endeavors include a \$500,000 donation to help restore the Leland Stanford Mansion.

B St. Theatre and **Ruth Rosenberg Dance Ensemble** were recognized jointly with an Arts Excellence Award. Both of these dynamic organizations have demonstrated a combination of artistic excellence, community impact, and managerial strength.

The Business/Arts Partnership Award, recognizing a particularly successful partnership between an arts organization and a business, was given to **Tower Records Books Video** and the **Sacramento Heritage Festival**.

The company donated \$5,000 to the Sacramento Heritage Festival in 1999 and provided the printing of tickets, posters,



Gerry Kamilos, chair of Sacramento Metropolitan Arts Commission, received the Individual Leadership Award.

©1999 Maggie McGurk Photography

and programs, as well as design of ads. Proceeds from the festival benefit local middle and high school music programs as well as musicians in need.

Shelley Spilker, Proforma Printing Innovations, was named BVA Volunteer of the Year. This award for personal contribution recognizes Shelley's history of sustained contributions to the arts, including many hours devoted to the Sacramento Traditional Jazz Society.

Gerry Kamilos, LLC, received the prestigious Individual Leadership Award. Kamilos has assumed a leadership position in Sacramento's cultural community, including volunteering as chair of the Sacramento Metropolitan Arts Commission.

The Special Outstanding Contribution Award recognizing lifetime contributions was given to **Mary Wesley**, who is known throughout the Sacramento community for her involvement with the arts, including coordinating events such as Cal Expo's Run for the Arts.



spotlight on...

The Sponsors of Arts à la Carte

BV A proudly turns the spotlight on the sponsors of the premiere edition of the Arts à la Carte Two-for-One Card and Calendar: the **Enlow and Melena A. Ose Endowment for the Arts of the Sacramento Regional Foundation, Pacific Bell, US Bank, and PRIDE Industries.**



“For many workers in the Sacramento region, an afternoon at Fairytale Town or a night at the theater will be twice as affordable,” exclaimed Lauren Wolkov, Executive Director of the Sacramento Regional Foundation, about Arts à la Carte.

The Enlow and Melena A. Ose Endowment of the Sacramento Regional Foundation granted \$20,000 to BVA in early summer to launch Arts à la Carte.

PACIFIC BELL Pacific Bell is the founding sponsor of the new program. Loretta Walker, Vice

President, Pacific Bell, explained the company’s interest in Arts à la Carte.

“The [Arts à la Carte Two-for-One Card] provides a wonderful opportunity for Pacific Bell employees to sample the arts and culture of the Sacramento Valley,” she said.

“US Bank believes that a thriving arts community goes hand in hand with a thriving business community,” said Marika Cronin-Rose, Vice President for Public Relations. US Bank also supports the Arts Leadership Forum, another BVA program.



PRIDE Industries, a widely respected and nationally recognized nonprofit organization that creates jobs for people with disabilities, is also lending a hand to the program by assembling and distributing the 150,000 Arts à la Carte Two-for-One Cards and Calendars.



Got a Match?

The producer of an annual musical revue seeks aid in board development. 🏠 An arts services organization seeks guidance in fund raising and/or events planning. 🏠 Parents dedicated to keeping arts in a charter elementary school seek a fund-raising plan. 🏠 A Sacramento landmark children’s play park wants analysis of its concessions operations. 🏠 A Mexican folkloric dance troupe needs guidance in obtaining tax-exempt status. 🏠 A mixed chorus that performs with a live orchestra at the Community Center Theater seeks review of its public relations and marketing campaigns, as well as an overall review of its accounting systems. 🏠 A history center needs an information technology specialist to develop a comprehensive database. 🏠 Interested volunteers should call 916-444-1615 for more information on these projects. 🏠



©1999 Maggie McGurk Photography

Fran Samuel, Portia Tanaka, and Yvonne Wilson co-chaired the 1999 Prelude to the Season.

CONGRATULATIONS to BVA volunteers **Thadd Blizzard, Jeff Williams, Blanche Manuel-Rogers, Theresa Yvonne, and Sandra Williams** for successfully completing projects. 🏠



The Arts License Plate helps fund the arts in California. Call the California Arts Council at 1-800-201-6201 to receive your license plate application today!



Sacramento Metropolitan Arts Commission
A Public Agency



Funded with support from the City and County of Sacramento

Admail West:

Doing Your Mailing Projects
Right The First Time,
Every Time

Admail West delivers dramatically different results for our customers. We don't just print labels and stuff envelopes.

We review your mailing lists to eliminate duplicates and expired addresses because we know that's money down the drain. We make design recommendations to automate your mailings — so your customers receive information quickly and cost effectively. Our experienced staff gets you the lowest possible postal rates while providing conscientious customer service. *Why go anywhere else?*

Admail West focuses on one area — complete mass mailing management — and we do it extremely well. And due to our commitment to technology, our prices are very competitive.

Call us today. We'll save you time, money and stress tomorrow.



1515 North C Street Sacramento, CA 95814 (916) 442-3813



IN THE BUSINESS OF GROWING THE ARTS

Business Volunteers for the Arts
917 Seventh Street
Sacramento, CA 95814

Nonprofit Org.
U.S. Postage
PAID
Permit No. 333
Sacramento, CA

*an affiliate of Arts and Business Council Inc. and
Sacramento Metropolitan Chamber of Commerce*

save the date!

Oct. 19, Tuesday

Arts Leadership Forum, 5:15 p.m.;
DoubleTree Hotel Sacramento,
2001 Point West Way, Sacramento

Nov. 16, Tuesday

Arts Leadership Forum, 8:15 a.m.;
US Bank, 12th Floor Board Room,
980 9th Street, Sacramento

Dec. 21, Tuesday

Arts Leadership Forum, 5:15 p.m.;
DoubleTree Hotel Sacramento,
2001 Point West Way, Sacramento

*For more information on any of these programs,
events or orientation sessions, call 916-444-1615
or e-mail bva@metrochamber.org.*

hats off to...

Shelley Spilker, 1999 BVA Volunteer of the Year 🏆 **Tower Records Videos Books and Sacramento Heritage Festival**, 1999 Business/Arts Partnership Award 🏆 **Gerry Kamilos**, 1999 Individual Leadership Award 🏆 **Pacific Bell**, 1999 Business Support for the Arts Award 🏆 **B Street Theatre** and **Ruth Rosenberg Dance Ensemble**, 1999 Awards for Arts Excellence 🏆 **The Sacramento Bee; Pacific Bell; Blue Shield of California; Premiere Access Dental Plan; California State University, Sacramento; Macken Financial Group; Molina Medical Centers; Murphy Austin Adams & Schoenfeld LLP; PricewaterhouseCoopers LLP; and Raley's/Bel Air**; Major Sponsors of Prelude Main Stage 1999 🏆 **Fran Samuel, Portia Tanaka, Yvonne Wilson**, and the entire **Prelude Main Stage 1999 Committee** 🏆 **The Cast and Crew of Prelude Main Stage 1999** 🏆 **Crocker Art Museum, Discovery Museum, Short Center North, John F. Kennedy Senior High School, Short Center South, and Women's Wisdom Project** for creating the centerpieces at Prelude Main Stage 1999 🏆 **Doubletree Hotel Sacramento and US Bank**, sponsors of the Arts Leadership Forum 🏆 **Admail West** for ongoing support 🏆 **Enlow and Melena A. Ose Endowment for the Arts of the Sacramento Regional Foundation, Pacific Bell, US Bank, and PRIDE Industries**, sponsors of Arts à la Carte 🏆 **Margol Kennison** 🏆 **Sacramento Metropolitan Chamber of Commerce and Capital Public Radio** for supporting Arts à la Carte 🏆