



ANNUAL REPORT 2017-2018

Presented at the
Sutton Place Hotel
Edmonton, AB
October 26, 2018

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Alberta Music Education Foundation 2017-2018 Board of Directors and Staff

Chair:	Rolf Bertsch
Vice Chair:	Robert George
Past Chair:	Timothy Anderson (outgoing)
Treasurer:	Daniel Smit
Secretary:	Joel Windsor
Director:	Cheryl McLellan-Moody (outgoing)
Director:	Mary Elizabeth Archer (outgoing)
Director:	Maria Medlow
Director:	Robyn Hébert
Director:	Doug Campbell
Legal Advisor:	Patrick Reid
Executive Director:	Crystal Krips



We're Searching for Volunteers

We need Volunteers for the following activities and committees:

Directors

Many hands make light work. We would like Directors to participate on the Board, especially those interested in fundraising initiatives. We have many initiatives underway, but would like fresh faces and ideas to enter our organization!

Marketing Committee

We need help with Social Media, making videos, and contributing articles for our Newsletter. We also need help connecting with our sponsors and stakeholders

Keyboards for Kids Coordinators

We need individuals willing to help us coordinate the Keyboards for Kids programs.

Student Recognition Award Committee

We need new volunteers to help coordinate this wonderful awards program

Reviewers of the Books

We need two volunteers who are willing to spend a day making our financial reports official.

We have a Strategic Vision that means we need to grow our volunteer base. That includes you, and the tasks are not heavy. We just need many hands to make it light work. Please speak to Crystal Krips, our Executive Director, if you have gifts you are ready to share.

Agenda

Annual General Meeting
 Alberta Music Education Foundation
 Friday, October 26, 2018
 Sutton Place Hotel, Edmonton, Alberta

1. Call to Order
2. Amendments/Acceptance of Agenda
3. Adoption of Previous Minutes
 - a. Minutes from 2016 Annual General Meeting
 - b. Minutes from 2017 Special General Meeting
4. Presentation and Adoption of Reports
 - a. Chair's Report
 - b. Executive Director's Report
 - c. Treasurer's Report
 - i. Approval of Audited Financial Statements
 - d. Program Reports
 - e. Adoption of Reports
5. Presentation and Adoption of 2018/2019 Budget
6. Presentation and Adoption of 2018/2019 Slate of Officers and Directors

The slate of Officers and Directors standing for 2017/2018 includes:

Treasurer: Daniel Smit (extending current commitment to new two-year term)

Secretary: Joel Windsor (finish first term, maximum two terms in a single position)

Two Director Positions Vacant:

Officers and Directors elected in 2016 who are mid-term with one year remaining:

Chair: Rolf Bertsch (one year left of a two-year term)

Vice Chair: Robert George (one year left of a two-year term)

Director: Robyn Hébert (one year left of a two-year term)

Director: Doug Campbell (one year left of a two-year term)

Director: Maria Medlow (one year left of a two-year term)

7. Appointment of 2019 Auditors
8. New Business
9. Adjournment

2017 Annual General Meeting Minutes

Saturday, October 27, 2017

Sheraton Hotel and Convention Centre, Red Deer, Alberta

Call to Order

Called to Order by Vice Chair Robert George at 12:29 PM. Quorum established with the following attendees; Robert George, Joel Windsor, Mary Elizabeth Archer, Timothy Anderson, Crystal Krips, John Abram, Judith Ammann, Nathene Arthur, Jesse deHaan, Gloria Hulyk, Lisa O'Sullivan, Melrose Randell, John Reid, Heather Reynolds, Leah Ronak, Darcy van Helden, and Rolf Bertsch (via Skype).

Amendments/Acceptance of Agenda

MOTION 2017-41: John Reid moved to accept the agenda as presented. Seconded by Mary Elizabeth Archer. Carried.

Adoption of Previous Minutes

Minutes from 2016 Annual General Meeting

MOTION 2017-42: Joel Windsor moved to accept minutes from the 2016 Annual General Meeting. Seconded by Mary Elizabeth Archer. Carried.

Minutes from 2017 Special General Meeting

MOTION 2017-43: Timothy Anderson moved to accept minutes from the 2017 Special General Meeting. Seconded by Joel Windsor. Carried.

Presentation and Adoption of Reports

Chair's Report – As Attached

Executive Director's Report – As Attached

Treasurer's Report – As Attached

MOTION 2017-44: Mary Elizabeth Archer moved the approval of the Audited Financial Statements as reviewed by Cheryl McLellan-Moody and Doug Campbell. Joel Windsor seconded. Carried.

Program Reports

Adoption of Reports

MOTION 2017-45: Timothy Anderson moved to adopt the reports as presented. Seconded by Mary Elizabeth Archer. Carried.

Presentation and Adoption of 2017/2018 Budget – Not Attached, please include in the minutes

MOTION 2017-46: Nathene Arthur moved to accept the 2017/2018 Budget as presented. Seconded by Melrose Randall. Carried.

Presentation of 2020 Strategic Plan – As Attached

Presentation and Adoption of 2017/2018 Slate of Officers and Directors

Timothy Anderson assumed chair of the meeting.

Nominations accepted prior to the meeting included Robert George for the position of Vice Chair, Maria Medlow and Doug Campbell for Director positions.

Robyn Hébert was nominated from the floor *in absentia* by Robert George. Nomination confirmed as accepted by Timothy Anderson.

MOTION 2017-47: Darcy van Helden moved to close nominations for the Board. John Reid seconded. Carried. Congratulations offered to all who let their name stand, and gratitude to those who continue to serve.

Appointment of 2018 Auditors

MOTION 2017-48: Rolf Bertsch moved to appoint Judith Ammann and Darcy van Helden as Auditors for the 2017/2018 Fiscal Year. Seconded by Timothy Anderson. Carried.

Presentation of the AMEF Recognition Award to Linda Burwell

To take place later at Music Conference Alberta.

New Business

No New Business.

Adjournment

MOTION 2017-49: Mary Elizabeth Archer moved to adjourn. Adjourned at 1:04 PM

Chair's Report

This past year has been one of some very positive developments - and some others. This is, of course, pretty much the norm for AMEF.

On the positive side, I am very pleased to say that we signed Crystal Krips, our amazing Executive Director, to a new contract. In fact, we were able to get ahead and sign her through August of 2019. Crystal continues to serve AMEF and support the Board with seemingly endless energy and good humour, although I think the Board manages to challenge that last bit! Ah, the joys of working with an all-volunteer board! Thanks, Crystal for all you do for AMEF.

After nearly missing the opportunity to benefit from artsVest funding, which matches in all or in part the contributions of new sponsors, we managed to pull a meaningful sponsorship together in the last few days of August, just before the deadline for this year. Every "extra" dollar we are able to bring in is meaningful in that it enables us to provide more support our programs and to the many deserving music education projects from around Alberta that apply for our help.

I am sad to report that the board is losing Cheryl McLellan-Moody, Mary Elizabeth Archer, and Timothy Anderson. All have made years worth of important contributions to AMEF and will be missed. On the positive side, I am happy to report that we have also been able to find new board members to replace those who are leaving. Douglas Campbell of St. Albert, brings more than 35 years of experience in the non-profit sectors at national, provincial, and local levels dealing with youth, health services, arts and heritage. Daniel Smit brings a wealth of financial expertise along to the position of treasurer.

Looking ahead, I continue to see increasing membership numbers and finding new sources of revenue as organizational priorities. We have made some progress, but I believe we can, should, and need to continue to address these matters so that we can better support the community we serve.

Best wishes,

Rolf Bertsch
Chair, Alberta Music Education Foundation

Executive Director's Report

The 2017-2018 year has been a very busy but successful one at AMEF, and I am pleased to report that the organization had a successful year. We ended the year with a small profit and our programs continue to flourish throughout the province. As the province of Alberta continues to struggle financially due to lower oil prices, government funding including casino funds continues to be unpredictable. We continue to work towards finding alternative funding sources while ensuring that we remain financially responsible to our stakeholders.

One of the most exciting ventures we entered into was the artsVest program, funded by Business for the Arts, the Government of Canada and the Government of Alberta. artsVest is Business for the Arts' national flagship program that works directly with small to mid-sized arts organizations, equipping them with in-depth training, tools and mentorship relationships. The purpose is to help participants build sustainable partnerships and sponsorships with businesses. Over the past year, AMEF staff and board members engaged in multiple hours of training, and had individualized consultations with artsVest mentors - experts with a multitude of success and experience in arts management and fundraising. Our activities resulted in a successful Alberta Heritage Music Project production at United Active Living in Calgary, the first production since 2015, with more planned for the future. As well, we have developed an ongoing relationship with Steinway Piano Gallery Calgary, which will be important in the years to come. Upon successful completion of the program, AMEF also received \$8,616 in matching funding from artsVest. AMEF was selected to participate in the artsVest program again this coming year, and we are awaiting matching funds.

Once of the items on my "bucket list" for AMEF since I started in 2015 was to purchase special t-shirts for the students in our Keyboards for Kids and Strings for Kids programs. I am pleased to report that we were able to do so this year, and I am thrilled with the results. The students were excited to receive their t-shirts, and were eager to send me pictures of them modeling the front and back of the t-shirt. The expense for this will be reflected in next year's report, as the purchase did not occur until the present fiscal year. A huge thank you to AMEF Board Secretary Joel Windsor for designing the beautiful logos for the t-shirts.

In other fundraising ventures, AMEF held another successful and well-received silent auction at Music Conference Alberta in Red Deer. The funds raised here went towards supporting the Student Recognition Award program. AMEF received a \$5,000 donation from the Edmonton Community Foundation Muriel Hole Fund, with the funds stipulated to be spent in the Edmonton area. We also held our casino at the Deerfoot Inn in Calgary in February with the support of many volunteers. A special thank you goes out the Airdrie Rotary Club for providing so many volunteers for this important fundraising event. In next year's report, I will detail special fundraising concerts held by a student musician and a country artist, as well as an incredible fundraising collaboration with the Foo Fighters and the Edmonton Oilers Community Foundation.

AMEF co-produced Music Conference Alberta with the Alberta Band Association and Choir Alberta and we collaborated with the Alberta Registered Music Teachers Association and Alberta String Association to offer sessions for studio teachers. This conference continues to be well-attended and is a must-attend event for music educators throughout the province. We look forward to hearing two of this year's Student Recognition Award winners, Rena Far (violin) and Julia Chau (piano) perform Friday evening at the Gala Concert.

Thank you to our Board members for everything that they do to make AMEF a great organization and to ensure that we support music education in Alberta. Your dedication to AMEF and its mission, as well as your support of me is much appreciated.

Crystal Krips

Treasurer's Report

The year is well underway and we are almost halfway through the 2019 fiscal year.

I would like to thank Crystal for keeping excellent records and her continued support in my execution of this role.

Some highlights of the March 31, 2018 Financial Statements:

This year we have chosen to recognize in kind donations where we can determine the fair value. We recognized \$6,404 in kind donations for the year. The donations were related to pianos that were loaned to the Foundation.

Casino revenues decreased this year as we recognize the revenue to the extent that allowable expenses are incurred. Subsequent to the year end there was a Casino event held, the proceeds were approximately \$65,000. These funds go a long way in ensuring the financial success of AMEF. Casino events are held every 18 months.

Donation revenue increased from \$7,400 in 2017 to \$10,500 in 2018. The increase is due to a \$4,000 grant from the Edmonton Community Foundation as well as continued support from several private donors.

In the 2018 fiscal year the Foundation had significant matching sponsorship revenues from artsVest. This program is funded by the Federal, Provincial and in some instances Municipal governments and provides matching funds for corporate donations. The impact of the matching funds was in excess of \$8,000 for the 2018 fiscal year.

Music Conference Alberta revenues decreased slightly over the 2017 fiscal year, and we hope for an improvement in the 2018 fiscal year.

Expenses increase according to revenues and were for the most part consistent with the 2017 fiscal year expenses and in line with budget. There were changes in a few areas including: subcontractor expense and advertising and promotion. After careful consideration, the board approved an increase to the executive director's subcontractor fees which has led to a slight increase in that expense category for the 2018 fiscal year. Advertising and promotion expense increased over the 2017 fiscal year because the Foundation purchased a significant amount of promotional materials in the 2018 fiscal year.

We continue to spend a significant amount higher than our budget on support grants. We budgeted \$3,000 for this activity but spent \$9,000 in the 2018 fiscal year. The reason being that we budget very conservatively on this item, but as the year progresses and we have excess funding available it is allocated to this program.

The 2018 fiscal year was positive for the AMEF with a surplus in excess of \$6,000, and we hope to continue that trend. One new and exciting item for the 2019 fiscal year is that we have been chosen to sell 50/50 tickets at an upcoming Foo Fighters Concert, and this has the potential to bring a significant amount of revenue for the organization.

AMEF is well on track and on budget for the 2019 fiscal year.

ALBERTA MUSIC EDUCATION FOUNDATION

FINANCIAL STATEMENTS

MARCH 31, 2018

ALBERTA MUSIC EDUCATION FOUNDATION
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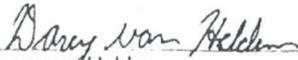
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To the Members of Alberta Music Education Foundation

On July 16, 2017 we participated in a teleconference with Crystal Krips and Daniel Smit and reviewed the financial statements of April 01, 2017 to March 31, 2018. This included a line by line review of the Statement of Financial Position of the Alberta Music Education Foundation (AMEF) as at March 31, 2018 and the Statements of Operations and changes in fund balances and of cash flow for the year then ended. These financial statements are the responsibility of the association's management. Daniel commented on the excellent set of financials Crystal had for him to review before our teleconference call.

Our responsibility is to express an opinion on these financial statements based on our financial review. We performed a financial review to obtain reasonable assurance whether the financial statements are free of material misstatement. As Daniel Smit is the new treasurer of the association, and is an accountant, he reviewed the evidence supporting the amounts and disclosures in the financial statements. Daniel also assessed the accounting procedures the Crystal used. Daniel gave clear explanations of the financial summaries and answered our questions.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Alberta Music Education Foundation as at March 31, 2018 and the results of its operations, changes in fund balances, and cash flow for the year ending March 31, 2018.


Darcy van Helden


Judith Ammann

Date: September 22, 2018

ALBERTA MUSIC EDUCATION FOUNDATION
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2018

	2018	2017
REVENUES		
Casino	\$ 35,632	\$ 45,414
Grants	6,223	6,775
Music Conference Alberta	5,371	6,147
Sponsorship	9,516	-
Donations	10,532	7,394
Donations - In-kind	6,404	-
Membership Dues	1,940	2,100
Fundraising	1,162	2,730
Interest	23	24
TOTAL REVENUES	\$ 76,802	\$ 70,584
EXPENSES		
Subcontract	\$ 25,012	\$ 24,000
Program Expenses	25,818	25,401
Board Meetings and Travel	1,942	1,451
Professional Fees (recovery)	(2,000)	2,000
Rent	90	190
Insurance	1,556	1,473
Office	1,466	2,984
Website	1,227	781
Telephone	1,010	940
Fundraising	2,227	4,494
Volunteer	1,045	-
Memberships	170	170
Business License	42	41
Interest and Bank Charges	420	134
Donations - In-kind	6,404	-
Advertising and Promotion	4,033	-
TOTAL EXPENSES	70,463	64,059
EXCESS OF REVENUES OVER EXPENSES	\$ 6,339	\$ 6,525

**ALBERTA MUSIC EDUCATION FOUNDATION
STATEMENT OF CHANGES IN NET ASSETS
FOR THE YEAR ENDED MARCH 31, 2018**

	2018	2017
BALANCE, BEGINNING OF YEAR	\$ 23,786	\$ 17,261
Excess of revenues over expenditures	6,339	6,525
BALANCE, END OF YEAR	\$ 30,125	\$ 23,786

**ALBERTA MUSIC EDUCATION FOUNDATION
STATEMENT OF FINANCIAL POSITION
MARCH 31, 2018**

	2018	2017
ASSETS		
Current Assets		
Cash	\$ 45,256	\$ 70,440
Accounts Receivable	3,875	3,586
Goods and Services Tax Recoverable	1,059	650
Prepaid Expenses	681	655
Total Current Assets	50,871	75,331
Equipment	-	-
TOTAL ASSETS	\$ 50,871	\$ 75,331
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts Payable and Accrued Liabilities	\$ 2,266	\$ 2,849
Deferred Revenue	18,479	48,696
Total Current Liabilities	20,745	51,545
NET ASSETS		
Unrestricted	30,126	23,786
TOTAL LIABILITIES AND NET ASSETS	\$ 50,871	\$ 75,331

Approved on behalf of the Board by:



Daniel Smit, Treasurer



Rolf Bertsch, Chair



Timothy Anderson, Past Chair

ALBERTA MUSIC EDUCATION FOUNDATION
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MARCH 31, 2018

	2018	2017
CASH FLOWS FROM OPERATING ACTIVITIES		
Excess of revenues over expenditures	\$ 6,339	\$ 6,525
Changes in non-cash working capital items:		
Accounts receivable	(289)	266
Goods and services tax recoverable	(409)	(428)
Prepaid expenses	(26)	-
Accounts payable and accrued liabilities	(583)	849
Deferred revenue	(30,217)	24,432
Net change in non-cash working capital items	(31,523)	25,119
Increase (decrease) in cash	(25,184)	31,644
CASH, BEGINNING OF YEAR	70,440	38,796
CASH, END OF YEAR	\$ 45,256	\$ 70,440

2017-2018 Program Expense Detail

Donations under \$5,000:

Francis Winspear Centre for Music	\$ 750
Red Deer College (Musicamp)	\$ 750
Contemporary Showcase Edmonton	\$ 500
Adult Recreational Choir of Calgary	\$ 600
Lacombe & District Music Festival Association	\$ 400
Airdrie Performing Arts Society	\$ 1,500
Barrhead Rotary Music Festival	\$ 1,000
Instrumental Society of Calgary	\$ 1,000
Lethbridge & District Music & Speech Festival	\$ 500
Opera Nuova	\$ 1,500
Alberta Music Festival Association	<u>\$ 500</u>
	\$ 9,000
Keyboards for Kids	\$ 4,421
Strings for Kids	\$ 2,438
Alberta Heritage Music Project	\$ 900
Student Recognition Awards	\$ 2,008
Music Conference Alberta	\$ 13,370
Less In-Kind Piano Sponsorship	<u>(\$ 6,404)</u>
	\$ 6,966
AMEF Recognition Award	\$ 85



Keyboards for Kids Report

The 2017-2018 year was a year of continued success for the Keyboards for Kids program, and we experienced some growth as well. Programs operated in Edmonton, Red Deer, Leduc, and we welcomed a new program at École Lois E. Hole School in St. Albert. Welcome!

Keyboards for Kids has offered hundreds of at risk children the opportunity to participate in piano lessons during their lunch hour or after school thanks to the dedicated support of volunteer teachers. We are most appreciative to our teachers for sharing their talents and expertise. Special thanks goes to Shelagh Scott for bringing her

An Alberta Music Education Foundation Program pedagogy students from the University of Alberta to St. Teresa School of Calcutta School in Edmonton to teach our students. We were fortunate to be able to partner with the university class - the school students benefitted from extra attention and instruction, and the university students had the chance to give back to the community and gain valuable insight and experience teaching. Our partnership with Edmonton Inner City Children's Programs (EICCP) ended, as EICCP folded this past year. AMEF took on the cost of paying for taxis to transport the university students to the school. These taxis were necessary in order to maximize instruction time. EICCP did manage to pay the instructors this past year. From this point on, AMEF will be taking on the sole cost of the program at St. Teresa of Calcutta School.

We continue to receive inquiries from prospective teachers and schools about expanding into other communities in Alberta. The newest school to open a program is École Brentwood School in Strathmore, with Carolyn Steeves as the teacher. There is a prospective new program in Ardrossan with a former Keyboards for Kids teacher. If you or anyone you know is interested in teaching for Keyboards for Kids, please contact us.

Many thanks to the Gord Bamford Foundation for providing a generous donation last year for our Keyboards for Kids program. The remaining funds will be used to support the program this year, as we look to expanding our programs and also replace older equipment. We also plan to purchase Keyboards for Kids t-shirts for each student in the program. Thank you to Long & McQuade Musical Instruments for their continued support of Keyboards for Kids.

The volunteer position of Provincial Coordinator for Keyboards for Kids remains vacant. We invite interested parties to consider taking on this important role with AMEF.

Thank you to our 2017-2018 teachers:

Edmonton: Pat Frehlich, Helen Parks, Alieda Sekulich, Shelagh Scott, Bethany Briones, and the University of Alberta Pedagogy students: Gabrielle Gagnon-Picard, Bo-rum Hammond, Jonathon Li, Janice Reynolds, Katie Tilbury, and Anna Zhang

Red Deer: Gloria Hulyk and Ethel Elliott

Leduc: Kennedy Ramirez

St. Albert: Layla Pretzlaff, Jaylene Prefontaine, Sally Archdeacon, Debra Draczun

Strings for Kids Report



An Alberta Music Education Foundation Program

Edmonton supports our programs by providing quality repairs. Long & McQuade Musical Instruments supports our programs with access to equipment and materials at a reasonable cost. Many thanks to all of our supporters for their continued generous support!

Thank you to Mathias Silveira of Edmonton, who continues to be our Strings for Kids Provincial Coordinator.

Thank you to our 2017-2018 Strings for Kids teachers:

Fort McMurray: Peter Ellis

Edmonton: John Fedor

The Strings for Kids program continued its operations in Fort McMurray and Edmonton. Participants learned violin in Fort McMurray and cello and bass in Edmonton. Some of AMEF's staff and board members were treated to a beautiful concert at Ormsby School in Edmonton, where members of the "Cello Club" and "Piano Club" performed a number of selections at their Volunteer Tea. We had the opportunity to select a book and have it donated to the school library in honour of our support and efforts.

A generous donation from the Gord Bamford Foundation last year will help us to expand our programs and provide materials and instruments for use in the classes. We intend to purchase special Strings for Kids t-shirts for every student in the program in the province. Myhre's Music in



Music For Kids

Alberta Music Education Foundation Programs

Student Recognition Award Report

AMEF established a program of awards in order to identify, recognize and publicize exemplary work being done in music education in Alberta. Students may apply for awards in regards to their performance ability, demonstrated by a recording along with a resume of their training, performances and other awards. It has long been recognized that music education students frequently take the time to do extensive community service locally and provincially, therefore AMEF has also developed a category to award such service. Thirdly, there is a tradition of recognizing students by their public appeal. Prizes are awarded in each of these three areas to students of secondary school age (junior and senior high school) as well as a second set of awards for students who have finished high school up to age 25.

To apply, students complete an application form and submit a letter of recommendation and a video recording by posting it on a YouTube account, then providing AMEF with a link to that video. Expert educators from across the province view each of the videos and rank them, then identify the top five within each category.

A second panel of judges then selects the performance and service winners in each age group, and public voting through the YouTube recording selects the People's choice award. The winners names are widely publicized, winners of the performance and service awards receive a \$500 gift certificate to be used to assist further music education, and some winners are invited to perform at AMEF events, including Music Conference Alberta.

PERFORMANCE Category A:

Luka Coetzee | Calgary

PERFORMANCE Category B:

Rena Far | Calgary

COMMUNITY SERVICE Category A

Julia Chau | Edmonton

COMMUNITY SERVICE Category B

Emma Dunbar | Okotoks

PEOPLE'S CHOICE 2018 RECIPIENTS

Category A: Aaron Wang | Calgary

Category B : Anastasia Kulikova | Calgary

Links to winning performances can be found on the AMEF web site.

Special Thanks to this year's judges:

Community Service - Manon Mitchell

Performance, Voice - Maura Sharkey-Pryma

Performance, Winds & Percussion - Raymond Baril

Performance, Piano - Carmen Morin

Performance, Strings - Erica Hudson

Music Conference Alberta Report

A major project of AMEF every year is participation in the development and presentation of Music Conference Alberta. This annual event provides collaboration and education opportunities to music educators. Delegates attend interest sessions, concerts, masterclasses, open rehearsals and rehearsal labs, and take part in interactive panel discussions and one-on-one sessions.

The MCA Marketplace provides an opportunity for delegates to browse and purchase product, meet industry representatives, and learn about upcoming travel and fundraising opportunities.

A series of social functions provide an arena for delegates to network with their peers and to meet their colleagues from across the province.

For several years the production of this event has been shared between AMEF, Choir Alberta and the Alberta Band Association, in collaboration with Alberta Kodaly Association, ARMTA, and the Alberta String Association.

This year we have been pleased to at the Calgary Association for the Development of Music Education (CADME) as a co-producer and the Canadian Music Centre Prairie Region as an additional collaborator.

The joint planning committee, with representatives from all collaborators, meets monthly to select and contract locations for the conferences, employ presenters, set schedules, advertise the event and manage registrations.

Music Conference Alberta 2019 will take place in Calgary, and early announcements regarding presenters will be presented through press releases and the communications systems of each of the collaborators.

Marketing Committee Report

The Marketing Committee Report was presented for the 2017-2018 Fiscal Year at the Regular Board Meeting on March 11, 2018, and is available at any member's request. However, a summary is included below.

The Marketing Plan presented in March 2017 went largely well, with the only challenge being that only one individual was undertaking all the marketing initiatives, and to a limited level of efficiency as a result. Largely our media initiatives were overshadowed by our Social Media commitments to Music Conference Alberta. Facebook saw a reduction in usage, and Twitter all but disappeared in relevance. YouTube material had not been generated, but B-Roll material had been collected. The website saw a great deal of updating to match our branding.

eNewsletters and The Clarion saw a great deal of redesign and structure developed, with the intention of using these tools to add value to the membership. The depth of content appears now in The Clarion, whereas introductory messages and announcements are included in eNewsletters. Only a few press releases were distributed, but they saw a great deal of usage, particularly the AMEF Recognition Award press releases.

The decision was made in March of 2018 to do away with Twitter and focus only on Facebook, to continue our eNewsletters and The Clarion, and continue with Press Releases. YouTube will also need to be better engaged, and content needs to be finalized for this. The Website also needs to be updated to improve user-friendliness. We also need to leverage our relationships with our sponsors a great deal more, and that will be implemented following this AGM.

Since the report was presented...

More YouTube material has been collected, but not yet produced. This will be a focus on November and December.

Facebook Posts will be rejuvenated and refocused to AMEF content.

eNewsletters and The Clarion have seen troubles in timely distribution due to a series of health concerns I experienced this spring, and my slow recovery. These will get back on track immediately.

Press Releases for Student Recognition Awards and the AMEF Recognition Award will be generated this month, adding to our narrative.

The Website will see a number of updates in the coming weeks to reflect changes in policies as well as continuing to ensure the entire website aligns with our brand.

Sponsors and Grant Recipient Packages will be updated to ensure that they become a marketing resource that does not get left behind.

A great big thank you needs to be extended to Robyn Hébert for joining the Marketing Committee and virtually taking over the Social Media responsibilities, predominantly for Music Conference Alberta. Her work here has been exemplary, and has made the other marketing initiatives possible to focus on without detracting from the Alberta Music Education Foundation message.

Our Marketing Committee needs to continue to grow. We are especially looking for individuals who are willing to help with content for The Clarion, and perhaps even with layout and publication. If you have a passion for storytelling, this is a great opportunity for you to get involved.

Thank you for the opportunity to serve and support!

Joel Windsor

Report

For those of you who are not familiar with this AMEF program, the Alberta Heritage Music Project aims to connect youth and seniors in the sharing of musical memories from the seniors' teenaged years (can also be from when they were younger or a little older). The story-memories are then recreated through music, dancing, acting, sets, costumes and community involvement.

Alberta Heritage Music Project



Last year, I approached United Active Living, a Calgary seniors residence with both the means and the desire to support a wide range of artistic and intellectual programs, with the AHMP. This led to a decision to proceed with this wonderful initiative. We brought the amazing Samantha Whelan Kotkas aboard to lead. The result was heartwarming to all involved. Here is a blog that describes it:

Combining Storytelling with Music Strikes a Chord

Posted under: Music, Partnerships

Combining music with storytelling is the premise behind a new project between United and the Alberta Music Education Foundation (AMEF) that brought residents and students together at two performances at United communities.

United and AMEF recently signed a partnership agreement that encourages the use of music to add a new dimension to traditional storytelling programs. The result was two amazing performances involving residents of United's two communities and students from Bishop Carroll High School in Calgary.

"This was a unique way to bring important stories to light that might otherwise have not been told," said Samantha Whelan Kotkas, a facilitator on the project. "We asked residents for a favourite song from their younger days and then asked them what the song reminded them of. Then we paired students with the residents to create a skit around the story, which incorporated the music. The result was highly entertaining!"

83-year-old Sonia Eisler from the Garrison Green community used the 1967 song What a Wonderful World to recall visits to B.C.'s Harrison Hot Springs and the wonderful times her family had there. "I was a little nervous about telling my story but everyone was so encouraging. They made it a lot of fun and I really enjoyed it!" said Sonia. "Music has always been a big part of my life. It was nice to hear the talent and gifts that the students brought to the performances. While I was reluctant at first, this experience has been inspiring and I'm going to become more involved in some of the other events Garrison has to offer."

The students not only supported the stories the residents had to tell, but displayed an amazing range of talent on their own. Student Katie McMillan, backed by musicians Aaron Young on guitar and Denis Dufresne on violin, sang an emotional rendition of Leonard Cohen's Hallelujah for a friend who had recently passed. Amy Gulewicz used the Beatles' Hey Jude to talk about music being more about emotion than the notes, Michael Nimegeers and the students performed Everybody Wants to be a Cat from the play the Aristocats, and Jack Storwick talked about his love for collecting vinyl records after attending the Las Vegas play Love, featuring the Beatles' music. "A lot of work goes into things we take for granted," Jack told the audience. "After hearing that album, I appreciated how much work it took to create it. The lesson for me was, never take anything for granted."

Garrison Green's Lil Tyler and student Amy Gulewicz performed a short play based on the 1936 song It's a Sin to Tell a Lie. Lil recalled a time when she was eight when an aunt became engaged, but then was heartbroken when the man called off the engagement in a letter, and even asked for the return of the ring. "This project was a terrific idea," said Lil. "That song was popular at the time so in my mind that event is tied to the song. Later, when Hitler came to power, that song was tied to something much bigger."

Fish Creek resident Agnes Rewucki used video to recall a trip to India by ship, and while onboard, she became known as an unbeatable ping pong player, which she re-enacted for the appreciative audience.

And Fish Creek resident Ernie Orford and Michael Nimegeers recalled Ernie's love for the violin, but his family couldn't afford one so he turned to the harmonica, which Ernie played for the audience. Ernie recalled that he later purchased a violin through the Eaton's catalogue, and he became a self-taught left-handed violinist performing at small house parties.

AMEF chair Rolf Bertsch, a long-time friend of United, suggested the project as a way to bring older adults and students together. "AMEF did a similar project several years ago, but this one was so successful that I see it expanding to include other older adult communities where the arts are an important component of their philosophy."

United's music director, Jill LaForty, who saw the project through from its inception, saw the relationship-building that happened among the communities and the participants to be one of the most important aspects of the project. "For residents who came to our final presentations, they saw their neighbours in a whole new light. They saw some people who had been very quiet, suddenly expressing themselves or they discovered a talent, like Ernie playing the harmonica, that they had no idea was there. And the closeness that developed between the students and our residents in some cases will definitely continue long after this project is just a memory. Creative expression and relationship building – that's what this was about."

This wonderful collaboration also brought matching funds from artsVest to AMEF, so there were multiple winners. I believe AHMP needs to be expanded; we need to identify other seniors residences with whom to share this amazing program that brings youth and the elderly together.

United Active living was so thrilled with the process and the result that they will be continuing it this year. This is a burgeoning market, one where AMEF can hopefully develop a new source of revenue but, above all, make a real difference in people's lives.

If any of you know of seniors residences for whom the Alberta Heritage Music Project might be a good fit, please get in touch with us.

Many thanks,

Rolf Bertsch

Chair, Alberta Music Education Foundation

AMEF Budget 2018-19		
FINAL		
		Budget
		<u>Apr '18 - Mar 19</u>
Ordinary Income/Expense		
Income		
	Casino Income	\$45,755.00
	Donation Income	\$7,000.00
	Fundraising Income	\$2,000.00
	Grants	\$5,500.00
	Membership Dues	\$1,300.00
	Music Conference Alberta	\$2,000.00
	Sponsorships	\$7,000.00
	Total Income	\$70,555.00
Expense		
	Advertising	\$2,000.00
	Board Expenses	\$6,375.00
	Board meeting refreshments	
	Board meeting travel	
	Meals	
	Other Board Expense	
	Alberta Heritage Music Project	\$3,750.00
	AMEF Recognition Award	\$100.00
	Cash Cage Advisor Fee	\$0.00
	Other Fundraising	\$100.00
	Fundraising Expenses - Casino	\$0.00
	GST Expenses	\$500.00
	Insurance	\$1,550.00
	Interest and bank charges	\$200.00
	Keyboards for Kids	\$6,550.00
	Management remuneration	\$27,185.00
	MCA	\$7,000.00
	Memberships	\$170.00
	Office Supplies and postage	\$1,500.00
	Professional fees	\$0.00
	Business Licence Fees	\$45.00
	Rent - Other	\$290.00
	Strings for Kids	\$5,435.00
	Student Recognition Award	\$2,100.00
	Support Grants	\$3,000.00
	Telephone	\$1,200.00
	Website	\$1,500.00
	Total Expense	\$70,550.00
Net Ordinary Income		\$5.00
Other Income/Expense		
	Interest Income	\$25.00
	Total Other Income	\$25.00
Net Income		\$30.00

Slate of Candidates for Board Positions

For Secretary

Joel Windsor, High River

Joel Windsor is a passionate music educator, arts advocate, community volunteer and Albertan who lives in High River, Alberta. He completed his Master of Music Education *summa cum laude* through Boston University in 2015, building on his BA in Music and B.Ed. in Music Education through the University of Lethbridge in 2005.

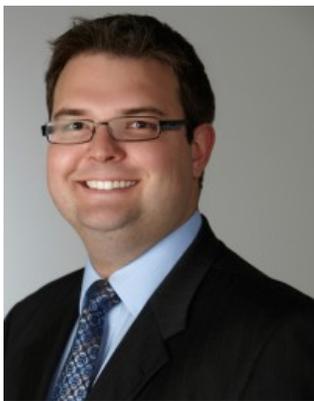


Although he focusses his volunteer efforts on the Alberta Music Education Foundation, he has also served with the Rocky Mountain Symphony Orchestra, the Alberta Society of Music Festival Friends, the Town of High River Arts and Culture Advisory Committee, the Alberta Teachers' Association, the High River & District Lions Music Festival, and many more initiatives.

He currently teaches music at a rural junior-senior high school in High River, Alberta including steel pan ensembles, marching band and authored a curriculum for Rock & Pop.

His custom-designed software, MusicFestivalSuite.com, has helped music festivals across Canada save thousands of volunteer hours providing high-quality musical performance opportunities for youth. He is also in demand as a Master of Ceremonies at many arts and community events, and as a speaker at conferences. Most recently he has been an Adjudicator for the Lacombe Music Festival, Master of Ceremonies for the Days of Yore, and speaker for the Saskatchewan Music Festivals Association.

Currently Mr. Windsor is engaged in a study examining the most appropriate grade level to introduce students to a concert band method of instruction as impacted by the grade configuration of schools offering music programs. The study focuses on performing skills, musical knowledge and collaboration, and is expected to continue until 2020.



For Treasurer

Daniel Smit, Edmonton

Daniel is a senior manager in the Edmonton office of Crowe MacKay LLP and has been with the firm since May 2012. With over 10 years of accounting experience, Daniel has provided professional services in the areas of audit and assurance, accounting, business consulting and advisory, and taxation.

Daniel received his Bachelor of Arts degree from Royal Roads University in 2007. He obtained his Professional Accounting Certificate from Camosun College in 2010. In 2013, Daniel obtained his Chartered Accountant (CA) designation.

In the industry, Daniel's focus is on Indigenous services, owner-managed business, medical professionals, not-for-profit and charitable organizations, and retail automotive dealerships.

In addition to being involved with the Alberta Music Education Foundation, he is also an organizer for World Partnership Walk.

3 Director-At-Large Positions Also Available

Accepting Nominations for All Positions from the Floor

Board of Directors and Staff Members



Chair

Rolf Bertsch, Calgary

Hailed for his passion and natural musicianship, Rolf Bertsch has quickly become one of Canada's leading conductors. Appointed Assistant Conductor of the Orchestre symphonique de Montréal by Charles Dutoit in January 2000 and named Conductor in Residence for the 2002-2003 and 2003-2004 seasons, he has built an impressive reputation as conductor, pianist, communicator, teacher and adjudicator. His career has spanned a wide spectrum of musical experience and styles and has taken him to Europe, the Orient, and throughout North and South America.

Laureate of numerous competitions, Rolf Bertsch served for many years as pianist of the Orchestre symphonique de Montréal and the National Arts Centre Orchestra in Ottawa, as well as solo pianist and, subsequently, conductor for Les Grands Ballets Canadiens. His

career as pianist has included a solo performance with the OSM in New York's legendary Carnegie Hall.

Rolf Bertsch's career took an important turn when he was named Resident Conductor of the Calgary Philharmonic Orchestra, a position he held from 1998-2001. During this highly successful tenure he also served as Music Director of the Calgary Civic Symphony Orchestra and Altius Brass, and worked regularly with Calgary's chamber music ensemble Rosa Selvetica and at the University of Calgary. Rolf Bertsch has conducted most of the orchestras in Canada including those of Montreal, Toronto, the National Arts Centre, Calgary, Edmonton, Québec, Kitchener-Waterloo, and Nova Scotia. He has collaborated with many of Canada's and the world's finest artists.

In the summer of 2005, he was part of an international faculty at the Canton International Summer Music Academy in Guangzhou, China. In the last year, he worked at the Canada Council for the Arts as the Program Officer for the Professional Orchestra and Opera/Music Theatre programs, overseeing the federal granting process for those communities.

Mr. Bertsch began his musical studies on the violin and went on to study piano, cello, composition, jazz, and conducting. He holds diplomas from a number of prestigious institutions including McGill University, the Mozarteum (Salzburg), the Conservatoire de musique du Québec (Montréal), the Folkwang Hochschule (Essen, Germany), and Phillips Academy (Andover, Massachusetts).

In addition to his duties as Music Director and Conductor of the Calgary Civic Symphony, he currently teaches piano and coaches Academy program students at the Mount Royal University Conservatory and works as a freelance conductor, pianist and arts consultant.

Vice Chair

Robert George, Lethbridge

A native of southern Alberta, Robert George graduated from W.R. Myers high school in Taber, then studied at the University of Lethbridge and the University of Calgary. He holds Bachelor of Music, Bachelor of Education and Master of Music degrees, and a graduate Diploma of Fine Arts in Wind Band Conducting.

Mr. George has also completed course work toward a PhD at the University of Arizona.

Mr. George has been an active professional musician in orchestras, chamber music, church music and jazz for over thirty years. He has performed in Canada, the United States, and Mexico, and is in demand as a clinician, adjudicator and guest conductor. He has taught at the University of Calgary, University of Lethbridge and Lethbridge College as well as public school music programs in Calgary, Lethbridge and Coaldale, and has served as Music Director in various churches for over twenty years. He has also been on the Alberta Band Association Board of Directors; as a member at large, and then as Treasurer.

Robert George has been principal bassoonist for the Lethbridge Symphony Orchestra since 1993. He instructs music classes at Lethbridge College, where he also directs the Chinook Community Orchestra, the Lethbridge College Community Winds, and the



Lethbridge College Community Choir. He also maintains a private music studio of woodwind, theory and voice students, including some who have gone on to distinguished careers in music. During the past decade, he has become increasingly involved in research regarding musician health and injury prevention.



Directors-At-Large

Maria Medlow, Calgary

Originally from Argentina, Maria grew up playing the violin and piano. Upon moving to Canada she was accepted at the Senior Academy at Mount Royal Conservatory and studied with prominent teachers including Lise Elson, Cenek Vbra and John Lowry. Maria completed her ARCT certification in both violin and piano and moved to complete her music performance studies at the University of Calgary under the direction of Edmond Agopian.

Maria is currently an active member of the Calgary Musicians Association and is also the Registration Chair for the Cochrane Youth Talent Festival. She has performed and recorded solo and chamber concerts with members of the Calgary Opera, Calgary Cowtown Opera, Calgary Philharmonic Orchestra, Red Deer Symphony, Metropolitan Opera of New York, Cirque De Soleil and played alongside Michael Bublé for his 2014 Canada Tour. Maria was invited to record for the Canadian Country Music Awards and was featured in the CBC Television special for the CCMA awards in December 2014.

She continues her active role as a teacher, adjudicator and performer hosting and playing numerous concerts, fundraisers in support of different charities. Maria resides in Calgary with her husband and 5-year-old son Lucas.

Douglas Campbell, St. Albert

Born in Montreal, Doug has worked in the not-for-profit sector for 35 years with Scouts Canada (National), St. Albert Youth Community Centre (ED & Board Chair), St. Albert Arts & Heritage Foundation (ED) and Sturgeon Community Hospital Foundation (Special Events Management). His strengths are in board development, not-for-profit and foundation management, strategic planning, fundraising and leadership development.

Doug currently serves as a director on the St. Albert Community Foundation and the Rotary District 5370 Charitable Foundation. He is also the Assistant Governor for Rotary District 5370 and a member of the Rotary Club of St. Albert with 15-years of experience working on the St. Albert Rotary Music Festival. Doug was named Volunteer of the Year in St. Albert in 2005.



Robyn Hébert, Edmonton

Born and raised in southern Alberta, Robyn Hébert has spent the majority of her life enveloped in music education and a love for musical expression and creativity. Having grown up in a musical family, learning to play both piano and alto saxophone, Robyn soon found her niche in vocal performance and composition.

Robyn holds a Bachelor of Arts in Theology degree with a minor in Music from Summit Pacific College, affiliated with Trinity Western University in British Columbia, with a primary focus in voice. She has had the opportunity to learn under several music instructors through the University of Lethbridge and Trinity Western University, including a total of eight years in private voice lessons and two years playing saxophone in the University of Lethbridge Wind Ensemble. While focusing her attention on developing her vocal technique over the years, Robyn has also spent over fifteen years singing and playing piano in the church setting, as well as writing and recording original music.

With several years experience in music retail and office administration, Robyn now finds herself working as an Educational Services Representative for Long & McQuade Musical Instruments in Edmonton, serving schools and music teachers all over Northern Alberta and the Northern Territories. She is also involved in the Edmonton music scene as an active performer in both sacred and contemporary music, focusing most of her attention on singing and playing keyboard in the contemporary party/event dance band, Stiletto. Robyn currently maintains a home studio where she spends her time writing and recording original music, and has a strong passion for singing as well as an interest in musician/vocal health.

Executive Director

Crystal Krips, Red Deer

Crystal Krips has spent the majority of her life balancing a career in both music and business. Originally from Saskatoon, Saskatchewan, she started her musical career by taking piano lessons, followed quickly by flute lessons and band.

She holds a Bachelor of Arts in Music and a Bachelor of Commerce degree from the University of Saskatchewan, attained simultaneously. Following her formal education, Crystal attained her Certified Management Accountant designation and ARCT diploma. Crystal has worked for Syncrude Canada Limited, Keyano College, Cantando Festivals, and most recently, St. Albert & District Further Education Association, where she was the Executive Director.

She is in demand as a flute clinician, and she maintains a successful private studio of flute and piano students. Crystal plays piccolo and flute in the New Edmonton Wind Sinfonia. She brings a wealth of knowledge and experience to AMEF and is excited to combine her two passions. When not working or practicing, Crystal enjoys taking Pilates classes, walking her dog, and spending time with her family.



