

FALL 2011

Full Circle



Making music in the North: Three Nunavut communities participate in the National Arts Centre's *Music Alive Program*

You can hear the pride in Ataguttaaluk High School principal Vince Pickett's voice when he talks about his students and the difference the National Arts Centre's *Music Alive Program* (MAP) has made in their lives. "There's this young student, Mikhaila. She's 14-years-old and really enthused about the fiddle. She wants to learn as much as she can," says Vince. "You can see the enthusiasm on her face. The fiddle is always with her."

Stories like this one are music to the ears of everyone involved in bringing the NAC's successful MAP program to three communities in Nunavut – Iqaluit, Igloolik and Pangnirtung. "Not only does MAP provide a positive outlet for youth, but it also celebrates and encourages local and indigenous musical traditions" explains Geneviève Cimon, NAC's Director of Music Education and Community Engagement. "We work in partnership with our Nunavut communities to identify and support their own key priorities for music education."

MAP: Nunavut is a comprehensive, multi-year music education program, inspired by the rich cultural heritage of the Inuit. Its purpose is to engage local people and provide them with opportunities to participate in meaningful musical traditions and to express themselves through music.

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"We performed in the gym in front of the whole school. When we finished playing the song, everybody was clapping and whistling – it was one of the best days of my school days."

—Curtis, Student at Ataguttaaluk High School, Igloolik, Nunavut, following an NAC-supported teaching artist visit.

Greg Brown leads an accordion class at Ataguttaaluk Elementary School
Photo submitted



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message

from the National Arts Centre Foundation CEO

Autumn is always an exciting time at the National Arts Centre. Our subscribers and supporters have returned from summer vacation, eager to once again take their seats as a new season in music, dance and theatre begins. Children are back in school, ready to experience their very first taste of the performing arts. Our concert halls, studios, and theatres are literally buzzing with renewed energy as talented artists, both established and promising, gear up to educate, entertain and inspire.

This year is an especially meaningful one. It marks the 10th anniversary of the National Youth and Education Trust (NYET). As I'm sure you know, the NYET funds programs for young audiences, provides much needed resources to teachers and funds artist training. But did you know that 85% of the funding the NYET receives comes from devoted supporters like you?

With your generosity, you help the NAC captivate young imaginations and spark a lifelong love of the arts, through programs like Musicians in the Schools, Music Alive, student matinees, open rehearsals and subsidized tickets. Your donations support teachers with study guides, workshops and online tools through www.ArtsAlive.ca. And you give artists the chance to develop their talent through masterclasses, internships, the Summer Music Institute and *The Ark*.

In this issue of Full Circle, we take an in-depth look at one vital program, funded by the NYET and your donations. Please be sure to read our lead story, *Making music in the North*. And please, take a moment to celebrate this milestone year with us. After all, your passion and support for the arts gives thousands of people, across Canada, a reason to celebrate every day.

With gratitude,



Jayne Watson
CEO, NAC Foundation



Photo by Michel Dozois

NAC Foundation

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Making music in the North: Three Nunavut communities participate in the National Arts Centre's *Music Alive Program*

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Initiatives include week-long teaching musician visits, multiple times per year; workshops, camps and other events for children and adults; community performances, featuring local musicians; teacher training; instrument donations and delivery; and translation of music resources into Inuktitut.

"I taught fiddle to about 45 students over the course of the week I was in Pangnirtung, and we really bonded," says Greg Brown, a Newfoundland-born fiddler/guitarist/accordionist who joined the MAP program as a teaching artist in the spring of 2010. "They are keen, bright and enthusiastic young people."

Greg also spent a good bit of time playing fiddle and accordion with small groups of elders. "Elders are an important part of the cultural integration program of Nunavut, and schools all include elders in their learning environment," Greg explains. "One day, I was in a hallway near the gym, and there was Peter, an elder, playing fiddle. I knew he could play, but he had always been very private about it. It was a huge step for him to play so

publicly. I truly believe that MAP's engagement with the community inspired him."

Natasha Harwood, National Coordinator of the program agrees. "Music, we've been told, has traditionally taken place in the home," she says. "Now, with the MAP program and other community initiatives, it's exciting to see music take place in school and in the community. Music can really enhance the educational experience for children."

Principal Vince Pickett certainly thinks so. He believed music was a way to get his 260 high school students excited about staying in school. And so, he asked the NAC to bring instruments to start an after-school fiddle program. "Music plays an important role. It keeps kids interested in school, and teaches them how to interact with people and identify with their own culture and heritage. It brings the generations together and helps individuals better their lives," he explains. Vince says MAP was a huge hit with his students. "The kids enjoyed and loved being involved in the program. In the classroom, they were engaged, really

paying attention. And, they were coming to our after-school program. They wanted to play the guitar, the accordion."

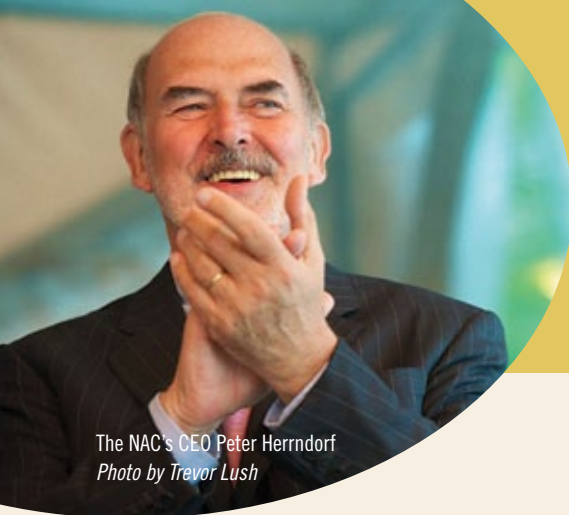
In fact, the program has been so successful that Ataguttaaluk High School has implemented music education in the curriculum and hired a full-time music teacher. "It's the first time we've had a fully qualified music teacher at our school," says Vince. "It's a great asset."

The good news is MAP has been successful in all three Nunavut communities. "The program has been warmly received," says Geneviève. "There's nothing more wonderful than to see young faces come to life as they make music."

In 2011/2012, the NAC aims to work in two additional communities, support more in-depth programs and continue to strengthen and build on the successes that have gone before, Natasha explains. That's why the support of donors is so important and appreciated. "Your donations are a unique opportunity to make a real difference and support communities as they invest in themselves and their future," she says.

Teachers participate in a drumming workshop
Photo submitted





The NAC's CEO Peter Herrndorf
Photo by Trevor Lush

CEO National Fund:

Honouring the NAC's leader by supporting performing arts programs across Canada

What better way to celebrate the longtime, visionary leader of the National Arts Centre than by supporting the performing arts programs he holds so dear. This past July, the NAC Foundation did just that by announcing the creation of the CEO National Fund in honour of Peter Herrndorf, President and CEO of the NAC since 1999.

Thanks to contributions of supporters across Canada, the CEO National Fund currently stands at \$1.2 million to support performing arts and education initiatives from coast to coast.

The NAC and the NAC Foundation aim to grow this fund to support a wide range of performing arts initiatives that encourage artistic excellence and share performance, creation and learning with all Canadians. In fact, the fund has already helped to make *Prairie Scene* possible and will be used to support the NAC Orchestra Atlantic Canada Performance and Education Tour this November. It's a fitting tribute to a man who has upheld his strategic vision of a "national" performing arts centre that lives up to its name.

"Peter Herrndorf has not only played a transformational role at the NAC by restoring its vision and direction, but he has also

brought attention to the vital significance of arts and culture to Canadians in all parts of the country," says Jayne Watson, CEO of the NAC Foundation. "His dedication has led to the development of exciting new programming, national showcases, and innovative youth and education initiatives... and led us to create the CEO National Fund in his honour, specifically to support and sustain his vision."

For more information about supporting the CEO National Fund, please contact Jayne Watson, at JWatson@nac-cna.ca or 613-947-7000 ext. 331, or visit www.nacfoundation.ca.

A funny thing happened on the way to intermission...

Patrons of the Royal Winnipeg Ballet's *Wonderland* were treated to a bonus show this spring when dancing broke out in the NAC lobby during intermission. Known as a "flash mob", this seemingly spontaneous group dance can occur anywhere at any time.

Despite their spur-of-the-moment feel, flash mobs require a lot of planning and coordinating. Enter NAC Dance Intern Jordan Smith, age 20, who led the group of 45 young people in his quest to promote dance to his peers. During the seven-minute performance, the audience experienced hip-hop, ballet, swing, salsa and aboriginal dancing. Patrons were clearly impressed.

"I'd seen flash mob videos and had always thought they were fabulous. So imagine

my surprise – my delight! – to find myself witnessing one in person", says Julie Harrison, ballet patron.

According to Renata Soutter, Dance Outreach Coordinator for the NAC, "[the flash mob] was a platform for these youth to express why dance is important to them. It was a real opportunity for them to take a leadership role."

A video of the flash mob on YouTube has generated hundreds of views to date.

According to Jordan, "It's great to see our work getting noticed."

The Dance Department runs a Youth Dance Connection program each year, providing teens with an in-depth opportunity to experience and learn about dance. Each year the group is tasked with a leadership project.



The Youth Dance Connection's flashmob
Photo submitted

The Youth Dance Connection program builds dance appreciation for selected students by – bringing them to shows; providing feedback; and introducing them to artists and NAC staff.

To see video of the Youth Dance Connection flashmob, go to YouTube.com and type "Flash mob National Arts Centre".

Heading East:

The National Arts Centre Orchestra Atlantic Canada Tour set to bring musicians and music education to local schools and communities



Students playing along with NACO at a student matinee concert during the Western Canada Tour in 2008
Photo by Kenn Taylor

This fall, the NACO 2011 Atlantic Canada Performance and Education Tour promises to be an experience thousands of people in the Atlantic Provinces will always remember.

From November 13-25, 2011, the NAC Orchestra (NACO) will travel to each of the Atlantic Provinces. The NACO 2011 Atlantic Canada Performance and Education Tour exemplifies the NAC's mandate to showcase some of Canada's greatest artists, support the performing arts in Canada, nurture young audiences and artists, and make a difference in communities across the country.

"It is an essential responsibility of the NAC to reach out coast to coast to coast. So while the NAC Orchestra serves the people of Ottawa we are also committed to performing in communities across Canada," says Christopher Millard, principal bassoonist with NACO. "The education component is equally important to us, giving us the opportunity to reach out to students and share our passion for music."

A wide range of educational activities are planned for students of all ages, including in-school performances and visits from NACO members; student matinees that will reach thousands of elementary and high school students; showcasing opportunities for the region's youth orchestras and choirs prior to NACO concerts; and masterclasses, workshops and outreach programs for university students and aspiring artists – all of which have the potential to open doors, enhance music education programs, build communities and change lives. The Tour will also partner with local arts organizations to enhance programs in the community.

Christopher enjoys most everything about these tours but says the absolute highlight is working with children. "It's hard to describe the delight and wonder you see in their eyes, especially in the smaller communities. When all they've had is digital media the real experience has transcending power," says Christopher.

There's no doubt that the NACO Atlantic Canada Tour will touch the lives and hearts of thousands of audience members, students, aspiring artists, music educators and the orchestra members themselves. But touring opportunities for NACO would not be possible without the generosity of caring supporters like you. "Your support is essential and tangible and has real results," says Christopher. "You should feel proud of your role in giving communities across Canada opportunities for this kind of attention."

The 2011 Atlantic Canada Tour will bring Canada's NACO to St. John's, Newfoundland; Charlottetown, P.E.I.; Halifax, Nova Scotia; Moncton, Fredericton, Saint John, CFB Gagetown, New Brunswick.



Emilie-Claire Barlow performing in the NAC Studio on March 22, 2012
Photo by Ian Brown Photography

NAC Presents brings a wealth of Canadian talent to our stages



It was a perfect evening of music and laughter. At least that's what audience members were saying as they filed out of the NAC's Studio theatre last December. They had just experienced the Good Lovelies, a Toronto-based female trio known for their unerring three-part harmonies, clever songs and convulsively funny repartee.

The Good Lovelies were one of over 20 performers to shine on the NAC stage last season, thanks to an exciting new initiative, *NAC Presents*, sponsored by BMO Financial Group, which officially launched in September 2011, is bringing uniquely Canadian artists, singer/songwriters and entertainers from all genres to the NAC.

"*NAC Presents* was inspired by our fantastic *Scenes*, the biennial festival that showcases everything from a particular region of Canada," explains Simone Deneau, Producer of Variety and Community Programming at the NAC. "This new area of programming expands on that. It adds to our cultural landscape."

"There's been huge growth in Canadian performing artists both nationally and internationally. It's an important part of the NAC's mandate to showcase Canadian artists and give them a home where they can perform on stage."

—Simone Deneau, Producer of Variety and Community Programming

Simone says *NAC Presents* is bringing new audiences to the NAC – people interested in everything from the contemporary music of Canadian icon Bruce Cockburn to the balladry of up-and-coming singer/songwriter, Royal Wood. "People come out to see the artists they might normally see in a bar or smaller venue," she says.

The program also provides many invaluable benefits for Canadian artists, especially for emerging artists who don't usually get the chance to play in a venue like the NAC. "We give them a full range of opportunities in terms of a good stage and brilliant technical values. For many artists, the NAC becomes synonymous with the place where they really get their start," says Simone.

We encourage you to come out and see some great Canadian artists. If you're interested in experiencing high-quality artists, in every genre, you'll definitely get the chance. For more information please visit www.nac-cna.ca and then follow the links to *NAC Presents*.

Brighten young lives... *Share the Spirit*

During the 2010 holiday season, you might have noticed children in the audience with a look of absolute wonder in their eyes. Many were there thanks to **Share the Spirit**, an initiative hosted by the NAC Foundation to bring the magic of live performance to deserving kids and families in the Ottawa area. With the help of 10 community partners, and the generosity of caring supporters like you, the NAC opened its doors to create unforgettable experiences for more than 1,025 children and their families who might not otherwise be able to witness its world-class performances.

"Dressing up, attending concerts, plays and dances at the NAC is an opportunity that many children do not have," admits Jodi Mosley, Director, Stepping Stones Foster Care. "Your provision of these tickets gives families this experience and an occasion that they will enjoy and remember. It also peaks their interest in the arts. We have children wanting to attend again."

Happily, these children and many others will get the chance. The third year of **Share the Spirit** is set to launch in November 2011 guaranteed to once again bring the wonder of experiencing live performance into a child's eyes.

Stay tuned for more information about **Share the Spirit**. In the meantime, to find out how you can help create a season of magic for a deserving child please call 613-947-7000 ext. 315.



A thank you message from the Boys and Girls Clubs of Ottawa for their participation in the 2010 Share the Spirit program. Photo submitted

Donor Profile:

Rochelle and David Greenberg

Supporting the NAC gives couple the chance to 'pay it forward'



David and Rochelle Greenberg
Photo by Manya Greenberg

When Rochelle and David Greenberg went to see the National Arts Centre Orchestra that night they weren't expecting anything out of the ordinary. Then suddenly a hush fell over the audience.

Canadian politician and patron of the arts, the Hon. Mitchell Sharp was walking across the stage with a baton in his hand. "His health was failing but you could feel the joy coming off him," recalls David.

That night, Mitchell Sharp conducted the orchestra he loved so dearly. The performance brought the audience to their feet. "It united us all in our passion for the arts," explains Rochelle. "It is a lingering moment that is permanently etched in our memory."

There have been many memorable moments like this one for the Greenbergs over the last 20 years. "The performing arts enhance our lives," says Rochelle. "You get so caught up in the music and what's happening on stage, you can feel yourself become teary-eyed. The arts have taught us so much about life."

A passion for the arts began early for both Rochelle and David. Rochelle's cousin took her to Detroit to see world-renowned pianist, Arthur Rubinstein when she was 16. "It was the first concert I'd ever been to and it was like heaven," recalls Rochelle, who also plays piano. Meanwhile, David grew up in London, Ontario and often went to

theatre productions in Stratford. "Once you've seen live performance, everything else pales in comparison," he says.

Those early experiences instilled a love of the performing arts that thrives to this day. That's why the Greenbergs are so proud to support the NAC's education initiatives. "The National Youth and Education Trust is extremely important to us," says Rochelle. "Through these programs, the NAC provides opportunities to the next generation. They're always showcasing new Canadian talent. Without the next generation of artists, there would be a huge void in our lives."

David and Rochelle make a huge difference in young lives through their support of the Donors' Circle, and they also expose their 12-year-old granddaughter to the arts every chance they get. "When we take Olivia to the ballet at the NAC, she sits there and doesn't move," says David. "As a competitive tap dancer, she sees things on the stage that inspire her. We bring her here so she can see how far she can go. We show her a world beyond television. It's our way of developing passion in a child."

Rochelle and David want to do the same for other children – to show their gratitude for all the performing arts have given them and 'pay it forward' to the next generation. "We're very passionate about supporting education programs which give new artists the opportunity to grow and inspire youth," says Rochelle. "How can we deny our children the opportunity to fall in love with the arts like we have?"

Ask the Expert:

Gift of Securities: A win-win way to support the performing arts

Every once-in-a-while, you probably sit down with your financial advisor to review your portfolio and make adjustments. This is a great time to see if you have securities with accumulated capital gains. It's also the ideal time to support the performing arts and share your passion with other Canadians, now and in the future.

Let me explain. When you sell securities (stocks, bonds or mutual funds) and keep the cash from the sale, or even if you donate the cash, you will be taxed 50% of the capital gain at your marginal tax rate. But, if you transfer the securities directly as a donation to a charitable organization like the NAC Foundation, the taxable amount is reduced to zero percent of the capital gain. It really is

a win-win way you can help keep the arts you hold so dear going strong, while saving on the taxes you would normally pay when selling securities with capital gains.

The same advantages apply when you make a bequest to the NAC Foundation. Simply instruct your executor to donate securities directly, as opposed to selling them first. This will result in greater tax savings, which means more money will be available to distribute to your heirs and to the charitable causes you hold in your heart.

When you donate a gift of securities with accumulated capital gains directly to the NAC Foundation, it benefits everyone. For more information, please contact Barry Bloom at 613-947-7000 ext. 314.



Five Minutes with Shasta Ellenbogen: A Q&A with the 23-year-old 2011 NAC Orchestra Bursary winner

In May, 30 National Capital Region music students (aged 16 to 24) competed in the NAC Orchestra Bursary Competition. We were delighted to connect with competition winner, Shasta Ellenbogen at her current home in Berlin, Germany and ask her how she got interested in the viola, the difference this award will make in her life and her hopes and dreams for the future.

Q: How and when did you get interested in the viola?

A: I started on the piano at 4 or 5, and dabbled in a few string instruments before starting the viola rather late at age 11. I saw a concert at Tabaret Hall, where the Telemann viola concerto was played, and I thought...yes!

Q: What has been the most exciting moment in your career so far?

A: Probably the most exciting thing has not been a single concert or moment, but the fact that music has given me the opportunity to

travel all around the world, meet interesting people, learn lessons, and gain valuable skills.

Q: How did it feel to perform in the NAC Orchestra Bursary Competition?

A: A bit stressful, seeing as most of the jury members are people I have known since the earliest days of my musical upbringing! But it is always a pleasure to come home to Ottawa and perform at the NAC. Above all, even in competition, it's about the music. It is always about sharing something interesting with your audience.

Q: How will this award open doors and make a difference in your career?

A: Since I left Canada in 2005 (to study in Amsterdam), I haven't had a huge amount of contact with the Canadian music scene. I am hoping this award will open doors in Canada, and give me new opportunities to share my music with audiences.

Q: What are your hopes and dreams for the future?

A: Honestly, I am living my dreams right now, and hope to continue! I am happy as long as I am playing music. All I can really hope and dream is that I keep loving and learning from my art.

Q: What would you like to say to NAC supporters who helped make this award possible?

A: What else is there to say but a big thank you!!!! And I hope you will hear from me in the future.

Calendar of Events

A special thank you to our Open Rehearsal and Preview sponsor,
Rob Marland, Royal LePage Performance Realty.

DATE AND TIME	EVENT/ SPECIAL INFORMATION	INVITATION ONLY	PRODUCERS	DIRECTORS	MAESTROS	PLAYWRIGHTS	BENEFACTORS	SUSTAINERS	ASSOCIATES
October 19, 2011 6:45 p.m.	Donor Preview—English Theatre: <i>Salt Water Moon</i>		✓	✓	✓	✓	✓	✓	✓
October 27, 2011 2:15 p.m.	Donor Open Rehearsal—Dance: Colin Dunne, <i>Out of Time</i>		✓	✓	✓	✓	✓	✓	✓
November 9, 2011 9:15 a.m.	Donor Open Rehearsal—NACO: Mozart & Brahms		✓	✓	✓	✓	✓	✓	✓
November 22, 2011 6:45 p.m.	Donor Preview—French Theatre: <i>Jackie</i>		✓	✓	✓	✓	✓	✓	✓
December 8, 2011 6:30 p.m.	Corporate Club Reception: <i>A Ray Charles Tribute</i>	✓							
January 12, 2012 6:45 p.m.	Donor Preview—English Theatre: <i>2 Pianos 4 Hands</i>		✓	✓	✓	✓	✓	✓	✓

For further information or to register for any of the events above, please contact:

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