

■ *University Concert Series Funds*  
*Excellence in the Performing Arts*  
*For Now and For the Future*



## ■ A Note from Concert Series Audience Educator Michael Budds

When I joined the staff of the University Concert Series almost seven years ago, I moved to Columbia with my dog, my books, and my records—and a certain sober set of expectations concerning this part of my new job.



Because of the generosity of my parents, I had attended many fine performances. And then, at a certain point, concert-going had become an important part of my musical education—as well as a constant source of pleasure for me.

I don't recall that I held particularly high expectations for the performances that I might experience in Columbia. After all, I had sampled the concert life of Los Angeles, New York, and London and had spent a number of years in Iowa City—the home of a prestigious school of music and a new performing arts center that offered many more events of the highest quality than I could attend (or afford) each season!

I had also supposed that the proximity of St. Louis and Kansas City would affect the concert life of Columbia adversely. I do remember thinking that I would be burning up Interstate 70 in an effort to attend exceptional performances, the kind that would never make it to a lesser cultural oasis such as Columbia.

Was I ever in for a big surprise! For me, the Concert Series of the University of Missouri has proved to be a gold mine of musical experiences, a treasury of the performing arts. To think that I have "travelled" only a couple of blocks from my home to hear recitals by Montserrat Caballé and Marilyn Horne, the Modern Jazz Quartet, Philip Glass, Itzhak Perlman, Jorge Bolet, and Yo Yo Ma and to

see performances by the Houston Ballet, the New York City Opera touring company, and the dance troupes of Ailey, Nikolais, and Moses Pendleton is almost mind-boggling!

There have been times when I have been so "overstimulated" by the events I have witnessed in Jesse Auditorium—most recently the concert by Tormé and Shearing—that I have been unable to sleep!

Believe me, when I brag to my friends and associates in other parts of the country about the quality of artists and performances sponsored by the Concert Series—and I do brag about this part of my life—they are sincerely astonished. And it's not just the "Johnny Carson" headliners that arouse their admiration.

The quality of the University Concert Series is no accident. It is a product of a dedicated, hard-working staff, of benevolent support and encouragement from the Department of Music and the University Administration, of the generosity of our benefactors such as the Missouri Arts Council, the First National Bank and Trust Company of Columbia, and the Mid-America Arts Alliance, and, most importantly, of the enthusiasm of its patrons.

Indeed, this enriching and ennobling aspect of life in mid-Missouri could not exist without its audience—without you!

On behalf of the Concert Series staff, I thank you for your support in the past, especially the banner season just ending, and encourage you to continue to support this worthy enterprise in the future. You won't want to miss next season. It's going to be another great one!

A handwritten signature in black ink that reads "Michael Budds". The signature is written in a cursive, flowing style.

P.S. To all those individuals who have attended my Concert Previews over the years, please know how very much I appreciate your interest in this aspect of our program.



# The University Concert Series Funds

## EXCELLENCE IN THE PERFORMING ARTS FOR NOW AND FOR THE FUTURE

With the 1988-89 year, University Concert Series enjoyed the best season in recent memory. We had three sold-out performances—the Canadian Brass, the Saint Louis Symphony Orchestra and the New York City Opera National Company—and a record year in season subscription and individual ticket sales. Clearly, 1988-89 was an outstanding year, for both Concert Series patrons and administration. Now it's time to move forward to yet another exceptional season.

### FUNDING THE CONCERT SERIES

The Concert Series receives funding from ticket sales, the Office of the Provost, arts agencies, corporate gifts and private contributions. Although no funding is provided directly from the Department of Music, Friends of Music or the Missouri Student Association, the spirit of cooperation among these organizations is strong and complementary.

As a result, private donations to the Herbert Schooling Concert Series Endowment Fund and the Concert Series Gift Fund are vitally important if the high quality of the Concert Series is to be sustained and its worthy contribution to the Columbia community is to be maintained. Ticket sales amount to only forty percent of the annual budget.

### BENEFITS

The nicest thing about donating to the University Concert Series is it provides an avenue for you to show your commitment to bringing excellent performing arts events to our community, this year and the next.

In return, we show our gratitude in a few other ways:

- Contributors are given priority seating at Concert Series events whenever possible.
- Contributors are listed in the Concert Series program, which is distributed at each of our events and any event presented in collaboration with the Department of Music.
- Contributors are honored at an annual reception and receive special invitations to other events as well.

## TWO WAYS TO HELP

### HERBERT W. SCHOOLING CONCERT SERIES ENDOWMENT FUND

This was established to provide interest income to assist the Concert Series operations over the years. By contributing to the Schooling Fund, you are helping to ensure the Concert Series will be able to carry our tradition of presenting high quality events into the next decade. Organized in 1979, this fund was established to honor the late Herbert Schooling on his retirement as chancellor of the Columbia campus.

#### Schooling Contribution Levels

Contributing Member .....	\$25
Sustaining Member .....	\$50
Concert Series Patron .....	\$100
Concert Series Donor .....	\$250
Concert Series Sponsor .....	\$500
Concert Series Benefactor .....	\$1,000
Concert Series Producer .....	\$1,500
Concert Series Underwriter .....	\$2,500

### CONCERT SERIES GIFT FUND

And you can contribute to the Gift Fund. By doing so, you provide a source of income that we use in our every day operations.

This is money we access directly, rather than just using the interest earned. You are helping us bring more and better services to our patrons, as well as provide you with entertaining events.

#### Gift Fund Contribution Levels

Contributing Member .....	\$25
Sustaining Member .....	\$50
Gift Fund Patron .....	\$100
Gift Fund Donor .....	\$250
Gift Fund Sponsor .....	\$500
Gift Fund Benefactor .....	\$1,000
Gift Fund Producer .....	\$1,500
Gift Fund Underwriter .....	\$2,500
Corporate Sponsor .....	\$3,000

### SHOW YOUR COMMITMENT TO THE PERFORMING ARTS

Just pick one of our funds—the **SCHOOLING FUND** for the future or the **GIFT FUND** for today. Or both, if you can. Send your check today made out to **SCHOOLING ENDOWMENT FUND** and/or **CONCERT SERIES GIFT FUND** and help ensure the continuation of quality Concert Series performances this year and next.

List your name(s) as it (they) should appear in the 1989-90 program. Contributions received by August 1, 1989 will be listed in the program unless you check the box below.

Enclosed: \$ \_\_\_\_\_ SCHOOLING FUND

\$ \_\_\_\_\_ GIFT FUND

Name(s) \_\_\_\_\_

Please circle the appropriate title to appear before your name on our mailing list:

Address \_\_\_\_\_

Mr. & Mrs.      Dr. & Mrs.      Mr.      Dr.      Miss

City \_\_\_\_\_

Mr. & Dr.      Ms.      Mrs.      \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Help ensure that the Concert Series will stand for Excellence in the Performing Arts, now and in the future. Send your check today to:

University Concert Series  
321 Jesse Hall—MU  
Columbia, Missouri  
65211

Please do not list my name in the 1989-90 Concert Series program.